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Title:

South Australia - The Central Australian State on the Launching Pad to Prosperity

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South Australia - The Central Australian State
On the Launching Pad to Prosperity

Of the six Australian States, four have fully emerged as viable entities with their major roles completely defined. Of the remaining two, South Australia is regarded as the emergent State - the State on the threshold; and as such is the State where development, investment and achievement will provide the opportunities for those with an eye to future prosperity.

Many of these opportunities have already been or are in the process of being realised.

South Australia is already recognised as the "Detroit" of Australia with the major motor vehicle manufacturing plants situated there. General-Motors Holden have two manufacturing plants - at Elizabeth (15 miles from Adelaide) and at suburban Woodville. Chrysler have three vehicle plants - one at Tonsley Park, 9 miles south of the City, the others at Lonsdale and Finsbury.

Two major plants for how about Brisbane and for a.m.??

The State already produces a wide variety of goods which are exported interstate and overseas and its agriculture, wine industry, shipbuilding, technology, mining and tourism highlight a stability not normally found in emergent States.

Situated between Australia's rapidly expanding West and its populated East, South Australia is poised to launch itself into the 70's with a flourish.

With less than 10% of the total population of Australia's 12½ million, South Australia has a higher proportion of manufacturing production per head of population than all the other States.

This is a remarkable achievement considering that South Australia has large transport costs involved in getting manufactured goods to other States' markets and still sell them competitively.

South Australia's ability to show that it is capable of competing in World as well as Australian markets reflects a highly organised and balanced Economy based on a low cost structure.

This facility to conserve costs is one of the major aspects in highlighting opportunities in this State. Many factors contribute to this - a stable history and conservative background, lower costs of land, power, housing and labour. Loyalty to South Australian owned Companies and South Australian activities is also a basic ingredient for doing things alone.

The most important single factor in the economy of South Australia is the motor car manufacturing industry with 35 per cent of the total number of Australian employees working in South Australia. This provides employment for some 12% of South Australia's manufacturing work force.

The other major manufacturing industries in this State are those producing washing machines, refrigerators, lawn mowers, television sets, rubber goods, building materials, fertilizers and steel supplies.

At Whyalla, shipbuilding has increased the population from 13,000 to 30,000 in less than ten years. This country city, on the shores of Spencer Gulf, has the highest proportion of English settlers in South Australia apart from Elizabeth (Adelaide's Satellite City) and the growth rate of industry in Whyalla compares more than favourably with the larger manufacturing cities of the Eastern States.

At Salisbury, near Elizabeth, is the technological research complex of the Weapons Research Establishment which

provides for weapons research, and testing of Commonwealth defence equipment. Whilst at Ceduna, on the far West coast on the fringe of the Nullabor Plains, facilities for the tracking of earth satellites are provided.

South Australian technology is not restricted to defence or manufacturing purposes only and tremendous research is going on in geological and agricultural fields. The "man on the land" agrees that he is farming in the "driest State in the driest Continent" yet his yields are amongst the highest in Australia. Modern research and farming techniques continue to assist the wheat and sheep farmer and the cattle, dairying and fruit industries.

Large areas of re-forestation have been undertaken in the South-East of the State and the forestry industry (predominantly of hand-planted *pinus radiata*) now consumes more than 25 million cubic feet of pine logs each year selected from over 200,000 acres of man made pine forests.

Apart from iron ore, copper and opals, other major minerals have yet to be found in commercial quantities. Exploitation of new zinc, uranium, coal, barytes and talc fields as well as Natural gas and oil has already begun and the salt and gypsum industries are well established.

Findings of many minerals have been made in the Flinders Ranges, North-East of Port Augusta, and these Ranges are considered the best prospects for major discoveries.

Adelaide has already been connected with natural gas from the Gidgealpa Gas Fields and the first flows of oil have come from the recent drillings at Tirrawarra No. 1 well, 25 miles North of Gidgealpa.

At Elizabeth, connected to Adelaide by a fast dual-carriage highway, new concepts in industry and housing have been undertaken. The Housing Trust of South Australia has erected first class homes throughout Elizabeth as well as in many other suburbs for rental or purchase over long terms, and are also undertaking the erection of flats in selected areas.

