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ADDRESS TO THE COMMONWEALTH CLUB BY THE PREMIER, DON DUNSTAN, Q.C., M.

THERE USED TO BE A CATCH-CRY IN AUSTRALIA WHICH SAID "POPULATE OR PERISH". IT WAS A CRY RAISED ESPECIALLY IN THE 'TWENTIES', 'THIRTIES', AND 'FORTIES', AND WAS OFTEN ASSOCIATED WITH ANOTHER EQUALLY ANTIQUE COINAGE, THE 'YELLOW PERIL'. WE ARE, I BELIEVE, GROWING UP AS A NATION NOW. WE'RE NO LONGER AS BIGOTED AS WE USED TO BE ABOUT RACE, AND WE ARE MORE MATURE ABOUT POPULATION. WITHIN PROBABLY A DECADE WE WILL HAVE SET OUR POPULATION LIMIT - AND IT WILL BE SOMEWHERE BETWEEN TWENTY AND THIRTY MILLIONS. AND WE WON'T BE SO 'UP-TIGHT' - TO USE THE NEGRO EXPRESSION - ABOUT RACIAL COMPLEXION. PEOPLE FROM OUR NEIGHBOURING COUNTRIES WILL UNDOUBTEDLY SETTLE HERE AND JOIN IN AND BE WELCOMED TO OUR COMMUNITY LIFE.

THESE ARE CHANGES THAT IN EFFECT ARE HAPPENING NOW - NOT BY ADMINISTRATIVE DECISION, NOT REALLY BY GOVERNMENTAL CHOICE OR POLICY, BUT BECAUSE PEOPLE ARE CHANGING THEIR MINDS ON THESE TOPICS. GOVERNMENTAL POLICY WILL SIMPLY REFLECT THIS CHANGE.

BUT FOLLOWING ON THE "POPULATE OR PERISH" CATCH CRY, WE HAVE HEARD ON ALL LEVELS OF PUBLIC LIFE IN AUSTRALIA A VARIATION ON THE THEME. IT GOES 'DEVELOP OR PERISH' AND STATED BALDLY LIKE THAT IT IS SIMILARLY UNINFORMED AND SHORT-SIGHTED. BECAUSE IN DEVELOPMENT - WHETHER AS A WORLD, A REGION, A NATION, A STATE, OR EVEN AS A LOCAL GOVERNMENT AREA - WE MUST HAVE SOME IDEA OF WHAT WE NEED TO DEVELOP FOR - WHERE WE WANT TO GO - AND HOW WE WANT TO LIVE. FOR SOME YEARS NOW POLITICIANS HAVE GONE TO THE PEOPLE USING THE WORD "DEVELOPMENT" AS IF IT HAD SOME MYSTIC PROPERTY THAT SOOTHES ALL DISCONTENT, SOLVES ALL ILLS, CASTS AWAY FOREVER THE CARES OF DAILY TOIL, AND PROVIDES AN IMMEDIATE SECOND CAR IN THE GARAGE. IT IS NOT SO.

AND SO AT THIS POINT I WILL PUT, RHETORICALLY, THE QUESTION: " WHY DEVELOP, WHY GET ANY RICHER THAN WE ARE?" WHY NOT SIMPLY SAY, AFTER A FEW MINOR ADJUSTMENTS TO THE OVERALL ECONOMIC SCHEME OF THINGS, "THIS FAR AND NO FURTHER, WE'RE QUITE

SATISFIED AS WE ARE NOW."

WELL, THERE ARE, AS YOU WOULD ALL KNOW, STRONG REASONS WHY WE CANNOT DO THIS. BUT NEVERTHELESS THE DAY WILL COME WHEN PRODUCTIVITY AND POPULATION LIMITS WILL BE SET FOR ALL NATIONS, AND RATHER THAN EXPANDING ECONOMIES, WE WILL THEN HAVE THE JOB OF RUNNING STABILIZED ECONOMIES. DEVELOPMENT THEN WILL NOT MEAN BIGGER AND BETTER CONSUMER PRODUCTS, BUT RATHER IT WILL MEAN EXPANSION IN THE INTELLECTUAL, EDUCATIONAL AND RECREATIONAL AREAS OF LIVING.

