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Title:
Launching Scott Bonnar's new lawnmower

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LAUNCHING SCOTT BONNAR'S NEW LAWNMOWER.

7.7.76

Mr. Rapson, Mr. Fax Bonnar, Mr. Harris,
Ladies and Gentlemen :

I should warn you at the start that I am no great lover of lawnmowers - in fact when I built my house the garden was designed so that there was no lawn at all. I'M sure Fax Bonnar will tell me that if this Model 590 had been available at the time I would have changed my mind.

Scott Bonnar is a South Australian firm of which we can all be justifiably proud,

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because since it started making mowers here in 1920, it has established a fine reputation for design and production.

So much so that Scott Bonnar and quality lawnmowers are synonymous not only on the Australian domestic market but in more than 17 countries to which the company's products are exported.

That reputation will be even more deserved when the Model 590 goes on sale. It is the only Australian power mower to win a Good Design Award from the Industrial Design Council, and incorporates many technical advances which make it the most compact reel

type mower available.

The development work for the 590 was carried out here at Thebarton, so it is truly a South Australian product, conceived, developed, tested and built in Australia's most fully equipped factory in this area of manufacturing.

South Australia is being recognised as the design State, because our industries and craftsmen are constantly coming forward with new approaches to production of a range of goods, from large machinery to interior furnishings and fittings.

We are developing expertise which will add to

our quality of life in a number of ways. Well designed articles have a functional appeal which adds to the community, even if we do not often associate aesthetics with large scale manufacturing.

As well, good design encourages the most efficient and thrifty use of our resources, and that consideration is becoming more relevant every day in a world which has only finite supplies of many of its basic needs.

It is important that Australia develops its design capability, not only to ensure our technical and manufacturing independence, but also to reverse the flow of money going out

of the country in design licences and royalties. At the moment, it costs Australia between \$80 million and \$100 million a year to take advantage of designs from overseas. If we can build up our design and development skills, that could be reduced.

The Industrial Design Council in South Australia is playing an important part in that task, and I am very pleased that the State Government supports the Council very markedly. South Australia last year gave the Council \$39,000 for its operations in the State, the highest direct grant of any State in Australia.

With the Council now changing its approach more to State based operations, my Government will continue to support and encourage its work.

I'm very pleased that in the last 10 days I have been able to contribute personally by presenting Good Design Certificates to Shearers of Mannum for a new crop harvester and to Scott Bonnar today for this exciting new Model 590 mower.

It will be a success, I'm sure, and I would like to congratulate everyone concerned with its development and manufacture - from the

engineers and designers who brought the ideas together to the people in the factory who put the pieces together.

It is with very great pleasure that I present Scott Bonnar with this Good Design Award from the Industrial Design Council and officially launch the Scott Bonnar Model 590.

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