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**Title:**  
Feature for Sunday Mail - Industrial Development

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FEATURE FOR "THE SUNDAY MAIL" BY DON DUNSTAN, PREMIER OF  
SOUTH AUSTRALIA.

7.3.72

The State Government is now implementing its new programme to secure the maximum industrial expansion and diversification for South Australia.

Major new investments have been secured at a rate which demonstrates manufacturers' awareness of our potential and the success of that policy.

A few of the many important developments secured:

- . Australian National Industries decision to establish a \$2.7M. production press forge plant at Dry Creek;
- . Levi Strauss, the international clothing manufacturer, is to establish a \$1.5M. production headquarters at Elizabeth;
- . Seraphic (Aust.) Pty. Ltd. are spending \$500,000 on a South Australian expansion programme;
- . Tubemakers of Australia Ltd. will spend nearly \$2M. on expansion of their cold drawn precision steel tube making at Kilburn;
- . Fletcher Jones and Staff Pty. Ltd. are setting up a new factory at Mount Gambier.

Our industrial development policy is geared towards reducing dependence on interstate markets for consumer durables.

The Industrial Development <sup>Division</sup> Branch of my Department has been <sup>upgraded</sup> geared to provide would-be investors and buyers of South Australian goods with assistance and up to date information.

Export sales are being promoted through the appointment of roving trade officers and trade agencies to service South East Asia and Europe.

The work of these agencies will eventually be integrated with the new Industrial Research Institute which will apply the latest market research techniques to generate increased overseas business. A recently established Industries Assistance Corporation can help the development of secondary industry in the metropolitan and rural areas through loans, grants or, in certain circumstances, by

taking up a share of the equity.

We have also taken steps to encourage manufacturers to improve product design through the appointment of three top industrial designers to advise manufacturers.

A recent survey by the Industrial Development Branch showed in the past financial year capital expenditure by 119 companies of almost \$70M.

These firms employ more than 68,000 people and account for about half the total manufacturing employment.

In addition those companies had a planned expenditure of a further \$57M.

We are a State well endowed to take advantage of planning for future development and we believe we are excellently placed to set the pace for Australia in the seventies.

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