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Press release - GMH Expansion

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Earlier predictions that the State's economy would prosper during 1968 despite what certain prophets of gloom had said, were being substantiated by facts, the Premier, Mr. Dunstan, said today.

The confidence in the retail trade expressed last week by Woolworths' announcement of a \$4 million development programme in South Australia during 1968, was followed this week by an announcement today of a substantial increase in the workforce of G.M.H. at the Woodville and Elizabeth plants. Since the beginning of 1968 an additional 860 new employees had commenced employment at the plants and this figure was rising. This was apart from normal replacements due to retirements, etc. For the first time, the Company had had to recruit females in trim work to complete the strength of the afternoon shift at Elizabeth. Most of the females concerned lived at Elizabeth and this meant an uplift of purchasing power in that city.

There was no better pointer to the trend of the economy in South Australia than the automotive industry, said Mr. Dunstan. A strong demand for the new range of "Holden" vehicles not only in Australia but also from the export market presented a bright outlook for all those employed in production of the vehicles and those in the numerous industrial establishments engaged in supplying components to the automotive industry.

All factors point to the fact that despite the difficulties the State has suffered through the worst drought in its history, 1968 would see South Australians enjoy not only full employment, but an unprecedented rate of economic growth.
