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**Title:**  
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SPEECH BY THE PREMIER, MR. DUNSTAN, AT SOUTH AUSTRALIAN EXPORTERS ASSOCIATION ANNUAL MEETING. ADELAIDE.

16.7.73

MR. GRANTON, LADIES AND GENTLEMEN:

THANK YOU VERY MUCH FOR ASKING ME TO SPEAK AT YOUR ANNUAL MEETING TODAY AND FOR GIVING ME THIS NEW OPPORTUNITY TO ACKNOWLEDGE THE IMPORTANCE OF THE ASSOCIATION'S WORK NOT ONLY TO ITS MEMBERS BUT TO THE STATE AS A WHOLE.

IT'S A PARTICULAR PLEASURE TO SPEAK TO YOU THIS YEAR - A TIME WHEN MANY SOUTH AUSTRALIAN EXPORTERS ARE RIDING THE CREST OF THE WAVE. AND THEY DESERVE TO BE, BECAUSE WHAT IS BEING ACHIEVED NOW IN SALES AND FUTURE ORDERS IS THE RESULT OF VERY HARD WORK OFTEN STRETCHING OVER SEVERAL YEARS.

2.

LATEST OFFICIAL FIGURES SHOW THAT SOUTH AUSTRALIA'S EXPORT SALES ROSE FROM 367-MILLION DOLLARS IN CALENDAR YEAR 1971 TO 454.5-MILLIONS LAST YEAR - THAT'S AN INCREASE OF NEARLY 24 PER CENT. NOW ADMITTEDLY THIS IS IN PART A REFLECTION OF HIGHER WOOL PRICES. BUT ONLY IN PART. THE FACT IS THAT THE SUSTAINED EXPORT DRIVE BY LEADING SOUTH AUSTRALIAN FIRMS IS NOW GETTING RESULTS.

EVERYBODY INVOLVED (AND I SHALL SOON, SHORTLY AND MODESTLY, REFER TO THE STATE GOVERNMENT'S ROLE) CAN BE PROUD OF THIS PERFORMANCE, NOT JUST BECAUSE OF THE HIGHER EMPLOYMENT OR THE INCREASED PROFITS IT ENTAILS, BUT BECAUSE OF WHAT IT MEANS TO OUR OVERALL ECONOMIC SECURITY.

MY MAIN MESSAGE TODAY, HOWEVER, IS NOT THAT WE ARE DOING WELL (THAT I JUST HAPPILY ACKNOWLEDGE) BUT THAT WE CAN DO VERY MUCH BETTER.

IT WAS ONLY COMPARATIVELY RECENTLY THAT AN ENCOUNTER BETWEEN TWO SOUTH AUSTRALIAN SALESMEN IN OVERSEAS MARKETS WAS AN EVENT NOTEWORTHY IN STANLEY AND LIVINGSTONE TERMS. NOW THEY'RE ALMOST TRIPPING OVER EACH OTHER'S ORDER BOOKS.

THE DAYS WHEN TO EXPORT - APART FROM MARKETING THE WOOL CLIP - WAS TO BE EXOTIC ARE GONE, I THINK, FOREVER. THERE IS A GENERAL AWARENESS IN SOUTH AUSTRALIAN BUSINESS AND INDUSTRY OF OUR WIDE EXPORT POTENTIAL AS THE RECORD SALES SHOW.

WHAT WE NEED NOW IS A MORE SOPHISTICATED APPROACH. IF I CAN GIVE ONE EXAMPLE - THE CLOSEST IN GEOGRAPHIC TERMS - THE PIONEERS IN EXPORT PROMOTION DID THIS STATE CONSIDERABLE SERVICE BY MAKING INDUSTRY AWARE OF THE TRADES IN THE ASIAN AREA.

IT IS NOW TIME TO STOP THINKING OF THE ASIAN MARKET AS SUCH. WE MUST CONSIDER INSTEAD THE CHINESE MARKET, THE MALAYSIAN MARKET, THE PHILLIPPINE, THE SINGAPOREAN, THE INDONESIAN AND SO ON. THE JOB NOW IS TO PARTICULARISE FROM THE GENERAL AND TO GIVE DETAILED ATTENTION TO MUTUALLY BENEFICIAL TRADE. IT MAY BE AN INTERESTING EXERCISE TO EQUIP A SALESMAN WITH A ROUND-THE-WORLD AIR TICKET AND A MOOD OF GENERAL ENTHUSIASM, BUT IT WILL ALMOST CERTAINLY BE A WASTE. THE SAME PERSON WOULD BE FAR BETTER OCCUPIED IF TARGETTED TO A PARTICULAR AREA WHERE BROAD PROSPECTS HAD ALREADY BEEN IDENTIFIED AND WHERE TRADE CONTACTS CAN BE FOLLOWED THROUGH ON AN INTENSIVE BASIS.

