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**Title:**

Speech at the opening of Gourlay Cabinet's Extensions, Ashford

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SPEECH BY THE PREMIER, MR. DUNSTAN, AT THE OPENING OF  
GOURLAY CABINET'S EXTENSIONS. ASHFORD. 10/2/72.

SIR CHARLES, MR. McCOY, MR. GOURLAY, LADIES & GENTLEMEN:

THIS SECOND OF TODAY'S CEREMONIES MARKING THE COMPLETION OF THE PETERSVILLE GROUP'S CURRENT EXPANSION PROGRAMME IN SOUTH AUSTRALIA IS ONE THAT GIVES ME, AS INDUSTRIAL DEVELOPMENT MINISTER, PARTICULAR PLEASURE.

THE EXTENSIONS TO THE ASHFORD FACTORY BEGAN ABOUT 18 MONTHS AGO AFTER THE COMPANY DECIDED TO ABANDON PRODUCTION OF REFRIGERATED CABINETS AT NEWCASTLE AND MELBOURNE AND INCORPORATE THIS PRODUCTION IN THE ADELAIDE PLANT. MR. McCOY TOLD ME IN OUR EARLIER DISCUSSIONS ABOUT THIS DECISION THAT TWO OF THE REASONS BEHIND IT WERE THAT SOUTH AUSTRALIA HAD LESS INDUSTRIAL UNREST THAN OTHER STATES AND  
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HAD AVAILABLE A GREATER POOL OF SKILLED TRADESMEN.

SIR, WE ENTIRELY AGREE WITH YOU! OUR INDUSTRIAL RECORD IS VERY GOOD - A FACT WHICH IS APPRECIATED BY INDUSTRIALISTS THROUGHOUT THE STATE. AND THE EXISTENCE OF OUR HIGHLY-SKILLED WORKFORCE TOGETHER WITH OUR LOWER COST STRUCTURE, SPECIAL ASSISTANCE AVAILABLE TO NEW INVESTMENT AND CENTRAL GEOGRAPHICAL LOCATION ARE PRIME SELLING POINTS IN OUR DRIVE FOR FURTHER INDUSTRIAL EXPANSION. OUR DEVELOPMENT STRATEGIES ARE BASED ON TAKING FULL ADVANTAGE OF THIS AND ENSURING THAT THIS MESSAGE GETS THROUGH.

WE HAVE PULLED THE STOPS OUT TO GET MORE AND MORE DIVERSIFIED INDUSTRIAL DEVELOPMENT. I'VE OFTEN SPOKEN OF OUR PRESENT OVER-RELIANCE ON THE PRODUCTION OF CONSUMER DURABLES AND THE EVENTS OF THE PAST DEW WEEKS AND DAYS AFFECTING THE MOTOR VEHICLE INDUSTRY HAVE DRAMATICALLY -  
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AND SADLY - BROUGHT THIS HOME.

THERE IS A VERY GREAT NEED TO OBTAIN BROAD INDUSTRIAL DIVERSIFICATION - BOTH OF LOCATION AND PRODUCTION - IN SOUTH AUSTRALIA SO THAT WE ARE BETTER EQUIPPED TO RIDE OUT ANY DOWNTURNS IN THE NATIONAL MARKET. WE WANT DIVERSIFICATION BECAUSE IT MEANS WIDER AND MORE STABLE EMPLOYMENT. INDEED I WOULD SAY IT IS OUR GREATEST SINGLE NEED AT PRESENT AND THE INDUSTRIAL DEVELOPMENT BRANCH OF MY DEPARTMENT, THROUGH ITS OFFICERS HERE AND OVERSEAS, FOLLOWS UP EVERY INQUIRY AND OPPORTUNITY THAT MAY PRODUCE IT. WE ARE AT PRESENT COMPILING A FULL SCALE GAPS STUDY WHICH WILL SHOW US, BY INDICATING PRECISELY IN WHAT AREAS WE NEED TO CONCENTRATE, HOW BEST TO GO ABOUT SECURING NEW INVESTMENT OF THIS KIND. BUT THIS EMPHATICALLY DOESN'T MEAN THAT WE HAVE CLOSED THE DOOR ON

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FURTHER DEVELOPMENT OF OUR DURABLES BASE. THAT DOOR IS WIDE OPEN. OUR MESSAGE TO ANY MOTOR CAR OR APPLIANCE MANUFACTURER LOOKING FOR A LOCATION FOR AN AUSTRALIAN PLANT IS " A THOUSAND WELCOMES - WHAT CAN WE DO TO HELP YOU? WE WANT YOU". WE ARE, IN FACT, BECAUSE OF THE POOL OF WORK SKILLS AND TECHNOLOGICAL EXPERTISE READILY ON TOP HERE IDEALLY SUITED FOR SUCH EXPANSION - A FACT APPRECIATED BY YOURSELVES IN YOUR DECISION TO LOCATE HERE AND BY WILKINS SERVIS WHICH MADE A SIMILAR CHOICE. IT'S ONE WHICH I'M SURE YOU WILL NOT REGRET.

GOURLAY CABINETS IN FACT CAN TRACE ITS ASSOCIATION WITH SOUTH AUSTRALIA BACK 65 YEARS. THE COMPANY WAS FORMED THEN TO MANUFACTURE INCUBATORS. THE FIRST STEP TOWARDS COMMERCIAL REFRIGERATION WAS TAKEN IN 1927 AND, BY 1946, THE COMPANY WAS CONCENTRATING ON THIS. IN 1969 GOURLAY CABINETS BEGAN THE EXPANSION PROGRAMME WHICH IT HAS JUST COMPLETED INCREASING THE SIZE OF THE FACTORY TO 70 THOUSAND SQUARE FEET

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AND INSTALLING NEW MACHINERY. THIS HAS COST 250 THOUSAND DOLLARS AND, WITH THE EXPANSION PROGRAMME AT PETERS ICE CREAM, REPRESENTS A CONSIDERABLE INVESTMENT IN THIS STATE BY PETERSVILLE.

THE DRIVE THE COMPANY HAS DISPLAYED FROM THIS BASE IS WELL ILLUSTRATED BY THE FACT THAT EIGHT MAJOR CONTRACTS IN THE LAST THREE YEARS HAVE ALONE BEEN WORTH \$1.7 M. AND THAT THREE OTHERS ON HAND ARE WORTH ANOTHER 350 THOUSAND DOLLARS. I WAS DELIGHTED TO LEARN TOO THAT YOU'RE MOVING INTO THE EXPORT AREA AND THAT AFTER THIS CEREMONY, THE FIRST EXPORT CONSIGNMENT OF 20 FREEZER UNITS WILL BE SENT TO INDONESIA.

OBVIOUSLY A COMPANY OF THIS TYPE IS AN EXTREMELY VALUABLE PART OF OUR TOTAL INDUSTRIAL COMPLEX AND IT THEREFORE GIVES ME GREAT PLEASURE TO NOW OFFICIALLY DECLARE THESE NEW EXTENSIONS OPEN.

THANK YOU.