



Archived at the Flinders Academic Commons:
<http://hdl.handle.net/2328/27231>

This is a scan of a document number DUN/Speeches/0346
in the Dunstan Collection, Special Collections, Flinders University Library.
<http://www.flinders.edu.au/library/info/collections/special/dunstan/>

Title:
Radio Broadcast - Overseas Trip Report

Please acknowledge the source as:
Dunstan Collection, Flinders University Library.
Identifier: DUN/Speeches/0346

© Copyright Estate Donald Allan Dunstan

C.O. Theme - Opening and hold under for

ANN: This is a broadcast by the Premier of South Australia, Mr, Don Dunstan, on behalf of the Australian Labor Party.

GOOD EVENING:

DURING THE LAST FOUR WEEKS I HAVE MADE RAPID TRIPS TO HONG KONG, TOKYO, SINGAPORE, ITALY AND LONDON IN AN ENDEAVOUR TO ESTABLISH A NEW AND DYNAMIC TRADE AND INVESTMENT SITUATION FOR SOUTH AUSTRALIA. THE GOVERNMENT'S PLANS IN THESE AREAS IN FACT BREAK NEW GROUND. IN NORTH AND SOUTH EAST ASIA WE INTEND THAT A ROVING TRADE OFFICER WILL TOUR IN THE AREA, WORKING FROM AGENCY OFFICES ESTABLISHED IN TOKYO, SINGAPORE, AND HONG KONG. THESE AGENCIES HAVE BEEN APPOINTED AND WILL ALL BE WORKING FOR THE STATE BY EARLY IN THE NEW YEAR.

SUBSEQUENTLY, FOLLOWING INVESTIGATIONS, WE WILL PROBABLY APPOINT A FURTHER AGENCY IN DJAKARTA, WHILE IN EUROPE AND NORTH AMERICA, WORKING OUT FROM THE AGENT GENERAL'S OFFICE IN LONDON, A FURTHER ROVING TRADE OFFICER WILL BE APPOINTED TO CARRY OUT WIDE-RANGING TRADE AND DEVELOPMENT FINANCE WORK IN THOSE AREAS.

NOW IT CAN BE ASKED: WHY ARE WE SETTING UP AGENCIES OF THIS KIND, AND ALSO PROVIDING OUR OWN TRADE OFFICERS WORKING OUT OF THEM, WHEN IN FACT THERE ARE AUSTRALIAN TRADE COMMISSIONERS IN EACH OF THESE CITIES. AND THE ANSWER IS SIMPLY THIS: THE OPERATION OF THE AUSTRALIAN TRADE COMMISSION, WHILE IT IS EXCELLENT IN MANY WAYS, CANNOT UNDERTAKE SPECIFIC TASKS FOR SOUTH AUSTRALIA OF THE DETAILED ENTREPRENEURIAL KIND THAT ARE NECESSARY FOR US AT THE MOMENT.

WITH THE NORTH AND SOUTH EAST ASIAN AGENCY OPERATION, IT IS EXPECTED THAT THESE WILL BE ABLE TO PROVIDE US WITH DETAILED TRADING AND DEVELOPMENT FINANCE INFORMATION OF A KIND SUITED TO THE SPECIFIC PROBLEMS AND OPPORTUNITIES OF SOUTH AUSTRALIA. THEY WILL ALSO UNDERTAKE TRADE PROMOTION ACTIVITIES, AND TOURIST PROMOTION ACTIVITIES IN THEIR RESPECTIVE CITIES, THUS PROVIDING THE GOVERNMENT AND THE INDUSTRIAL DEVELOPMENT BRANCH OF THE PREMIER'S DEPARTMENT WITH A BUSINESS INTELLIGENCE SERVICE OF REAL WORTH. OUR ROVING TRADE OFFICERS WILL UNDERTAKE A SIMILAR, THOUGH MORE DETAILED, JOB, SEEKING OUT SPECIFIC AREAS OF DEVELOPMENT AND TRADE AND EVEN UNDERTAKING BASIC PRODUCT RESEARCH IN THOSE AREAS IN WHICH SOUTH AUSTRALIA'S INDUSTRIAL CAPACITY COULD PRODUCE NEW PRODUCTS

FOR SALE IN EITHER EUROPE, NORTH AMERICA, OR NORTH AND SOUTH EAST ASIA.

