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**Title:**  
Speech Opening Norwood Door Centre

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SPEECH BY THE PREMIER, MR. DUNSTAN, OPENING NORWOODDOOR CENTRE.

6.9.72

MR. RICHARDS, MR. PACKER, LADIES AND GENTLEMEN:

I WAS DELIGHTED TO SEE THAT IN THE ADVANCE PUBLICITY FOR THIS FUNCTION YOU SAID I WOULD TODAY BE CONTINUING MY DOOR-KNOCKING ACTIVITIES IN THE NORWOOD ELECTORATE.

WELL I THINK IT WOULD BE A BIT COUNTER-PRODUCTIVE TO BANG ON THE HUNDREDS YOU'VE GOT HERE, BUT I DO WANT TO THANK YOU FOR ASKING ME HERE TODAY, AND TO CONGRATULATE GEOFF PACKER ON HIS INITIATIVE IN ESTABLISHING THIS NEW VENTURE.

THAT MR. PACKER IS A BUSINESSMAN OF GREAT TALENT-AND FORE-SIGHT IS PROVED CONCLUSIVELY, IN MY VIEW, BY HIS DECISION TO OPEN ON THE NORWOOD PARADE, WHICH I THINK IS ONE OF THE BEST AND FRIENDLIEST SHOPPING STREETS IN AUSTRALIA.

2.

IN FACT ONE OF THE HIGH POINTS OF MY WEEK IS TO BE ABLE TO STROLL ALONG THE PARADE ON SATURDAY MORNINGS DOING THE SHOPPING.

AND SINCE I HOPE SHORTLY TO BE BUILDING A NEW HOUSE IN THE ELECTORATE IT'S VERY LIKELY THAT ONE SATURDAY I'LL BE HERE NOT AS PREMIER OR MEMBER OF PARLIAMENT, BUT AS CUSTOMER.

THIS NEW CENTRE WILL PROVIDE A SERVICE NOT ONLY FOR PEOPLE IN THE AREA BUT FOR BUILDERS AND HOME-BUYERS THROUGHOUT THE METROPOLITAN AREA.

THE BUILDING INDUSTRY IS BECOMING INCREASINGLY MORE SPECIALISED AND THE RANGE OF CHOICE AVAILABLE TO BUYERS IS EVER WIDER.

PLAINLY THIS HAS PERILS FOR THE UNWARY - AND WAS A MAJOR REASON FOR OUR IMPLEMENTATION OF THE BUILDERS' LICENSING SYSTEM.

BUT IT IS A MOST WELCOME DEVELOPMENT OVERALL.

GOOD DESIGN IS AN IMPORTANT SELLING POINT IN ANY INDUSTRY, BUT NOWHERE IS IT MORE IMPORTANT THAN IN THE BUILDING INDUSTRY.

IT'S NO LONGER SUFFICIENT FOR HOUSES TO BE SLAPPED TOGETHER ON THE CHEAP WITH MINIMAL ATTENTION GIVEN TO EXTERIOR AND INTERIOR DESIGN. CITY PLANNING DEMANDS THAT DESIGN - OF THE BUILDING ITSELF AND ITS RELATION TO OTHERS NEARBY - IS GIVEN A CENTRAL PLACE. EQUALLY PERTINENTLY BUYERS THEMSELVES ARE MORE DISCRIMINATING THAN EVER BEFORE. THEY NOT ONLY WANT ATTRACTIVE BUILDINGS - THEY ARE DEMANDING THEM.

IN SOUTH AUSTRALIA WE HAVE HAD UNFORTUNATE EXAMPLES OF SECOND OR THIRD RATE DESIGN STANDARDS BEING APPLIED TO MASS HOUSING PROJECTS AND ONE OF THE GOVERNMENT'S PRINCIPAL CONCERNS IN THIS TERM OF OFFICE HAS BEEN TO FOSTER IMPROVED STANDARDS, PARTICULARLY IN THE PUBLIC HOUSING SECTOR.

4.

WE'RE FORTUNATE IN THIS STATE IN THAT WE HAVE A WIDE RANGE OF HIGH QUALITY BUILDING MATERIALS AND A GROUP OF EXCELLENT ARCHITECTS WHO CAN USE THEM IMAGINATIVELY.

I BELIEVE THINGS HAVE CHANGED FOR THE BETTER AND THAT THEY ARE STILL IMPROVING.

THE ESTABLISHMENT OF THIS CENTRE IS AN INDICATION NOT ONLY OF SUCH INCREASED AWARENESS OF THE "AESTHETIC FACTOR" IN BUILDING, BUT OF IT'S POTENTIAL PROFITABILITY.

A CENTRE SUCH AS THIS WHICH ENABLES A CUSTOMER, EITHER TRADE OR PRIVATE, TO MAKE A LEISURELY AND CONSIDERED EXAMINATION OF THE VARIOUS ALTERNATIVES IN DOORS, OR OTHER BUILDING COMPONENTS, BEFORE MAKING A CHOICE HAS A VALUABLE PART TO PLAY, AND I'M SURE WILL PROVE A GREAT SUCCESS.

I THEREFORE HAVE VERY MUCH PLEASURE IN DECLARING THE  
NORWOOD DOOR CENTRE OFFICIALLY OPEN.

THANK YOU.