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Speech to the Travel League of South Australia

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SPEECH BY THE PREMIER OF SOUTH AUSTRALIA, DON DUNSTAN, TO THE  
TRAVEL LEAGUE OF SOUTH AUSTRALIA.

16/3/71.

MR. ACTING PRESIDENT,

(LADIES AND) GENTLEMEN:

THANK YOU FOR YOUR INVITATION HERE TODAY.

I THINK IT IS IMPORTANT FOR PEOPLE IN THE TOURIST INDUSTRY TO MEET TOGETHER - SUCH AS WE ARE TODAY - BECAUSE TOURISM IS A SOCIAL INDUSTRY, AND DEPENDS BY AND LARGE ON PERSONAL CONTACT. YOU CANNOT 'MANUFACTURE' THE TOURIST - YOU CAN ONLY ENTICE HIM, SUCCOUR HIM, ENTERTAIN HIM, AND SEND HIM HOME WISHING HE DIDN'T HAVE TO GO. AND THEREFORE, IT IS IMPORTANT THAT THE EXECUTIVES OF THE INDUSTRY MEET TOGETHER AND DISCUSS JUST HOW THIS IS TO BE DONE, AND DONE MOST EFFECTIVELY.

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WE ARE IN SOUTH AUSTRALIA ON THE VERGE OF A QUITE MASSIVE TOURIST BOOM. THIS IS NOT, OF COURSE, A NATURAL PHENOMENON. THERE ARE IN AUSTRALIA THOUSANDS OF REGIONS WHICH COULD ENTICE TOURISTS. THE REASON WHY WE IN SOUTH AUSTRALIA CAN EXPECT A BOOM IS BECAUSE BOTH AT GOVERNMENT AND PRIVATE LEVELS THERE IS NOW QUITE INTENSIVE WORK BEING DONE TO PROVIDE TOURISTS WITH THE FACILITIES NEEDED TO MAXIMISE TOURIST MOVEMENT. AT THE GOVERNMENT LEVEL, A TOP LEVEL BRIEFING OF ALL OFFICERS INVOLVED IN TOURIST PLANNING WAS RECENTLY HELD AND WE NOW HAVE AN IMMENSE LIST OF PROJECTS AND STUDIES UNDERWAY. I CANNOT AT THIS STAGE TALK SPECIFICALLY ABOUT THEM - THOUGH I CAN SAY THAT BY THE END OF THIS YEAR THERE WILL BE A NUMBER OF SIGNIFICANT ANNOUNCEMENTS MADE OF PROJECTS WHICH WILL MARKEDLY IMPROVE TOURIST ACCOMMODATION, ENTERTAINMENT AND CATERING IN BOTH CITY AND COUNTRY AREAS.

THE GOVERNMENT, OF COURSE, IS NOT ALONE IN THE PLANNING OF ADEQUATE FACILITIES FOR TOURISTS. ANTA IS AT THE MOMENT WORKING ON A COMPLETE STUDY OF THE BAROSSA VALLEY, AND ASSISTANCE HAS BEEN GIVEN TO THIS BY THE INDUSTRIAL DEVELOPMENT BRANCH OF THE PREMIER'S DEPARTMENT. AND THERE ARE A LARGE NUMBER OF PRIVATE DEVELOPERS AT PRESENT PUTTING INTO EFFECT PLANS WHICH WILL GIVE US EXCELLENT TOURIST FACILITIES.

AND THIS IS WHY WE CAN EXPECT A BOOM.

NO MATTER HOW SPECTACULAR A CITY OR COUNTRY-SIDE MAY BE, TOURISTS WILL NOT COME TO IT UNLESS THEY CAN ENJOY MORE THAN HOME COMFORTS. FEW PEOPLE CAN ENJOY A MOUNTAIN OR SEASIDE SUNSET FOR MORE THAN FIVE MINUTES WITHOUT BEING BORED - BUT IF THE TOURIST HAS A GIN AND TONIC ON ONE SIDE, A SWIMMING POOL ON THE OTHER, (PERHAPS A BLONDE OR TWO IN THE VICINITY), AND THE ANTICIPATION OF A GOOD DINNER LATER -

THEN THE CHANCE IS HE MIGHT BECOME A PERMANENT SETTLER.

