



Archived at the Flinders Academic Commons:  
<http://hdl.handle.net/2328/27231>

This is a scan of a document number DUN/Speeches/1958  
in the Dunstan Collection, Special Collections, Flinders University Library.  
<http://www.flinders.edu.au/library/info/collections/special/dunstan/>

**Title:**

Speech opening "Trendsetter Village", Campbelltown

Please acknowledge the source as:  
Dunstan Collection, Flinders University Library.  
Identifier: DUN/Speeches/1958

© Copyright Estate Donald Allan Dunstan

1958 65

SPEECH BY THE PREMIER, MR. DUNSTAN, OPENING "TRENDSETTER VILLAGE".  
CAMPBELLTOWN.

27.1.73

MR. AMADIO, MR. KING, LADIES AND GENTLEMEN;

THANK YOU VERY MUCH FOR ASKING ME TO OPEN THE NEW "TRENDSETTER VILLAGE". I'M ALWAYS MORE THAN WILLING TO LEND A HAND TO ANYONE WHO MAKES MY JOB EASIER, AND VIN AMADIO HAS CERTAINLY DONE THAT.

I'VE HAD QUITE A BIT TO SAY OVER THE YEARS ABOUT URBAN PLANNING. I TALK ABOUT IT BECAUSE I THINK IT'S A SUBJECT OF PROFOUND IMPORTANCE TO ALL OF US, BECAUSE IT SHOULD BE A CENTRAL CONCERN OF GOVERNMENT AND BECAUSE WE HAVE HERE A GOLDEN OPPORTUNITY TO CREATE ONE OF THE WORLD'S MOST ATTRACTIVE URBAN ENVIRONMENTS.

2.

IF WE ARE TO DO THIS, MUCH OF THE EFFORT WILL TAKE PLACE IN AREAS SUCH AS THIS. OBVIOUSLY THE START HAS TO BE IN A REFRESHED CENTRAL CITY. BUT THE SAME QUALITY OF VISION AND STANDARDS OF EXCELLENCE MUST RADIATE FROM IT THROUGHOUT THE METROPOLITAN AREA.

IF WE CREATED A CITY THAT LEFT POETS AND PLANNERS AROUND THE WORLD BREATHLESS WITH ENVY AND ADMIRATION, BUT ALLOWED TO CONTINUE THE SAME KIND OF DEVELOPMENT THAT HAS MARRED SUBURBAN GROWTH IN THE PAST, WE SHOULD HAVE FAILED. ADELAIDE IS A FINE CITY. IT CAN BECOME A BEAUTIFUL CITY. AND THAT MEANS METROPOLITAN ADELAIDE.

IT WILL REQUIRE THE TALENTS OF MANY PEOPLE (AND A LOT OF MONEY) BRINGING TO THE JOB THE SAME SKILL AND INITIATIVE THAT'S GONE INTO THIS PROJECT.

IF ALL BUILDERS AND DEVELOPERS HAD THE SAME COMBINATION OF IMAGINATION, PRACTICALITY AND PRIDE OF CRAFTSMANSHIP DISPLAYED IN THIS PROJECT WE WOULDN'T HAVE AN URBAN PLANNING PROBLEM.

MR. AMADIO TELLS ME HE HAS SET OUT TO CATER FOR CUSTOMERS IN THE MEDIUM PRICE RANGE. ON THE EVIDENCE I'VE SEEN SO FAR IT SEEMS OBVIOUS THAT HE'S VERY SOON GOING TO HAVE A QUEUE OF THEM OUTSIDE HIS DOOR.

WHAT IS COMPLETELY UNSURPRISING IS THAT IT'S VIN AMADIO WHO IS SHOWING THE WAY. IN SOUTH AUSTRALIA WE HAVE BECOME ACCUSTOMED TO MIGRANTS AND THEIR DESCENDENTS CHANGING OUR LIVES FOR THE BETTER WITH NEW IDEAS AND NEW TECHNIQUES.

AND NO GROUP OF MIGRANTS HAS DONE MORE FOR THIS STATE THAN OUR FORTY THREE THOUSAND STRONG COMMUNITY OF ITALIAN-AUSTRALIANS.

