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**Title:**

Welcome to Guest Speaker for Industrial Design Council's Dunhill Lecture

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SPSECH BY THE PREMIER, MR. DUNSTAN, AT THE INDUSTRIAL DESIGN COUNCIL'S DUNHILL LECTURE. HOTEL AUSTRALIA. 3/5/72.

MR. LATHAM, MR. SCAMMELL, MR. HARRIS, LADIES AND GENTLEMEN:

THANK YOU FOR INVITING ME HERE TODAY AND GIVING ME THIS OPPORTUNITY TO WELCOME MR. LATHAM TO SOUTH AUSTRALIA. YOU'RE IN, SIR, A STATE WHICH IS, I THINK, THE MOST DESIGN CONSCIOUS IN AUSTRALIA AND WHERE WE ARE MAKING A DELIBERATE EFFORT TO FURTHER APPLY TO OUR PRODUCTS SOMETHING OF OUR TRADITIONAL CONCERN FOR QUALITY AND OUR HISTORY OF FINE CRAFTSMANSHIP.

AS WILL BE OBVIOUS TO THIS AUDIENCE, AUSTRALIAN INDUSTRIALISTS GENERALLY HAVE IN THE PAST TENDED TO NEGLECT THE DESIGN ASPECT OF PRODUCTION OR HAVE BEEN CONTENT TO RELY ON IDEAS DEVELOPED OVERSEAS. THE RESULT, PREDICTABLY, HAS BEEN THAT TOO MANY AUSTRALIAN PRODUCTS ARE OF POOR QUALITY OR ARE DERIVATIVE. AS A RESULT WE'VE MISSED OUT IN THE RACE FOR MARKETS.

THIS IS OF PARTICULAR IMPORTANCE IN SOUTH AUSTRALIA WITH OUR CONCENTRATION ON THE PRODUCTION OF CONSUMER GOODS FOR A MAINLY AUSTRALIAN MARKET.

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NOT ONLY ARE SUCH PRODUCTS PECULIARLY VULNERABLE TO FLUCTUATIONS IN DEMAND BUT DESIGN IS A CRUCIAL COMPONENT IN THEIR MANUFACTURE.

THIS WAS WHY WE HIGHLIGHTED THE NEED FOR INCREASED STATE ASSISTANCE IN FOSTERING BETTER DESIGN STANDARDS DURING THE LAST ELECTION CAMPAIGN AND WHY AFTERWARDS ONE OF OUR EARLY ACTS WAS TO GREATLY INCREASE FINANCIAL SUPPORT TO THE DESIGN COUNCIL.

THIS ENABLED THE COUNCIL TO ESTABLISH ITS FIELD TEAM OF DESIGN ADVISERS. I'M DELIGHTED TO SAY THAT THIS HAS ALREADY PROVED A GREAT SUCCESS AND HAS BEEN ENTHUSIASTICALLY SUPPORTED BY LOCAL INDUSTRY.

VISITS HAVE BEEN MADE EITHER AT THE INITIATIVE OF THE COUNCIL OR THE INDUSTRIAL DEVELOPMENT BRANCH OF MY DEPARTMENT TO MORE THAN 150 FIRMS. OURS WAS THE FIRST METROPOLITAN FIELD TEAM ESTABLISHED BY THE COUNCIL IN AUSTRALIA, THOUGH THERE WAS ONE MAN IN NEW SOUTH WALES SERVING COUNTRY AREAS ONLY UNDER THE SPONSORSHIP OF THE DEPARTMENT OF DECENTRALISATION.

THE FACT THAT NEW SOUTH WALES NOW ALSO HAS A THREE-MAN METROPOLITAN TEAM IS, I THINK, FURTHER EVIDENCE OF OUR SUCCESS. ANOTHER ASPECT OF OUR PROGRAMME FOR DESIGN IMPROVEMENT AND INDUSTRIAL DIVERSIFICATION IS NOW GETTING OFF THE GROUND. THIS IS THE INDUSTRIAL RESEARCH INSTITUTE WHICH WILL CO-ORDINATE INDUSTRIAL RESEARCH IN SOUTH AUSTRALIA. THE NEWLY-APPOINTED CO-ORDINATOR, MR. FRY, IS IN THE AUDIENCE TODAY AND WILL NO DOUBT BE GETTING IN TOUCH WITH MANY OF YOU LATER.

