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**Title:**  
Speech at Kempthorne Lighting Company opening

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2157

SPEECH BY THE PREMIER, MR DUNSTAN, AT KEMPTHORNE LIGHTING  
COMPANY OPENING.

23.10.73

MR HINDE, MR BROOKES, LADIES AND GENTLEMEN:

THANKS VERY MUCH FOR ASKING ME TO YOUR OPENING TODAY.

KEMPTHORNE AND MISTRAL ARE BOTH WELL KNOWN NAMES IN SOUTH AUSTRALIA AS PRODUCTS WITH A HIGH REPUTATION FOR QUALITY OF PRODUCTS AND DESIGN.

BUT UNTIL RECENTLY THEY WERE REPRESENTED IN THIS STATE ON AN AGENCY BASIS.

NOW, IN KEEPING WITH THE COMPANY'S BROAD GROWTH RECORD, COMES THIS FURTHER EXPANSION INTO SOUTH AUSTRALIA.

THESE SHOWROOMS GIVE ARCHITECTS, BUILDERS, INTERIOR DECORATORS, CONTRACTORS AND THE GENERAL PUBLIC, ACCESS TO A MUCH WIDER RANGE OF PRODUCTS.

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IT ALSO BRINGS MUCH CLOSER ON TO THE SOUTH AUSTRALIAN SCENE AN ENTERPRISE WHICH HAS PROSPERED AS A RESULT OF ATTENTION TO TWO MATTERS WHICH ARE RATHER HOBBY HORSES OF MINE - CLOSE ATTENTION TO DESIGN AND EXPORT SALES.

BETTER DESIGN - AND THAT MEANS DESIGN FOR MORE EFFICIENT WORKING AS WELL AS AESTHETICALLY - IS A KEY FACTOR IN INCREASED SALES.

IT IS PERHAPS THE KEY FACTOR IN ENSURING THAT AUSTRALIAN PRODUCTS ARE MORE SUCCESSFUL ON THE OVERSEAS MARKETS.

WHEN ONE TALKS ABOUT INDUSTRIAL DESIGN IT'S CUSTOMARY TO INVOKE THE NAMES OF THE SCANDINAVIAN COUNTRIES OR ITALY.

BUT THERE IS ANOTHER COUNTRY MUCH MORE RELEVANT TO US THAT PROVES THE POINT EVEN MORE TELLINGLY.

IT WAS ONLY 30 YEARS AGO THAT ONE HEARD ALL THOSE JOKES ABOUT THE JAPANESE BUILDING A TOWN CALLED PARKER SO THAT THEY COULD MAKE PENS.

JAPANESE IN THE POPULAR MIND WAS ASSOCIATED WITH SLAVISH  
COPYING AND CHEAP QUALITY.

IT WASN'T PARTICULARLY TRUE THEN BUT ANYONE WHO MAINTAINED  
THAT JAPANESE PRODUCTS TODAY WERE DEFICIENT IN DESIGN OR  
QUALITY WOULD HAVE TO BE DEAF, BLIND AND VERY STUPID.

THE LESSONS FOR AUSTRALIA ARE VERY OBVIOUS AND I DON'T MEAN THAT  
WE SHOULD BUILD A TOWN CALLED SANYO.

IF DESIGN IS IMPORTANT TO ANY INDUSTRIAL PROCESS, IT IS  
CRUCIAL IN PRODUCTS FOR THE HOME.

KEMPThorNE AND MISTRAL HAVE SHOWN HOW APPRECIATION OF THIS  
CAN BRING VERY HANDSOME REWARDS.

MISTRAL OF COURSE ARE WINNERS OF A PRINCE PHILIP DESIGN AWARD  
WHILE THE KEMPThorNE LIGHTING COMPANY WON AN EXPORT AWARD IN  
1971.

THE COMPANY HAS EXPANDING MARKETS IN JAPAN, OTHER SOUTH EAST  
ASIAN AND PACIFIC COUNTRIES AND IS CURRENTLY SETTING UP  
MANUFACTURING PLANT TO CAPTURE THE EUROPEAN MARKET.

THE SAME VIGOUR IN MARKETING AND MANAGEMENT IS SHOWN IN THE  
ESTABLISHMENT OF KEMPThorNE HERE. I'M SURE IT WILL BE AN  
IMMEDIATE AND LASTING SUCCESS AND HAVE MUCH PLEASURE IN  
OFFICIALLY DECLARING IT OPEN.

THANK YOU.