



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

This is a scan of a document number DUN/Speeches/2598  
in the Dunstan Collection, Special Collections, Flinders University Library.  
<http://www.flinders.edu.au/library/info/collections/special/dunstan/>

**Title:**

Speech at Swinburn Designs 'Good Design Label' presentation

Please acknowledge the source as:  
Dunstan Collection, Flinders University Library.  
Identifier: DUN/Speeches/2598

© Copyright Estate Donald Allan Dunstan

SPEECH BY THE PREMIER AT SWINBURN DESIGNS "GOOD DESIGN LABEL"  
PRESENTATION.

11.3.74

Mr Swinburn, Mr Harris, Mr Rothausser, Ladies and Gentlemen:

Thank you very much for inviting me here today. I'm very pleased to say that it seems to be becoming something of a habit.

It's the third time in just over seven months that I've presented a Good Design Label to a South Australian manufacturer.

And not only that two of them - this pool and the Sea Mate yacht - are water-related; not a bad accomplishment for "the driest State in the driest continent".

It's also another "first" for South Australia in that this is the first time that a swimming pool has been awarded a Good Design Label.

This obviously is well merited. It's also a very healthy development. One of the points that, I think, bears constant repetition is that quality design standards can - and should - apply in virtually every field of manufacturing.

People tend to think of, and to accept, design as being something which is worthy in furniture, cutlery, telephones, fabrics and so on.

But they still look a bit blank when you talk about the well designed lathe, vacuum pump, concrete mixer or, for that matter, swimming pool.

In doing so, they miss the point: and lose out on the chance of better returns.

Design is a matter of aesthetics, yes. It's also a matter of product efficiency, ease and safety of handling and other technical features.

A product may be beautiful to look at; another may be extremely efficient. Both may earn good design labels. More frequently the products which attract these awards are a marriage of both the aesthetic and technical aspects of design.

This pool is an obvious such example. It looks good. It also works well and is easy to maintain. It's designed with an eye to safety and ease of installation - something which is vital to interstate and export sales.

It's the total of these qualities, rather than any particular one of them, which make up its good design.

These considerations can be applied to a host of products made in South Australia, and with very beneficial results in terms of income and employment.

It's very satisfying to the corporate ego to receive a Good Design Label. But that isn't entirely why they're increasingly sought after. And it isn't why my Government is so anxious to improve design

standards within South Australia.

These labels sell. They are a recognised, objective acknowledgment of quality. People look for them when they're comparative shopping. And in an age of increasing consumer consciousness they are doing so in greater and greater numbers.

This is a label which gives confidence. It is a recognition of merit. It's also, frankly, a darned good advertisement.

Poolmaster swimming pools have already proved very popular with private and public buyers in the attention given to both safety - especially that of young children - and cost. This label is a recognition of their worth and I'm sure it will result in increased sales benefiting both the company and South Australia.

Thank you.

SPEECH BY THE PREMIER AT SWINBURN DESIGNS "GOOD DESIGN LABEL"  
PRESENTATION.

11.3.74

Mr Swinburn, Mr Harris, Mr Rothausser, Ladies and Gentlemen:

Thank you very much for inviting me here today. I'm very pleased to say that it seems to be becoming something of a habit.

It's the third time in just over seven months that I've presented a Good Design Label to a South Australian manufacturer.

And not only that two of them - this pool and the Sea Mate yacht - are water-related; not a bad accomplishment for "the driest State in the driest continent".

It's also another "first" for South Australia in that this is the first time that a swimming pool has been awarded a Good Design Label.

This obviously is well merited. It's also a very healthy development. One of the points that, I think, bears constant repetition is that quality design standards can - and should - apply in virtually every field of manufacturing.

People tend to think of, and to accept, design as being something which is worthy in furniture, cutlery, telephones, fabrics and so on.

But they still look a bit blank when you talk about the well designed lathe, vacuum pump, concrete mixer or, for that matter, swimming pool.

In doing so, they miss the point: and lose out on the chance of better returns.

Design is a matter of aesthetics, yes. It's also a matter of product efficiency, ease and safety of handling and other technical features.

A product may be beautiful to look at; another may be extremely efficient. Both may earn good design labels. More frequently the products which attract these awards are a marriage of both the aesthetic and technical aspects of design.

This pool is an obvious such example. It looks good. It also works well and is easy to maintain. It's designed with an eye to safety and ease of installation - something which is vital to interstate and export sales.

It's the total of these qualities, rather than any particular one of them, which make up its good design.

These considerations can be applied to a host of products made in South Australia, and with very beneficial results in terms of income and employment.

It's very satisfying to the corporate ego to receive a Good Design Label. But that isn't entirely why they're increasingly sought after. And it isn't why my Government is so anxious to improve design

standards within South Australia.

These labels sell. They are a recognised, objective acknowledgment of quality. People look for them when they're comparative shopping. And in an age of increasing consumer consciousness they are doing so in greater and greater numbers.

This is a label which gives confidence. It is a recognition of merit. It's also, frankly, a darned good advertisement.

Poolmaster swimming pools have already proved very popular with private and public buyers in the attention given to both safety - especially that of young children - and cost. This label is recognition of their worth and I'm sure it will result in increased sales benefiting both the company and South Australia.

Thank you.