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Title:

Press statement: Netley Plant Extensions of Carr Fasteners Pty. Ltd.

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ADDRESS BY DON DUNSTAN, PREMIER OF SOUTH AUSTRALIA, AT THE OPENING
OF THE NETLEY PLANT EXTENSIONS OF CARR FASTENERS PTY. LTD.

1/4/71.

SOUTH AUSTRALIAN MANUFACTURERS MUST PAY THE SAME ATTENTION TO INDUSTRIAL DESIGN AS IT RECEIVES IN THE RESEARCH CENTRES OF LONDON, NEW YORK AND TOKYO.

MANUFACTURERS CAN GET BY FOLLOWING IN THE FOOTSTEPS OF OTHERS BUT A COUNTRY, AND A STATE, CANNOT ACHIEVE MAJOR DEVELOPMENT UNLESS IT IS PREPARED TO INNOVATE AS WELL AS DUPLICATE.

GOOD DESIGN IS EFFICIENT DESIGN AND EFFICIENT DESIGN MEANS GOOD BUSINESS BOTH IN EXPANDING DOMESTIC SALES AND IN SECURING VITAL NEW EXPORT OUTLETS.

PAGE 2.

NEGLECT OF DESIGN TECHNIQUES WOULD MEAN THAT SOUTH AUSTRALIAN INDUSTRIALISTS WERE, BY DEFAULT, DENYING THEMSELVES A POTENT WEAPON IN THE MARKETING ARMOURY.

DESIGN IS NOT A LUXURY BUT AN ESSENTIAL COMPONENT WHICH SHOULD BE NO MORE EXCLUDED FROM MANAGERIAL CALCULATIONS THAN PRODUCTION PLANNING.

CARR FASTENER'S NEW EXPANSION SCHEME IS A FURTHER, TANGIBLE DEMONSTRATION OF ITS CONFIDENCE IN SOUTH AUSTRALIA.

PAGE 3.

FROM THE START OF ITS AUSTRALIAN OPERATION AT HENDON IN 1928 IT HAS GROWN TO THE STAGE WHERE THERE ARE 8,000 PRODUCTS AND COMPONENTS FOR THE AUTOMOTIVE, RADIO, TELEVISION, CLOTHING, CANVAS, LEATHERGOODS, REFRIGERATION AND ELECTRONICS INDUSTRIES. THIS COULD WELL BE THE BIGGEST CATALOGUE OF PRODUCTS BY ANY AUSTRALIAN MANUFACTURER.

THE COMPANY HAS GROWN FROM A PAYROLL OF ABOUT 20 IN THE EARLY THIRTIES TO A STAGE WHERE TODAY IT PROVIDES EMPLOYMENT FOR 750. MUCH OF THE COMPANY'S GROWTH WAS A RESULT OF ITS SUPPLY OF COMPONENTS TO THE AUTOMOTIVE INDUSTRY.

PAGE 4.

THE NEW PLANT, BUILT AT A COST OF MORE THAN \$250,000, HOUSING AN AUTOMATIC ZINC PLATING PRODUCTION LINE, IS THE BIGGEST OF ITS TYPE IN THE COUNTRY.

IT WILL BE USED FOR THE FINISHING AND RUST PROTECTION OF HARDWARE ITEMS SUCH AS AUTOMOTIVE WINDOW REGULATORS, SEAT SLIDES AND BRAKES, TRANSMISSION AND SUSPENSION COMPONENTS.

I NOTE THAT THE COMPANY HAS PLANS FOR FURTHER CAPITAL SPENDING OF HALF A MILLION DOLLARS THIS YEAR AND ANOTHER HALF A MILLION NEXT YEAR.

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PRESS STATEMENT BY THE PREMIER (MR. DUNSTAN) 1.4.71.

SUBJECT: NETLEY PLANT EXTENSIONS OF CARR FASTENERS PTY. LTD.

South Australian manufacturers must pay the same attention to industrial design as it receives in the research centres of London, New York and Tokyo, the Premier (Mr. Dunstan) said today.

Mr. Dunstan was speaking at the opening of new extensions to the automotive hardware plant of Carr Fastener Pty. Ltd. at West Beach Rd. "Manufacturers can get by following in the footsteps of others but a country, and a State, cannot achieve major development unless it is prepared to innovate as well as duplicate.

"Good design is efficient design and efficient design means good business both in expanding domestic sales and in securing vital new outlets", the Premier said.

"Neglect of design techniques would mean that South Australian industrialists were, by default, denying themselves a potent weapon in the marketing armoury.

"Design is not a luxury but an essential component which should be no more excluded from managerial calculations than production planning," he said.

The Premier said Carr Fastener's new expansion scheme was a further, tangible demonstration of its confidence in South Australia. From the start of its Australian operation at Hendon in 1928 it had grown to the stage where there were 8,000 products and components for the automotive, radio, television, clothing, canvas, leathersgoods, refrigeration and electronics industries. This could well be the biggest catalogue of products by any Australian manufacturer.

The company had grown from a payroll of about 20 in the early thirties to a stage where today it provides employment for 750. Much of the company's growth was a result of its supply of components to the automotive industry.

The new plant, built at a cost of more than \$250,000 housing an automatic zinc plating production line, is the biggest of its type in the country.

It will be used for the finishing and rust protection of hardware items such as automotive window regulators, seat slides and brakes, transmission and suspension components.

Mr. Dunstan noted that the company had plans for further capital spending of half a million dollars this year and another half a million next year.

The Premier commissioned the plant by pressing a button to start the zinc plating line.
