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Title:

Speech Opening Renmano Wines Pty. Ltd.'s Adelaide Premises

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SPEECH BY THE PREMIER, MR. DUNSTAN, OPENING RENMANO WINES
PTY. LTD'S ADELAIDE PREMISES.

24.10.72

MR. JOHNSON, MR. RODDA, LADIES AND GENTLEMEN;

THANK YOU VERY MUCH FOR ASKING ME HERE TODAY TO OPEN YOUR NEW ADELAIDE OFFICES. THIS IS THE SECOND TIME THIS YEAR THAT I'VE HAD THE PLEASURE OF BEING ASSOCIATED WITH THE EXPANSION PROGRAMME BEING UNDERTAKEN BY RENMARK GROWERS' DISTILLERY AND ITS ASSOCIATED COMPANY RENMANO WINES. LAST FEBRUARY I WAS IN RENMARK FOR THE OPENING OF YOUR NEW BOTTLING HALL AND WAS MOST IMPRESSED THEN WITH THE COMPANY'S MANAGERIAL AND WINEMAKING SKILLS.

IT WOULD BE PROOF ENOUGH OF LIVELY AND PROGRESSIVE MANAGEMENT IN ANY YEAR THAT YOU HAVE BEEN ABLE TO COMMIT SOME \$400-THOUSAND TO PRODUCT AND MARKETING EXPANSION AND TO DOUBLE YOUR WORK-FORCE AND CUT PRICES IN SO DOING.

2.

THE FACT THAT IT HAS BEEN DONE DURING ONE OF THE MOST DIFFICULT PERIODS EVER FACED BY THE AUSTRALIAN WINE INDUSTRY SHOWS THAT RENMARK IS A NATIONAL LEADER IN ITS FIELD.

AS I'VE REMARKED BEFORE, IT IS, HOWEVER, TYPICAL OF THE COMPANY'S DYNAMIC RESPONSE TO CHALLENGE. YOURS WAS THE FIRST CO-OPERATIVE WINERY IN AUSTRALIA AND YOU'VE BEEN SHOWING THE WAY EVER SINCE. IT WAS THE RENMARK CO-OPERATIVE WHICH PIONEERED EXPORT SALES TO BRITAIN AND THEN SHOWED WHAT COULD BE DONE IN FINDING ALTERNATIVE DOMESTIC OUTLETS WHEN THAT MARKET FELL AWAY.

NOW WE CAN ENJOY THE PRACTICAL FRUITS OF YOUR LATEST ADJUSTMENT TO HARD TIMES. THE FEDERAL GOVERNMENT'S WINE EXCISE WAS, I BELIEVE, AN ABSURD AND UTTERLY UNJUSTIFIABLE IMPOST. THE FACT THAT IT HAS SINCE BEEN HALVED SHOWS THAT EVEN THE CANBERRA MANDARINS HAVE COME TO APPRECIATE WHAT THE REST OF US KNEW ALL ALONG, WHILE UNFORTUNATELY DEMONSTRATING, TOO, THAT THEY HAVEN'T GUTS TO ADMIT THEY MADE A BLUE AND WHOLLY REPEAL IT.

THE FEDERAL GOVERNMENT SHOULD, IN FACT, THANK THEIR LUCKY STARS FOR FIRMS LIKE RENMAND BECAUSE - HAD IT NOT BEEN FOR THE WAY IN WHICH THEY RESPONDED TO THIS FISCAL IDIOCY - THE SITUATION WOULD HAVE BEEN MUCH WORSE.

THE EXCISE CAUSED - AS MUST HAVE BEEN OBVIOUS TO THOSE WHO CONCEIVED IT - A DROP IN SALES TO PROPRIETORY WINE MAKERS AND HIT DIRECTLY AT ONE OF THE FEW PROFITABLE PRIMARY INDUSTRIES.

THE RIVERLAND CO-OPERATIVES' ANSWER WAS TO INCREASE THE PROPORTION OF MARKETING UNDER THEIR OWN BRANDS. IT WAS A BOLD DECISION AND, IN THE CIRCUMSTANCES OF THE TIME, A BRAVE ONE. I'M DELIGHTED TO SAY THAT IT HAS BEEN A SUCCESSFUL ONE.

THE ONE GOOD THING THAT HAS COME OUT OF THIS COMPLETELY UNNECESSARY SWIPE AT THE WINE INDUSTRY IS A WHOLE NEW RANGE OF WINES AVAILABLE TO THE AUSTRALIAN PALATE.

THE "MONTESSA" RANGE IS AN OUTSTANDING EXAMPLE OF THESE. I CAN TESTIFY PERSONALLY TO THEIR QUALITY HAVING HAD THE PLEASURE OF SAMPLING MOST OF THEM. NOW PEOPLE IN THE METROPOLITAN AREA WILL HAVE EASIER ACCESS TO THEM THROUGH THE OPENING OF THESE NEW PREMISES. I'M SURE THAT THE ADDED EFFICIENCY IN MARKETING WHICH WILL RESULT, AS WELL AS THE HIGH QUALITY OF THE PRODUCTS THEMSELVES, WILL VERY QUICKLY BRING ITS OWN REWARD IN INCREASED SALES.

IT IS GRATIFYING, INDEED, THAT YOUR COMPANY HAS ACHIEVED SUCH A DRAMATIC TURN-ABOUT FROM THE THREAT POSED BY THE WINE EXCISE OF A 30 PER CENT LOSS OF SALES TO THE OPENING TODAY OF THIS HANDSOME BUILDING WITH ITS POTENTIAL FOR RECORD SALES AND OUTPUT.

I DO MOST SINCERELY HOPE THAT YOUR OWN SALES DRIVE WILL SOON RECEIVE A FURTHER FILLIP WITH ANNOUNCEMENT OF THE TOTAL REPEAL OF THE EXCISE. CERTAINLY I LOOK FORWARD TO THE RETURN IN CANBERRA

OF A GOVERNMENT WHICH IS PLEDGED TO REPEAL IT. I DON'T THINK THIS AUDIENCE WILL NEED ME TO BECOME OVERLY POLITICAL AND IDENTIFY BY NAME THE PARTY WHICH HAS SUCH A POLICY.

I CONGRATULATE ALL THOSE INVOLVED IN THE PLANNING AND CARRYING THROUGH OF THIS NEW VENTURE. IT WILL BE A BENEFIT BOTH TO THE PEOPLE OF ADELAIDE AND RENMARK, AND I HAVE VERY MUCH PLEASURE IN OFFICIALLY DECLARING IT OPEN.

THANK YOU.