

## McGowan Government launches \$100 million Investment Attraction Fund

On March 9 2022, Western Australian Premier Mark McGowan, along with Deputy Premier and Minister for State Development, Jobs and Trade Roger Cook, launched a **\$100 million Investment Attraction Fund** to help drive Diversify WA strategy.

The fund seeks to encourage further investment in Western Australia with the aim of facilitating job creation, increasing demand for local goods and services, and securing trade in new sectors and within new markets.

The launch of the IAF is a delivery of the McGowan Government's Jobs and Trade policy commitment made at the 2021 state election. It will enable investment into a range of industries, facilitating a more targeted and coordinated approach to investment attraction, supporting the economic diversification agenda of the McGowan Government.

The Western Australian Government is encouraging expressions of interest (EOI) to the IAF from businesses seeking to establish and grow their operations in WA.

A Governance Board of industry representatives with diverse experience has been established to assess EOI submissions and applications.

The industry representatives are:

- Mr John Van Der Wielen, Chief Executive Officer, HBF;
- Ms Ivy Chen, Principal Consultant, CSA Global; and
- Mr Larry Lopez, Partner, Australian Venture Consultants.

Premier Mark McGowan said upon launching the Investment Attraction Fund, "There is no better or safer place to do business than in Western Australia. As Western Australia and the world reconnects, it's essential that we capitalise on new opportunities. That's why we are committing \$100 million to helping the industries of the future grow and succeed in our State."

State Development, Jobs and Trade Minister Roger Cook said:

"The Investment Attraction Fund has been established to make sure we capitalise on our comparative advantages, build upon our thriving innovation ecosystem and help industry deliver the jobs of the future for Western Australians.

"Through the Investment Attraction Fund, the McGowan Government will continue to deliver initiatives that support the diversification of our economy.

For more information, please contact your Hawker Britton consultant Emma Ramage on +61 430 811 929. Further Hawker Britton Occasional Papers on the activities of the WA Government are available [here](#).