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**Title:**

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ARTICLE BY SOUTH AUSTRALIAN PREMIER, DON DUNSTAN, FOR  
"INVESTORS' CHRONICLE", LONDON.

The South Australian Government's programme to secure the maximum industrial expansion and diversification for the State is now getting tangible results.

As I wrote in the last Australian survey in "Investors' Chronicle", my government has given priority to the establishment and development of new structures for this - to provide for planned growth in place of the old, outmoded, unplanned, quantitative rather than qualitative approach.

Our aim is to secure not only more investment, and therefore employment, but more diverse and more stable growth, and so reduce our dependence on the manufacture of consumer goods such as motor cars and home appliances.

One of our first actions was to commission a "gaps study" by a team of consultants to identify those areas of industry we lacked, and which we could most usefully secure.

Their preliminary report is now being studied by the Government and is already proving of great value in planning future development.

One key agency in obtaining new development and in assisting the growth of existing small enterprises with a high potential is our new Industries Assistance Corporation.

This is geared towards helping smaller firms at the early, often critical, stages of their development through the provision of grants, loans or by taking up a share of their equity.

Another tool created to broaden the range of South Australian products was the establishment of an Industries Research Institute.

This is now in being and provides liaison in scientific and industrial research encouraging product research and thus enabling industrialists to secure and retain new markets.

At the same time greatly increased grants for industrial design have permitted the appointment of a team of experienced designers to service manufacturers in the field.

We have over the past year maintained our network of trade officers and agents whose job it is to sell South Australian products abroad, particularly in the countries of the neighbouring region where, in the past, we have lagged in obtaining our potential share of the market.

Roving Trade Officers service Europe, the Middle East and South East Asia with their work supplemented by trade agents in Singapore, Hong Kong, Tokyo and Djakarta.

The contracts they have made and the continuing feedback of information about sales and investment opportunities, specifically oriented towards South Australian production, has had a substantial impact on winning new orders.

The South Australian Housing Trust has continued and expanded its lease-back system of factory building in concert with the work of these new groups and the co-ordinating efforts of the Industrial Development Division of the Premier's Department.

The Trust has, in fact, now the largest ever call on its funds for factory building in its history.

What has been achieved in South Australia in recent months is, I think, all the more remarkable when it is considered that this has been accomplished against a background of national economic uncertainty.

Examples of new industrial development include:-

Australian National Industries plan for a \$2.7m. press forge plant at Dry Creek, work on which is now well underway;

Fletcher Jones & Staff Pty. Ltd's new factory - now nearly complete - at Mount Gambier;

Levi Strauss Ltd's plan to set up a \$1.5m. national production headquarters at Elizabeth for clothing manufacture;

Tolley Scott & Tolley Ltd. \$1.5m. expansion of winery addition to their Nuriootpa distillery.

One of our principal concerns in developmental planning has been the need to provide jobs for women and school-leavers, the most vulnerable area of the economy.

To further this, the Government has embarked on a programme of tourist expansion as the travel industry offers a notably dramatic growth potential.

Tourist facilities are being upgraded throughout the State, and the Government is providing assistance for the construction of an international hotel in the heart of Adelaide.

Adelaide's now established reputation as an international festival centre is being further enhanced by the construction of a multi-million dollar performing arts complex on the banks of the River Torrens.

I believe that, with its Festival Hall and experimental theatre, it will be the best in Australia. It will also provide us with convention facilities second to none in Australia.

South Australia is the most urban of the Australian States.

As well as being an important producer of agricultural goods, wine and minerals, it has the third largest industrial complex in the nation.

This gives us a broad basis from which to plan future development, and to reduce - so far as it is within the power of a State Government to do so - our vulnerability to fluctuations in national demand.

We have many advantages which make our State a desirable location for industrial development.

These include our central geographic location, a low cost structure, availability of industrial land at competitive prices, and low wage and salary levels in relation to the rest of Australia, while generally lower prices provide a standard of living equal to that of other States.

I believe that the planned development strategy we have followed over the past two years is encouraging the establishment of new skill industries, numbers of them technologically based, is widening job opportunities and broadening our domestic and foreign markets.

ARTICLE FOR "INDUSTRY '72".

BY DON DUNSTAN, PREMIER OF SOUTH AUSTRALIA.

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*Australian survey in 'Business' Chronicle 4.*

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