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Title:

Speech launching 'Corfu' clothing range, Iliad Restaurant

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SPEECH BY THE PREMIER, MR DUNSTAN, LAUNCHING "CORFU" CLOTHING RANGE.

Adelaide. (Iliad Restaurant)

1.3.74

Mr Harvey, Mr Ridge, Mr Baggio, Ladies and Gentlemen:

Thank you very much for asking me here today. It's an invitation I was particularly pleased to accept because I think one of the really refreshing things that has happened in Australia in recent times has been the change in our clothing industry.

The days when quality or design - and certainly quality and design - in men's and women's clothing necessarily meant an "imported" label seem to have gone forever. Young Australian designers and manufacturers have taken a lead and the public has responded.

We no longer regard being well dressed with looking at all times gravely respectable and feeling hideously hot all summer long. Australians are dressing sensibly and for Australian conditions. I don't think, however, that we can be too jingoistic about it. One of the major reasons for our change in attitude has been the influence of talented migrants.

(You can see the same thing in our new pattern of eating out and willingness to try new dishes - something demonstrated to the full in this excellent restaurant.)

It's encouraging on a national basis and it's particularly true from South Australia's point of view because it's another area in which we are giving a lead.

Our designers and manufacturers already have a national reputation and there's still plenty of opportunity for further expansion.

It's no accident that Levi Strauss decided to base their Australian operation here or that, so soon after doing so, they should be planning further expansion.

On a smaller scale, but just as impressive is the development of Oxford Clothing. The firm started business six and a half years ago as a one man operation.

Now it employs 125 people in its Salisbury factory and plans to take on another 25 by next year. The goods are sold nationally and Mr Ridge tells me that plans are in hand to begin exporting. It's not under-rating the special achievement of Don Ridge and John Baggio to say that their success encapsulates the success story of the Australian clothing industry and shows what careful attention to design and price can do.

The Jean Scene operation has proved a similar success. It began in 1971 and already has branches in Whyalla and Christies Beach.

I'd mention, too, that Mr Harvey made a wise choice in locating his main shop in the East End of the city, an especially pleasant part of Adelaide whose distinctive flavour is ideal for this type of retailing.

I'm sure that the new "Corfu" range will mean still greater success for both the partners in the operation.

The blending of the Corfu theme with Con Bambacas' delightful Aegean "Iliad" backdrop for this promotion was a neat one and there's an unexpected bit of topicality in it too.

I'm going straight from here to meet the Duke of Edinburgh and it happens that Prince Philip was born on the island of Corfu. Again my congratulations to those involved in this new venture and it's now my pleasure to make way for the models and the new Corfu range of denim jeans, skirts and smocks.

Thank you.

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