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**Title:**

Press statement - Speech at the Opening of Charles Parsons (SA) Pty. Ltd.

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PRESS STATEMENT FROM THE PREMIER, MR. DUNSTAN 9/2/71  
SPEECH AT THE OPENING OF CHARLES PARSONS (S.A.) PTY. LTD.

South Australia should be able to compete effectively on world markets with locally designed and manufactured fabrics, the Premier, Mr. Dunstan, said today.

Mr. Dunstan was speaking at the opening of new warehouse premises for Charles Parsons (S.A.) Pty. Ltd. at Kent Town.

He said Charles Parsons was one of Australia's largest importers of cotton textile piece goods, and a major distributor to the tailoring and furnishing industries of Australian woollen and other textiles.

Declaring the new premises open, Mr. Dunstan said he was pleased that the company's faith in South Australia had been so obviously justified.

Since Charles Parsons had begun operating in South Australia seventeen years ago it had grown to such an extent that its new premises were twice the size of its original premises.

Mr. Dunstan said "The State Government would like to see high quality textiles being both designed and manufactured in South Australia".

"This State has the necessary raw materials and the design skills to establish this kind of industry. "Unfortunately too many textiles now being designed and made in Australia are uninteresting and unimaginative. "But there are many good designers and craftsman already working in Australia, many of them as individuals, but whose design expertise is equal with the best produced in countries like Finland, to which most people look for good textile design."

If we are to compete significantly in international markets the talents of our artists and designers must be recognised and used by manufacturers.

"Australian goods will never be able to make any real inroads into world markets until the importance of good design and high quality is generally recognised."