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**Title:**  
Speech at the Opening of Barossa Promotion

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SPEECH BY THE PREMIER, MR. DUNSTAN, AT THE OPENING OF BAROSSA PROMOTION

29/2/72.

MR. GLOWREY, MR. GRAMP, LADIES AND GENTLEMEN:

THANK YOU FOR ASKING ME HERE THIS EVENING. IT MAKES A VERY PLEASANT END TO A SUMMER'S DAY - BESIDES WHICH IT GIVES ME A WELCOME CHANCE TO SOOTHE VOCAL CHORDS TESTED BY THE FIRST DAY OF PARLIAMENT WITH SOME FINE BAROSSA HOCK.

THIS PROMOTION BRINGING THE BAROSSA VALLEY TO RUNDLE STREET IS A GREAT IDEA, PARTICULARLY AS IT LINKS TWO OF SOUTH AUSTRALIA'S PRIME ATTRACTIONS TO THE VISITOR, THE VALLEY AND THE ADELAIDE FESTIVAL. IT'S AN IMPRESSIVE - AND ENJOYABLE - DISPLAY AND I'M SURE IT WILL BE A GREAT SUCCESS. I THINK IT'S PARTICULARLY COMMENDABLE IN THAT IT'S THE FIRST PROMOTION LAUNCHED BY THE NEW BAROSSA WINEMAKERS' ASSOCIATION. COMMENDABLE BUT NOT SURPRISING. AS TOURISM AND DEVELOPMENT MINISTER, I'VE HAD THE OPPORTUNITY TO SEE AT FIRST HAND JUST HOW LIVELY AND GO-AHEAD ARE THE WINEMAKERS OF SOUTH AUSTRALIA GENERALLY AND THE PEOPLE OF THE VALLEY.

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IT'S NO EXAGGERATION TO SAY THAT THE WORK DONE IN THE BAROSSA AND RIVERLAND REGION IN THE FIELD OF TOURIST PROMOTION LEADS THE STATE. A LOT OF SOLID WORK HAS BEEN DONE IN THIS FIELD BY THE TOURIST BUREAU AND THE BAROSSA VALLEY TOURIST ASSOCIATION FOR A NUMBER OF YEARS. NOW THAT WE HAVE THE ADVANTAGE OF THE A.N.T.A. SURVEY OF THE AREA'S POTENTIAL THE WAY IS OPEN FOR QUITE SPECTACULAR PROGRESS. THERE'S STILL A LOT TO BE DONE. WE NEED MORE FACILITIES, IMPROVED FACILITIES AND EXPANDED FACILITIES. WE NEED TO FOLLOW THE GUIDELINES SET OUT IN THE A.N.T.A. REPORT AND WE NEED TO ENSURE THAT DEVELOPMENT IN THE AREA DOES NOT MAR ITS NATURAL BEAUTY. BUT I'M ABSOLUTELY CONFIDENT THAT THE TOURISM FUTURE OF THE BAROSSA VALLEY IS ASSURED. THE VALLEY AND THE ATTRACTIONS IT OFFERS IN THE WAY OF SCENERY, WINERIES, THE HOSPITALITY OF ITS PEOPLE AND THEIR CULTURAL AND HISTORICAL TRADITIONS ARE A KEY PART OF A PACKAGE WHICH I HAVE ABSOLUTELY NO DOUBT CAN BE SOLD TO INTERSTATE AND OVERSEAS VISITORS. THE STEADY RISE IN VISITORS TO THE VALLEY, ADELAIDE AND THE AREA AROUND, OVER THE PAST FOUR YEARS SHOWS WE ARE ALREADY HAVING CONSIDERABLE SUCCESS.

