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**Title:**  
Speech opening new premises, Dalgety Wine Estates, Angaston

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SPEECH BY THE PREMIER, MR. DUNSTAN, OPENING NEW PREMISES, DALGETY WINE  
ESTATES. ANGASTON. 4.4.75.

29  
2719

Dr. Jones, Mr. Crosby, Mr. Lehmann, ladies and gentlemen :

Thank you very much for asking me to open your new premises and so providing me with an impeccable reason for visiting the Barossa twice at Festival time.

One prediction can now safely be made (apart from the obvious one that Saltram, Stonyfell, Krondorf and Roxton wines will continue to be justly prized); that is that thousands of people will this weekend visit the Valley. They will enjoy themselves hugely and when they recede, satisfying deposits of cash will remain.

For we have here a tourist playground that is unique in Australia and international in its appeal.

The combination of naturally beautiful landscape, the wines and the wineries and that especially Barossan living German tradition makes a superb tourist playground.

Winemaking and tourism not only ideally complement each other: each feeds the other to generate further prosperity.

That is, happily, now a commonplace statement. But it has only recently become so.

Driving here today I was once again impressed with the nature and quality of the growth of winemaking capacity and tourism infrastructure that has taken place here within the past five years.

The Barossa Valley is what the tourism boom is all about. Tourism, in fact, is becoming an industry second only to the winemaking it depends upon and which, as I said, it complements.

I appreciate that I'm speaking to an audience of the expert and the converted, but cast your minds back three Vintage Festivals ago and you'll recall what a paucity of accommodation, catering and the whole range of support facilities there was to back up the wineries' promotional efforts.

The growth - quantitatively and qualitatively - in five years has been phenomenal.

And it's been largely trouble-free.

Tourism development - properly and sensitively handled - is not only environmentally benign; it is environment enhancing.

In addition, it can (as it has here) have a very significant effect on expanding and stabilising employment opportunities and it is, of course, a potent force for really effective decentralisation.

It was for these reasons that my Government in 1970 embarked on a concerted growth programme for this area based on an expansion of the primary wine resource and the development of tourism.

Thanks to cautious and detailed planning and thanks especially to the enthusiasm and support of individuals and organisations in this area, our success has been remarkable.

The success is measured in a new survey published by the Australian Travel Research Conference.

The survey sampled 7,700 households in Australia for the year to June 30 last.

It estimates that we had from domestic tourism alone a net surplus for the year of \$15 million. This was the best figure for any mainland State and represents \$12.20 a head. It compares with Queensland's - the supposed tourist Mecca - \$9.50 a head, and actual net losses incurred by New South Wales, Victoria and Western Australia.

Large part of that money was spent in the Barossa Valley and even where spent elsewhere it can be assumed that it was heavily Barossa-oriented in the sense that this area is one of the most frequently cited stimuli bringing visitors to South Australia.

I think we can assume, too, that the figures this year will be even better.

This may appear a little off the subject of these new premises, but as Dr. Jones will readily appreciate, it isn't so at all.

This building was erected as part of the South Australian Housing Trust's ongoing industrial development programme. The Government, through the Trust, enabled it to get off the ground.

We were happy to do it and we did for two reasons; the value of the project individually, the new employment and markets it will create, and secondly because of the ideal way in which it fitted in with overall policy for the development of this region.

This project markedly improves and expands our winemaking and marketing capacity. It will help us to retain our dominance. It is a fine example of the way in which take-overs can benefit Australian winemaking.

In addition the part it will play in promoting knowledge of and enthusiasm for the Barossa and its products, will help the twin and inseparable tourism business.

It assists decentralisation in further strengthening the viability of the Barossa-Mid-North-Riverland complex - just as this weekend's Festival does in a different context.

The State Government and the Trust are proud of the part they have played in this \$1 million scheme.

referred just now to the spectacular growth now being experienced in tourism - growth which we initiated and which we are to a large measure fuelling.

But it is by no means confined to tourism or to this region: other facets of the development programme we commenced in 1970 are now bearing fruit.

For instance, at this time last year the Housing Trust had \$3.1 million worth of factory projects - such as this one - underway. Today, the Trust has under construction or in the pipeline, projects worth a total of almost \$10 million.

These projects are diverse in size and scope. But they have this in common: they contribute either by their location or their nature to the diversification of the State's economy.

This particular scheme does both. It will provide additional employment for another 30 people outside metropolitan Adelaide and will enable Dalgety's to press ahead with its five-year market expansion programme.

It is, in short, a development of considerable benefit to South Australia and to an industry which - despite some recent natural and unnatural setbacks - is one of our few really viable primary industries.

It is most appropriate that the 1975 Barossa Festival should have as one of its early highlights such a tangible testimony to the vitality of South Australian winemaking and especially fitting that Saltram's Manager, Peter Lehmann, should be the Festival President.

I have very much pleasure in formally declaring the new bottling hall and warehouse open.

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