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**Title:**  
Speech at 'Murray River Queen' launching, Goolwa

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SPEECH BY THE PREMIER, MR DUNSTAN, AT "MURRAY RIVER QUEEN"  
LAUNCHING. GOOLWA. 22.3.74.

Mr Green, Your Worship, Mr Hopgood, Mr Chapman, Ladies and Gentlemen:

Thank you very much for inviting me here today.

This is a ceremony that would have been familiar to South Australians at the turn of the century but which is now novel as well as being very pleasant. Then the Murray was not only one of the world's great waterways, it was South Australia's great highway and was expected to remain so.

Writers of the day could, and did, refer to Goolwa as the New Orleans of future Australia - a large and busy port and ship building city supplying a rich hinterland.

Road and rail development ended that dream - perhaps fortunately (and this is after all the lucky country) in view of present day anxieties about pollution of the river.

But the great days of Goolwa have been recalled with the building of this fine, traditional new vessel not just nostalgically but in a way that will be of very practical benefit to Goolwa, the towns up river, Victor Harbour and the Fleurieu Peninsula generally.

There's no doubting the appeal of messing about in boats as the ideal holiday - especially if somebody else is doing the actual messing about. And there's no better place for it than along the tranquil stretches of the Murray.

When we were returned to Government in 1970 one of our main concerns was the rapid development of tourism. We saw it as one area of decentralisation in which we could get rapid and dramatic results. We have, I believe, already been proved right. One of the projects that excited us most was the plan to recreate one of the famous old Murray paddleboats combining their unique historic appeal with 1970's comforts. We promised the assistance required to get it off the ground - or, rather, into the water - and, through the Industrial Development Division we've given it.

It is, I believe, an excellent investment. It will give pleasure to many. In addition - and enticing as it is, we can't commit large sums of public money for purely pleasurable purposes - it would be a major addition to the range of tourist facilities we have in South Australia, just the kind of attraction we need to get visitors across our border from interstate and overseas. Provided the backing could be found, it was an obvious goer. We backed it and we're glad we did. It's interesting to see that the project won approval in the interstate press before it even got underway.

On its own, it would be a great idea - a six day cruise with no phones, no fuss, no worries - just good food and service, changing

scenery and time to wind down. It's even more appealing when viewed as part of the total tourist package we can offer our visitors. Not only that, it is a benign development. It doesn't in any way disfigure the environment. In fact, a vessel as beautiful as this with its evocations of pioneering days positively enhances it. This is something to which we must be acutely sensitive as our program of tourist development takes on increasing momentum. We have to be able to offer visitors a package, a series of choices, and in providing it must ensure that we do not disturb the very attractions we are trying to show off. We have to respect the natural environment. We have to nurture it. Nowhere is this more true than in this area. The Lake Alexandrina - Coorong area is beautiful and it is unique. It is an obvious holiday playground. It is already a very popular holiday centre. We can build on that basis and make this region one of Australia's great holiday and recreation centres. In doing so, we improve life for the people who live here and provide them with greater opportunities for employment and greater stability of employment. But it would be appalling - unforgiveable - if the cost was the destruction of the scenery and ecology of the area. This must be avoided and I believe it can be. The Government intends that great areas will be left as wilderness - access to them will deliberately be difficult. Development will be concentrated in a few carefully selected sites - selected that is with scrupulous regard for general environmental considerations. It's easy to see what to avoid. We don't want the kind of garish, ugly sprawl that has ruined so much of Queensland's Gold Coast. There's no need in resort centres to repeat the same kind of suburban grid development that has happened there. One possible direction in which we could move is that taken in France. There the Government has encouraged along the Languedoc Roussillon coast west of Marseille a new kind of resort. Using modern building and construction techniques and very talented architects they have created a series of closely integrated holiday villages. They harmonise with the coastal scenery and utilise a variety of styles, such as terraces, apartments, cluster housing, in a relatively small area to an integrated plan. Buffer zones limit inconsistent development and the tourist population is limited to environmentally appropriate levels. Development of this type could well have application in areas such

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as Lake Alexandrina, in the South East and on the Yorke Peninsula. This is not to say that it necessarily will happen. It is to suggest that there are alternatives to the conventional kind of resort or tourist village which we should examine.

I hope during my coming overseas visit briefly to do so. It will, by the way, occupy one day. Don's party isn't going on a Riviera swan.

The "Murray River Queen" is another, elegant example of how modern construction techniques, talented design and regard for traditional holiday delights can be blended into a most attractive and saleable whole.

It's a splendid addition to the South Australian fleet. I'm sure it will give immense pleasure to its customers and I have very much pleasure in formally - and in the customary style - commissioning her.

Thank you.