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Wednesday May 20th, 2020

2020-05-21 Business News - The Bureau - Letter of Support

To Whom It May Concern,

Re: Support for Business News WA & “The Bureau” Initiative

Having spent my career doing businesses in regional Western Australia, I have become accustomed to being forgotten by both corporate and government decision makers.

Considered ‘out-of-sight’ and therefore ‘out-of-mind’, Western Australia and even more so, regional Western Australia are routinely skimmed over or completely ignored when planning investment strategies, implementing new policies or other major decisions that have significant impact on our business activities and community welfare.

This was starkly brought to the fore earlier this year when a Major Cyclone hit Karratha. It barely rated a blip on the national news cycle and the information presented was largely irrelevant to the issues faced or in some cases, completely false. This came hard on the back of months of intricate and nuanced reporting on every facet of the Eastern States bush fire crisis, where every tiny community was shone under a spotlight for all the world to see.

This issue of under-reporting and the resulting ignorance and being forgotten at the decision-making table is even more stark on issues that are not compelling evening viewing such as regional development, jobs, infrastructure, and economic investment.

The reality that it is near impossible attracting capital to regional Western Australia is taken for granted and our regions and state are lesser for this.

The idea of taking a proactive approach to this crisis of irrelevancy and investing in telling the stories of Western Australia is compelling. I cant help but believe that the economic benefit of being pushed back to front and centre of the minds of global decision makers and having the issues facing WA highlighted will result in significant investment and much more favourable policy outcomes flowing to our state and regions.

I wish to offer my support for this “The Bureau” initiative proposed by Business News and hope to see it brought to fruition in the near future.

Yours sincerely,

Jared Fitzclarence
Managing Director
KAW Engineering