NOW TWO THINGS WERE CLEAR FROM DISCUSSIONS HELD WITH BOTH BUSINESSMEN AND GOVERNMENT OFFICERS DURING MY VISITS TO HONG KONG, TOKYO, AND SINGAPORE, AND THEY WERE FIRSTLY THAT THE POTENTIAL FOR DEVELOPMENT OF SOUTH AUSTRALIAN TRADE WITH THESE COUNTRIES AND ON A VERY WIDE BASIS WAS VERY LARGE INDEED, AND SECONDLY IT HAS BEEN ALMOST TOTALLY IGNORED BY MANY IMPORTANT AREAS OF OUR INDUSTRY. SOUTH AUSTRALIAN BUSINESSMEN, I WAS TOLD IN SINGAPORE, ARE BY AND LARGE THE MOST INWARD-LOOKING AND CONSERVATIVE BUSINESSMEN IN AUSTRALIA. ONE TRADE EXPERT, WHO HAS HAD VERY CONSIDERABLE EXPERIENCE IN THE SINGAPORE AREA, SAID HE DESPAIRED EVERY TIME HE RECEIVED A REQUEST FOR INFORMATION FROM MAJOR SOUTH AUSTRALIAN FIRMS, FOR HE KNEW THAT NO MATTER HOW DETAILED AND CONCISE WERE THEY INFORMED OF EXACTLY WHAT OPENINGS IN TRADE WERE AVAILABLE, THEY WOULD REMAIN IN ADELAIDE MOANING ABOUT HOW BAD THINGS WERE, HAD BEEN, MIGHT BE, OR WERE ABOUT TO BE. "THEY BLAME WHATEVER GOVERNMENT IS IN POWER FOR NOT DOING ENOUGH", HE SAID, "BUT NEVER DO ENOUGH THEMSELVES".

A SIMILAR STORY WAS TOLD TO ME IN HONG KONG, WHILE IN TOKYO, ONE OF THE MOST IMPORTANT JAPANESE BUSINESS LEADERS SAID THE ONLY THING HE COULD REALLY REMEMBER ABOUT ADELAIDE'S BUSINESS RELATIONS WITH HIS FIRM WAS THAT HIS EMPLOYEES WERE ALWAYS ADVISED TO TAKE A DINNER SUIT WITH THEM WHEN THEY WENT THERE.

SOUTH AUSTRALIAN INDUSTRY IS CLEARLY CAPABLE OF MUCH BETTER THINGS THAN THIS. WE SHOULD, IN FACT, BE MAKING A MAJOR IMPACT ON ASIAN MARKETS. WE ALREADY DO WITH SOME ITEMS - WE ARE, FOR INSTANCE, THE WORLD'S MAJOR EXPORTER OF PLASTIC LENSES. BUT OUR EFFORTS, BOTH IN ATTRACTING CAPITAL FOR DEVELOPMENT AND IN EXPANDING OUR TRADE AND THUS THE INDUSTRIAL DIVERSIFICATION THAT IS VITAL FOR OUR ECONOMIC HEALTH, IS, COMPARED WITH OTHER STATES, LAGGARDLY IN THE EXTREME. IT TAKES SOME TIME FOR A GOVERNMENT TO GET A STATE LIKE OURS SURGING AHEAD IN DEVELOPMENT AS IT SHOULD. BUT IT CAN AND WILL BE DONE. WE HAVE A GOOD PROPORTION OF AUSTRALIA'S SKILL INDUSTRIES - WE HAVE A TRADITION ESTABLISHED FOR RADICAL DESIGN INNOVATION - WHAT WE MUST DO NOW IS MAKE SURE THAT WE ESTABLISH AGGRESSIVE MARKETING TECHNIQUES AND A REAL SPIRIT OF ENTERPRISE IN THE STATE. OUR TRADE AGENCIES AND ROVING TRADE OFFICERS WILL HELP TO SEE THAT THIS IS DONE.

Dunstan Collection, Special Collections, Flinders University Library.