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Article for the 'Age', Melbourne

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South Australia, I believe, continues to be Australia's pacesetter State in planned development and the maintenance of a congenial lifestyle in a pleasant environment.

Creation of a totally new, uniquely Australian city at Monarto, a limitation to the size of metropolitan Adelaide, control of urban land prices, Australia's most exciting Festival Centre, co-ordinated, decentralised development.

These are just some of the ways in which this is being achieved.

We set out in 1970 on a programme to set maximum industrial expansion and diversification for the State.

The results are evident.

There have been significant developments in a very wide range of industries. New markets have been established for the State's products throughout the world.

Perhaps the most exciting of these developments is the projected construction of a \$300m. petrochemical complex at Redcliffs in the mid-North of the State. Australian and international interests are undertaking this project. The spin-off benefits will have immense developmental importance to the rapidly expanding industrial cities of Port Pirie and Port Augusta.

But this is only one of a series of development. The latest include:

- A \$40m. refinery being built by Mobil Oil Australia Ltd. near Adelaide.
- A \$1m. programme by the engineering firm Clyde Industries Ltd. for the manufacture of diesel electric locomotives, relocating plant from New South Wales.
- Major expansion programmes by the South Australian winemaking companies, Penfolds Wine Ltd and Orlando Wines Ltd., involving millions of dollars.
- A \$1m. new tuna and prawn processing complex at Port Lincoln.
- A \$5.5m. expansion plan by Coca Cola Bottlers Ltd.

The huge automotive plants of General Motors Holden and Chrysler have, of course, been long established here.

The household appliance works of Kelvinator, Wilkins Servis, Lightburn and Simpson Pope were also among our industrial pioneers while B.H.P. has its major iron and steel plant in our second city, Whyalla.

These industries, while they remain the backbone of our economy, have, unfortunately, an in-built weakness. Because their products are essentially semi-luxury durables they are subject to economic variables beyond the control of South Australia.

Our policy, therefore, is to achieve greater diversification of industry and in this we have had a fair measure of success.

To encourage new industries, the government established the Industries Assistance Corporation and the Industries Research Institute. These and other semi-government agencies are empowered to assist in the financing of new enterprises, to promote product research, to provide low-cost housing as well as land for the building of factories.

Coupled with the expanded development activities has been a drive to increase markets for South Australian goods to further strengthen our employment base.

South Australia itself is limited by its small population to being a minor consumer of its own goods.

We rely heavily to neighbouring States and have recently appointed full-time trade officers in Sydney and Melbourne.

But we have also looked further afield and have identified important new markets particularly in the countries of our region. South Australia has trade representatives in Japan, Indonesia, Malaysia and Singapore and they have been most successful in developing those markets. There has been another notable success in recent weeks in sales of agriculture equipment and products to Libya, the result of South Australian initiative.

The Government is also actively fostering supportive technological industries in the State. There is an existing impressive range of facilities in the research units of the two universities, the Institute of Technology, the Weapons Research Establishment, the

Institute of Medical and Veterinary Science, the Australian Minerals Development Laboratories, the Waite Agricultural Research Institute as well as several divisions of the Commonwealth Science and Industrial Research Organisation.

Governments, however, have a responsibility well beyond the generation of economic growth.

The main concern is for the wellbeing of the people who live and work in this State.

We do not believe in growth for growth's sake but rather in planned development.

We are determined that our capital city, Adelaide, will not be afflicted by the urban blight that has turned so many other cities into unworkable sprawls.

The population of metropolitan Adelaide will be limited to 1.3 million people (from about 850,000 at present). A plan for decentralisation has already been launched with new growth centres being encouraged in the north and south-eastern regions of the State.

The most exciting project in this line is the creation of Monarto, about 60 kilometres from Adelaide. This will be a completely planned city with its own industrial and education complex. It will not be just another Canberra or imitation British New Town but will be an especially Australian city, designed for our climate and our way of life.

By the turn of the century, Monarto will be the home of more than 50,000 people.

South Australia is also the home of the world-famous vineyards of the Barossa Valley. They are not only of economic importance - they are also beautiful and a great tourist attraction as the increasing numbers of visitors shows.

Another tourist attraction of world class are the Flinders Ranges, with their unique scenery.

Stretching along the south coast are fine sandy beaches and the Mediterranean type climate provides superb swimming, surfing and sailing.

In Adelaide itself, the biennial Festival of Arts is another international attraction with the Festival Theatre as its focus.

We take quiet pride in the fact that our Festival Theatre, although more subdued in appearance, offers facilities that exceed those of the Sydney Opera House, and is a performer's delight.

While these more ambitious projects have been undertaken, the basic facts of living have not been ignored. South Australia is the only State where there is an effective price control policy. We have acted to peg land prices to reasonable levels so that young families can afford a home of their own and are not priced out of the market as is happening elsewhere.

All these factors contribute to making South Australia a fine place in which to invest and live.