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Title:
Speech at Proclamation Day ceremony, Glenelg

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SPEECH BY THE PREMIER, MR DUNSTAN, AT PROCLAMATION DAY CEREMONY,
GLENELG. 28 December 1973.

Your Excellency, Your Worship, My Ministerial and Parliamentary Colleagues, Ladies and Gentlemen:

It's customary on Proclamation Day to praise the people who met here in 1836 and their remarkable accomplishment. And by implication, also to give ourselves a pat on the back for keeping up the good work. There's reason to do so. But this year I want to sound a note of caution as well.

From the very outset, one of the themes of present-day South Australia's history has been the belief that a properly planned, free society provides the best life for its citizens and encourages excellence.

This meant that very early on South Australia became a leader in social advancement and in improving the quality of life and liberties of its people.

We gave a lead in such matters as manhood suffrage, the secret ballot, votes for women and children's courts.

It meant, too, that Adelaide was established as a planned city, a capital with a feeling of spaciousness and elegance that, in its streets, squares, public and private buildings, reflected the self-assurance of its founders.

South Australia was built on this belief and through the vision and drive of its pioneers.

We need those qualities even more urgently today.

We need the same committment to enlightened principles of urban planning if we are to ensure that our development occurs on a regional basis rather than mindlessly adding to metropolitan sprawl. A good start has been made. We have succeeded in halting the decay at the centre of Adelaide and in making sure that it is a capital in which people live as well as work and a city in which it is possible to move around.

We are well on the way to planning at Monarto a radically new, emphatically Australian city, a concept fundamental to success in checking the sprawl of metropolitan Adelaide. We have embarked on new policies to concentrate other development in the regional growth areas of the Spencer Gulf and South East Cities.

We no longer blindly seek increased migration on a basis of population for population's sake but relate our intake to overall economic and social needs.

But perhaps the most important area in which agreed, properly based planning principles must be applied is in the diversification of our employment base.

The need for this has been evident for years. It is a consequence of our heavy dependence on the automotive, domestic appliance and other metal fabricating industries and of vulnerability to fluctuations in demand for our goods in Eastern Australia.

Before we can breathe freely, in an economic sense, we have to diversify - to get new types of industry and new markets.

The plans we made before 1970 to refurbish our industrial development programs to this end and to create new back-up agencies to stimulate the right kind of development are now paying off.

We currently have before us applications for the construction of close on a million sq. feet of new factory space, projects representing a wide range of products from ceramic tiles to aluminium street lighting columns.

But our need to diversify has taken on a new urgency.

As most of you will know, I returned from an overseas visit last week.

It is apparent everywhere I went - and particularly in Japan - that the global upheaval threatened by the energy crisis, to use a shorthand phrase, is bound to have an effect on South Australia.

The results of this and of scarcities of other raw materials are likely to cause radical shifts in the pattern of world trade and development.

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We need those qualities even more urgently today.

We need the same commitment to enlightened principles of urban planning if we are to ensure that our development occurs on a regional basis rather than mindlessly adding to metropolitan sprawl.

A good start has been made. We have succeeded in halting the decay at the centre of Adelaide and in making sure that it is a capital in which people live as well as work and a city in which it is possible to move around.

Some of them can reasonably be predicted. There will be others as yet unforeseen.

It may well be that unexpected benefits emerge from these uncertainties. For the present, however, the prospects are not encouraging.

The job facing us is to minimise the effects on South Australia by getting into this State as diversified and stable an industrial and employment base as we possibly can.

It is my Government's number one priority. We're going to redouble our efforts. But we shall be much more successful if we have the help and support of the private sector and the public generally. This and the need to see to it that we retain what we have here - one of the finest urban environments in the world - are, in their own way, challenges just as big as those faced by that other gathering here 137 years ago.

Thank you.

YOUR EXCELLENCY, YOUR WORSHIP, MY MINISTERIAL AND PARLIAMENTARY
COLLEAGUES, LADIES AND GENTLEMEN:

IT'S CUSTOMARY ON PROCLAMATION DAY TO PRAISE THE PEOPLE WHO MET HERE
IN 1836 AND THEIR REMARKABLE ACCOMPLISHMENT. AND, BY IMPLICATION, ALSO
TO GIVE OURSELVES A PAT ON THE BACK FOR KEEPING UP THE GOOD WORK.

THERE'S REASON TO DO SO. BUT THIS YEAR I WANT TO SOUND A NOTE OF
CAUTION AS WELL.

FROM THE VERY OUTSET, ONE OF THE THEMES OF PRESENT-DAY SOUTH
AUSTRALIA'S HISTORY HAS BEEN THE BELIEF THAT A PROPERLY PLANNED,
FREE SOCIETY PROVIDES THE BEST LIFE FOR ITS CITIZENS AND ENCOURAGES
EXCELLENCE.

THIS MEANT THAT VERY EARLY ON SOUTH AUSTRALIA BECAME A LEADER IN SOCIAL
ADVANCEMENT AND IN IMPROVING THE QUALITY OF LIFE AND LIBERTIES OF ITS
PEOPLE.

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WE GAVE A LEAD IN SUCH MATTERS AS MANHOOD SUFFRAGE, THE SECRET BALLOT,
VOTES FOR WOMEN AND CHILDREN'S COURTS.

IT MEANT, TOO, THAT ADELAIDE WAS ESTABLISHED AS A PLANNED CITY, A
CAPITAL WITH A FEELING OF SPACIOUSNESS AND ELEGANCE THAT, IN ITS
STREETS, SQUARES, PUBLIC AND PRIVATE BUILDINGS, REFLECTED THE SELF-
ASSURANCE OF ITS FOUNDERS.

