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**Title:**

Speech at the dedication of Levi-Strauss Factory, Elizabeth

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SPEECH BY THE PREMIER, MR. DUNSTAN, AT DEDICATION OF LEVI-STRAUSS  
FACTORY. ELIZABETH.

3.3.73

MR. HASS, MR. TUSHER, LADIES AND GENTLEMEN:

THANK YOU VERY MUCH FOR INVITING ME HERE TODAY TO OPEN YOUR NEW  
FACTORY.

IT MARKS A FURTHER AND IMPORTANT STEP FORWARD IN THE DEVELOPMENT OF  
OUR MANUFACTURING BASE GENERALLY, AND THAT OF THE ELIZABETH-SALISBURY  
AREA IN PARTICULAR.

MOST IMPORTANT OF ALL, LEVI STRAUSS' DECISION TO ESTABLISH ITS  
AUSTRALIAN PRODUCTION HEADQUARTERS HERE HAS PROVIDED MAJOR JOB  
OPPORTUNITIES FOR MEN AND WOMEN.

THE STATE GOVERNMENT IS EXTREMELY CONSCIOUS OF THE IMPORTANCE OF LEVI  
STRAUSS TO SOUTH AUSTRALIA - IN TERMS OF CAPITAL INVESTMENT, EMPLOY-  
MENT AND REVENUE.

2.

WE ARE PLEDGED TO A POLICY DESIGNED TO STRENGTHEN OUR ECONOMY THROUGH  
GREATER DIVERSITY OF PRODUCTION AND MARKETS.

THE DECISION OF INTERNATIONAL LEVI STRAUSS COMPANY TO SET UP HERE WAS  
A MAJOR BREAKTHROUGH IN SECURING THIS.

IT'S FURTHER PROOF OF SOUTH AUSTRALIA'S ATTRACTION TO MANUFACTURERS  
AND A CLEAR DEMONSTRATION THAT THE POLICIES WE HAVE EMBARKED UPON  
GET RESULTS.

A FURTHER DEMONSTRATION OF THIS IS THAT SPENDING ON GOVERNMENT-AIDED  
FACTORY BUILDING HAS DOUBLED IN ABOUT THREE YEARS. LEVI'S THEMSELVES,  
OF COURSE, HAVE SET UP THIS OPERATION IN CONJUNCTION WITH THE SOUTH  
AUSTRALIAN HOUSING TRUST.

MUCH OF THIS HAS BEEN CONCENTRATED ON THE ELIZABETH-SALISBURY AREA  
WITH, APART FROM LEVI'S, FIRMS SUCH AS WILKINS-SERVIS, IPLEX PLASTICS,  
NYLEX CORPORATION, KROMMENIE FLOORS, G.H. MICHELL AND FASSON EITHER  
SETTING UP NEW PLANTS OR EXPANDING EXISTING FACILITIES.

THIS HAS, OBVIOUSLY, PROVIDED A MAJOR FILIP FOR EMPLOYMENT IN THE AREA. WHAT IS MOST PLEASING IS THAT A SUBSTANTIAL PROPORTION OF THE JOBS CREATED - AND LEVI'S ALONE COUNT FOR AN EVENTUAL 500 - ARE FOR WOMEN. ONE OF THE PROBLEMS OF THIS IS THAT, IN THE PAST, EMPLOYMENT HAS BEEN PRINCIPALLY MALE-ORIENTED, WHICH HAS PROVIDED GREAT DIFFICULTIES FOR FAMILIES WHO LOOK FOR, AND NEED, TWO INCOMES.

THIS WOULD, I BELIEVE, BE AN IMPRESSIVE ACHIEVEMENT AT ANY TIME. WHEN ONE APPRECIATES THE BACKGROUND OF UNCERTAINTY ON THE NATIONAL ECONOMIC SCENE AGAINST WHICH WE HAVE TO CONTEND, IT IS, I THINK, REMARKABLE.

HAPPILY, THINGS ARE CHANGING. NOT ONLY ARE WE SUCCEEDING AT THE STATE LEVEL IN OBTAINING GREATER INDUSTRIAL DIVERSITY, JOINT COMMONWEALTH-STATE ACTION TO STIMULATE DEMAND IS STARTING TO TAKE EFFECT. THE JANUARY EMPLOYMENT FIGURES FOR THE STATE WERE

ENCOURAGING. I AM CONFIDENT THAT WE SHALL SEE A FURTHER IMPROVEMENT BOTH IN EMPLOYMENT AND JOB VACANCY FIGURES THIS MONTH.

SIR, I DO MOST SINCERELY CONGRATULATE THE EXECUTIVES AND STAFF OF LEVI STRAUSS IN THE CONCEPTION AND EXECUTION OF THIS PROJECT. IT REPRESENTS AN INVESTMENT OF ABOUT \$1.5 MILLION AND THE FACTORY COVERING 110-THOUSAND SQUARE FEET COMBINES PRODUCTION EFFICIENCY WITH PLEASANT WORKING CONDITIONS.

LEVIS, FIRSTLY, HAVE AN INTERNATIONAL REPUTATION FOR DYNAMIC MANAGEMENT AND RAPID GROWTH.

THE ELIZABETH DEVELOPMENT WITH NEW SKILLS AND EXPERTISE HAS FURTHER CONFIRMED IT. I SHARE YOUR OBVIOUS CONFIDENCE IN SOUTH AUSTRALIA AND HAVE MUCH PLEASURE IN OFFICIALLY DECLARING THE FACTORY OPEN.

THANK YOU.