

Ted CORRELL

This is Alan Hutchings on behalf of the Dunstan Foundation interviewing Mr Ted Correll, former Deputy Director of the South Australian Government Tourist Bureau in the 1970s, at his home and the date is –

8th April '08.

Thank you, Ted. Ted, can you just start by perhaps reflecting on those days when you were Deputy Director, and I understand that in the early '70s Don Dunstan set up a tourist program or plan?

Yes, of which there's a copy on the table. This was presented to the senior executives in his department about a month or so after he took over. It's quite a comprehensive one. I have a feeling that his then executive officer – his name won't come – had a hand in it – – –.

Would have that been Bruce Guerin?

No, no. I mean on his private staff. Sorry.

That's okay. It doesn't matter if you can't remember.

Anyway, the document was distributed to the senior officers of the Premier's Department, which then included the South Australian Government Tourist Bureau. That was really its public face. (Mrs Correll enters room, short conversation) Peter Ward. (interviewee leaves room)

Peter Ward. The executive Mr Correll remembered was Mr Peter Ward.

(interviewee returns) Okay. I suggested that Peter Ward had a hand in the preparation of the Minister's brief to the tourism elements of his department, and that was just a few weeks after he took over.

And that was Dunstan himself?

Dunstan himself – oh, yes, yes. And that contains his vision of the Adelaide Festival Centre, which at that stage was just started to build, I think. But there was a consultant called Brown who was, soon after Donald came in, the architects in North Adelaide – Morphett?

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Yes, John Morphett.

John Morphett, yes, who became the principal architect for the whole and can be credited with the excellence of the Festival Centre, without any doubt. Okay, all right. Well, sort of salutary things that are included in Donald's brief were the implementation of the plan for the Festival Centre. I think at that stage the concept of the Dunstan Playhouse was added – at that stage, when he took over, there was merely a decision made that it was going to be built on the Elder Park site and the Festival Centre, the concert hall, would have been; but Donald came in in time to influence the addition of the Playhouse.

Okay, well, that's the Festival. Also he outlines in there his other aspirations for developing country tourism – you'd better prompt me.

Well, there was country tourism. I noticed in the document there was six major areas for tourist development.

That's right. He was foreshadowing the development of regional tourism, but that didn't really get off the ground until pretty well a decade later. So he was concerned with expanding the government's contribution to tourism. Tourism development in particular. I recall a very early meeting with him: he said, 'Well, now, the Industry Development Committee has got as much interest in tourist developments as in industry development, and any project that would appear to benefit employment in the state is an eligible one for consideration by the Industry Development Committee.' Now, over the years that followed, perhaps the main project I remember was the Murray River Queen built by Keith Veenstra; the Sorrento Motel over on Kangaroo Island; and others I don't recall. But the taking of tourism into the overall Premier's Industry Development Committee's work gave a new outlook on how the infrastructure side of tourism might develop.

I noticed on the second page of this document, which it's probably best that I record on the tape, it's called 'Tourist development in South Australia, January 1971, meeting in Premier's Department'. I notice on the second page it mentions a body that has disappeared but I think was subsumed by the federal Tourism Commission, and that was the Australian National Travel Association.

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Yes. Which had existed for about thirty or forty years before that. Originally started off by the Victorian Railways in the 1930s, when tourism largely concerned railways, and the Victorian Railways and then the other state governments, one after the other, came in with an annual subsidy to build up into a substantial subsidy for the Australian National Travel Association.

Yes. Well, I remember as a boy catching trains in Victoria –

Yes.

– with those lovely black-and-white photos of –

Yes, okay.

– different parts of the state. So you mentioned – – –.

You wanted me to follow through to ANTA's – – –?

Oh, yes. I just noticed it there and I thought it might be worth – – –.

Okay. All right. Well, it became the recipient of more and more federal money as each year went by during the Dunstan decade or decades until about 1967, when the Commonwealth Government took over tourism as a function and the ANTA then evolved into being an association of industry firms. But its activities in South Australia weren't all that extensive. I would have thought it's not very closely linked with Don Dunstan himself, I don't recollect – – –. I think you're referring to an organisation called the Tourist Development Advisory Council.

Well, that, I remember that one very well.