THAT IS THE FUTURE. WHAT OF THE PRESENT IN SOUTH AUSTRALIA? AGAIN, THE QUESTION MUST BE ASKED - WHERE DO WE WANT TO GO? WHAT KIND OF A LIFE DO WE WANT TO LIVE? AND THE ANSWER IS RELATIVELY SIMPLE, EVEN THOUGH THE IMPLEMENTATION OF SCHEMES TO ACHIEVE OUR AIMS MAY BE DIFFICULT. PUT SIMPLY, IN SOUTH AUSTRALIA WE MUST DEVELOP INDUSTRIALLY AND COMMERCIALY TO ENSURE THAT OUR COMMUNITY, WHICH IS EXPANDING AND WHICH WILL CONTINUE TO DO SO FOR SOME TIME, IS PROVIDED WITH THE EMPLOYMENT, THE COMMUNITY SERVICES, AND THE LEISURE AND THE INDIVIDUAL OPPORTUNITIES PEOPLE IN DEMOCRACIES HAVE COME TO EXPECT.

I DON'T THINK ANYONE WILL DISAGREE WITH ME ON THIS. THE WORD IS DEVELOPMENT. BUT IT CAN HAVE A VERY HOLLOW RING ABOUT IT, IF YOU DON'T GO FURTHER AND ILLUMINATE IT WITH AN ACTUAL VISION OF THE KIND OF DEVELOPMENT NEEDED TO ACHIEVE THE KIND OF LIFE WE WANT. WE CANNOT CHOOSE TOO FREELY HOWEVER - WE HAVE NATURAL SOCIAL, GEOGRAPHICAL AND ECONOMIC DISADVANTAGES IN SOUTH AUSTRALIA. BUT THESE CAN BE TURNED - IN FACT, ARE TURNING - TO ADVANTAGES. OUR DEVELOPMENT WILL DEPEND ON THE SKILLS WE HAVE AND THOSE WE CAN ENCOURAGE. WHILE WE WELCOME HEAVY INDUSTRIAL DEVELOPMENT, IT MAY SO HAPPEN THAT OUR REAL FUTURE LIES IN SPECIALISED FIELDS LIKE EXTENSIVE COMPUTER DEVELOPMENT. OUR FUTURE COULD WELL DEPEND ON OUR ENCOURAGEMENT OF BRAIN POWER - AND THIS OF COURSE, IS A MOST DESIRABLE COURSE.

AND SO IN A SENSE, ONE CAN SAY IN SOUTH AUSTRALIA, BOTH 'DEVELOP OR PERISH', AND 'DEVELOP AND PERISH', SINCE WE ARE A STATE WITH A QUITE UNIQUE (FOR AUSTRALIA) SET OF ECONOMIC AND SOCIAL PROBLEMS WHICH WILL ONLY BE SOLVED BY DEVELOPMENT IN A WIDE VARIETY OF AREAS - COMMERCIAL, INDUSTRIAL, CULTURAL, AND INTELLECTUAL - WE MUST CAREFULLY PLAN OUR DEVELOPMENT TO ENSURE THAT IT IS NOT TOO WEIGHTED IN ANY ONE AREA SO THAT ECONOMIC CHAIN REACTIONS DO NOT KNOCK US ABOUT EVEN HARDER THAN THEY HAVE IN THE PAST.

