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Title:
Article for the 'News' - Industrial Development

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A planned, vigorous approach to development and determination to keep a congenial lifestyle in a pleasant environment will, I believe, continue to ensure South Australia's position as the pacesetter State.

We set out in 1970 on a programme to get maximum industrial development and diversification for the State.

The results are plain - developments in a very wide range of industries and the development of new markets around the world for our products.

Perhaps the most exciting is the \$300m petrochemical complex at Redcliffs. The development itself and its spin-off benefits will have immense developmental importance to Port Pirie and Port Augusta.

There are many others. Among them :

- A \$40m refinery being built by Mobil Oil Australia Ltd near Adelaide.
- A \$1.5m programme by the engineering firm Clyde Industries Ltd for the manufacture of diesel electric locomotives, relocating plant from New South Wales.
- Major expansion programmes by the South Australian winemaking companies, Penfolds Wine Ltd and Orlando Wines Ltd., involving millions of dollars.
- A \$1m new tuna and prawn processing complex at Port Lincoln.
- A \$5.5m expansion plan by Coca-Cola Bottlers Ltd.

The automotive and motor vehicle componentry and home appliance industries remain the backbone of our economy.

But they have, unfortunately, an inbuilt weakness. Because their products are essentially semi-luxury durables they are subject to economic variables beyond the control of South Australia.

This has been evident again in recent weeks with renewed fears of economic difficulties at the national level.

Our policy, therefore, is to achieve greater diversification of industry and in this we have had a fair measure of success.

To encourage new industries, the government established the Industries Assistance Corporation and the Industries Research Institute. These and other semi-government agencies are empowered to assist in the financing of new enterprises, to promote product research, to provide low-cost housing as well as land for the building of factories.

Coupled with the expanded development activities has been a drive to increase markets for South Australian goods to further strengthen our employment base.

South Australia itself is limited by its small population to being a minor consumer of its own goods.

We sell heavily to neighbouring States and have recently appointed full-time trade officers in Sydney and Melbourne.

But we have also looked further afield and have identified important new markets particularly in the countries of our region. South Australia has trade representatives in Japan, Indonesia, Malaysia and Singapore and they have been most successful in developing those markets. There has been another notable success in recent weeks in sales of agriculture equipment and products to Libya, the result of South Australian initiative.

We are constantly looking to expand these programmes and to find new development outlets so that we may take full advantage of the opportunities of the seventies.