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Speech at Universal Wine Cellars Ltd., Adelaide

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SPEECH BY THE PREMIER, MR. DUNSTAN, AT UNIVERSAL WINE CELLARS LTD., ADELAIDE.

31.10.72

MR. TILLEY, LADIES AND GENTLEMEN;

THANK YOU VERY MUCH FOR ASKING ME HERE TODAY FOR THE LAUNCHING OF THIS IMPORTANT NEW DEVELOPMENT IN THE SOUTH AUSTRALIAN WINE INDUSTRY.

THE ESTABLISHMENT OF THIS GROWER-CO-OPERATIVES CONSORTIUM IS, I THINK, ONE OF THE MOST SIGNIFICANT AND ENCOURAGING EVENTS IN THE WINE INDUSTRY FOR SOME YEARS. AND WHEN ONE CONSIDERS THAT STARTING FROM SCRATCH IT HAS BEEN ORGANISED AND BROUGHT INTO BEING IN LITTLE MORE THAN 12 MONTHS IT'S OBVIOUS THAT THIS IS A VENTURE MARKED BOTH BY ENTHUSIASM AND COMPETENCE.

2.

UNIVERSAL WINE CELLARS PROVIDES THE INDEPENDENT GROWER WITH SOME SAY IN THE MARKETING OF HIS PRODUCT AND HIS OWN FUTURE IN THE INDUSTRY AT A TIME WHEN THE PROPRIETARY COMPANIES ARE ASSUMING A MUCH LARGER SHARE OF GRAPE GROWING.

EQUALLY, IF NOT MORE IMPORTANT, IT PROVIDES THE STRUCTURE FOR A CO-ORDINATED AND VIGOROUS SALES DRIVE, PARTICULARLY AIMED AT EXPORT MARKETS.

IN THIS, MR. TILLEY, YOU AND THE LOXTON, RENMARK, BERRI, WAIKERIE, McLAREN VALE, CLARE AND BAROSSA CO-OPERATIVES YOU REPRESENT HAVE THE TOTAL SUPPORT OF MY GOVERNMENT. CERTAINLY THE RESOURCES OF THE INDUSTRIAL DEVELOPMENT DIVISION OF MY DEPARTMENT, OUR AGENT-GENERAL IN LONDON AND OUR OVERSEAS TRADE REPRESENTATIVES ARE AVAILABLE TO GIVE ASSISTANCE TO SUPPLEMENT YOUR OWN SALESMANSHIP.

I HAVE LONG MAINTAINED THAT AUSTRALIAN WINES OFFER A POTENTIAL MAJOR EXPORT EARNER. IT WILL, HOWEVER, REQUIRE THE MOST CAREFUL PLANNING, TIME AND RIGOROUS ATTENTION TO QUALITY AND LABELLING IF THIS POTENTIAL IS TO BE REALISED.

MANY A BRITISH JUDGMENT OF AUSTRALIAN WINES IS STILL BASED ON THAT UNFORTUNATE ONSLAUGHT OF MUCK IMPORTED SOME DECADES AGO WHICH TASTED HAND-KNITTED AND WHOSE EFFECTS ARE STILL WITH US. MOREOVER, AUSTRALIAN FAUNA DO NOT PROVIDE GOOD WINE DESCRIPTION - WE WOULD FIND IT DIFFICULT TO MARKET WOMBAT WINES.

WINE, MORE THAN MOST OTHER COMMODITIES, IS SUSCEPTIBLE TO IMAGE-MAKING, AND A BAD IMAGE - ONCE ACHIEVED - IS PERSISTENT INDEED.

I THINK, THEREFORE, IT'S EXTREMELY COMMENDABLE THAT UNIVERSAL HAVE TAKEN SO MUCH TROUBLE IN MAKING THEIR FIRST WINES AND IN MARKETING RESEARCH AND PREPARATIONS FOR THEM. IT'S AN INVESTMENT WHICH I'M SURE WILL BE REPAID MANY TIMES OVER. YOUR ORGANISERS THOUGHTFULLY SENT ME SOME TO SAMPLE OVER THE WEEKEND, I EXPECTED THEY WOULD BE GOOD BUT, FRANKLY, I WAS ASTONISHED AT THE QUALITY AND FINISH IN SUCH YOUNG WINES. THEY'RE NOT JUST VERY GOOD: THEY ARE EXCELLENT. IT'S NOT SURPRISING THEREFORE TO LEARN THAT FOUR MEMBER COMPANIES OF THE CONSORTIUM WERE PRIZE WINNERS AT THE RECENT FIRST WORLD WINE COMPETITION IN BUDAPEST - FURTHER PROOF, IF IT IS STILL NEEDED, OF THE FACT THAT THE BEST OF OUR WINES CAN COMPARE WITH ANY COMPETITOR.

