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**Title:**

Opening of the Hindley Cinemas and the world premiere of 'Picnic at Hanging Rock'

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ADDRESS BY THE PREMIER OF SOUTH AUSTRALIA, DON DUNSTAN, ON THE OCCASION OF THE OPENING OF THE HINDLEY CINEMAS AND THE WORLD PREMIERE OF "PICNIC AT HANGING ROCK".

7.8.75

Mr. Williams,  
Your Excellency,  
My Lord Mayor,  
Parliamentary Colleagues,  
Ladies and Gentlemen:

In the language of cinema advertising, tonight has a 'double feature' programme.

We have the world premiere of "Picnic at Hanging Rock" - and the opening of the four "Hindley Cinemas".

This centre is, of course, quite splendid. It is part of an international trend to smaller, intimate cinema theatres, and Greater Union are to be congratulated for making such an excellent addition to Hindley Street's rapidly growing importance as the city's main entertainment precinct.

Both the Government and the Adelaide City Council have for some time been formulating plans for the future development and enhancement of the area. Over the next few years with the progressive implementation of City of Adelaide action projects we can expect to see it develop as a street of cosmopolitan colour and variety and one which can effectively support our steadily expanding recreation and entertainment industries. The development of this complex indicates the great expectation the industry has of these plans.

Turning to "Picnic at Hanging Rock", tonight's other feature, we have the second feature film in which the South Australian Film Corporation has been involved.

However, the involvement in this case is significantly different from that which obtained with "Sunday Too Far Away". There, while the Corporation was joined by the Australian Film Development Corporation in funding, it had total control of the production, distribution, and all vital ancillary activities.

In the case of "Picnic at Hanging Rock", the State Film Corporation is a one-third investor, together with the Australian Film Development Corporation, as before, and B.E.F. (Film Distributors). The actual line-production for the film was handled by the outstanding Australian

organisation of McElroy and McElroy in association with Patricia Lovell. B.E.F. (Film Distributors) are handling distribution and marketing.

"Picnic at Hanging Rock" will be the second feature film produced by the 29-year-old Australian twin brothers, Hal and Jim McElroy. Each of them have in excess of twelve years experience in all aspects of show business, ranging from television, theatre, to films, with credits on three television series and some twelve feature films as Production Managers or Assistant Directors.

Their feature credits include: "Age of Consent"; "Ned Kelly"; "Alvin Purple"; "Between Wars"; and "Man From Hong Kong".

Several years ago they formed a company called, appropriately, McElroy and McElroy. In 1974 they joined with Peter Weir and produced "The Cars That Ate Paris", a major critical success. This film was the success. This film was the start of their highly successful relationship with Peter Weir, who directed tonight's film.

In line with State Government policy, the Corporation's investment in "Picnic at Hanging Rock" was subject to certain essential conditions. In brief, they were that a significant proportion of the film be shot in South Australia, and that a large proportion of the cast and film crew be South Australian.

Accordingly, of the thirty-four-day shoot, twenty-four days were on South Australian locations. In addition, half the crew were from this State; John Graves, an Executive Producer with the State Corporation was appointed Executive (Line) Producer; and Sid Stebel, Script Consultant to the State Corporation was employed in the preparation of the final shooting script. Finally, twelve of the girls in the film cast came from the State. (Some of you will notice tonight that Albyn Terrace, Strathalbyn, has become the main street of turn-of-the-century "Woodend" in Victoria - and those of you who know Martindale Hall

near Clare or Marbury School in Stirling, will note their transformation to, respectively, "Appleyard College" and "Colonel Fitzhubert's House".)

Now this catalogue may to some people seem unnecessarily parochial in its concentration on this State's contribution. But the fact is that one of the Government's prime objects in the establishment of the S.A. Film Corporation, was to achieve in this State a range of film expertise of such an order that, in the short and medium term, the State became the pre-eminent film-making area in Australia. For if we can do that - and we certainly have started brilliantly - the economic and cultural benefits will be inestimable.

In two and a half years the Corporation has completed sixty-three films. They range from features such as Sunday Too Far Away, tonight's film, to documentaries and instructional films for Government departments, Governmental Authorities, Private Industry and community organisations.

In addition, it has moved into the area of co-production so that it is now in a position to join with other film production organisations in the pursuit of its basic objective: the creation of a viable film industry in this State. One of the first of these co-productions was The Players, a co-production of the Corporation and the Canadian National Film Board. By co-incidence John Graves is presently in Los Angeles negotiating with major studios for further co-productions.

The Corporation's activities are wide-spread and rapidly growing. At the moment, in addition to its general day-to-day film production and film library work, it is moving into pre-production for a third feature film and is formulating script concepts for several television series.

It has come a long way in just over two and a half years, and the process has confounded its critics and detractors at each move.

It is for this reason that I have great pleasure in inviting you to enjoy tonight's film and in now declaring Hindley Cinemas open. Thank you.

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