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1989/2

SPEECH BY THE PREMIER, MR. DUNSTAN, AT ADELAIDE CONVENTION

BREAKFAST.

3.7.73

MR. EHRLICH, MR. O'SULLIVAN, LADIES AND GENTLEMEN;

THANK YOU VERY MUCH FOR ASKING ME HERE TODAY AND FOR GIVING ME THE OPPORTUNITY TO OUTLINE TO THIS INFLUENTIAL AUDIENCE THE EXCELLENT FACILITIES WE NOW HAVE HERE FOR GETTING A BIGGER SHARE OF THE MULTI-MILLION DOLLAR CONVENTION INDUSTRY.

WE'VE COME A VERY LONG WAY IN A SHORT TIME. IT WAS ONLY A COUPLE OF YEARS AGO THAT I SPOKE PUBLICLY ABOUT THE DISAPPOINTINGLY SMALL NUMBER OF CONVENTIONS WE ATTRACTED.

A SUBSEQUENT SURVEY BY THE AUSTRALIAN NATIONAL TRAVEL ASSOCIATION CONFIRMED THIS: THIS SHOWED THAT ADELAIDE IN 1971 HAD 28 CONVENTIONS, ATTRACTING SOME 3,300 DELEGATES, WHICH GENERATED ABOUT 900-THOUSAND DOLLARS OF REVENUE.

2.

AT THE SAME TIME, ANTA FOUND THAT POTENTIAL REVENUE FROM THIS PRIME TOURISM SOURCE WAS AN ANNUAL EIGHT-MILLION DOLLARS. ANTA ALSO RECOMMENDED THE ESTABLISHMENT OF A CONVENTION BUREAU. THIS WAS SET UP IN JULY LAST YEAR WITH THE STATE GOVERNMENT PAYING HALF THE ESTABLISHMENT COST AND HALF THE 1973/74 BUDGET OF 16,000 DOLLARS. THE PRIVATE SECTOR IS TO PAY THE OTHER HALF.

I MIGHT ADD THAT 4,000-DOLLARS OF THIS CONTRIBUTION IS STILL OUTSTANDING. SO IF ANY OF YOU HAPPEN TO HAVE BROUGHT YOUR CHEQUE BOOKS ...

IF I MAY EXPLAIN, WHAT A PROFITABLE INVESTMENT THE CONVENTION INDUSTRY CAN BE.

DELEGATES TO CONVENTIONS NORMALLY STAY FOR FOUR DAYS. THEY SPEND SOME 400-DOLLARS PLUS THE FARES TO ADELAIDE. THEIR WIVES SPEND 300-DOLLARS (WOMEN'S LIBERATION MAY CARE TO LOOK AT THOSE FIGURES). ANYWAY, THIS IS THREE TIMES AS MUCH AS AVERAGE

TOURIST SPENDING AND, IN ADDITION, A QUARTER OF DELEGATES STAY ON FOR HOLIDAYS RANGING FROM ONE TO THREE WEEKS.

THIS, OBVIOUSLY, THROUGH THE DIRECT SPENDING AND ITS SPIN-OFF BENEFITS, IS A MAJOR BOOST TO OUR ECONOMY IN BOTH THE LEVEL OF BUSINESS ACTIVITY AND EMPLOYMENT.

THEN THERE ARE THE INVISIBLE SOCIAL BENEFITS WHICH FLOW FROM BEING A CONVENTION CENTRE. SUCH GATHERINGS BRING TOGETHER PEOPLE IN SPECIALIST FIELDS TO EXCHANGE OPINIONS AND IDEAS. THEY KEEP SOUTH AUSTRALIA IN THE MAINSTREAM OF PROFESSIONAL, COMMERCIAL AND ACADEMIC THOUGHT IN AUSTRALIA AND OVERSEAS. THEY ATTRACT ESTABLISHED INTERNATIONAL LEADERS TO OUR STATE, WHO RETURN WITH A WIDER UNDERSTANDING OF OUR WAY OF LIFE, OUR PROBLEMS AND OUR ATTRACTIONS.

THE BUREAU IS NOW GETTING RESULTS. IT IS DRAWING TOGETHER THE MANY STATE ORGANISATIONS WITH NATIONAL AND INTERNATIONAL AFFILIATIONS AND IS GIVING THEM CONFIDENCE IN INVITING CONVENTIONS TO BE HELD HERE.

THE SERVICES PROVIDED TAKE MUCH OF THE HARD WORK OUT OF CONVENTION ORGANISING. AT LEAST SEVENTY CONVENTIONS WILL BE HELD IN ADELAIDE THIS YEAR AND THIS SHOULD GENERATE APPROXIMATELY TWO-MILLION DOLLARS WORTH OF SPENDING. MOST OF THESE ARE IN THE NATIONAL SPHERE AS INTERNATIONAL CONVENTIONS REQUIRE FAR MORE PLANNING.

THE AUSTRALIAN AND NEW ZEALAND ASSOCIATION FOR THE ADVANCEMENT OF SCIENCE CONGRESS WILL BE HELD HERE IN 1980 AND WILL ATTRACT SOME 4,000 VISITORS.

THE INTERNATIONAL SOCIETY FOR EDUCATION THROUGH THE ARTS CONVENTION WILL ALMOST CERTAINLY BE HELD HERE IN 1978 ATTRACTING 2,000 VISITORS.

I CAN ASSURE YOU THAT THIS WOULD NOT HAVE BEEN HELD IN ADELAIDE HAD IT NOT BEEN FOR THE WORK OF THE BUREAU. I KNOW THIS BECAUSE I WROTE THE LETTER OF INVITATION.

AND NOW THAT WE HAVE THE NECESSARY INFRASTRUCTURE - THROUGH THE FESTIVAL CENTRE, OTHER FINE PUBLIC BUILDINGS SUCH AS EDMUND WRIGHT AND AYERS HOUSES AS WELL AS OUR GROWING NUMBER OF EXCELLENT HOTELS - WE CAN BE CONFIDENT THAT THIS IS JUST A START.

WE CAN REACH THAT EIGHT-MILLION DOLLAR TARGET VERY QUICKLY. THE GOVERNMENT AND ANTA ARE DETERMINED THAT WE WILL.

BUT WE NEED YOUR HELP. AND, IN GIVING IT, YOU WILL UNDOUBTEDLY BE HELPING YOURSELVES.

THIS IS WHY WE'VE ASKED YOU HERE TODAY. WE INVITE YOU TO INSPECT THE FACILITIES THAT HAVE BEEN PROVIDED HERE - CLOSELY AND AS CRITICALLY AS YOU WISH. WE ARE CONFIDENT THAT THERE ARE NONE BETTER OF THEIR TYPE IN AUSTRALIA.

WE BELIEVE A DETAILED SCRUTINY OF THEM WILL CONVINCE YOU THAT THE BUREAU NOT ONLY DESERVES, BUT DEMANDS, YOUR SUPPORT IN THE INTERESTS OF YOURSELVES AND OF A MORE PROSPEROUS SOUTH AUSTRALIA.

THANK YOU.