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**Title:**  
Press statement - Housing Industry

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PRESS STATEMENT: 16/11/70.

FROM: THE PREMIER (MR. DUNSTAN)

SUBJECT: HOUSING INDUSTRY. Pr.D. 100/70.

"Architects, planners and builders should take intelligent note of the lives and desires of people who are to live in new buildings and new development areas if effective planning is to occur in South Australia," the Premier (Mr. Dunstan) said tonight:

The Premier was speaking at a presentation of certificates to successful candidates in the Building Management Course conducted by the Housing Industry Association.

Mr. Dunstan told the audience that "South Australians can be proud of some recent significant developments in building technology in South Australia".

"For instance, we have led Australia in the development of aggregate stone components for a wide variety of buildings ranging from suburban schools to major high-rise buildings".

Mr. Dunstan said that since the War the role of the builder has been changing in all western societies.

"Builders are not now simply concerned with organising an adequate supply of bricks and sufficient labour to build with them - the role of the builder is now one in which management skills are becoming the upper most and in which responsibilities for land purchase, for planning, for finance, and for the integration of both on and off site skills are necessary."

Mr. Dunstan commended the Institute of Builders for constantly striving for higher professional standards in this industry.

He said, "It is largely due to the Institute's efforts that Diploma Courses in Building Technology have been established at the S.A. Institute of Technology."

He continued, "However, as has been shown with such disciplines as general engineering education in new technologies must go hand in hand with education in management skills that can make the most of the new information."

"There are at present a number of approaches to and levels in the preparation of people for management tasks, and they range from embrasive courses in business administration at a Master's Degree level to courses which are designed to equip people for management

in a specific industry".

"The Building Management Course, which is conducted by the Housing Industry Association, is one of these," Mr. Dunstan said, "and the Association is to be commended for its readiness to raise standards in the housing industry generally."

Mr. Dunstan said that the building industry has grown particularly in South Australia in the past 12 months.

"The number of new dwelling approvals has increased from 10,707 in 1969 to 13,144 in 1970 while the value of approvals for new business premises which includes shops, offices and factories has increased from \$37.8M. in 1969 to \$52.5M. in 1970, which is an increase of 39% over the previous year.

"The value of approvals in housing in the last four months ended September, 1970, was \$22.5M. as compared with only \$7.7M. in the four months ended September, 1969.

"But although the industry is dealing with millions of dollars worth of business each year and is constructing thousands of homes it still does not always function efficiently.

"The day when industry of this size can continue to operate successfully on the basis of apprenticeship and rising up from the bottom to the top through sheer hard work and practical know how has disappeared.

"It is essential now that managers in the building industry receive specialised training."

"South Australia has been growing faster than the national average in the last 10 years and I believe that our growth rate will be considerably improved in the future.

"The future is bright for builders in South Australia but only builders who have equipped themselves to cope with the demands of an increasingly specialised and technocratised society."