THERE ARE FIVE MAIN TOURIST AREAS IN SOUTH AUSTRALIA THE GOVERNMENT BELIEVES CAN MOST IMMEDIATELY BE MADE HIGHLY ATTRACTIVE TO TOURISTS. THEY ARE THE FLINDERS RANGES, THE OLD CORNISH MINING AREAS, THE BAROSSA VALLEY, AND WHAT MIGHT BE CONSIDERED THE 'TOURIST CRESCENT', WHICH EXTENDS FROM THE COORONG UP TO LAKE ALEXANDRINA AND ACROSS TO KANGAROO ISLAND. IN TWO OF THESE, THE 'CRESCENT AREA' AND THE FLINDERS RANGES, WE HAVE SOME OF THE MOST SPECTACULAR SCENERY IN AUSTRALIA. IN THE OTHERS, WE HAVE ATTRACTIONS WHICH ARE ENORMOUS IN POTENTIAL, PROVIDING THE RIGHT KINDS OF PLANNING AND DEVELOPMENT ARE UNDERTAKEN.

AND SO WHAT HAS TO BE DONE IS TO PLAN DEVELOPMENT AT STATE GOVERNMENT, LOCAL GOVERNMENT AND INDUSTRY LEVEL SO THAT THE ATTRACTIONS OF THE AREAS ARE MADE ACCESSIBLE OR IMPROVED, AND THE PROPER STANDARDS OF ACCOMMODATION AND CATERING ARE ESTABLISHED.

THIS OF COURSE DOES NOT ONLY MEAN THE ESTABLISHMENT OF GOOD STANDARD HOTELS, MOTELS AND RESTAURANTS SUCH AS CAN BE FOUND ANYWHERE IN AUSTRALIA - IT MEANS ALSO ENSURING THAT DEVELOPMENT TAKES PLACE IN DISTINCTIVE WAYS. THE UNIQUE ARCHITECTURE OF MANY OLD HOTELS SHOULD NOT BE LOST - RATHER, THEY SHOULD BE RESTORED AND UP-GRADED INTERNALLY SO AS TO PROVIDE AN AUTHENTIC 19TH CENTURY ATMOSPHERE. LIKEWISE WITH OUR RESORT TOWNS - WHERE DISTINCT EFFORTS SHOULD BE MADE AT LOCAL GOVERNMENT LEVEL TO STOP UNPLANNED SHANTY-SHACK DEVELOPMENT. TOWN PLANNING STANDARDS SHOULD BE INSISTED UPON, TOGETHER WITH TREE PLANTING PROGRAMMES AND THE LIKE. IN WINE GROWING AREAS, WINERY'S SHOULD BE ENCOURAGED TO PROVIDE TASTING FACILITIES WITH FOOD IN ATMOSPHERIC SURROUNDINGS, WHILE IN THE FLINDERS RANGES THE OPPORTUNITIES FOR WHAT MIGHT BE CALLED AUSTRALIAN STYLE DUDE-STATIONS WOULD ATTRACT THE AMERICAN TOURISTS IF ORGANISED PROPERLY.

AND THEN OF COURSE, AT KANGAROO ISLAND, THE DEVELOPMENT OF WELL ORGANISED DEEP-SEA FISHING COULD PROVIDE ANOTHER INCENTIVE TO TOURISTS - IN ADDITION TO THE ISLANDS NOW EXTENSIVE NATIONAL PARK AND SCENIC AREAS.

I COULD GO ON LISTING THE KINDS OF DEVELOPMENT THAT IS POSSIBLE IN THIS STATE, BUT I AM SURE I WOULD BE TALKING TO THE CONVERTED. AND, AS I HAVE SAID, IN MANY OF THESE AREAS IMPORTANT PLANNING IS BEING DONE.

I BELIEVE THAT THE BOOM WILL COME - NOT IMMEDIATELY - BUT IN ABOUT THREE YEARS WHEN TOURISTS WILL SUDDENLY DISCOVER THAT IN SOUTH AUSTRALIA WE HAVE THOUGHT CREATIVELY ABOUT TOURISTS' NEEDS AND SET ABOUT PROVIDING THEM AT AN INTERNATIONAL STANDARD.

THANK YOU.