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Speech Presenting TV Commercial Awards

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1913 20

SPEECH BY THE PREMIER, MR. DUNSTAN, PRESENTING TELEVISION COMMERCIAL AWARDS. ADELAIDE. 14.6.72

MR. WILLIAMS, LADIES AND GENTLEMEN:

ANY FILM FESTIVAL TO BE SUCCESSFUL, MUST, I THINK, FULFIL TWO EQUALLY IMPORTANT FUNCTIONS. IT MUST PROVIDE A WINDOW ON INTERNATIONAL FILM-MAKING GIVING MINORITY AUDIENCES ACCESS TO FILMS THEY'D OTHERWISE MISS AND IT SHOULD PROVIDE A STIMULUS TO THE LOCAL FILM-INDUSTRY. THE ADELAIDE FESTIVAL DOES BOTH. AND CERTAINLY THE AUSTRALIAN FILM INDUSTRY NEEDS ENCOURAGEMENT. IT SOMETIMES SEEMS TO ME THAT OUR NATIONAL WILLINGNESS TO DISPARAGE ALL THINGS AUSTRALIAN BECOMES REFINED AND CONCENTRATED WHEN PEOPLE TALK ABOUT AUSTRALIAN FILM-MAKING. THERE'S ABSOLUTELY NO REASON WHY THIS SHOULD BE SO. AFTER ALL THIS COUNTRY WAS A PIONEER OF THE EARLY CINEMA AND SUPPORTED A THRIVING INDUSTRY. GIVEN PROPER SUPPORT AND ENCOURAGEMENT THOSE DAYS COULD RETURN, AND WE HOPE THE NEW SOUTH AUSTRALIAN FILM CORPORATION WILL DO ITS BIT TOWARDS THIS. IN THE MEANTIME HOWEVER THE MAKERS OF T.V. COMMERCIALS ARE HOLDING THE FORT.

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AND MAKING A VERY GOOD JOB OF IT. IT'S NO COINCIDENCE THAT COMMERCIAL FILM-MAKING ATTRACTS SOME OF THE BEST TALENT AVAILABLE OR THAT THE EXPERIMENTAL TECHNIQUES WORKED OUT FOR COMMERCIALS ARE LATER APPLIED TO FEATURE FILMS. ALMOST ALL THE WORLD'S LEADING DIRECTORS WOULD ACKNOWLEDGE THE INFLUENCE THAT COMMERCIAL TECHNIQUES HAVE HAD ON THEM AND SOME, LIKE RICHARD LESTER, HAVE CONCENTRATED ON DOING SO. THIS IS WHY I THINK THE T.V. COMMERCIAL COMPETITION IS A PARTICULARLY VALUABLE SECTION OF THIS FESTIVAL. IT PROVIDES ENTRANTS WITH A FORUM TO DISCUSS THEIR IDEAS AND COMPARE NOTES AND IT GIVES THEM AN OPPORTUNITY TO GET THE RECOGNITION THEY DESERVE. THE JUDGES HAD A PARTICULARLY DIFFICULT JOB THIS YEAR BECAUSE OF THE EXTREMELY HIGH QUALITY OF ENTRIES BUT IT NOW GIVES ME MUCH PLEASURE TO ANNOUNCE THAT . . .

THE WINNER OF THE GRAND PRIX FOR THE BEST TELEVISION COMMERCIAL,
REGARDLESS OF CATEGORY IS "HOT DOT".

THIS FILM WAS CREATED BY THE ADVERTISING AGENCY JOHN CLEMENGER PTY LTD
OF MELBOURNE, AND I WOULD LIKE TO ASK MR. JOHN CLEMENGER TO COME
FORWARD AND ACCEPT THE AWARD ON BEHALF OF THE AGENCY.

THE WINNER OF THE GRAND PRIX FOR THE BEST CINEMA COMMERCIAL,
REGARDLESS OF CATEGORY IS "FANCY NANCY".

THIS FILM WAS PRODUCED BY SUPREME FILMS OF SYDNEY AND I WOULD LIKE
MR. GEORGE STEPHENSON TO COME FORWARD AND ACCEPT THE AWARD ON BEHALF
OF THE PRODUCTION HOUSE.

THE AGENCY WHICH WAS CONCERNED WITH THE CREATION OF THE WINNING FILM
"FANCY NANCY" IS HANSEN RUBENSOHN McCANN ERICKSON OF SYDNEY AND I
WOULD THEREFORE LIKE TO INVITE MR. GEOFF HUNTLEY TO COME FORWARD
AND RECEIVE AN AWARD ALSO FOR THE FILM.

A SELECTION OF THE WINNING FILMS WILL NOW BE SCREENED.

THE FIRST FILM YOU SEE WILL BE HOT DOT THE BEST TELEVISION
COMMERCIAL AND THE LAST FILM WILL BE FANCY NANCY.