Right, right, okay. Well, that was set up in about 1972, I think. Bob Bakewell, in fact, liked to get an advisory committee for various functions of government and this one he decided should have representatives of – of course, yes: ANTA evolved also into the country branches thereof, and so there were country branches of industry firms. Their activity then became under the banner of Australian National Travel Association, even though it by then had been separated from the Australia-wide ANTA.

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Okay, well, picking up from there, Bob Bakewell organised for Reg Rechner, the retired previous long-serving manager of TAA¹ in Adelaide – and at that time he had retired with quite a reputation – so he set up this advisory committee with Reg and a somewhat of a rascal of a bloke called Joe O’Sullivan –

That’s right, Joe, yes. Group Captain Joe O’Sullivan.

– Group Captain Joe, that’s right, that’s right. Okay, well, what led me off onto that track? Oh, yes, that’s right. It included me, I was named on it, until I became a discordant note and I was dropped. Bob Bakewell seemed to, for a while there, become confused whether I should in fact be concerned mainly – because, remember, he’s now the head of the Premier’s Department and Percy Pollnitz, our Director, more or less got to the Minister through – not through TDAC,² no, no. I’m sorry, I’m getting a little bit –

No, no, that’s all right.

– keeping my mental sequences going.

Yes, well, it’s a long time ago.

Yes, it is. All right. Well, TDAC faded away in the years – I guess it was still there until the end of the Dunstan Decade; it faded out after 1978, the Dunstan Era finished in ’78.

I think it actually went before that because you may recall that I was a member of that.

Of TDAC?

Yes.

Oh, I’m sorry. Okay, yes, it included Alan Hutchings, yes.

There was also Ray Waters from the RAA.³

¹ TAA – Trans-Australia Airlines.

² TDAC – Tourism Development Advisory Committee.

³ RAA – Royal Automobile Association.

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RAA, correct.

And I remember – yes, you were on it to start with, yes.

Yes, that's right.

And there were a couple of your staff that were our technical officers. I can't remember their names now.

No, and I can't remember their names. All right. Well, that was the ---.

Can you remember the days when Dunstan set this up in the beginning, can you remember whether he was highly-motivated or he saw it just as another string to his bow or whatever?

I think Bob Bakewell, who was committee-minded, recommended it to the Premier and the Premier said, 'Oh, yes, you go ahead and set it up,' and that's how
..... But at that stage I'm hinting that Bob Bakewell was tending to lean on me sometimes to an uncomfortable degree to brief him on this, brief him on that; and tourism is an area where there's lots and lots of fresh ideas floating around and odd one or two which are worthy of further investigation, and Bob used to get a whole lot of these and so Ted Correll tended to be called on quite frequently or write a report – comment on this and comment on that. I endeavoured to be as positive as I could. Anyway, that's taking us away from Don, although I think in considering Don Dunstan you've always got to be thinking of Bob Bakewell lurking half in the background. But he was, of course, Secretary of the Premier's Department.

Of course. I remember Dunstan at a couple of meetings being quite motivated, to put it that way, about particular tourist developments.

Yes.

What is your memory about he himself and whether he was super-enthusiastic or it was a passing phase, or ---?

He, I think, was advised and tended to accept that the organisation called the South Australian Government Tourist Bureau was mainly a ticket-selling agency, not very active in marketing. We could brief him, of course, but it didn't have a very large – it didn't, in fact, at that stage have a separate line on the estimates for bargaining, so that yes, it was, principally or substantially, an organisation of tours, of moving

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people around, making bookings and all the rest of it, and hadn't the resources, the financial resources, to engage in broader marketing of the industry, including interstate.

But he urged us to bring forward ideas for a marketing plan, and in fact we were pushed in the direction of the Labor Party's chosen advertising agency, McCann Erickson, who also did a bit of prompting and putting forward of television advertising campaigns. The Department had never before had the resources to even contemplate, let alone implement, TV marketing; but Donald said, 'Oh, yes, extra votes.' And so we put into our Publicity Branch, with McCann Erickson at their elbow, put forward for Donald's approval a marketing plan, which was advertisements in Melbourne and some in Sydney through '71 and '72. So part of his direction to his Tourism Department was to get into marketing and 'Here are the resources' and he was quite forthcoming. That was TV marketing; but also he gave us extra resources to get more into the pamphleteering and to expand things which were beyond the answering of inquiries and making bookings.