TODAY WE LIVE IN AN AGE OF ADVANCED TECHNOLOGY. AS MANUFACTURERS WE HAVE BEEN VERY SUCCESSFUL IN MASS PRODUCTION ACTIVITIES AND THE AUTOMOTIVE AND HOME APPLIANCE INDUSTRIES ARE AMPLE EVIDENCE OF THIS FACT. BUT VALUABLE AS THEY ARE TO THE TOTAL ECONOMY OF THE STATE, THEY RENDER US VULNERABLE TO ECONOMIC

CHANGES WHETHER ON A NATIONAL LEVEL OR IN STATES IN WHICH WE MARKET A LARGE PROPORTION OF OUR OUTPUT. FOR INSTANCE, A DROUGHT IN NEW SOUTH WALES CAN HAVE SERIOUS REPERCUSSIONS ON SALES OF OUR PRODUCTS THERE, WHILE ACTION AT FEDERAL LEVEL TO PREVENT, SAY, A DAMPENING EFFECT ON THE NATIONAL ECONOMY, CAN HAVE A DRASTIC EFFECT ON RESULTS IN OUR AUTOMOTIVE AND APPLIANCE INDUSTRIES.

WE MUST DIVERSIFY IN SOUTH AUSTRALIA, AND MY GOVERNMENT BELIEVES THAT BY PLANNING WE CAN ENSURE THAT SOUTH AUSTRALIA BECOMES THE TECHNOLOGICAL CENTRE OF THE NATION. OUR TWO UNIVERSITIES AND OUR INSTITUTE OF TECHNOLOGY ARE OF WORLD STANDARD. AS A STATE WE HAVE A REPUTATION AS A CENTRE OF CULTURE AND LEARNING. I BELIEVE WE CAN TAKE THIS MUCH MUCH FURTHER.

OVERALL, MY GOVERNMENT HAS COME TO OFFICE WITH A QUITE SPECIFIC SET OF PLANS TO ACHIEVE A BROAD PATTERN OF SKILLED DEVELOPMENT. AND TO HELP ACHIEVE THIS ONE OF THE FIRST THINGS WE DID WAS GROUP ALL THE MAJOR SECTORS OF DEVELOPMENT ACTIVITY IN ONE PORTFOLIO - INDUSTRY, MINING, HOUSING, IMMIGRATION, AND TOURISM. I HOLD THIS PORTFOLIO ALONG WITH THOSE OF PREMIER AND TREASURER. BUT THERE IS, IN FACT, NO GOVERNMENT DEPARTMENT OR MINISTER NOT CONCERNED WITH DEVELOPMENT OF THE STATES POTENTIAL. FOR INSTANCE, EDUCATION IS CONCERNED WITH BOTH A TECHNICALLY PROFICIENT AS WELL AS AN INTELLECTUALLY ASTUTE AND CIVILIZED COMMUNITY. ROADS AND TRANSPORT IS VITALLY INVOLVED WITH GETTING OUR GOODS TO MARKET AND PEOPLE INTO SHOPS, OFFICES AND FACTORIES. IT IS INVOLVED, ESPECIALLY, IN THE PROPOSED STANDARD GAUGE LINK BETWEEN THE METROPOLITAN AREA AND PORT PIRIE. (AND IF I MAY DIGRESS FOR A MOMENT, THIS I BELIEVE MUST BE PROCEEDED WITH AS EARLY AS POSSIBLE. YOU WILL BE AWARE THAT NEGOTIATIONS HAVE TAKEN PLACE BETWEEN THE GOVERNMENTS OF THE STATE AND THE COMMONWEALTH ON THIS VITAL MATTER. THE PLAN PRESENTED BY THE CONSULTANTS DOES NOT IN THE OPINION OF THE STATE GOVERNMENT MEET ADEQUATELY THE NEEDS OF INDUSTRY IN THIS STATE. I REGARD IT AS ESSENTIAL THAT THE STANDARD GAUGE LINK MUST BE AVAILABLE TO ALL OF OUR MAJOR INDUSTRIAL AREAS. IT WILL NOT BE GOOD ENOUGH FOR INDUSTRY TO HAVE TO TRANSPORT LARGE QUANTITIES OF ITS PRODUCTS BY

