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Title:

Press release - Survey of the Economy, with Particular Reference to Secondary Industry

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14th NOV., 1967.

The Government has decided to speed up the rate of industrial development in South Australia by conducting a rapid survey of the economy, with particular reference to secondary industry.

Most of the State's industrial growth has come about through evolution, one successful industry leading to another. Previous Governments have tried to hasten this natural process by "hit and miss" methods of attracting new industries. Someone would have a bright idea, and all sorts of announcements would be made, but very little ever eventuated, and quite a lot of unsuccessful industries were started.

My Government has signed a contract with the firm of W.D. Scott & Co. of Australia in conjunction with the firm of Arthur D. Little of the United States of America to carry out an immediate and thorough survey which will give us a firm basis for the future development of the State.

We are making this move on the recommendation of Mr. Donald Currie, the Director of Industrial Development, who has discussed it at a high level with several distinguished Australian and overseas industrialists. In Canberra recently, Mr. Currie was able to meet a large group of potential American investors who gave unanimous agreement to South Australia's forward planning proposals.

Arthur D. Little have carried out similar surveys all over the world, and their work has won them renown and respect in many countries. The list is very extensive, but mention may be made of Alaska, Argentina, the whole region of Central America, Iraq, Mexico and many other countries.

Of particular importance is their survey work on a State basis in U.S.A. and Canada. For instance, the Province of Manitoba employed A.D. Little to do a complete survey which will show many resemblances to the South Australian situation. Its

population is about one million, its chief city of Winnipeg is the same size as Adelaide, it has a large wheat harvest, it is midway between Canada's highly industrialized East and its less populous but rapidly developing West. All these things will give the South Australian survey a running start.

Other Australian States have established a lead of many years on South Australia in the field of Industrial Development. They have all used the same method - largely "promotion" of industry by advertising. In an intensively competitive world, with all the States vying with each other for new industries, South Australia would be under too big a disability if we put our hopes only on this method of development. Instead, by our basic approach, we intend to go right past the other States. We shall show clearly why South Australian manufacturers are already so successful in competition with the other States, and how new industries can be established here with the same guarantee of success.

At the same time, we are fully aware of how much we owe to our existing industries, and we realize that their expansion is one of the Director's most important objectives.

Already we can see evidence that our new approach will succeed, and we are completely confident of the future.

During the period of the survey, the consultants will also help in establishing the work of the new Branch on a continuing basis. It is not the intention of the Director to build up the big staffs that exist in the other States, but to keep the numbers small, and rely on the quality of the work rather than its quantity.

At the end of the survey a report will be published which will form the basic document on which South Australia's industrial development can be based.

The use of consultants will save several years in the development of the State, and we have every confidence that, as far as is humanly possible, South Australia will rapidly come to the forefront in the highly competitive world which we face.

We are certain that the action which we have taken, which will ensure that new industries are started on a sound economic basis, will have the support of all thinking South Australians.

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