At that stage, my role was as Chief Publicity Officer and Travel Promotion Officer, intended to be a link with the Department and marketing resources.

Well, that was quite a breakthrough, really, wasn't it? Quite a change.

Quite, oh, quite, yes. In passing, our first TV advertisement we presented was in fact Don Dunstan.

Was it?

Yes. It was a cheeky thing to have done and it came from this mind.

You thought of that?

Yes. Well, they were drafting: 'What will the story be?' And Don Dunstan at that time was getting lots and lots of interstate press on all sorts of matters, so it seemed a smart thing, and at one of our periodical sort of chat sessions with him I said, 'Well, look, we're going to start our tourism advertisements in Melbourne. Someone has suggested perhaps Don Dunstan.' 'Yes, I'd like to be the presenter.' So that turned up and he in fact presented part of this – well, that's right, part of it

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from the deck of the *Murray River Queen*, I think. The *Murray River Queen* must have got built a bit more quickly than Any rate, chronologically I have a little trouble there. But he did present for that first set of advertisements, so that indicated his interest in getting hands on.

Well, that certainly is an interest, isn't it?

It wasn't repeated in subsequent TV campaigns. I think so much other detailed work came to the Premier – well, I didn't ask, and I don't know whether anybody else [did]. But the advertisements were an outstanding success.

And they were mainly ---?

Also – let's pick up things as I ---.

Yes.

The South Australian Film Commission, early in the piece: at that stage, the Government's own filmmaking unit was a 16-millimetre unit as a small part of the publicity department of SA Government Tourist Bureau. We had Shepherd, a film producer, and Dawes, the cameraman, and they knocked off serviceable films suitable for 16-millimetre, non-theatrical showings. Okay. Well, Donald looked at this and said, 'Well, look, that's a very small film effort being made in these days of expanding film,' and so he called in Philip Adams as a consultant to say, 'What should South Australia do? Should we set up a film commission?' And of course you'd expect Philip to say 'yes' and so he did, and the first work – or *early* work, not the first – of the South Australian Film Commission was to make films for the Tourist Bureau Department, short ones, about ten-minuters, which were then offered to the TV stations and became the core of the lending library of ---. Sorry, they were made first in 35-mill on a promise by commercial television they would buy them – sorry, not television; the theatres – for trailers. Anyway, this thing evolved into the South Australian Film Commission, which lifted our little small unit and became the maker of films such as *Breaker Morant* and all the rest of it.

Well, that's probably forgotten in the mists of time. I think it's very interesting.

Ted CORRELL

Any rate, I was recalling it as I went.

That's very good to have that information recorded, I think.

All right. Well, I'm trying to think of things which Don pushed at us, and I've covered the Industry Development Committee and financial assistance and his inspiring the SA Film Commission.

Festivals in the country: Donald was the principal performer at the first official Cornish Festival in about 1974. And I also, coming from that district, was expected to push on and get a festival. And, as you may be aware, the Kernewek Lowender Cornish Festival is held in May each time, that came from Donald's table to tell Ted Correll, 'You've got to do something about this.' So I took the model of the existing Barossa Valley Vintage Festival, of a festival being very much run by the local community, and it has worked very well and has endured all of thirty years later. So Donald said, 'One of our aspects of South Australian life is our Cornish ancestors.'

Okay, leading on from then I recall also – and this is a very important one my participation – Ayers House. Ayers House, what was owned by the Government through the Hospitals Department, I think, it had been the official residence of premiers, that's right.

Back in the nineteenth century.