ROAD TO A CENTRE SOME DISTANCE AWAY FOR SUBSEQUENT RAIL TRANSPORT, OR TO HAVE GOODS SUBJECTED TO BOGIE EXCHANGE WITHIN THE METROPOLITAN AREA. I HAVE MADE THE STRONGEST POSSIBLE REPRESENTATIONS TO THE COMMONWEALTH GOVERNMENT ON THIS MATTER AND I BELIEVE THAT THE LOGIC OF SOUTH AUSTRALIA'S CASE WILL BE RECOGNISED TO THE ULTIMATE ADVANTAGE OF THE STATE AND THE INDUSTRIAL ENTERPRISES WHO MANUFACTURE HERE.)

THE DEVELOPMENT OF OUR STATE IS NOT SOMETHING WHICH CAN BE PROCEEDED WITH IN SEPARATE COMPARTMENTS. IF WE ARE TO ATTRACT NEW INDUSTRIES AND EXPAND THOSE ALREADY OPERATING, WE MUST BE ABLE TO SERVICE INDUSTRY WITH AN ADEQUATE WORKFORCE OF TECHNICIANS AND CRAFTSMEN. THIS IN ITSELF INVOLVES A PROGRAMME OF MIGRATION PROPERLY BALANCED IN RELATION TO NUMBERS LEAVING OUR SECONDARY SCHOOLS AND TERTIARY INSTITUTIONS. A GROWING WORKFORCE MUST BE PROPERLY HOUSED, AND PROVIDED WITH NECESSARY COMMUNITY SERVICES. AND FOR SATISFACTORY DEVELOPMENT TO BE ACHIEVED, OVERALL ADEQUATE PLANNING BOTH IN THE SHORT TERM AND IN THE LONG RANGE IS VITALLY NECESSARY.

AND SO, GIVEN THESE THINGS, WHERE IS SOUTH AUSTRALIA TO GO NOW? WELL IT IS CLEAR THAT OUR POTENTIAL IS EXCITING - WE ALREADY HAVE A FOUNDATION ON WHICH TO WORK, AND THIS CAN MAKE US A KEY STATE IN THE COMMONWEALTH. OUR INDUSTRIAL BASE AS IT STANDS AT THE MOMENT IS ONE IN WHICH SKILL INDUSTRIES PREDOMINATE, AND THIS IS THE AREA IN WHICH WE MUST EXPAND. THEREFORE THE GOVERNMENT HAS IN HAND WIDE-RANGING PLANS FOR THE ENCOURAGEMENT AND DIVERSIFICATION OF SKILL INDUSTRIES. THEY INCLUDE AN INDUSTRIAL RESEARCH INSTITUTE AT FLINDERS UNIVERSITY WHICH WILL BE ABLE TO RESEARCH AND DESIGN PRODUCTS FOR MANUFACTURE. BASIC MARKET POTENTIAL RESEARCH WILL BE UNDERTAKEN BY OUR INDUSTRIAL DEVELOPMENT DEPARTMENT. A RADICALLY EXPANDED INDUSTRIAL DESIGN CENTRE WILL PROVIDE SERVICES IN THE AESTHETICS OF PRODUCT DESIGN TO MANUFACTURERS. THERE WILL BE INCREASED SUPPORT TO TECHNICAL EDUCATION ESTABLISHMENTS. AND THERE WILL BE QUITE MARKED ASSISTANCE TO INDUSTRIES

WISHING TO ESTABLISH OR EXPAND IN SOUTH AUSTRALIA.