SOUTH AUSTRALIA WAS BUILT ON THIS BELIEF AND THROUGH THE VISION AND
DRIVE OF ITS PIONEERS.

WE NEED THOSE QUALITIES EVEN MORE URGENTLY TODAY.

WE NEED THE SAME COMMITMENT TO ENLIGHTENED PRINCIPLES OF URBAN
PLANNING IF WE ARE TO ENSURE THAT OUR DEVELOPMENT OCCURS ON A REGIONAL
BASIS RATHER THAN MINDLESSLY ADDING TO METROPOLITAN SPRAWL.

A GOOD START HAS BEEN MADE. WE HAVE SUCCEEDED IN HALTING THE DECAY AT
THE CENTRE OF ADELAIDE AND IN MAKING SURE THAT IT IS A CAPITAL IN WHICH
PEOPLE LIVE AS WELL AS WORK AND A CITY IN WHICH IT IS POSSIBLE TO
MOVE AROUND.

WE ARE WELL ON THE WAY TO PLANNING AT MONARTO A RADICALLY NEW, EMPHATICALLY AUSTRALIAN CITY, A CONCEPT FUNDAMENTAL TO SUCCESS IN CHECKING THE SPRAWL OF METROPOLITAN ADELAIDE. WE HAVE EMBARKED ON NEW POLICIES TO CONCENTRATE OTHER DEVELOPMENT IN THE REGIONAL GROWTH AREAS OF THE SPENCER GULF AND SOUTH EAST CITIES.

WE NO LONGER BLINDLY SEEK INCREASED MIGRATION ON A BASIS OF POPULATION FOR POPULATION'S SAKE BUT RELATE OUR INTAKE TO OVERALL ECONOMIC AND SOCIAL NEEDS.

BUT PERHAPS THE MOST IMPORTANT AREA IN WHICH AGREED, PROPERLY BASED PLANNING PRINCIPLES MUST BE APPLIED IS IN THE DIVERSIFICATION OF OUR EMPLOYMENT BASE.

THE NEED FOR THIS HAS BEEN EVIDENT FOR YEARS. IT IS A CONSEQUENCE OF OUR HEAVY DEPENDENCE ON THE AUTOMOTIVE, DOMESTIC APPLIANCE AND OTHER METAL FABRICATING INDUSTRIES AND OF VULNERABILITY TO FLUCTUATIONS IN DEMAND FOR OUR GOODS IN EASTERN AUSTRALIA.

BEFORE WE CAN BREATHE FREELY, IN AN ECONOMIC SENSE, WE HAVE TO DIVERSIFY- TO GET NEW TYPES ■■■ OF INDUSTRY AND NEW MARKETS.

THE PLANS WE MADE BEFORE 1970 TO REFURBISH OUR INDUSTRIAL DEVELOPMENT PROGRAMMES TO THIS END AND TO CREATE NEW BACK-UP AGENCIES TO STIMULATE THE RIGHT KIND OF DEVELOPMENT ARE NOW PAYING OFF.

WE CURRENTLY HAVE BEFORE US APPLICATIONS FOR THE CONSTRUCTION OF CLOSE ON A MILLION SQUARE FEET OF NEW FACTORY SPACE, PROJECTS REPRESENTING A WIDE RANGE OF PRODUCTS FROM CERAMIC TILES TO ALUMINIUM STREET LIGHTING COLUMNS.

BUT OUR NEED TO DIVERSIFY HAS TAKEN ON A NEW URGENCY.

AS MOST OF YOU WILL KNOW, I RETURNED FROM AN OVERSEAS VISIT LAST WEEK. IT WAS APPARENT EVERYWHERE I WENT - AND PARTICULARLY IN JAPAN - THAT THE GLOBAL UPHEAVAL THREATENED BY THE ENERGY CRISIS, TO USE A SHORTHAND PHRASE, IS BOUND TO HAVE AN EFFECT ON SOUTH AUSTRALIA.

THE RESULTS OF THIS AND OF SCARCITIES OF OTHER RAW MATERIALS ARE LIKELY TO CAUSE RADICAL SHIFTS IN THE PATTERN OF WORLD TRADE AND DEVELOPMENT.

SOME OF THEM CAN REASONABLY BE PREDICTED. THERE WILL BE OTHERS AS YET UNFORSEEN.

IT MAY WELL BE THAT UNEXPECTED BENEFITS EMERGE FROM THESE UNCERTAINTIES. FOR THE PRESENT, HOWEVER, THE PROSPECTS ARE NOT ENCOURAGING.

THE JOB FACING US IS TO MINIMISE THE EFFECTS ON SOUTH AUSTRALIA BY GETTING INTO THIS STATE AS DIVERSIFIED AND STABLE AN INDUSTRIAL AND EMPLOYMENT BASE AS WE POSSIBLY CAN.

IT IS MY GOVERNMENT'S NUMBER ONE PRIORITY. WE'RE GOING TO REDOUBLE OUR EFFORTS. BUT WE SHALL BE MUCH MORE SUCCESSFUL IF WE HAVE THE HELP AND SUPPORT OF THE PRIVATE SECTOR AND THE PUBLIC GENERALLY.

THIS AND THE NEED TO SEE TO IT THAT WE RETAIN WHAT WE HAVE HERE - ONE OF THE FINEST URBAN ENVIRONMENTS IN THE WORLD - ARE, IN THEIR OWN WAY, CHALLENGES JUST AS BIG AS THOSE FACED BY THAT OTHER GATHERING HERE 137 YEARS AGO.

THANK YOU.