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Title:

Speech opening G. H. Michell & Sons Salisbury factory

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SPEECH BY THE PREMIER, MR. DUNSTAN, OPENING G.H. MICHELL & SONS
SALISBURY FACTORY.

12.4.73

MR. MICHELL, MY PARLIAMENTARY COLLEAGUES, LADIES AND GENTLEMEN:

I AM DELIGHTED TO HAVE BEEN GIVEN THIS OPPORTUNITY TO OPEN G.H. MICHELL'S IMPRESSIVE NEW PLANT.

I GET A DOUBLE FROM THE LAUNCHING OF A PROJECT OF THIS SCOPE. AS DEVELOPMENT MINISTER I WELCOME THE FURTHER STRENGTHENING IT GIVES TO THE STATE'S ECONOMY AND, PARTICULARLY, TO THE JOBS IT PROVIDES FOR SOUTH AUSTRALIANS. AS TREASURER I HAVE THE TAX GATHERER'S PLEASURE - WHICH YOU WON'T ENTIRELY SHARE - OF ANTICIPATING MORE REVENUE TO THE STATE'S COFFERS.

IN THIS CASE, OF COURSE, WE TAKE PARTICULAR PRIDE IN THIS PROJECT BECAUSE OF THE STATE GOVERNMENT'S CLOSE INVOLVEMENT WITH IT.

2.

IT REPRESENTS A MAJOR INVESTMENT BY THE COMPANY AND IT IS ALSO THE LARGEST INDUSTRIAL COMPLEX YET TO BE UNDERTAKEN BY THE SOUTH AUSTRALIAN HOUSING TRUST AND, I THINK YOU'LL AGREE, ONE OF THE TRUST'S MOST SUCCESSFUL.

AS AN INDIVIDUAL PROJECT IT IS IMPRESSIVE ENOUGH. CONSIDERED TOGETHER WITH STATE-SUPPORTED AND WHOLLY PRIVATE INDUSTRIAL DEVELOPMENT SCHEMES NOW COMING ON STREAM - THIS IS THE SECOND MAJOR NEW PLANT OPENED IN THREE DAYS IN SOUTH AUSTRALIA - IT IS CONVINCING EVIDENCE THAT OUR CO-ORDINATED INDUSTRIAL DEVELOPMENT PROGRAMME IS A SUCCESS.

THIS IS NOT BEING UNDERTAKEN, OF COURSE, SIMPLY BECAUSE DEVELOPMENT IS "A GOOD THING" TO BE PURSUED AT ALL COSTS.

I BELIEVE WE CAN CREATE HERE ONE OF THE MOST ATTRACTIVE URBAN ENVIRONMENTS IN THE WORLD. WE CAN HAVE A METROPOLIS IN WHICH BALANCED REGARD FOR THE ENVIRONMENT AND THE NEEDS OF THE COMMUNITY MAKE IT A REAL PLEASURE TO LIVE AND WORK WITH UNSURPASSED FACILITIES FOR RELAXATION AND ENJOYMENT.

BUT YOU CAN'T HAVE THE CIRCUSES WITHOUT THE BREAD. IT CAN ONLY BE ACHIEVED IF WE HAVE A HIGH LEVEL OF PROSPERITY AND STABILITY OF EMPLOYMENT.

THIS WE AIM TO PROVIDE.

IT IS INTERESTING TO NOTE THAT THE LATEST ECONOMIC INDICATORS SHOW WE ARE HAVING SOME SUCCESS. SOUTH AUSTRALIA (INCLUDING THE NORTHERN TERRITORY) HAD A 12.1% RISE IN HOUSEHOLD INCOME BETWEEN 1970-71 AND 1971-72. THIS WAS SUBSTANTIALLY ABOVE THE AUSTRALIAN AVERAGE

OF 10.1%. AND IN MONEY TERMS THE INCREASE WILL HAVE BEEN STILL GREATER AS OUR POPULATION ROSE MORE SLOWLY THAN THE AUSTRALIAN AVERAGE AND PRICES GENERALLY DID NOT RISE AS QUICKLY.

FOR THE COMPANY ITSELF THE OPENING OF THIS PLANT MARKS THE CULMINATION OF A CENTURY OF PROGRESS. G.H. MICHELL'S HAVE COME A VERY LONG WAY SINCE MR. GEORGE HENRY MICHELL SET UP BUSINESS 65 MILES NORTH OF ADELAIDE IN 1870 WASHING WOOL IN THE RIVER WAKEFIELD, DRYING IT IN THE SUN AND BALING IT FOR SALE OVERSEAS.

IT IS A REMARKABLE STORY OF SUSTAINED INITIATIVE BY ONE FAMILY. NOW THE COMPANY EMPLOYS 1,300 PEOPLE IN FOUR STATES AND THE NORTHERN TERRITORY. IT IS STILL A SOUTH AUSTRALIAN COMPANY AND A PREDOMINANTLY EXPORT ORIENTED ONE WITH A NETWORK OF OFFICES AND REPRESENTATIVES OVERSEAS.

MICHELL'S ARE THE LARGEST WOOL PROCESSING ORGANISATION IN AUSTRALIA AND THIS NEW PLANT WILL ENABLE THEM TO MAINTAIN THAT POSITION. IT IS THE LARGEST PLANT OPERATED BY THE COMPANY AND ONE OF THE MOST MODERN ANYWHERE. THE MILL IS EQUIPPED WITH MODERN SCOURING, CARBONISING AND TOP MAKING MACHINERY.

MICHELL'S ARE ALSO A COMPANY WITH AN EYE FOR GOOD TASTE. THE ADMINISTRATIVE COMPLEX BUILT ADJACENT TO THE PROCESSING PLANT IS NOT ONLY AN ATTRACTIVE BUILDING - ITS CONSTRUCTION HAS BEEN BASED ON THE BEST CONCEPTS OF LANDSCAPED OFFICE CONSTRUCTION.

MICHELL'S MAKE A VERY SIGNIFICANT CONTRIBUTION TO THE NATIONAL AND STATE ECONOMY EACH YEAR BY ADDING VALUE TO THE GREASY WOOL GROWN IN AUSTRALIA AND AS A MAJOR EARNER OF FOREIGN EXCHANGE. ITS COMPANY EXECUTIVES ARE ACTIVE IN EXPORT PROMOTION.

THE COMPLETION OF THIS PLANT IS TANGIBLE EVIDENCE OF MICHELL'S FAITH IN THE FUTURE OF THE WOOL TEXTILE INDUSTRY - A FAITH I FULLY SHARE - AND A REFLECTION OF ITS POLICY OF EXPANDING WITH SOUTH AUSTRALIA. IT IS A VERY WORTHWHILE PROJECT WHICH WILL I AM SURE BE AN OUTSTANDING SUCCESS AND I HAVE VERY MUCH PLEASURE IN OFFICIALLY DECLARING IT OPEN.

THANK YOU.