WE HAVE, AS I SAID, MADE A GOOD START. BUT THERE IS STILL A LONG WAY TO GO. I CAN SEE NO REASON WHY SOUTH AUSTRALIA SHOULD NOT ESTABLISH A REPUTATION FOR DESIGN EXCELLENCE TO EQUAL, AT LEAST, THAT OF ITALY OR THE SCANDINAVIAN COUNTRIES. BUT IF WE ARE TO DO SO WE SHALL HAVE TO PAY FAR MORE ATTENTION TO DESIGN THAN WE DO AT PRESENT. THERE IS LITTLE RESISTANCE IN PROMOTING THE DESIGN CONCEPT AMONG MANUFACTURERS OF SAY, MOTOR CARS, FURNITURE OR FABRICS. SUCH INDUSTRIAL PRODUCTS DEPEND ON DESIGN IN LARGE MEASURE, FOR THEIR SUCCESS.

BUT IT'S NOT YET GENERALLY ACCEPTED IN SOUTH AUSTRALIA THAT EVERYTHING WE PRODUCE - UNLESS IT'S GROWN OR DUG UP - IS DESIGNED. AND THAT MEANS IT CONTAINS THE PROMISE OF BEING BETTER DESIGNED. IN SWEDEN, FOR INSTANCE, AS MUCH ATTENTION HAS BEEN GIVEN TO THE DESIGN OF A CHISEL AS TO A DINNER SET. THE RESULT - NEW MARKETS AND BETTER SALES.

IF I MAY QUOTE THAT SUPERB ITALIAN DESIGNER BRUNO MUNARI IN "DESIGN AS ART":

"NEARLY ALWAYS THE SHAPE OF A THING, BE IT A TYPEWRITER, A PAIR OF BINOCULARS, AN ARMCHAIR, A VENTILATOR, A SAUCEPAN OR A REFRIGERATOR, WILL HAVE AN IMPORTANT EFFECT ON SALES: THE BETTER DESIGNED IT IS, THE MORE IT WILL SELL".

WE NEED HERE TO GET THROUGHOUT INDUSTRY A PROPER APPRECIATION OF THIS CONCEPT - OF THE IMPORTANCE OF DESIGN NOT AS PRETTY DECORATION SOMETHING STUCK ON TO THE TECHNICAL PART OF A THING BUT AS AN INTEGRAL, COHERENT PART OF IT WHICH WILL HAVE DRAMATIC IMPACT ON SALES.

MUNARI DEFINES A DESIGNER AS "A PLANNER WITH AN AESTHETIC SENSE",  
THE ARTIST OF TODAY.

SIR, WE HAVE IN MR. LATHAM "A PLANNER WITH AN AESTHETIC SENSE" WHOSE  
REPUTATION IS INTERNATIONAL.

DESIGNERS HERE WILL I'M SURE DERIVE VERY GREAT BENEFIT FROM HIS  
LECTURES AND FROM TALKING WITH HIM.

I THINK IT IS PARTICULARLY APPROPRIATE THAT HIS TOPIC HERE IS DESIGN  
IN CONSUMER GOODS AND HIS THESIS THAT JAPAN'S DOMINANCE OF THE  
ELECTRONICS MARKET IN AMERICA IS THE RESULT OF DESIGN IS A  
CHALLENGING ONE.

I'M SURE HIS LECTURE WILL BE AS STIMULATING AND INNOVATORY AS HIS  
DESIGN WORK AND I THEREFORE HAVE MUCH PLEASURE IN NOW YIELDING THE  
ROSTRUM TO THE 1972 DUNHILL LECTURER.