BUT IT'S CHICKEN-FEED COMPARED WITH WHAT WE CAN ACHIEVE WITH PROPER DEVELOPMENT OF FACILITIES AND PROMOTION. THE ADELAIDE FESTIVAL IS BOUND TO BRING A VALUABLE SPIN-OFF TO THE VALLEY; NEXT YEAR'S VINTAGE FESTIVAL WILL AGAIN FOCUS ATTENTION ON THE VALLEY. IN FACT IN SOUTH AUSTRALIA AS A WHOLE WE'RE WELL ON THE WAY TO BECOMING THE FESTIVAL STATE. IN ADDITION, TO THE ARTS AND VINTAGE CELEBRATIONS WE HAVE THE SCHUETZENFEST, TUNARAMA OF PORT LINCOLN, ALMOND BLOSSOM OF WILLUNGA, POINSETTIA OF PORT AUGUSTA, AUTUMN LEAVES OF ALDGATE, WEERAMA OF MURRAY BRIDGE AND RIVERLAND FESTIVALS. AND IT'S LIKELY THAT WE'LL SOON BE ABLE TO ADD A CORNISH FESTIVAL TO THE LIST. THIS NOT ONLY MAKES FOR CHEERFUL HOLIDAYS FOR SOUTH AUSTRALIANS AND VISITORS IT MAKES FOR A VERY SALEABLE TOURIST INDUCEMENT. IT'S A VERY GOOD WAY TO SELL FUN - AND IN DOING SO TO GENERATE GREATER PROSPERITY AND MORE JOBS.

SIR, AS I SAID, THE TOURISM PROSPECTS FOR THE BAROSSA VALLEY ARE EXCELLENT AND THE WAY IN WHICH THE PEOPLE THERE ARE HELPING THEMSELVES IS AN EXAMPLE TO OTHERS. THERE IS ONLY ONE BIG CLOUD ON THE HORIZON, ONE OF WHICH EVERYBODY IN THIS ROOM WILL BE PAINFULLY AWARE.

I'M SPEAKING, OF COURSE, OF THE CONTINUING IDIOTIC WINE EXCISE. I'VE REPEATEDLY EXPRESSED MY GOVERNMENT'S TOTAL OPPOSITION TO THIS LEVY - AND WE'VE MADE REPEATED REPRESENTATIONS TO THE FEDERAL GOVERNMENT TO SECURE ITS REPEAL. IT IS ESSENTIAL THAT IT BE LIFTED AND THAT, AT THE SAME TIME, THE FEDERAL GOVERNMENT CONSIDER GIVING FINANCIAL HELP TO THE INDUSTRY TO OVERCOME THE EFFECTS OF THIS SEVERE BLOW.

IT IS TO THE VERY GREAT CREDIT OF THE WINE INDUSTRY HERE AND ACROSS AUSTRALIA HOW MUCH HAS BEEN DONE TO OFFSET THE EFFECTS OF THIS ABSURDITY. INSTEAD OF SITTING DOWN AND CRYING INTO THEIR VATS, WINEMAKERS HAVE EMBARKED ON A ROUND OF DIVERSIFICATION AND PROMOTION THAT HAS PRODUCED SOME SPECTACULAR RESULTS. I RECENTLY SAW EVIDENCE OF THIS AT RENMARK WHERE THE RENMARK WINERY HAS COMBATED THE EFFECTS OF THE EXCISE - WHICH, PRODUCING AT THE LOWER END OF THE PRICE SCALE, HIT THEM PARTICULARLY SEVERELY - BY PRODUCING AN ENTIRELY NEW RANGE AND BY EXPERIMENTING WITH NEW PRODUCTS.

SIR, THIS PROMOTION IS EVIDENCE THAT THE BAROSSA WINEMAKERS AND OTHER PRODUCERS ARE NO LESS VIGOROUS AND IMAGINATIVE. IT'S ALSO A VERY PLEASANT SUPPLEMENT TO THE FESTIVAL ATTRACTIONS. MYERS AND THE BAROSSA WINEMAKERS' ASSOCIATION ARE TO BE CONGRATULATED ON ORGANISING SUCH AN ATTRACTIVE DISPLAY WHICH HIGHLIGHTS SOME OF OUR FINEST AND MOST PALATABLE PRODUCTS AND IT NOW GIVES ME VERY MUCH PLEASURE OFFICIALLY TO DECLARE IT OPEN.

THANK YOU..