That's right. And that had been taken over by the Hospitals Department and some added shanty-like additions to create accommodation for nurses. Across the road from work was Ayers House. 'All right,' he said, 'well, Ayers House is a historical jewel and it must be restored. Also another aspect of tourism in South Australia which requires a terrific amount of new change is the restaurant scene. And so let us give a lead by restoring Ayers House to include principally restaurants but also restored because of its historical attraction.' And the brief deals with that at some level; and the Deputy Auditor-General and I and Fred Crosby from Public Buildings Department were told, 'Quick smart, get the Hospitals Department out of Ayers House and proceed to restore it, with probably the upstairs rooms to be used for

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conferences' – because already he was feeling the relevance of conventions as a very important addition to tourism – but that didn't work out because there weren't very large rooms. The largest room is the one downstairs, you may know, which was set up as the best restaurant in Adelaide for a year or two after it was finished – finished, I reckon, about 1975 or might have been earlier. Anyway, he did inspire, as are my observations, the restaurant scene in Adelaide, which was actually a little more substantial I think than Don gave credit, but it revealed that was in fact – cooking and food were very strong in his beliefs of what everybody should believe in.

And that was part of his tourist package to sell.

Part of the tourist package, yes, part of the tourist package, and we had the administration of Ayers House until I retired in '78 and my successor said, 'That's nothing to do with tourism,' and got it hived back to the Premier's Department and I'm not quite sure which branch of government today would still have it.

Anything.

The National Trust has got an interest in the administration thereof, but it is a government establishment.

I remember, Ted, going to a lunch at Ayers House –

Yes.

– in one of the upstairs rooms –

It had private rooms, I think.

– yes – where Don as Premier drew us all together. I'm just wondering whether you were at that.

I could well have been. I think it might have been in the downstairs, the one on the left-hand side, which was the formal restaurant and I'd been to a couple of lunches there, official government lunches; you and I may have been at the same one. I think that was on the ground floor. Not that it's particularly important, because the

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jewel of Ayers House was the – it had been previously – I should remember what it had been in, in the Premier’s time. I’m sorry.

There was a ballroom.

A ballroom, yes, of course it was. It was the Premier’s Ballroom, yes. And the first contract restaurateur made that his formal, ninety-seat restaurant, the best restaurant in Adelaide. Then, over on the far side, there were the stables and they become Paxton’s Restaurant, Paxton having been a name I think of something on or near that site in the pharmaceutical world. Any rate, that’s irrelevant. And so that the restaurant presentation when it evolved went all the way from the formal dining of the ninety-seat Henry Ayers Ballroom – that’s right, yes, I think you and I were there at the same time – and on the other side there was Paxton’s, which was the bistro. And I spent more time in the bistro as a place where we were told if we’ve got official visitors to be lunched that’s the place.

Right, Paxton’s was the place.

Yes. Okay, so the concept of inspiring the restaurant scene in Adelaide by example of Ayers House was a successful Dunstan initiative, in my judgment.

Now, I notice in this document, which, just to remind us, is tourist development document, that Carrick Hill is mentioned.

Oh, yes. Don in the same breath said, ‘Carrick Hill is going to come to us in the next year or two and we will transfer Government House to be operated at Carrick Hill, and so you men want to be thinking a couple of years ahead of what we should do with the Government House. My feeling’ – Don Dunstan’s feeling – ‘was that it should be handed over to the Art Gallery to provide more space for them to display more often the jewels that they have downstairs in the Art Gallery.’ But that, of course, didn’t ever get off the ground.

Not as Government House.

Not as Government House, the transfer to Carrick Hill.

That would have been an interesting twist.

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It would have been. I go over to Carrick Hill fairly frequently with Joy and it would have been – it could have been made into a pretty good Government House, I think. But, on the other hand, we had a tradition and I'm sure the community in due course said, 'We're not going to send our Governor, he's been living right with us on the end of King William Street forever and a day. We're not going to transfer him out of there. That is the centre of Adelaide's political administration.' So it didn't get off the ground; but, very much so, Don was keen for it as an idea, but I don't think he ever had it further developed.

Going back to the regional initiatives, the document talks about six major areas.

Yes.

The metropolitan area; the Barossa; River Murray; crescent running from the Coorong to Goolwa to Kangaroo Island –

Yes.

– the old Cornish mining towns, which you've referred to; and the Flinders Ranges.

Yes.

How strong was Don, if at all, on pushing the Flinders Ranges as a – – –?

