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Title:

Speech at the opening of the new premises of Berlei Limited, Kent Town

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SPEECH BY THE PREMIER, HON. DON DUNSTAN, G.C., M.P., AT THE
OPENING OF THE NEW PREMISES OF BERLEI LIMITED,
KENT TOWN, MONDAY, 11TH DECEMBER, 1967.

MR. CHAIRMAN, DISTINGUISHED GUESTS, ETC.

THANK YOU FOR INVITING ME TO OPEN THESE NEW PREMISES OF BERLEI LIMITED AT KENT TOWN.

I AM PLEASED TO PERFORM THIS CEREMONY BECAUSE NOT ONLY DOES IT MARK A NEW INVESTMENT IN MY ELECTORATE, BUT I BELIEVE IT IS THE FIRST INVESTMENT IN SOUTH AUSTRALIA BY A MANUFACTURER OF CORSETRY. THIS IS, OF COURSE, A SUBJECT ON WHICH I DO NOT CLAIM ANY EXPERT KNOWLEDGE. HOWEVER, I AM PLEASED TO KNOW THAT RETAILERS IN SOUTH AUSTRALIA WILL HAVE THE BENEFITS THAT THIS MODERN SHOWROOM AND WAREHOUSE WILL PROVIDE FOR THEM, AND, AS A RESULT, WILL BE IN A POSITION TO CONTINUE THE BEST SERVICE POSSIBLE TO THEIR LADY CUSTOMERS THROUGHOUT THE STATE.

I CONGRATULATE BERLEI LIMITED ON ITS DECISION TO INVEST IN SOUTH AUSTRALIA. ALTHOUGH THE COMPANY WILL STILL CONTINUE

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ITS MANUFACTURING ACTIVITIES IN NEW SOUTH WALES, THE FACT THAT THEY HAVE INVESTED IN A BUILDING TO PROVIDE AN OFFICE SHOWROOM AND WAREHOUSE IN SOUTH AUSTRALIA IS INDICATIVE OF THEIR REALIZATION THAT SOUTH AUSTRALIA IS THE CENTRAL STATE OF THE COMMONWEALTH AND IS IDEALLY PLACED TO SERVE THE EXPANDING MARKETS NOT ONLY IN SOUTH AUSTRALIA BUT IN WESTERN AUSTRALIA AND SIMILARLY IN THE EASTERN STATES. BECAUSE OF ITS LOCATION AND THE EXISTENCE OF EFFICIENT TRANSPORT SERVICES, WE ARE ALREADY SERVING THE NATIONAL MARKET IN MANY COMMODITIES. WHEN THE ADVANTAGES OF INDUSTRIAL HARMONY, LOW-COST ESTABLISHMENT STRUCTURE AND GENERAL STABILITY ARE ADDED TO THE FEATURES OF LOCATION AND TRANSPORT, THERE IS NO DOUBT THAT SOUTH AUSTRALIA WILL CONTINUE TO ATTRACT THE ATTENTION OF COMPANIES BASED IN THE EASTERN STATES WHEN THEY PLAN EXTENSIONS OF THEIR ACTIVITIES. FOR THOSE

REASONS, I FEEL THAT THIS CAPITAL INVESTMENT BY BERLEI LIMITED MIGHT WELL BE THE FORERUNNER OF A DECISION TO COMMENCE MANUFACTURE IN SOUTH AUSTRALIA. I ASSURE THE COMPANY THAT THE GOVERNMENT AND THE OFFICERS OF THE PREMIER'S DEPARTMENT ENGAGED IN INDUSTRIAL PROMOTION WILL OFFER EVERY POSSIBLE ASSISTANCE TO THE COMPANY SHOULD IT CONTEMPLATE MANUFACTURE IN THIS STATE. THIS SAME ASSISTANCE IS, OF COURSE, AVAILABLE TO ALL INDUSTRIALISTS WHO CONTEMPLATE ACTIVITY IN SOUTH AUSTRALIA.

IT IS WITH PLEASURE THAT I DECLARE THESE PREMISES TO BE OFFICIALLY OPEN.
