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**Title:**  
Speech at 'Sea Mate' Good Design Label Award

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SPEECH BY THE PREMIER, MR. DUNSTAN, AT "SEA MATE" GOOD DESIGN

LABEL AWARD.

20.8.73

MR. SCAMMELL, MR. HARRIS, LADIES AND GENTLEMEN:

THANK YOU VERY MUCH FOR ASKING ME HERE TODAY TO PRESENT THE GOOD DESIGN LABEL TO MR. BINKS.

MR. BINKS' "SEA MATE" VENTURE IS A MODEL EXAMPLE OF THE PART THAT GOOD DESIGN CAN PLAY IN COMMERCIAL SUCCESS. DURING A CHURCHILL FELLOWSHIP STUDY IN 1966 MR. BINKS SAW THAT THERE WAS A WORLDWIDE TREND IN BOAT MANUFACTURE AWAY FROM WOOD AND TOWARDS FIBRE GLASS REINFORCED PLASTICS. ON HIS RETURN HE APPLIED THESE NEW CONSTRUCTION METHODS IN HIS FACTORY AND VERY QUICKLY WON INTERNATIONAL RECOGNITION FOR THE RESULTS WITH SUCH BOATS AS THE 420 CLASS YACHT.

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THE WORLD CHAMPIONSHIPS FOR THIS CLASS OF BOAT WERE HELD HERE LAST JANUARY AND ALL THE COMPETING BOATS WERE MADE BY BINKS YACHT CONSTRUCTION.

THE "SEA MATE" GREW OUT OF THIS EXPERIENCE AND FROM DISCUSSIONS WITH BRYAN PRICE WHO MARKETS THE 420. WITH HIS DESIGN OF THE "SEA MATE" MR. BINKS HAS PRODUCED A SMALL, SAFE, CHEAP YACHT FOR THE FAMILY MAN THAT IS FUN TO SAIL, HAS A REASONABLE PERFORMANCE AND IS - OF COURSE - EXTREMELY WELL DESIGNED FROM THE AESTHETIC AS WELL AS THE FUNCTIONAL ASPECT. SUCCESS WAS IMMEDIATE. SINCE ITS ANNOUNCEMENT IN OCTOBER LAST YEAR, SEA MATES HAVE BEEN OUT-SELLING ALL OTHER CLASSES OF BOAT IN SOUTH AUSTRALIA AND MR. BINKS HAS AGAIN PROVED THE TRUTH OF THE AXIOM THE GOOD DESIGN IS FUNDAMENTAL TO GOOD BUSINESS.

I WISH IT WAS STILL MORE WIDELY ACCEPTED. WE IN SOUTH AUSTRALIA HAVE ACHIEVED A REASONABLY HIGH STANDARD OF INDUSTRIAL DESIGN IN A NUMBER OF AREAS. BUT REALLY WE'VE ONLY MADE A START COMPARED WITH WHAT COULD BE DONE. FAR TOO MANY OF OUR MANUFACTURERS STILL REGARD GOOD DESIGN AS A LUXURY OR AN AFTERTHOUGHT.

WE NEED A CHANGE OF ATTITUDE AND ACCEPTANCE OF THE VIEW THAT A TRAINED DESIGN TEAM IS AS IMPORTANT TO SUCCESSFUL MANAGEMENT AS A TRAINED ACCOUNTS STAFF.

THIS IS PARTICULARLY APPARENT IN THE FIELD OF DOMESTIC PRODUCTS MANUFACTURE, THOUGH IT'S NOT CONFINED TO IT. IT'S NO ACCIDENT THAT PEOPLE WANTING TO BUY SOMETHING FOR THE HOME THAT IS BEAUTIFUL AS WELL AS PRACTICAL THINK SCANDANAVIAN NOT AUSTRALIAN - AND HAVE

TO PAY IMPORTED PRICES OR MISS OUT.

THERE IS ABSOLUTELY NO REASON FOR THIS. DESIGN ABILITY IS NOT GENETIC AND CONFERRED EXCLUSIVELY ON FINNS OR SWEDES RATHER THAN AUSTRALIANS. WE CAN ACHIEVE THE SAME EXCELLENCE HERE IF WE ARE PREPARED TO GIVE DESIGN THE SAME KIND OF PRIORITY AND, BY DOING SO, WE CAN ACHIEVE THE SAME COMMERCIAL SUCCESS.

IT IS FOR THESE BASIC BUSINESS CONSIDERATIONS, AS WELL AS THE SOCIAL AND CULTURAL IMPLICATIONS, THAT MY GOVERNMENT IS INTENT ON FOSTERING HIGHER DESIGN STANDARDS HERE. THIS IS WHY WE HAVE BEEN SO WILLING TO SUPPORT THE INDUSTRIAL DESIGN COUNCIL OF AUSTRALIA AND WHY WE COMMISSIONED THE SPECIAL STUDY INTO THE DEVELOPMENT OF DESIGN AND CRAFT INDUSTRIES HERE WHICH WAS PUBLISHED A FEW MONTHS AGO.

I BELIEVE WE HAVE THE HUMAN RESOURCES TO ACHIEVE DESIGN EXCELLENCE AND THAT WE HAVE THE OPPORTUNITIES TO USE THEM. AND HERE I AM SPEAKING OF DESIGN IN ITS BROADEST SENSE. FOR INSTANCE, THE NEW CITY OF MONARTO WILL PROVIDE A WIDE RANGE OF DESIGNERS WITH UNIQUELY STIMULATING CHALLENGES. MONARTO CAN BE A SHOWCASE FOR GOOD AUSTRALIAN, AND PARTICULARLY SOUTH AUSTRALIAN, DESIGN. LET ME GIVE ONE EXAMPLE. I SAID AT A DESIGN EXHIBITION LAST MAY THAT FEW OBJECTS SO CONVINCINGLY DISPROVED THE PROPOSITION THAT ALL FUNCTIONAL PRODUCTS ARE AESTHETICALLY PLEASING THAN THE STOBIE POLE. FUNCTIONAL, INDEED. AND AN EYESORE. WE DO NOT YET HAVE A CONCEPT PLAN FOR THE NEW CITY. BUT, OF THIS I AM SURE, THERE WILL BE NO STOBIE POLES. IN MONARTO.

MR. BINKS HAS SHOWN THAT TASTE, AND SKILL COMBINED WITH SENSITIVE HANDLING OF NEW MATERIALS AND PRODUCTION TECHNIQUES CAN CREATE AN OBJECT WHICH IS PLEASING AS WELL AS PRACTICAL. HIS SALES SHOW THAT THERE IS A DEMAND FOR GOOD DESIGN. I HOPE THAT INDUSTRIALISTS IN QUITE DIFFERENT FIELDS LEARN FROM HIS SUCCESS AND GIVE DESIGN CONSIDERATIONS THE ATTENTION THEY DEMAND. I HAVE MUCH PLEASURE IN PRESENTING HIM WITH A WELL EARNED GOOD DESIGN LABEL.

THANK YOU.