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ARTICLE BY THE PREMIER OF SOUTH AUSTRALIA, MR. DON DUNSTAN,
FOR THE MELBOURNE AGE (FOR THE NATIONAL REVIEW).

The success of South Australia's planned and vigorous approach to industrial development, while at the same time preserving and improving the environment and maintaining a congenial life style, is becoming more evident each year.

We have attracted new industries and helped the expansion of existing industry. We have set up an Industries Assistance Commission and enlarged the support of Government guarantees and of the Housing Trust for industry in South Australia. In the last four years we have spent over \$28 million in providing additional factory premises.

As a result, for the first time in a period of economic difficulty South Australia does not have the highest level of industrial unemployment, but rather the lowest.

At the present time we are building or have just completed new factories for Omark Australia Ltd., Bonaire Industries and Christensen Diamond Products at a cost of approximately \$8 million. In addition, extensions costing several million dollars are being made to existing industries.

The Australian Government has assured the State Government that South Australia will be the base for the production of a four-cylinder automobile engine to be used in Chrysler and Japanese vehicles to be built in Australia.

This will take up existing capacity in the automotive and componentry industries which, along with the home appliance industry, are still the backbone of the State's economy.

The Government has continued to encourage diversification of production and markets, including overseas markets.

Some other major industrial developments include:

- * The \$40 million lubricating oil refinery being built by Mobil Australia Ltd near Adelaide will go into production this year.
- * The relocation of the Clyde Industries Ltd plant for the manufacture of diesel electric locomotives from N.S.W. to Glanville in South Australia has been completed at a cost of \$1.5 million and locomotives are now being built.
- * Major expansion programmes by South Australian winemakers running into millions of dollars in total
- * Negotiations are continuing for the establishment of a multi-million dollar petro-chemical plant at Redcliffs, on Spencer Gulf.

South Australia has many advantages making it a desirable location for industry.

The cost structure is lower than in the eastern States. Industrial land is very much cheaper. The cost of essential services is highly competitive, and the abundant supply of cheap natural gas is a decided benefit for many industries.

South Australia has the best record of industrial peace in Australia. With nine percent of the work force we have only four percent of the time lost in industrial disputes.

Part of our good industrial relations record comes from the high standard and congenial style of living. We seek planned industrial development that will enhance this, not spoil it.

It is important for industry as well as for all our citizens that Adelaide should not develop into a polluted, congested, sprawling conglomeration as many cities have done.

In this context the Government has planned the entirely new, uniquely Australian city of Monarto, about 50 miles south east of Adelaide. It will relieve the expansion pressures on Adelaide and provide South Australians with a series of alternative life styles.

While Monarto must be developed if Adelaide is to remain a most attractive city in which to live, it is being planned flexibly so that its rate of growth is linked with the expected rate of growth of Adelaide's population.

Similarly with our designated decentralised growth areas, The "Iron Triangle" (Port Pirie, Port Augusta and Whyalla) in the Spencer Gulf region and the "Green Triangle" (Mount Gambier, Naracoorte and Millicent) in the South East provide for co-ordinated development on a proper South Australian basis.

Mention has been made of the work of the South Australian Housing Trust in industrial development. However, besides its normal heavy housing programme in the metropolitan and country areas, the Trust is playing a special part in the Government's plan to provide pleasant and convenient living facilities within the City area of Adelaide. It has several big projects in various stages of development which will provide a variety of dwellings, including a substantial amount of accommodation for pensioners.

The Trust's role in buying and renovating older houses has been particularly successful. Some 535 units have been bought in the past two and a half years, and at least \$15 million is being devoted annually to this continuing programme.

The Government has continued successfully to strengthen trade, tourist and cultural links with South East Asia. Perhaps the most significant recent achievement in this field has been the setting up of a new company, Austral-Asia Development Pty., Ltd., owned jointly by the South Australian Government, the Malaysian Government, the Penang Government and the Development Finance Corporation. A mirror company is being established in Malaysia. Austral-Asia will act as motivator, catalyst, merchant banker and general prime mover to generate development which accords with Malaysian and Australian economic policies.

The South Australian Government is sponsoring an "Adelaide Week" in Penang in the first week of December, 1975. This is a reciprocal gesture to the Malaysian people who successfully staged a "Penang Week" in Adelaide in February 1975. This included exhibitions of Malaysian industry, crafts and culture as well as highly popular demonstrations of their culinary skills.

One of the most satisfying features of the past year has been the growing success of the South Australian Film Corporation, which is providing tremendous stimulus towards the development of a viable film industry in this State. In less than three years it has completed more than sixty films, ranging from the award-winning full length feature film "Sunday Too Far Away" to documentaries and instructional films.

One gratifying result of the Corporation's activities is that it has attracted back to South Australia talented film makers who had gone elsewhere to further their careers. It is making the fullest possible use of South Australian and Australian talent.

A ten year plan launched in 1970 to promote and develop the tourist industry in South Australia has already borne good fruit.

The basic approach was regional. We divided the State into separate, identifiable and saleable tourist areas - Adelaide itself, the historic Festival City with its beautiful theatre complex on the banks of the Torrens; the wine-making area area of the Barossa Valley; the orchard Riverland; the old Cornish mining towns on Yorke Peninsula, and so on. Detailed studies were made of what they had or lacked in each region. We then set out to provide either directly or, more often, jointly with private enterprise, the necessary transport, accommodation and catering facilities.

A recent survey by the Australian Travel Research Conference estimated that in 1973-74 South Australia had from domestic tourism alone a surplus of \$15 million - the best figure for any mainland State and representing \$12.20 per head.

In going ahead with our plans we will continue to act responsibly towards the environment. The State Government has initiated a study to ensure that the price of tourist development is not environmental destruction. This study will establish the ecological significance of each part of the State and provide a basis for proper control of the environment.

South Australia is a beautiful and prosperous State. Protection of the environment, including a planned intensive anti-litter campaign, will help to ensure that it remains a most attractive place in which to live and invest.