I WAS DELIGHTED TO LEARN THAT, WITH A SPLENDID LACK OF HUMILITY, YOU ARE IN FACT MOUNTING ONE OF YOUR FIRST SALES DRIVES ON THE CALIFORNIA MARKET. THERE'S NOTHING MUCH WRONG WITH CALIFORNIAN WINES. IT'S JUST THAT OURS ARE BETTER. YOU HAVE, I KNOW,

THOROUGHLY INVESTIGATED THE AMERICAN MARKET AND ARE CONFIDENT OF SUCCESS. IT PROMISES TO BE A MOST LUCRATIVE ONE, OF GREAT BENEFIT TO YOURSELVES, YOUR GROWERS AND SOUTH AUSTRALIA AS A WHOLE. OUR WINE TRADE WITH AMERICA IS STILL AT A COMPARATIVELY LOW LEVEL BUT, SINCE THE U.S.A. BESIDES GULPING DOWN ITS OWN LARGE PRODUCTION EVERY YEAR IMPORTS SOME 20-MILLION GALLONS FROM EUROPE, THE PROFIT POTENTIAL IS OBVIOUS.

SIMILARLY WE CAN LOOK FORWARD TO GREATLY INCREASED SALES IN JAPAN AND OTHER ASIAN COUNTRIES, AND I LOOK FORWARD TO THE DAY WHEN AUSTRALIAN, AND NOTABLY SOUTH AUSTRALIAN, WINES ARE EAGERLY SOUGHT AFTER BY DISCRIMINATING FRENCH, GERMAN AND ITALIAN CUSTOMERS.

IT IS I THINK INCUMBENT ON THE FEDERAL AND STATE GOVERNMENTS, AS WELL AS ON THE INDUSTRY ITSELF, TO DO EVERYTHING WE CAN TO PROMOTE WINE EXPORTS IN SUCH AREAS. THIS WILL OFFSET, IN SOME MEASURE, THE IMPACT OF BRITAIN'S ENTRY INTO EUROPE ON OUR PRIMARY PRODUCTS GENERALLY.

ONE EXAMPLE OF THE WAYS IN WHICH WE HAVE BEEN ABLE TO HELP IS THAT OUR TRADE AGENTS IN TOKYO HAVE BEEN INSTRUMENTAL IN ARRANGING A LARGE ORDER OF DRY WHITE WINE. SOME 10-THOUSAND LITRES HAVE JUST BEEN SHIPPED TO A JAPANESE IMPORTER - THE LARGEST EVER SINGLE SHIPMENT OF BULK WINE TO THAT COUNTRY.

PROVIDED WE DO, IN FACT, EXERCISE CAUTION IN WHICH WINES WE EXPORT AND TAKE CARE THAT IT IS THE BETTER ONES THAT ARE SOLD, I DON'T THINK WE HAVE ANY SERIOUS PROBLEMS WITH QUALITY OR PRICE IN GETTING AND KEEPING BIGGER EXPORT MARKETS.

OUR MAIN DIFFICULTY IS IN PROMOTION AND CUSTOMER EDUCATION. WINE SELLING IS AT LEAST AS COMPETITIVE AN AREA AS MOTOR CARS, AND, WHILE I THINK WE CAN DO IT AND SUCCEED HANDSOMELY, WE HAVE TO REMEMBER THAT WE'RE UP AGAINST EXPERTS. THE FRENCH DON'T HESITATE TO CAPITALISE ON THEIR HISTORY AND SELL A WHOLE MYSTIQUE ALONG WITH A BOTTLE OF BURGUNDY. WHEN YOU LOOK AT ITALIAN SALES METHODS IT SOMETIMES SEEMS THAT THE GOOD GRAPE GROWERS OF TUSCANY ASSUME THEY HOLD A MONOPOLY ON SUNSHINE AND CHEERFULNESS.

WE HAVE TO BE EQUALLY AGGRESSIVE AND EQUALLY IMAGINATIVE. WE HAVE TO ADMIT THAT MANY PEOPLE ABROAD DON'T EVEN REALISE THAT AUSTRALIA PRODUCES WINES AT ALL AND THAT OTHERS THINK WE TURN OUT ONLY MEDIOCRE ONES.

WE'VE GOT TO OVERCOME SUCH IGNORANCE OR BUYER RESISTANCE AND DO SO IN A DISTINCTIVE FASHION THAT WILL CREATE BRAND LOYALTY.

I THINK THE WAY THAT UNIVERSAL IS GOING ABOUT THIS TASK WILL VERY SHORTLY MAKE AUSTRALIAN WINES KNOWN AND WELCOME TO THOUSANDS MORE CUSTOMERS. I KNOW, TOO, THAT EQUALLY DETERMINED MARKETING WILL BE APPLIED TO DOMESTIC SALES.

MR. TILLEY, I DO CONGRATULATE YOU AND ALL THOSE INVOLVED ON THE QUALITY OF YOUR PRODUCTS AND THE INITIATIVE SHOWN IN LAUNCHING THIS NEW VENTURE.

IT GIVES ME MUCH PLEASURE NOW OFFICIALLY TO ANNOUNCE THAT THE PRODUCTS WILL BE SOLD UNDER A MOST ATTRACTIVELY-DESIGNED "JAMES COOK" LABEL AND TO DECLARE THEM ON SALE.

THANK YOU.