

Tuesday, 12 May 2020

To Whom It May Concern

RE: Support for “The Bureau”

As a founding partner of an award-winning brand and marketing consultancy that has built the brands of some of our States most successful businesses I understand the importance of authentic storytelling in building profile and creating long term value.

I would like to provide my support to the initiative Business News are seeking to implement called The Bureau to help tell the story of Western Australia’s innovative industries outside this great state.

Well written stories published in credible media beyond our state will assist greatly with increasing interest in and understanding of WA. If we want to diversify our economy and create the jobs of the future, this is what we should be doing.

The Business News proposal for The Bureau and has my support and I encourage you to support this new and innovative service for Western Australia.

Kind Regards,



Ben Hames
Design Director