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Title:

Speech at the launching of the Restaurant Association of South Australia

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SPEECH BY THE PREMIER, MR. DUNSTAN, AT THE LAUNCHING OF THE
RESTAURANT ASSOCIATION OF SOUTH AUSTRALIA. 22/12/71.

MR. TILBROOK, MR. EGGINTON, LADIES AND GENTLEMEN:

THE LAUNCHING TODAY OF THE RESTAURANT ASSOCIATION OF SOUTH AUSTRALIA MARKS A SIGNIFICANT MILESTONE IN THE DEVELOPMENT OF THE CATERING INDUSTRY IN SOUTH AUSTRALIA. IT PROBABLY WOULDN'T HAVE BEEN POSSIBLE TO LAUNCH SUCH AN ASSOCIATION ONLY A FEW YEARS AGO BECAUSE THERE SIMPLY WASN'T THE NUMBER OF RESTAURANTS OR RESTAURATEURS TO SUPPORT ONE. SINCE THEN THERE HAS BEEN QUITE PHENOMENAL GROWTH IN THE NUMBER OF FACILITIES ESTABLISHED IN ADELAIDE AND ELSEWHERE IN SOUTH AUSTRALIA. DINERS WHOSE CHOICE WAS THEN LIMITED VIRTUALLY TO STEAK WITH AN EGG OR STEAK WITH TWO EGGS CAN NOW WITHIN THE ADELAIDE MILE SELECT FROM INDONESIAN, FRENCH, ITALIAN, LEBANESE, SPANISH, INDIAN, CHINESE AND, OF COURSE, FINE ENGLISH COOKING. THIS IS ONE OF THE PRODUCTS OF AFFLUENCE AND ALSO OF THE CHANGING LIFE-STYLE AND INCREASING SOPHISTICATION OF DINERS. IT'S A DEVELOPMENT, TOO, WHICH, AFTER A CERTAIN POINT, IS ALMOST SELF-GENERATING. VARIETY OF CHOICE CREATES THE DEMAND FOR MORE CHOICE.

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THE GOVERNMENT IS ANXIOUS TO DO ALL IT CAN TO FOSTER DEVELOPMENT OF THIS KIND - NOT BECAUSE WE THINK IT PART OF OUR ROLE TO PROVIDE SOUTH AUSTRALIANS WITH PLUSH DINING FACILITIES AND ELABORATE CUISINES BUT BECAUSE IT PROVIDES JOBS. GOOD RESTAURANTS ARE AMONG THE FIRST DEMANDS OF THE TOURIST. AND TOURISM IS ONE OF THE MOST RAPIDLY DEVELOPING INDUSTRIES IN AUSTRALIA TODAY. WE CAN'T GET OUR FAIR SHARE OF IT UNLESS WE CAN PROVIDE THOSE FACILITIES AND UNLESS WE SELL ADELAIDE AS THE FESTIVAL CITY. WE BELIEVE THAT AMENDMENTS TO THE LICENSING ACT WHICH WILL BE INTRODUCED TO STATE PARLIAMENT EARLY NEXT YEAR WILL GIVE NEW STIMULUS TO FURTHER RESTAURANT EXPANSION. IT WILL BE A FAIRLY COMPREHENSIVE REVIEW BUT SPECIFICS WE PROPOSE INCLUDE PROVISION FOR OPEN-AIR EATING AND DRINKING AND FOR RESTAURANTS TO BE ABLE TO HAVE PROPER APERITIF BARS.

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THE GOVERNMENT LOOKS FORWARD IN PROPOSALS SUCH AS THESE TO BE ABLE TO CONSULT WITH AND LEARN THE VIEWS OF A REPRESENTATIVE BODY OF RESTAURATEURS. THIS IS WHY WE BELIEVE THE FORMATION OF AN ASSOCIATION LIKE THIS WILL BE OF BENEFIT TO BOTH OF US. IT WILL ENABLE THE VIEWS OF THE INDUSTRY TO BE HEARD AND HEEDED AND IT WILL PROVIDE A PROPERLY CONSTITUTED BODY WHICH CAN BE CONSULTED FROM TIME TO TIME.

THE OTHER IMPORTANT FUNCTION WHICH I BELIEVE AN ASSOCIATION OF THIS TYPE CAN AND SHOULD FOSTER IS THE IMPROVEMENT OF STANDARDS WITHIN THE INDUSTRY ITSELF. AS I'VE SAID RESTAURANT GROWTH IN ADELAIDE HAS BEEN REMARKABLE IN RECENT YEARS. BUT, UNFORTUNATELY, IT HASN'T ALWAYS GONE HAND IN HAND WITH A REMARKABLE IMPROVEMENT IN STANDARDS. THE GREATEST DEFICIENCY AT PRESENT IS IN THE GENERAL AREA OF SERVICE. THE FINEST FOOD CAN BE SPOILED BY SLOPPY SERVICE OF THE "HANDS UP THE BEERS" TYPE OF CHEERFUL AMATEURISM. THERE ARE ISLANDS OF EXCELLENCE. BUT THERE'S ALSO STILL TOO MUCH MEDIOCRITY.

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WE NEED TO CHANGE OUR ATTITUDES, TO PROVIDE MORE TRAINING AND TO WIN GENERAL ACCEPTANCE OF THE FACT THAT RESTAURANT SERVICE ISN'T AN OCCUPATION OF SOMEWHAT DEGRADING OBSEQUIOUSNESS BUT FALLS SOMEWHERE BETWEEN AN ART AND A PROFESSION.

YOUR ASSOCIATION CAN, AND I HOPE WILL, DO MUCH TO ENCOURAGE THIS PROFESSIONAL APPROACH.

SIR, I THANK YOU FOR ASKING ME HERE TODAY AND IN OFFICIALLY LAUNCHING YOUR ASSOCIATION I LOOK FORWARD TO LONG AND PROFITABLE CO-OPERATION WITH IT.

THANK YOU.