High rise flats are now dotting the skyline in the Adelaide and near City areas whilst Home-units of a terrace - type nature are available for purchase on the same basis as homes.

The majority of all metropolitan houses are of brick construction and new housing developments are springing up in the outer suburban areas with full shopping and super-market facilities for each centre.

The latest developmental scheme is the construction of more than 4,000 houses plus other buildings, shops, schools and recreational centre on an area of sandhills and swamp land which stretches for some 3 miles near Port Adelaide. This is the \$100 million West Lakes Scheme to reclaim 2,000 acres of swamp land by the dredging (deepening and widening) of Port Adelaide and the Port River which will correspondingly improve port facilities and provide a large area for boating and other aquatic sports.

The complete project is expected to take 10 years and with shipping facilities so handy, the conditions for new or expanding industries are considered to be ideal.

South Australia's two universities and five Teachers' Training Colleges provide full education opportunities for young South Australians and the vigorous Schools of Technology offer first class technical training in advance education. The ~~School~~ ^{School} of ~~Engineering~~ ^{Technology} is recognised as one of the World's finest. ^{Institute}

More young people stay in education longer these days and here, as throughout Australia, scholarships are available for students in secondary and tertiary education levels. Public money is also available to assist in supporting church and private schools. The allocation of funds, teachers and schools to education is a difficult one, when half the population is concentrated in the Adelaide Metropolitan area and the rest scattered over a vast area. However, South Australia's record in this field is high.

A significant increase in the numbers of tourists to South Australia has been recently recorded and South Australians are improving their tourist facilities to more adequately cater for this growing potential. New motels are springing up in outback areas, improvements to roads and transport facilities, increased numbers of restaurants and places of entertainment highlight some of these improvements.

The attractions for overseas and interstate visitors are many and varied.

The delightful winter climate of areas just to the North of Adelaide provide balmy days of cloud free skies, and the interesting trips and walks through the vast Flinders Ranges are a delight to tourists. Natural flora and fauna abound and the area is almost untouched by human hands.

Another trip of interest is to the Barossa Valley - heartland of the Australian wine industry. The early pioneers of the Valley were German, and families of German stock are predominant in this area with their chateau-like wineries. Visits to the wineries, wine tasting, picnics, horse-riding and museums are some of the attractions of the Barossa, and the Barossa Valley Vintage Festival held during the Harvest in April every 2nd year (the next Festival occurs in April 1971) is a major event in the calendar of wine enthusiasts throughout Australia.

Mt. Gambier, in the heart of the pine forests of the South-East, is normally included in the itineraries of all travellers to and from Melbourne. The Blue Lake of Mt. Gambier's extinct volcano creates much controversy and the twice yearly change of colour from grey to a distinct, vivid blue still remains a mystery.

The Murray River (Australia's greatest waterway) provides another outlet for tourists and holiday makers - fishing, boating, water skiing, holidays on a paddle steamer - before it flows into the Great Australian Bight at Coolwa, East of Adelaide. The mighty Murray's last 200 odd miles flow through the mid-Eastern areas of South Australia and provides the fertile soil and irrigation for the State's citrus and dried fruit industry.

The variations of coastline from sandy beaches to rocky cliffs, of Kangaroo Island to mainland resorts, of ocean waters to Gulf waters, provide yet another examples of the diversities in the attractions of the Central State.

Of all the attractions of South Australia, the capital, Adelaide, remains one of the highlights.

It is the centre of commerce and finance in the State, with International Banks, Financiers, Insurance Companies, Brokers, Stock Firms, Business Houses and Retail Traders condensed into almost one square mile. The City is fully planned, with wide streets and squares and is fully ringed by a belt of parkland. Sporting grounds, picnic areas, walks, zoological and botanical gardens and cultural facilities are to be found in these parklands.

Adelaide is the venue for the now Internationally famous bi-annual Adelaide Festival of Arts. The 1970 Festival which concluded at the end of March this year provided yet another opportunity for thousands of tourists to see South Australia.

The Festival was a glowing success, the artists and tourists hailed South Australia as a warm and progressive country. Their optimism is shared by businessmen and industrialists alike.

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26th June, 1970.