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**Title:**  
Article for the 'News' - Industrial development

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ARTICLE FOR "THE NEWS" BY THE PREMIER, MR. DUNSTAN.

22.5.72

State Government industrial development strategy is based on filling two needs.

- We want to diversify our present industrial base;
- We want to broaden the markets available for our products.

I think the policies we have been following for the past two years are succeeding.

We are securing new industrial expansion and we are getting new markets for our goods.

To cite just a few of the many developments:

- Australian National Industries are building a \$2.7M. production press forge plant at Dry Creek;
- Levi Strauss, the international clothing manufacturer, are setting up a \$1.5M. production headquarters at Elizabeth;
- Tubemakers of Australia Ltd. are spending nearly \$2M. on expanding their cold drawn precision steel tube making at Kilburn;
- Softwood Holdings Ltd's \$8M. expansion of its Mt. Gambier wood processing plant.
- Seraphic Australia Ltd's \$500,000 South Australian expansion programme.

Special governmental and semi-governmental agencies have been set up to get for South Australia the right kind of development.

A Government-appointed "gaps study" - the preliminary report of which has already been received - was appointed to identify which areas of development we lacked and which we could most profitably seek.

The base data provided by investigations such as these together with the new structures will enable us to continue the momentum of development.

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The South Australian Housing Trust which operates the lease-back factory building scheme is now faced with the greatest demand on its resources in its history.

The new Industries Assistance Corporation has begun its job of helping smaller industries at the early, often critical, stage of their development.

The Corporation can make non-repayable grants for development and research to country industries, can lend money to industries anywhere in South Australia with deferred interest payments and in certain circumstances can take up a share in equity capital.

Another new organisation is the Industries Research Institute which helps in the planning and promotion of South Australian industry by co-ordinating product research and by applying market-research techniques to our manufactures.

Greatly increased financial assistance from the Government has also allowed a team of industrial designers to get into the field to advise manufacturers on their products and further consolidate our hold on new markets.

Export sales are being stimulated through an expanded network of trade officials and agents.

Trade officials, trade agents and the Agent-General in London feed back information about sales prospects - to sell South Australian goods overseas.

The work of these various agencies together with that of the Industrial Development Division of my Department, I believe, puts us in an excellent position to build further on the dramatic progress we have made already.

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