Not a great deal at all, even though I used to remind him fairly frequently, because you may have been aware at the time the Tourism Department and the Rasheeds at Wilpena were very close, legitimate associations. Okay. Before we leave that, there was another – oh, yes: I rather think that Donald had a weekend retreat somewhere down around Goolwa at that time, or at least he used to go down there quite a bit, and I think that revelation in the document here of him envisaging tourist trails, as it were, from the Coorong *via* the Victor Harbor to Kangaroo Island was something that ought to be thought through and developed. So he threw that idea in and that one as the really original one of his; but I think otherwise he was drawing our attention to the fact that the Flinders Ranges and the Yorke Peninsula and other areas – the South-East and the like – were parts of South Australia which we should make more of. But even so, in the same breath – and it's in the document there –

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he's emphasising the contribution that our historic buildings can make and ought to make much more in our marketing than had been in the past, this stone building, historical city, he pointed up to the strength of our heritage infrastructure.

Yes. It was quite a time, and this document does pull a lot of ideas together, doesn't it?

It does indeed. It does indeed.

And you were very much – well, you were involved in making sure that these things were co-ordinated.

That's right, that's right – or as far as we were able. I used to have a session with the Premier every two or three weeks [he would] invite me to come in and put on a list of things which he thought we ought to talk about as being ideas, and some of these concepts of regional tourism and other things came up in those conferences. So I was a sort of link between Donald and some other aspects of what was happening in tourism – but I shouldn't stress that too far.

Oh, no – to have met him, say, once every month, I suppose –

Yes – oh, yes.

– or two or three weeks, there weren't that many who were doing that.

But there was a Friday morning meeting including a meeting of his executives – Bob Bakewell chaired the committee. I must be careful here. Don himself didn't attend those; that was the Friday meeting, it was Bob Bakewell's, that's right. It wasn't Don, sorry. I've gone up a wrong track there.

Well, that's understandable. He was in the background – around the corner, so to speak – if he needed to be.

Bob used to insist that Ted Correll came, even though Percy Pollnitz also used to come. You knew Percy, I think?

Yes.

Percy was the Director right through these periods and I was his deputy – deputy from about 1969 on, I think.

Ted CORRELL

And did Don remain the Tourism Minister – – –?

..... Bob Bakewell was chairing the committee, to go straight afterwards and the link with the Premier.

Was Don the Minister for Tourism right through that period –

Yes, yes.

– or did he hand it on to anybody else?

I'm sorry, yes, he handed it on to the man from Peterborough, Casey. Sorry; one before that, Broomhill.

Broomhill, yes.

That's right. This big, conglomerate department that I would guess went on for about two years at long last became a bit unwieldy and a few strong-willed – those with a strong influence on Donald – and that would be mainly Bob Bakewell – said, 'You must break this up. They've got too much.' And so there was a time there where we woke up one morning with a new government, that all the changes had taken place and it was Glenn Broomhill who picked us up with the Department of Labour, I think, and that was when Bill, his name won't be in there anywhere, but he had been the head of the – no, probably not going to get us anywhere. I might come back to that, because we're drifting away from Don Dunstan.

But, any rate, so tourism was hived off for a year or so to Glenn Broomhill and then to Tom Casey, who was Minister then through quite a period, past '78 when I retired, and into the '80s – sorry, when the Government fell.

This is a very comprehensive report.

Vision.

Vision, yes – as they call it these days.

Yes. You haven't seen it?

No.

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I'll trust you to take it away and copy it and send it back sometime. It only sits in my few documents; it probably wouldn't be – – –.

Well, I think it'd be good if a copy was lodged with the Foundation.

Right, okay.

It's collecting a number of papers.

Well, I didn't bring one home with me when I retired, but Len Amadio – oh, yes: the performing arts. Donald Dunstan was also very prominent or very keen to further expand the performing arts, and he wanted to find an excuse (laughs) – sorry, to find a rationale – for getting his favoured arts adviser, who worked with the ABC⁴ and was then resident in Sydney, called Len Amadio – do you have Len down for a – – –?

I think he has been interviewed.

Of course, he lives in Sydney now.

I think somebody went over.

Okay, all right. In order to be able to get past the strictures of the *Public Service Act* he made a slight variation within the establishment of his department, because tourism was still there, to set up a Performing Arts and Tourism Branch.

I see.

And Len Amadio became the head of that and I still continued on with what I'd been doing before, which was the tourism development work.

