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Title:

Speech Opening Fletcher Jones and Staff Pty. Ltd. Factory, Mount Gambier

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SPEECH BY THE PREMIER, MR. DUNSTAN, OPENING FLETCHER JONES
AND STAFF PTY. LTD. FACTORY, MOUNT GAMBIER. 9.9.72

MY PARLIAMENTARY COLLEAGUES, MR. MAYOR AND CITY COUNCILLERS,
MR. SYMONS, LADIES AND GENTLEMEN.

I'M DELIGHTED ONCE AGAIN TO BE BACK IN MOUNT GAMBIER,
PARTICULARLY ON A DAY AS NOTABLE FOR THE CITY AND FOR FLETCHER
JONES AS THIS.

THE FORMAL OPENING OF THIS FACTORY MARKS AN IMPORTANT STEP
FORWARD IN THE DEVELOPMENT OF THE MOUNT AND SETS THE SEAL ON
AN ASSOCIATION BETWEEN THE COMPANY AND THE CITY WHICH I'M SURE
WILL BE ENDURING AND MUTUALLY PROFITABLE.

I THINK THE PEOPLE OF MOUNT GAMBIER CAN CONGRATULATE THEM-
SELVES ON HAVING WON FOR THE TOWN A COMPANY WITH A DISTINCTIVE
REPUTATION FOR SOCIAL CONSCIENCE AND GOOD NEIGHBOURLINESS.

I THINK FLETCHER JONES' CAN CONGRATULATE THEMSELVES ON HAVING

2.

SELECTED AS THE SITE OF THEIR LATEST EXPANSION PROGRAMME ONE
OF THE MOST ATTRACTIVE AND FRIENDLY PROVINCIAL CITIES IN
AUSTRALIA.

THE STATE GOVERNMENT AND THE HOUSING TRUST ARE DELIGHTED TO
HAVE BEEN ABLE TO HELP TO BRING THE CONCEPT TO FRUITION.

THE SECURING OF FURTHER INDUSTRIAL DEVELOPMENT, OF THE RIGHT
TYPE, IS A CENTRAL PART OF MY JOB AS DEVELOPMENT MINISTER AND
THE ESTABLISHMENT OF FLETCHER JONES HERE IS A FINE EXAMPLE
OF WHAT WE ARE TRYING TO ACHIEVE ON A STATE-WIDE BASIS.

MOUNT GAMBIER IS ACCUSTOMED TO BEING A SUCCESS STORY.

IT GOES BACK TO THE 1920'S AND THE DEVELOPMENT BY THE GOVERN-
MENT AND PRIVATE CONCERNS OF PINE PLANTATIONS IN THE AREA AND
THE CONCENTRATION ON RADIATA FOR COMMERCIAL PURPOSES.

THE GROWTH, LITERALLY OF THE FORESTS, AND OF THE IMPORTANCE OF THE FORESTRY INDUSTRY TO THE ECONOMY OF THE REGION SINCE THEN HAS BEEN PHENOMENAL - BASED, OF COURSE, ON RAINFALL AND OTHER NATURAL CONDITIONS, BUT ALSO AS A RESULT OF THE FAITH AND ENTERPRISE OF THE PIONEERS.

WE'VE HAD A RECENT EXAMPLE OF THIS CONTINUING CAPACITY FOR GROWTH IN THE ANNOUNCEMENT OF AN \$8 MILLION EXPANSION PROGRAMME BY SOFTWOOD HOLDINGS LTD.

TIMBER HAS PROVIDED MOUNT GAMBIER AND THE SURROUNDING AREA WITH A SOUND ECONOMIC BASE.

BUT I'M SURE THAT EVEN THE MOST CHAUVINISTIC SPOKESMAN FOR THAT INDUSTRY WOULD NOT CLAIM THAT THE FORESTS HAVE SOLVED ALL THE PROBLEMS.

AND ONE OF THE PROBLEMS THAT HAVE BECOME MOST APPARENT IN RECENT YEARS IS THAT MOUNT GAMBIER, AS WITH OTHER PARTS OF SOUTH AUSTRALIA, SUFFERS FROM DIFFICULTIES IN PROVIDING JOBS FOR WOMEN MEMBERS, OR WOULD-BE MEMBERS, OF THE WORK FORCE.

IT IS IN THIS AREA - AND THAT OF PROVIDING JOBS FOR SCHOOL-LEAVERS WHERE THERE IS ALSO A NOTICEABLE IMBALANCE - THAT OUR INDUSTRIAL DEVELOPMENT PROGRAMMES HAVE BEEN CONCENTRATED.

WE ARE DOING SO BY PROVIDING A WIDE RANGE OF INCENTIVES TO FIRMS WHOSE EMPLOYMENT IS PARTICULARLY ORIENTED IN THOSE DIRECTIONS AND BY CONCENTRATING ATTENTION IN CERTAIN FIELDS.