THE FUTURE DEVELOPMENT OF OUR INDUSTRY IS DEPENDENT ON MARKETS OUTSIDE THE STATE. IN SOME AREAS, THEY ARE OUTSIDE THE COUNTRY. VARYING ACCORDING TO THE TYPE OF PRODUCTION, SOME 80 TO 85 PER CENT OF THE PRODUCTS PRODUCED HERE MUST BE SOLD EITHER ON NATIONAL OR OVERSEAS MARKETS. IN ORDER TO FURTHER DEVELOP OUR OVERSEAS MARKETS, WE BELIEVE THAT IMAGINATIVE ACTION MUST BE TAKEN TO PROMOTE SOUTH AUSTRALIAN PRODUCTS AS WELL AS THE ADVANTAGES OF PRODUCING IN SOUTH AUSTRALIA. PAST GOVERNMENTS HAVE BARELY TOUCHED THE SURFACE OF EXPORT MARKETS. WE HAVE AN AGENT-GENERAL AND STAFF SITUATED IN LONDON. MR. MILNE, OUR PRESENT AGENT-GENERAL AND A FORMER MEMBER OF THIS CLUB, HAS RENDERED DISTINCTIVE SERVICE TO THE STATE IN THIS AREA BUT IT IS HUMANLY IMPOSSIBLE FOR HIM TO REPRESENT ADEQUATELY THE STATE BOTH IN THE UNITED KINGDOM AND IN THE COUNTRIES OF EUROPE. WE THEREFORE INTEND TO SUPPORT THE WORK OF THE AGENT-GENERAL BY THE APPOINTMENT OF AN OFFICER WHO WILL HAVE A ROVING COMMISSION IN EUROPE AND NORTH AMERICA.

WE PLAN A SIMILAR APPOINTMENT WITHIN THE ASIAN REGION. ADDED TO THIS, WE PLAN TO HAVE REPRESENTATION OF THE SOUTH AUSTRALIAN GOVERNMENT BY AGENTS IN STRATEGIC CENTRES OF THE DEVELOPING COUNTRIES IN SOUTH EAST ASIA. I AM PLEASED TO REPEAT TODAY THE RECENT ANNOUNCEMENT THAT THE GOVERNMENT HAS CONCLUDED ARRANGEMENTS WITH THE SOUTH AUSTRALIAN COMPANY - ELDER SMITH - GOLDSBROUGH MORT LIMITED - FOR THEIR TOKYO OFFICE (SHORTLY TO BE ESTABLISHED) TO ACT FOR THE SOUTH AUSTRALIAN GOVERNMENT AND PROVIDE A GENERAL REPRESENTATIONS SERVICE FOR THE PROMOTION OF THE INTERESTS OF THE STATE IN JAPAN. OTHER AREAS IN WHICH WE INTEND TO APPOINT AGENTS INCLUDE DJAKARTA, SINGAPORE AND HONG KONG, AND NEGOTIATIONS ARE PROCEEDING IN THESE AREAS.

SPECIFICALLY, THE AGENTS' TASK WILL BE TO PROMOTE INTEREST IN SOUTH AUSTRALIAN PRODUCTS AND INVESTMENT IN THE STATE. FURTHERMORE, THEY WILL BE AVAILABLE TO UNDERTAKE SPECIFIC TASKS AS REQUIRED BY THE PREMIER'S DEPARTMENT

FOR ITS DEVELOPMENT ACTIVITIES. THIS WILL INCLUDE THE OBTAINING OF MARKET SURVEYS, INFORMATION ON PRODUCT OR INVESTMENT AREAS, AND THE SUPPLY OF SPECIFIC MARKET INFORMATION. UP TO THE PRESENT TIME WE HAVE MANAGED TO PROGRESS TO OUR PRESENT STAGE WITH VERY LIMITED INFORMATION AVAILABLE BOTH TO THE GOVERNMENT AND TO PRACTISING INDUSTRIALISTS. IN THE KEEN, HARD WORLD OF BUSINESS AND COMMERCE AS IT IS TODAY, WE CAN NO LONGER AFFORD TO RELY ON HAPHAZARD SOURCES OF INFORMATION. WE MUST HAVE ON THE SPOT ACCURATE ASSESSMENTS TO ENABLE THE GOVERNMENT AND INDUSTRY ALIKE TO PLAN THEIR FUTURE PROGRAMMES.