Now, okay, we've drifted away again from – – –.

I don't think we have. I'm noticing here, too, one of the issues in tourist development, it says, 'Finally, in our general appreciation of architectural standards in the development of tourist facilities, we should bear in mind that South Australia is one of the only three world regions to enjoy what is known as a "Mediterranean climate".'

Oh, yes.

⁴ ABC – Australian Broadcasting Commission, later Corporation.

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‘And everything that follows from that.’

Okay, yes. Well, that’s never crept into our marketing. It probably should have. But it certainly was one of the vision ideas. Look, we should be reminded of our strong assets, and climate is one of them. But, having been in charge of marketing, in my documents following on to that, I don’t think I made any mention of it, so it wasn’t one that we developed; we should have.

Well, it’s a very distinctive one, actually.

Of course it is.

But it’s not one that – – –.

And it’s not been much – well, I don’t see much marketing material these days, but I’m not conscious of its being pushed along. As though those who determine what shall be the content of marketing programs have found that the community reckons it’s a bit of a bore. You and I wouldn’t say it is.

No, right.

After all, we’re more serious-minded; but the tourist marketing has to be concerned with the flippant side of it, which probably yields up more bodies in beds (laughs) than the more esoteric things like climate. Anyway, we’re drifting away from Donald.

But there’s quite a connection of themes running through this report –

Oh, yes.

– which you were fortunate enough to – – –.

To have a hand in implementing.

Yes.

Oh, yes – or to at least initiate or to push along.

Yes.

Ted CORRELL

And they are the sort of things that, in my meetings with Don, about the first twelve months of his coming in, were emphasised repeatedly in our fairly frequent discussions on background.

So, Ted, you would have been the pivot, in many ways, within the public service, to pull all these things together.

Okay. Yes, it was rather heady days for a while.

Well, that's how I remember it, too.

Yes, that's right. They weren't quite as heady as towards the end, towards 1978, towards the end. I think it was in '78 when Donald had his farewell TV interview out at Calvary Hospital in his pyjamas – that was early '79, January '79. I've got it right now. I remember where I was in January '79. I was sleeping in a hotel bed in Sydney and my wife phoned up and said, 'Have you heard the news?' And I said, 'No.' 'Don Dunstan has resigned.' And I was just starting a three-month, post-retirement exercise for the Commonwealth Department of Tourism, Colombo Plan for a tourism administration course. Any rate, that's digressed a long way off.

Well, that's quite a list of memories, Ted. Is there anything else that we should add to it all?

Well, you're very quickly picking up key words in that brief, obviously; if you pick up any others and I'll endeavour to enlarge thereon.

I'm quite interested, actually, the way these regional ideas have been worked into one overall state plan.

Yes. Well, okay. I've got your promise that I'll get it back in a month or two?

Oh, yes.

You'll obviously copy it. Both of us are indebted to Len Amadio for having kept his copy.

Right – of course.

Because having met up with him at a Flinders University exercise about a year ago he had it and he said, 'You've got this, Ted?' And I said, 'I'd almost forgotten it

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existed.’ So he said, ‘When I go back I’ll post it to you.’ Hence it gets onto our table now, and it may inspire you in other interviews, folk who had different angles on Donald, but we’re covering tourism.

Well, I must have seen it or some summary of it in the TDAC.

You may well have been at the same conference where it was handed out.

I don’t remember that.

It was in the Premier’s little media corner just off the Cabinet room there.

I don’t think I would have been, Ted.

Okay. Well, belatedly you could see what was inspiring Donald. He was going off on new angles.

Yes. What I find interesting was that the Tourist Development Advisory Council, of which I was a member, we were the body that was supposed to feed outside views into this document, so we must have seen a summary of it.

This document, you would have seen it – oh, you certainly would have seen it; but it preceded the setting up of TDAC.

Yes. Well, I’m supposed to be interviewing you, and here I am – – –!

Well, I think remembering things jointly is a very profitable way to go because I had temporarily forgotten that you were on TDAC. I tended to lose some of my respect for TDAC as time went on, but that was partly in other ways, other things.

Yes. Well, in those days there was so much – – –.

Mind you, my whole association with the Dunstan legacy: distinctly positive. Nothing negative at all.