FLETCHER JONES, OF COURSE, IS JUST SUCH A COMPANY. WE - AND I'M SURE THE PEOPLE OF MOUNT GAMBIER - WOULD HAVE BEEN HAPPY TO GET THEM HERE EVEN IF THEY EMPLOYED ONLY SIX-FOOT-SIX MUSCLEMEN. BUT THE COMPANY'S PARTICULAR PATTERN OF EMPLOYMENT MADE US PARTICULARLY ANXIOUS TO USE ALL THE PERSUASION AND CONCESSIONS WE HAD TO SECURE THE FACTORY FOR MOUNT GAMBIER.

AN ADDED KEENNESS WAS GIVEN BY OUR AWARENESS OF THE COMPANY'S FINE COMMUNITY RECORD. IT'S SHOWN NOT ONLY BY THE CONSIDERATION GIVEN TO THE NEEDS OF ITS WORK-FORCE - WHERE THE RECORD IS TRULY OUTSTANDING - BUT ALSO IN THE CONSIDERATION IT GIVES TO ITS WIDER POSITION IN THE COMMUNITY. ONE EXAMPLE WE CAN SEE TODAY GRAPHICALLY DEMONSTRATES THIS: THE CARE THE COMPANY HAS GIVEN TO LANDSCAPING THE AREA AROUND THE FACTORY SO THAT IT WILL BE A PLEASURE TO APPROACH OR PASS BY.

THE ARRIVAL OF FLETCHER JONES IS AN IMPORTANT AND WELCOME ADDITION TO THE EMPLOYMENT BASE OF THE MOUNT GAMBIER AREA, AND I'M SURE IT WON'T BE LONG BEFORE OTHER INDUSTRIALISTS REALISE THIS AND BEAT A PATH TO YOUR DCOR.

I AM PERSONALLY CONVINCED THAT MOUNT GAMBIER IS IDEALLY PLACED, GEOGRAPHICALLY, ECONOMICALLY, SOCIALLY AND CLIMATICALLY, TO ATTRACT FURTHER BALANCED GROWTH. NOT ONLY DO I BELIEVE IT WILL GROW, I BELIEVE GROWTH IS INEVITABLE.

SO FAR I'VE SPOKEN PRINCIPALLY ABOUT FLETCHER JONES AND THE TIMBER INDUSTRY. THERE IS ONE OTHER DEVELOPMENT FIELD FOR WHICH MOUNT GAMBIER IS WELL PLACED AND IN WHICH EMPLOYMENT IS ALSO ORIENTED TOWARDS WOMEN AND SCHOL LEAVERS, THAT IS, OF COURSE, THE TOURISM INDUSTRY.

MY GOVERNMENT HAS GIVEN A GREAT DEAL OF ATTENTION DURING THE PAST TWO YEARS OR SO TO EXPANDING TOURISM. WE BELIEVE IT HAS VAST POTENTIAL FOR EXPANSION, AND EXPANSION OF A MOST BENEVOLENT KIND. WE BELIEVE, TOO, THAT TOURISM PLANNING MUST BE UNDERTAKEN ON A STATE-WIDE IF NOT NATIONAL, BASIS WITH THE PACKAGING OF A WHOLE REGION. BUT, PLAINLY, THE NATURE OF THE TOURISM INDUSTRY IS SUCH THAT CERTAIN AREAS, USUALLY BECAUSE OF SPECIFIC NATURAL ATTRACTIONS, MUST BE HIGHLIGHTED. MOUNT GAMBIER, WITH ITS LAKES AND EARLY HISTORICAL ASSOCIATIONS, IS PRECISELY SUCH AN AREA.

WE ARE CURRENTLY WORKING ON VARIOUS CAMPAIGNS - AND SPECIFIC PROJECTS - TO PROMOTE SOUTH AUSTRALIA TO THE SOUTH AUSTRALIAN, INTERSTATE AND INTERNATIONAL TRAVELLER. THE PLEASURES OF A VISIT TO MOUNT GAMBIER AND THE TOWNS NEARBY, WILL BE ONE OF OUR SELLING POINTS AND WE WILL BE MOST HAPPY, IN FRAMING OUR PROMOTIONS, TO WORK WITH LOCAL PEOPLE HERE IN LETTING VISITORS KNOW WHAT IS AVAILABLE AND IN IMPROVING FACILITIES TO GET MORE VISITORS.

SIR, I DO MOST SINCERELY CONGRATULATE THE EXECUTIVES OF FLETCHER JONES AND THE PEOPLE OF MOUNT GAMBIER WHO HAVE BEEN RESPONSIBLE FOR CONCEIVING THIS PROJECT, AND WHOSE HARD WORK HAS MADE IT A REALITY.

IT REPRESENTS AN INVESTMENT IN THE ORDER OF \$100,000 AND JOBS FOR SIXTY PEOPLE WITH THE COMPANY HAVING MADE PROVISION FOR FURTHER EXPANSION - AND, IN FACT, I THINK SUCH DEVELOPMENT MAY NOT BE FAR AWAY.

IT IS, TOO, FURTHER EVIDENCE OF MOUNT GAMBIER'S AND SOUTH AUSTRALIA'S APPEAL TO INDUSTRIALISTS, AND I NOW HAVE VERY MUCH PLEASURE IN OFFICIALLY DECLARING THE FACTORY OPEN.

THANK YOU.