MUCH OF THE EARLY DEVELOPMENT OF OUR STATE RELATED TO MINERAL DEPOSITS, AND I REFER PARTICULARLY TO COPPER. TODAY THE EYES OF THE WORLD ARE ON AUSTRALIA PARTICULARLY BECAUSE OF OUR NATIONAL WEALTH OF MINERAL DEPOSITS. YET WE IN SOUTH AUSTRALIA HAVE NOT ENJOYED THE SAME MEASURE OF SUCCESS IN NEW DISCOVERIES WHICH SOME STATES HAVE ACHIEVED. THIS IS NOT TO SAY THAT OUR STATE LACKS THE NATURAL RESOURCES WHICH SOME OTHERS HAVE UNCOVERED. IT IS MERELY TO SAY THAT THE SEARCH FOR THESE CAN PROVIDE MUCH DISAPPOINTMENT AS WELL AS SUCCESS. I BELIEVE THAT MUCH SUCCESS IS YET TO COME. A DECADE AGO WE DID NOT HAVE EVIDENCE OF NATURAL GAS DEPOSITS SUFFICIENT FOR ECONOMIC UTILISATION. TODAY WE HAVE A GASFIELD WHICH IS ALREADY SUPPLYING FUEL TO INDUSTRY, PUBLIC UTILITIES AND DOMESTIC CONSUMERS. I AM CONFIDENT THAT THE SEVENTIES WILL SEE SOUTH AUSTRALIA PRODUCING MUCH MORE MINERAL DEPOSITS THAN WE HAD THE RIGHT TO HOPE FOR TWENTY YEARS AGO. THE SEARCH THROUGHOUT THE STATE HAS NEVER BEFORE BEEN SO ACTIVE, AND SEARCHES OF PAST YEARS LACKED THE SCIENTIFIC AIDS NOW BEING USED. I LOOK TO THE FUTURE WITH A GREAT DEAL OF CONFIDENCE.

I BELIEVE THAT OUR FIRST OIL-FLOWING WELL WILL BE BUT ONE OF MANY, AND THAT NEW DISCOVERIES OF MINERAL WEALTH WILL BE



SUBSTANTIAL IN THE COMING DECADE. WE HAVE ALREADY DISCOVERED URANIUM IN WHAT COULD BE SIGNIFICANT QUANTITIES NEAR LAKE FROME, AND RIGHT AT A TIME WHEN THE INTERNATIONAL MARKET FOR THIS MINERAL IS IMPROVING.

AND FOLLOWING ON FROM THIS, AND ALSO IN RELATION TO OTHER CURRENT AND PLANNED INDUSTRIAL RESEARCH AND SPECIALIST INSTITUTIONS, I AM PLEASED TO ANNOUNCE TODAY THAT THE GOVERNMENT HAS DIRECTED THAT PLANS BE PREPARED FOR THE OVERALL DEVELOPMENT OF THE AREA ALLOTTED AT GLENSIDE FOR THE AUSTRALIAN MINERAL SCIENCES CENTRE. THE PLAN WILL PROVIDE FOR THE BEST USE OF THE AVAILABLE LAND BY THE VARIOUS AUTHORITIES WHICH WILL COMPRISE THE SCIENCE CENTRE. THESE WILL BE THE AUSTRALIAN MINERALS FOUNDATION, THE DEPARTMENT OF MINES, THE NATURAL GAS PIPELINES AUTHORITY, AND WE HOPE IN THE FUTURE A DIVISION OF C.S.I.R.O. AND THE BUREAU OF MINERAL RESOURCES. IN ASSOCIATION WITH AMDL, THE OVERALL PROPOSED PLAN WILL PROVIDE FOR THE INTEGRATION OF THE BUILDINGS OF THESE VARIOUS AUTHORITIES AND FOR THE DEVELOPMENT OF THE WHOLE AREA ON THE LINES OF A UNIVERSITY CAMPUS. I AM SATISFIED THAT THIS MINERAL SCIENCES CENTRE WILL RETAIN FOR SOUTH AUSTRALIA ITS TRADITIONAL ROLE OF LEADERSHIP IN MINERAL EDUCATION AND TRAINING, WHICH DEVELOPED FROM THE EARLY DAYS OF THE FORMER SCHOOL OF MINES AND INDUSTRY, WHICH HAS SINCE BECOME THE SOUTH AUSTRALIAN INSTITUTE OF TECHNOLOGY.