FROM THE DAYS BACK IN 1885 WHEN THE FIRST ITALIANS - FISHERMEN FROM MOLFETTA - SETTLED AT PORT PIRIE A LARGE PART OF SOUTH AUSTRALIAN DEVELOPMENT HAS RELIED ON ITALIAN VIGOUR AND ENTERPRISE.

TODAY ENERGETIC AND TALENTED ITALIAN BUSINESSMEN ARE IMPROVING DESIGN AND STANDARD IN JUST ABOUT EVERY SPHERE OF THE STATE'S ECONOMIC AND CULTURAL LIFE.

IT'S NOT GENERALLY KNOWN THAT A LARGE PART OF MY GOVERNMENT'S INDUSTRIAL DEVELOPMENT POLICY IS BASED ON ITALIAN IDEAS AND SUCCESS.

THE POST-WAR TRANSFORMATION OF THE ITALIAN ECONOMY FROM A LARGELY AGRICULTURAL ONE TO A SOPHISTICATED MIX OF COMPUTER AND SKYSCRAPER PROSPERITY IS A MOST REMARKABLE ONE. JUST AS REMARKABLE IS THE WAY IN WHICH THIS SUCCESS HAS BEEN ACHIEVED ON A NATIONAL BASIS AND PROSPERITY BROUGHT TO THE ONCE POVERTY-STRICKEN SOUTH.

THE SUCCESSFUL EXPANSION AND INTEGRATION OF THE ITALIAN ECONOMY OBVIOUSLY HAS LESSONS FOR US WHICH IS WHY, AFTER A VISIT TO ITALY, I DECIDED IT WOULD BE AN EXCELLENT THING FOR SOUTH AUSTRALIA IF WE APPLIED HERE SOME OF THE TECHNIQUES DEVELOPED BY THE MINISTRY OF ECONOMIC PARTICIPATION.

IT WAS FROM THE ITALIAN MODEL THAT WE DEvised OUR "GAPS STUDY" - THE SURVEY IDENTIFYING THOSE AREAS OF INDUSTRY WE LACK AND WHICH WE CAN MOST USEFULLY SECURE. THE CONSULTANT'S REPORT IS ALREADY PROVING OF VERY GREAT VALUE INDEED IN FRAMING OUR INDUSTRIAL DEVELOPMENT STRATEGY.

ANOTHER "DESIGNED IN ITALY" PRODUCT IS THE NEW INDUSTRIES ASSISTANCE CORPORATION WHICH WE HAVE SET UP TO HELP SMALL FIRMS WITH A HIGH GROWTH POTENTIAL.

THE CORPORATION HAS THE SAME FLEXIBILITY WHICH MADE ITS ITALIAN COUNTERPART AND INSPIRATION SUCH A SUCCESS. IT CAN MAKE LOANS, GRANTS OR TAKE UP PART OF THE EQUITY GIVING IN SOME AREAS A POTENTIAL FOR JOINT STATE-PRIVATE OWNERSHIP.

I'M DELIGHTED TO SAY THAT THESE IDEAS ARE PAYING OFF FOR SOUTH AUSTRALIA AS WELL AS ITALY AND THAT WE ARE NOT ONLY GETTING DEVELOPMENT, BUT DEVELOPMENT OF THE TYPE WE NEED. OUR OVERALL AIM IS, OF COURSE, TO REDUCE OUR HEAVY DEPENDENCE ON THE PRODUCTION OF CONSUMER GOODS AND OUR CONSEQUENT VULNERABILITY TO FLUCTUATIONS IN DEMAND FOR THEM IN THE EASTERN STATES.

WE WANT TO SECURE NOT ONLY MORE INVESTMENT AND THEREFORE EMPLOYMENT, BUT MORE DIVERSE AND MORE STABLE GROWTH. IT'S THE DIFFERENCE BETWEEN A QUALITATIVE RATHER THAN A PURELY QUANTITATIVE APPROACH TO DEVELOPMENT.

LOOKING HERE IT'S EVIDENT THAT YOU, TOO, MR. AMADIO, SHARE OUR CONCERN FOR QUALITY. I DO MOST SINCERELY CONGRATULATE YOU ON THIS NEW PROJECT. IT'S A VERY WORTHWHILE ONE AND WILL I'M SURE BE A GREAT SUCCESS. I HAVE MUCH PLEASURE IN OFFICIALLY DECLARING THE "TRENDSETTER VILLAGE" OPEN.

THANK YOU.