THIS, OF COURSE, IS WHAT WE HAVE BEEN SEEKING TO DO THROUGH THE INDUSTRIAL DEVELOPMENT DIVISION OF MY DEPARTMENT WITH THE APPOINTMENT OF OUR ROVING TRADE OFFICERS AND RESIDENT AGENTS. THEY HAVE BEEN ABLE TO IDENTIFY PARTICULAR MARKETS AND TO RELATE THEM TO PARTICULAR SOUTH AUSTRALIAN PRODUCTS, OR EVEN TO

PARTICULAR FIRMS, WITH VERY SATISFACTORY RESULTS. IF I MAY GIVE ONE CURRENT EXAMPLE. OUR ROVING TRADE OFFICER FOR THE ASIAN AREA, MR. MACDONALD, HAS JUST RETURNED FROM JAPAN WITH EXTREMELY GOOD PROSPECTS FOR INCREASED SALES OF OUR PROCESSED FOODS, SUCH AS CANNED AND DRIED FRUIT, PROCESSED MEAT, HONEY, NUTS AND SO ON.

THIS STEMS FROM THE GENERAL CHANGES IN JAPANESE DIETARY HABITS AND LEVELS OF AFFLUENCE, AND ALSO TO ONE PARTICULAR FACTOR. JAPANESE CONCERN WITH POLLUTION. THE JAPANESE IN THEIR ANXIETY TO AVOID FOOD CONTAMINATION AND FROM THEIR OWN HIGHLY INDUSTRIALISED SOCIETY, HAVE BECOME A LOGICAL MARKET FOR A WIDE RANGE OF OUR FOODSTUFFS.

HAVING IDENTIFIED THAT POTENTIAL, A BIG FOLLOW-UP EFFORT AT INDUSTRY LEVEL COULD PRODUCE RESULTS OF SIGNIFICANT BENEFIT TO OUR PRIMARY PRODUCERS. EQUALLY, WE HAVE ESTABLISHED THAT THERE

ARE VERY GOOD PROSPECTS FOR SALES OF AGRICULTURAL EQUIPMENT TO THE PHILLIPPINES.

WINE SALES HAVE ALREADY AND DRAMATICALLY RESPONDED TO RECOGNITION AND AGGRESSIVE MARKETING BY THAT INDUSTRY OF OPPORTUNITIES IN VARIOUS PARTS OF THE REGION, NOTABLY SINGAPORE, HONG KONG AND JAPAN.

THE VARIOUS MARKETS WHICH EXIST IN ASIA ARE INCREASINGLY SOPHISTICATED AND WE SHALL SUCCEED THERE IN PROPORTION TO OUR OWN SOPHISTICATED APPROACH. I WOULD HERE LIKE TO MAKE ONE OTHER GENERAL POINT TO SOUTH AUSTRALIAN SALESMEN RESPONSIBLE FOR OUR EXPORT DRIVE. TRADE WITH ASIAN OR OTHER OVERSEAS MARKETS DOES NOT TAKE PLACE ON A ONE WAY STREET. IF WE ARE TO SELL WE MUST BE PREPARED TO BUY. I'M WELL AWARE HERE THAT I'M GETTING INTO THE AREA OF NATIONAL GOVERNMENT POLICY.

7.

BUT JUST AS OUR EXPORT PROMOTION EFFORTS HAVE BEEN COMPLEMENTARY TO FEDERAL ACTIVITIES, SO IN THE AREA OF IMPORTS WE CAN, BY ADVISING OVERSEAS FIRMS OF PROSPECTS HERE ASSIST THEM AND, IN DOING SO, CREATE A SIGNIFICANT AMOUNT OF GOODWILL FOR OURSELVES.

AS I SUGGESTED EARLIER, I THINK THE STATE GOVERNMENT CAN TAKE A LITTLE OF THE CREDIT FOR OUR INCREASING SUCCESS IN OVERSEAS TRADE. BUT I FREELY ADMIT THAT WE WOULDN'T HAVE GOT ANYWHERE NEAR AS FAR WITHOUT THE WORK AND SUPPORT OF THIS ASSOCIATION.

IT HAS MADE AN EXTREMELY VALUABLE CONTRIBUTION TO SOUTH AUSTRALIAN DEVELOPMENT IN ITS PROMOTIONAL ACTIVITIES AND IN ITS WORK, THROUGH THE INSTITUTE OF EXPORTS, IN EDUCATING SOUTH AUSTRALIANS IN EXPORT TECHNIQUES.

8.

GREATER EXPORTS AND MORE OUTLETS FOR OUR PRODUCTS MEAN, OBVIOUSLY A MORE DIVERSE AND STRONGER STATE ECONOMY. THIS IS A PRIME GOAL OF MY GOVERNMENT AND YOUR ASSOCIATION AND AGAIN I'D LIKE TO EXPRESS MY SINCERE THANKS FOR WHAT YOU ARE DOING TO HELP SOUTH AUSTRALIA.

THANK YOU.