IT IS HARD IN A DEVELOPMENT ADDRESS SUCH AS THIS TO SPELL OUT EVERY AREA IN WHICH THE GOVERNMENT HAS BEGUN OPERATIONS. THEY ARE MANY AND VARIED AND COMPLEX, AND THEY WILL ENSURE A PERIOD OF QUITE DYNAMIC EXPANSION AND CHANGE IN SOUTH AUSTRALIA. HOWEVER, THERE IS ONE OTHER DEVELOPMENT THAT I WILL MENTION. AND THAT IS TOURISM. IT IS ONE OF THE MOST RAPIDLY GROWING INDUSTRIES IN THE WORLD. WE HAVE BEEN IN THE JET AGE FOR SOME TIME, AND WE NOW LIVE IN THE JUMBO JET AGE WHERE LARGE NUMBERS OF PEOPLE CAN MOVE FROM

COUNTRY TO COUNTRY, AROUND THE WORLD, IN A SHORT SPACE OF TIME. IN SOUTH AUSTRALIA WE HAVE IN THE PAST BEEN UNSUCCESSFUL IN ATTRACTING LARGE NUMBERS OF TOURISTS TO OUR STATE, AND CONSEQUENTLY OUR TOURIST RESORTS AND OUR COMMERCIAL ENTERPRISES HAVE NOT SHARED IN THE ECONOMIC BOOM WHICH TOURISTS BRING TO ANY AREA WHICH THEY VISIT. ONE OF THE RESPONSIBILITIES OF THE AGENTS I MENTIONED EARLIER WILL BE TO PROMOTE TOURISM TO SOUTH AUSTRALIA.

THERE IS ONE DISADVANTAGE SOUTH AUSTRALIA HAS FACED IN THIS AREA AND THAT IS THE FACT THAT ADELAIDE IS NOT THE TERMINAL POINT FOR ANY OVERSEAS FLIGHTS INTO AUSTRALIA. PEOPLE THINKING OF VISITING A COUNTRY TEND TO THINK OF IT IN TERMS OF THE CAPITAL CITY AT WHICH THEIR FLIGHT TERMINATES, AND SO WE MUST DO MUCH MORE THAN WE HAVE BEEN DOING TO SEE THAT VISITORS TO AUSTRALIA COME TO SOUTH AUSTRALIA BY PRE-ARRANGED PACKAGE DEAL. I HAVE ALREADY HAD PRELIMINARY DISCUSSIONS AS TO THE POSSIBILITY OF AUSTRALIAN AIRLINES LINKING WITH OVERSEAS AIRLINES IN ARRANGING FOR ADELAIDE TO BE A TERMINAL POINT IN THE FLIGHT OF VISITORS INTO AUSTRALIA.