Oh, no. I think in those days we were all having to work so hard –

Indeed.

– and so many ideas were thrown at us, and the sort of Catherine Wheel effect, so to speak –

Yes.

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– meant that sometimes it was hard to keep up with –

That's right.

– which organisation fitted where.

That's right.

And you'd find yourself on more than one board or committee –

That's right.

– and sometimes those committees or organisations had somewhat opposing briefs, all going back to the Premier.

While it's in my mind, another initiative of Donald's was we should make much more of the wine industry, the Barossa Valley and the like. And by that time, of course, the Barossa Valley Vintage Festival was well and truly established so it came under his heading of being visionary about the wine industry.

My own memory goes back to when I was on the ANTA team that looked at the Barossa, Riverland and Clare.

Ah, yes. There was an ANTA report at that stage, wasn't there?

Yes.

South Australian ANTA.

Yes.

Commissioned by – I'm a bit vague. But yes, I must remember these extra activities of ANTA.

Well, I remember an event in the Barossa where things were a little different to now. The alcohol flowed very freely at lunchtime –

Yes.

– but it didn't seem to worry anybody, as far as getting into a car afterwards.

(laughter) Yes, yes.

It should have, but it didn't.

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We weren't as sensitive in those days, we weren't as responsible. And partly we got away with it. Yes, part of his vision was the considerable extension of cellar door presentations by the wineries and we had a lot of developmental discussions with the people in the Barossa and the presentation of the industry was quite part of it. And that was another Dunstan initiative.

The restaurant in the main street, which Donald opened –

What, of Tanunda?

– of Tanunda, yes.

Or Nuriootpa?

No, Tanunda. Because I remembered the name for years. No good trying now; it may have closed down. But I visualise Donald doing the opening.

So that would have been a predecessor for – – –.

Building up the wine industry as a strong element of our corporate theme was very much Donald's pushing it along. And in fact he became upset because the big wine companies were buying up the small ones and I think we said to him at the time that there'd be room for more small ones to take their place, and that's the way it has worked out.

It certainly has. Well, that restaurant would have been a predecessor of places such as 1918 in the main street of Tanunda.

Yes.

There are three or four others now.

It was the first one and it was inspired by another one of Donald's associates – pharmaceutical, but no, I can't get down that track, it's closed.

Fair enough. Well, Ted, you've taken us down many tracks –

Yes.

– and what I find interesting is the way that those tracks didn't diverge all the time. There was an oversight by yourself and others, or oversights by yourself and others, to make sure that – – –.

Ted CORRELL

Yes, that the ideas were at least totally examined – some of the ideas, and not surprisingly, they really didn't have legs; but those and other associated ones that cropped up after this *did* have legs. We didn't ever get Donald to get enthusiastic about the Outback and the Flinders Ranges. It was a little bit removed, I think, from his principal concepts of tourism as a thing of style.

Right.

I rather felt that. Mind you, in this time, going back to the Industries Development Committee, they underpinned the doubling and trebling standard of the more or less addition of motel units at Wilpena, and that was an early initiative of the Tourism Department with Industries Development Committee.

The Industry Development Committee, that was in the Premier's Department?

It was responsible to the – no, it wasn't to the Premier's Department. Did we have a Minister for Industry?

We'd have to go back and look at the written records.

No, I've drifted away now. Anyway, it was Percy Pollnitz's initiative with the Rasheeds and the like to have got Wilpena brought from being a little country, ex-army units to being a proper motel and it's had one further substantial renewal since then. So in that sense I remember discussing with Donald for quite some time ought the Industries Development Committee become involved in legging up the private enterprise operation at Wilpena, and he quickly assented and that's the way it went.

Well, that's important –

It is important, yes.

– to have that on the record, because the Flinders Ranges, starting from those days and the Flinders Ranges Planning Area Development Plan –

Yes.

– formed a basis for tourism there that – – –.

Ted CORRELL

You reminded me – yes, I should never forget – your close link in with Flinders Ranges as that plan evolved, and I've only just thumbed through it last night to remind me of how comprehensive it is.

Well, they were the good old days.

Okay, should we knock off and have a cup of coffee?

I think that's probably a good time.

END OF INTERVIEW.