



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

This is a scan of a document number DUN/Speeches/1618
in the Dunstan Collection, Special Collections, Flinders University Library.
<http://www.flinders.edu.au/library/info/collections/special/dunstan/>

Title:
Speech at the Distinguished Salesman's Award Presentation - Glenelg

Please acknowledge the source as:
Dunstan Collection, Flinders University Library.
Identifier: DUN/Speeches/1618

© Copyright Estate Donald Allan Dunstan

MR. STONE, MR. WATKINSON, LADIES AND GENTLEMEN,
SOUTH AUSTRALIA'S ECONOMIC AND GEOGRAPHIC POSITION MEAN
THAT WE ARE A STATE WHICH MUST SELL IN ORDER TO SURVIVE -
SO AN AWARD SUCH AS THIS WHICH ENCOURAGES SALESMEN TO GO
OUT AND GET BIGGER AND BETTER ORDERS IS VALUABLE NOT ONLY
TO THE COMPANIES AND REPRESENTATIVES WHICH PARTICIPATE IN
IT BUT TO THE STATE AS A WHOLE.

I WAS PARTICULARLY PLEASED TO NOTE THAT YOU'VE MADE A
SEPARATE EXPORT AWARD, SINCE EXPORTS ARE ONE AREA IN WHICH
THERE IS TREMENDOUS SCOPE FOR EXPANSION AND WHICH WE ARE
CURRENTLY STRIVING TO HIGHLIGHT.

WE HAVE A WIDE AND FIRST-CLASS RANGE OF PRODUCTS, THOUGH
WE ARE STILL TOO HEAVILY DEPENDENT ON A CONSUMER GOODS
BASE, BUT IT DOESN'T MATTER HOW GOOD THEY ARE UNLESS WE
CAN GET THEM TO THE INTERSTATE AND OVERSEAS MARKETS ON
WHICH WE RELY.

PAGE TWO

WE ARE ALSO MORE SUSCEPTIBLE THAN OTHER STATES TO FLUCTUATIONS
AND DOWNTRENDS IN THE DOMESTIC MARKET AND WE NEED DYNAMIC
SALESMANSHIP, AND THE MAXIMUM DEVELOPMENT OF NEW OUTLETS,
IF WE ARE TO OFFSET SUCH VARIABLES, EVEN TO THE LIMITED
EXTENT WHICH IS POSSIBLE. AGAINST THESE DISADVANTAGES,
SOUTH AUSTRALIA OFFERS NATURAL AND DELIBERATELY-INDUCED
ADVANTAGES SUCH AS OUR CENTRAL LOCATION, LOWER-COST
STRUCTURE AND CHEAPER LAND WHICH NOT ONLY ENABLE US TO
COMPETE EFFECTIVELY FOR EXTERNAL MARKETS BUT WHICH OFFER
GREAT SCOPE FOR FURTHER EXPANSION. SO I'D ASK ALL SALESMEN
TO SELL NOT ONLY THEIR PRODUCT BUT TO PUT IN A PLUG FOR
SOUTH AUSTRALIA AS WELL. SUCH INFORMAL CANVASSING CAN
HAVE A VERY VALUABLE EFFECT IN STIMULATING DEVELOPMENT
FOR THE BENEFIT OF ALL SOUTH AUSTRALIANS.

WE, AS A GOVERNMENT HAVE RECENTLY EXPANDED OUR OWN INDUSTRIAL PROMOTIONAL EFFECT IN A DETERMINED ATTEMPT TO SECURE FURTHER INDUSTRIAL EXPANSION AND BROADER MARKETS:

WE'RE DOING THIS THROUGH OUR OVERSEAS OUTLETS IN LONDON, TOKYO, HONG KONG, SINGAPORE AND DJAKARTA, THROUGH ROVING TRADE REPRESENTATIVES COVERING EUROPE, THE MIDDLE EAST AND ASIA AND THROUGH SUCH STATE SCHEMES AS THE PROVISION OF GREATER ASSISTANCE FOR INDUSTRIAL DESIGN AND PRODUCT RESEARCH. IN THIS WAY, WE HOPE WE CAN PROVIDE THE IMPETUS FOR A CO-ORDINATED, VIGOROUS ASSAULT ON NEW AND ESTABLISHED MARKETS. THE INDUSTRIAL DEVELOPMENT BRANCH OF MY DEPARTMENT AND OUR REPRESENTATIVES ABROAD ARE WORKING TO ASSIST EXISTING MANUFACTURERS AND PRODUCERS AS WELL AS SEEKING NEW DEVELOPMENT AND ARE ANXIOUS TO DO ANYTHING POSSIBLE TO HELP FIRMS SUCH AS THOSE REPRESENTED HERE TONIGHT IN SALES DRIVES.

PAGE FOUR

SO DON'T HESITATE TO CALL ON US IF YOU THINK THERE'S ANYTHING WE CAN DO.

IT NOW GIVES ME GREAT PLEASURE TO PRESENT THE DISTINGUISHED SALESMAN'S AWARDS.