BUT IN ORDER TO BE SUCCESSFUL IN ATTRACTING TOURISTS TO OUR STATE, WE MUST BE ABLE TO PRESENT THEM WITH SPECIAL FEATURES THAT THEY CANNOT SEE IN A NUMBER OF OTHER PLACES. WE HAVE OUR ADELAIDE FESTIVAL OF ARTS BUT THIS IS A BI-ANNUAL EVENT ONLY. THERE ARE PRIVATE ORGANISATIONS WHICH CONDUCT SPECIAL CARNIVALS SUCH AS THE SCHUTZENFEST. AND IT IS CLEAR THAT THERE IS A GREAT NEED FOR THE GOVERNMENT TO LIAISE WITH PRIVATE ORGANISATIONS AND THE PRIVATE SECTOR OF THE TOURIST INDUSTRY, TO ARRANGE SPECIAL FEATURES THAT WILL HAVE AN OUTSTANDING ATTRACTION TO TOURISTS AND BE SYMBOLIC OF SOUTH AUSTRALIA ITSELF. AND LET ME SAY AT THIS JUNCTURE THAT THERE IS NO REASON AT ALL FOR SOUTH AUSTRALIA TO FEEL THAT IT IS AT A SCENIC DISADVANTAGE FOR A TOURIST INDUSTRY. WE HAVE, FOR INSTANCE, THE MAGNIFICANT TOURIST AREA STRETCHING FROM THE SOUTH EAST, THROUGH TO GOOLWA, AND ACROSS TO KANGAROO ISLAND. WE HAVE THE

BAROSSA VALLEY AND THE FLINDERS RANGES. AND ALL WE NEED IS FACILITIES AND A TOURIST STYLE THAT RANKS OR SURPASSES FACILITIES FOUND, SAY, IN NEW ZEALAND. AND THROUGH SOME QUITE SPECTACULAR TOURIST DEVELOPMENTS NOW BEING PLANNED WE WILL BE ABLE TO PRESENT TO THE TOURISTS OF THE WORLD SPECIAL ATTRACTIONS WHICH THEY WILL ONLY SEE IN SOUTH AUSTRALIA.

PLANNING AND PROMOTION FOR DEVELOPMENT MUST, OF COURSE, ALWAYS BE GOVERNED BY FINANCE AVAILABLE FOR THIS PURPOSE. I NEED HARDLY MENTION THAT THE FINANCIAL RESOURCES AVAILABLE TO THE GOVERNMENT ARE, OF COURSE, LIMITED, AND THAT UNDER PRESENT ARRANGEMENTS BETWEEN THE STATES AND THE COMMONWEALTH GOVERNMENT ALL STATES ARE IN THE DIFFICULT SITUATION OF NOT HAVING A GROWTH FACTOR IN THEIR INCOME COMMENSURATE WITH THE RESPONSIBILITIES THAT DERIVE FROM ACTUAL GROWTH. THE QUESTION OF COMMONWEALTH/ STATE FINANCIAL ARRANGEMENTS IS, OF COURSE, A COMPLEX AND CONTENTIOUS ONE AND IS NOT THE SUBJECT OF MY ADDRESS TODAY. I TOUCH ON IT ONLY TO ASSURE YOU THAT WITHIN THE LIMITS OF FINANCE AVAILABLE TO THE STATE GOVERNMENT, WE WILL DO ALL IN OUR POWER TO PROMOTE THE PROPER DEVELOPMENT OF THE STATE. BUT THEN AGAIN, THIS IS NOT TO SAY AT ALL THAT THE THINGS I HAVE MENTIONED TODAY CANNOT BE ACHIEVED NOW. MOST IN FACT ARE REALLY INEXPENSIVE ITEMS REQUIRING NOT SO MUCH CAPITAL AS IMAGINATION, DRIVE, ORGANISATION, AND A FIRM BELIEF IN THE FUTURE PROSPERITY OF THE STATE. I BELIEVE WE WILL ACHIEVE THIS WITH THE SUPPORT AND CONFIDENCE OF INDUSTRY AND COMMERCE, AND THE ENTHUSIASM OF GOVERNMENT OFFICERS WHO BELIEVE THAT GREAT DAYS ARE AHEAD FOR SOUTH AUSTRALIA.

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