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Radio Broadcast by Don Dunstan

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RADIO BROADCAST BY DON DUNSTAN

DATE: 1/7/70.

C.O. THEME

ANN. HERE IS A BROADCAST BY DON DUNSTAN ON BEHALF OF THE AUSTRALIAN LABOR PARTY.

TO BECOME SUCCESSFUL INDUSTRIALLY WE HAVE TO HAVE IN SOUTH AUSTRALIA AN INDUSTRIAL DEVELOPMENT BASED ON THE PRODUCTION OF HIGH QUALITY, WELL-DESIGNED PRODUCTS. THEY HAVE GOT TO BE SALEABLE NOT ONLY IN AUSTRALIA - IN THE EASTERN STATES- BUT ALSO IN THE REST OF THE WORLD, PARTICULARLY IN THE ASIAN-PACIFIC REGIONS. AND THE QUALITY OF PRODUCTION AND DESIGN MUST BE SO GOOD THAT THE FACT THAT WE HAVE A RELATIVELY HIGH WAGE LEVEL AS COMPARED WITH AREAS OUTSIDE AUSTRALIA DOES NOT MATTER. WE HAVE TO PRODUCE GOODS IN SOUTH AUSTRALIA OF SUCH EXCELLENCE THAT THEY WILL EASILY BE SALEABLE AT THE PRICE AT WHICH WE CAN SUPPLY THEM.

NOW THIS MIGHT SEEM A TALL ORDER, BUT IT IS SOMETHING WHICH HAS BEEN ACHIEVED BY A NUMBER OF OTHER COUNTRIES. COUNTRIES LIKE SWEDEN AND SWITZERLAND - AND WE HAVE IN SOUTH AUSTRALIA THE TECHNIQUES AND THE SKILLS NECESSARY TO DO JUST THIS.

THEREFORE, IT WAS GOOD TO SEE THIS MORNING THE ESTABLISHMENT OF THE SOUTH AUSTRALIAN DIVISION OF THE AUSTRALIAN ORGANISATION FOR QUALITY CONTROL, WHICH IS SPONSORED BY THE SOUTH AUSTRALIAN CHAMBER OF MANUFACTURES. THE ORGANISATION AIMS AT MAKING SURE THAT ITS MEMBERS HAVE THE NECESSARY EXPERTISE AND RIGHT FIRST-HAND INFORMATION THAT WILL LEAD TO EFFECTIVE CONTROL OF THE QUALITY OF THEIR PRODUCTS. ITS AIM, BASICALLY, IS TO ENSURE THAT SOUTH AUSTRALIAN PRODUCTS ARE SALEABLE AND PROFITABLE.

THE ORGANISATION PROPOSES TO PROMOTE EDUCATION AND TRAINING IN QUALITY CONTROL AT ALL INDUSTRIAL LEVELS AND ^{AT} ALL STATE AND COMMONWEALTH EDUCATIONAL ESTABLISHMENTS.

IT WANTS TO SECURE THE SUPPORT AND AID OF THE COMMONWEALTH AND STATE GOVERNMENTS IN THE PROMOTION OF AN APPRECIATION OF QUALITY CONTROL THROUGHOUT AUSTRALIAN INDUSTRY. AND IT WANTS TO MAINTAIN CONTACT, OR BE IN ASSOCIATION, WITH SIMILAR ORGANISATIONS THROUGHOUT THE AUSTRALIAN COMMONWEALTH ACTING IN CONJUNCTION OR AFFILIATION WITH THEM.

THEY ARE ALL VERY WORTHWHILE AIMS, BUT ONE THING IS TRUE, NO MATTER HOW MUCH GOVERNMENTS CAN DO - IF THEY WISH - TO IMPROVE THE LIVING AND WORKING CONDITIONS AND OPPORTUNITIES OF THEIR PEOPLES, IN OUR SOCIETY IT IS NECESSARY FOR OUR INDUSTRIES THEMSELVES TO TAKE A HAND IN THE IMPROVEMENTS ESSENTIAL FOR INDUSTRIAL PROGRESS. AND IN SOUTH AUSTRALIA, THIS MEANS IN MANY CASES THAT INDUSTRIES SHOULD BE ABLE TO DEVELOP QUALITY AND DESIGN STANDARDS COMPARABLE WITH THOSE FOUND IN SUCH COUNTRIES AS SWEDEN, NORWAY, DENMARK, SWITZERLAND AND NORTHERN ITALY. PRODUCTS FROM THOSE COUNTRIES NOW SET WORLD STANDARDS. THERE IS SURELY NO REASON WHY SOUTH AUSTRALIA CANNOT SET STANDARDS ALSO. IT IS IN THIS WAY - USING MODERN MASS PRODUCTION TECHNIQUES - THAT OUR EXPORT FUTURE CAN BE ASSURED.

THIS MORNING I WAS ABLE TO ASSURE THE NEW SOUTH AUSTRALIAN BRANCH OF THE ORGANISATION FOR QUALITY CONTROL THAT THE STATE GOVERNMENT IS ENTIRELY IN SUPPORT OF ITS AIMS. WHEN THE LABOR GOVERNMENT WAS PREVIOUSLY IN OFFICE WE PROVIDED, FOR THE FIRST TIME, SUPPORT TO THE ESTABLISHMENT BY THE AUSTRALIAN DESIGN COUNCIL OF AN INDUSTRIAL DESIGN CENTRE IN SOUTH AUSTRALIA. AND NOW IT IS OUR IMMEDIATE INTENTION TO EXTEND THE WORK OF THIS CENTRE SO THAT IN ALL TRAINING AND PLANNING AREAS OF SOUTH AUSTRALIAN INDUSTRY, THOSE INVOLVED HAVE A KNOWLEDGE AND A SENSE OF THE BEST IN DESIGN. IN THE SAME WAY, TO ENSURE QUALITY CONTROL OF PRODUCTS IN SOUTH AUSTRALIA, THE SOUTH AUSTRALIAN GOVERNMENT WILL GIVE FINANCIAL SUPPORT AND ALL THE PHYSICAL AND TECHNICAL

3.

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GOOD NIGHT.

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