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Title:
Message from Don Dunstan (Sunday Mail)

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Sunday Mail.

MESSAGE FROM
DON DUNSTAN, Q.C., M.P.,
PREMIER OF SOUTH AUSTRALIA.

South Australia is now embarked upon a course of modern industrial planning and advancing social opportunity. My new Government has set in motion a five point plan designed to find and fill the gaps in South Australia's industrial base. It is a plan that practically and actively encourages investment for new industries, along with providing a basis upon which existing industries can expand and serve newly developing markets in other Australian States and overseas.

To achieve this, we have under way comprehensive development surveys and specialised market research. We are markedly expanding industrial design consultant services, vitalising education sectors that can provide a trained and skilled industrial workforce, and establishing a major Industrial Research Institute at Flinders University to undertake the specialised research needed to maintain and serve modern development undertakings.

Our overall aim in this is to make South Australia even stronger industrially. As the State stands now, our industrial base is significantly concentrated on the production of consumer durables and motor cars. This means it is dependent on the level of consumer spending in the other

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Australian States, and on several occasions this has dropped sufficiently to make employment cutbacks necessary. We intend to reverse that process immediately. South Australia already has a highly trained and skilled workforce, significant cost and transport advantages, and good working conditions. And so our plan is strongly to develop in the area of skill industries such as electronics, heavy and special engineering, textiles, toolmaking, and so on. These are the industrial areas which, when introduced as part of our general expansion, will provide stabilising economic conditions overall.

South Australia thus offers significant advantages to the modern industrialist and his workforce. Further, the State's cities and countryside offer a variety of ideal development locations. The capital, Adelaide, is one of the least "jammed up" cities in the Commonwealth, and new town planning measures are designed to maintain this. Then again, our community services and facilities are equal with, and in very many cases in advance of, other major Australian cities.

Among these services must be included a strong and independent news media - daily and weekly papers and journals, modern television stations, and radio stations. And here, The Sunday Mail is remarkable for its record family readership. It is my Government's belief that an independent press has a vitally important role in the maintenance of a stable, informed, and prosperous community. And this is what we are now developing and consolidating in South Australia.

17th June, 1970.

DON DUNSTAN.