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Title:

Address opening our exhibition of photographs by Dieter Eubel

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Address by the Premier, Don Dunstan,
opening our exhibition of Photographs by
Dieter Eubel.

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2737
4.8.75

Ladies and Gentlemen:

Dieter Eubel has described tonight's exhibition of photographs as a personal contribution to International Women's Year. I think that this is an appropriate thing to do for a photographer who specialises, as he does, in fashion and advertising photography.

After all, the fashion and advertising

industries are deeply - even fundamentally - involved in the business of creating and projecting desirable sales images. This is especially so in relation to women. The object, of course, is to sell a commercial product, having created a desire for it. Accordingly, the image of sunlit feminine innocence is used for shampoo. The image of young women-about-town is used for fashion. The image of the practical housewife is used to sell electric mixers. And the image of sultry, lissom beach girls is used to sell nail polish. We can all think of examples, observed every day, of such constantly re-inforced images of

ideal femininity.

But the truth is, of course, that such a concept of 'female' is often as plasticised and unreal as the wrappings around the products such images seek to sell.

Therefore it is refreshing to have here this evening our exhibition of photographs of South Australian women who are outstandingly successful in their respective fields or professions. None of these photographs is, I should say, a 'plasticised' image. All of the subjects play roles in the South Australian community that

require ability and experience.

- However, this somewhat star-studded field cannot be seen as representative of South Australian working women in general. There are, for instance, no women factory workers, taxi drivers, police women, or mothers (for child-rearing is often hard, exacting work). One must assume from this that Dieter's interest in the social roles played and achieved by women is still expanding.

For the role of women generally in society is expanding rapidly, and each year

sees another series of break-throughs.

Some are major advances, and others are more consolidations of positions previously achieved but not entirely utilised. But all take society closer to that point at which both men and women have an unhampered opportunity for self-realisation and action.

It is for this reason that I am very pleased this evening to declare this exhibition open.

Thank You.

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