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Title:

Speech at the launching of the Export Optimum Club

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SPEECH BY THE PREMIER OF SOUTH AUSTRALIA, DON DUNSTAN, AT THE LAUNCHING OF THE EXPORT OPTIMUM CLUB. 17.2.72

MR. ROSCROW, MR. SCRIVEN, GENTLEMEN:

THE EXPORT OPTIMUM CLUB HAS BEEN FORMED AT A TIME OF TRIBULATION AND CHALLENGE IN THE NATIONAL ECONOMY AND ONE WHICH HAS PARTICULAR IMPACT ON SOUTH AUSTRALIA.

I'VE HAD SOMETHING TO SAY IN RECENT DAYS ABOUT THE CAUSES OF THE PRESENT SITUATION AND WHAT I THINK SHOULD BE DONE, AT NATIONAL LEVEL, TO CORRECT IT. WE HAVE IN AUSTRALIA NOW AN INFLATIONARY SITUATION AGGRAVATED BY A FAIRLY HIGH LEVEL OF UNEMPLOYMENT. AS A RESULT WE ARE SUFFERING FROM SOME DOWNTURN IN EMPLOYMENT IN SOUTH AUSTRALIA. FOR THE FACT IS THAT WE DO RELY IN SOUTH AUSTRALIA ON SALES OF MOTOR VEHICLES AND APPLIANCES, AND WHEN PEOPLE IN OUR MARKET AREAS IN SYDNEY AND MELBOURNE STOP BUYING OUR GOODS, WE SUFFER FROM UNEMPLOYMENT IN THOSE INDUSTRIES.

FOR THIS REASON, I AM SORRY THAT THE PRIME MINISTER DID NOT HELP THOSE INDUSTRIES WITH RELIEF OF SALES TAX AT THE PREMIERS' CONFERENCE THIS WEEK.

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THERE NEEDS TO BE A GENERAL POLICY FROM THE COMMONWEALTH GOVERNMENT THAT ASSURES STABILISING OF WAGES, PRICES AND PROFITS. IT MUST BE ALL THREE. YOU CAN'T REALISTICALLY EXPECT TO HOLD DOWN WAGES ALONE AND BREAK AN INFLATIONARY SPIRAL IN THIS WAY IF THE WAGE EARNERS SEE THE VALUE OF THEIR PAY PACKETS SHRINKING BECAUSE OF RISING PRICES. THAT'S AT THE NATIONAL LEVEL. AT STATE LEVEL OUR POWER TO INFLUENCE THE SITUATION IS LIMITED. BUT ONE THING WE CAN DO IS TO SEIZE AND EXPLOIT TO THE FULL EVERY OPPORTUNITY TO LESSEN OUR DEPENDENCE ON THE EASTERN STATE MARKETS FOR CONSUMER GOODS. WE MUST DIVERSIFY. THIS MEANS, WHEREVER POSSIBLE, DIVERSIFICATION OF LOCATION, DIVERSIFICATION OF PRODUCTION AND DIVERSIFICATION OF MARKET. ONE OF THE BEST WAYS IN WHICH WE CAN REDUCE OUR DEPENDENCE ON EASTERN STATE MARKETS IS TO ESTABLISH AND DEVELOP EXPORT OUTLETS.

THE STATE GOVERNMENT WELL APPRECIATES THIS. EXPORT STIMULATION IS AN INTEGRAL PART OF OUR INDUSTRIAL DEVELOPMENT POLICY AS CAN BE SEEN FROM OUR APPOINTMENT OF TRADE AGENTS AND ROVING TRADE OFFICERS ABROAD. WE ALSO GET INTO DIRECT CONTACT WITH SOUTH AUSTRALIAN COMPANIES WHICH WE BELIEVE HAVE EXPORT POTENTIAL TO SEE HOW WE CAN HELP THEM.

WE ARE ANXIOUS TO PROVIDE SOUTH AUSTRALIAN BUSINESS AND INDUSTRY WITH ALL THE SUPPORTIVE HELP WE CAN IN FINDING AND SELLING TO NEW MARKETS OVERSEAS.

WE ARE ANXIOUS TO CREATE A CLIMATE OF EXPORT CONSCIOUSNESS AMONG SOUTH AUSTRALIAN INDUSTRIALISTS AND BUSINESSMEN BECAUSE, HOWEVER HARD THE GOVERNMENT PLUGS THE ADVANTAGES OF TRADING OVERSEAS, OUR FUNCTION IS ONLY SUPPORTIVE. WE CAN ASSIST IN FINDING THE MARKET, IN PROVIDING BUSINESS HERE WITH INFORMATION ABOUT IT AND IN CONCLUDING A DEAL BUT IT IS THE INDUSTRIALISTS THEMSELVES WHO HAVE TO PRODUCE THE GOODS, IF NECESSARY, MODIFY THEM FOR THE NEW MARKETS AND THEN GET THEM TO MARKET.

THIS IS WHY THE EXPORT OPTIMUM CLUB - FORMED FROM FIRMS WHICH HAVE WON EXPORT AWARDS - HAS OUR ENTHUSIASTIC SUPPORT.

IT CAN PLAY A VALUABLE PART IN MAKING SOUTH AUSTRALIAN MANAGEMENT MORE 'EXPORT-AWARE' AND THAT WILL BE OF GREAT BENEFIT TO THE STATE AS A WHOLE IN TERMS OF GREATER JOB STABILITY AND PROSPERITY.

JUST ONE INSTANCE OF THE VAST POTENTIAL EXISTING HERE FOR EXPORT EARNINGS CAME TO MY ATTENTION TODAY.

WILLIAM JACKETT & SON PTY. LTD., ONE OF THE FIRMS REPRESENTED HERE TODAY, ARE AT THIS MOMENT LOADING HALF A MILLION DOLLARS' WORTH OF FLOUR ONTO THE NATKO NODILLA AT PORT ADELAIDE FOR SALE TO LIBYA. SIR, I CONGRATULATE ALL OF THE NEW MEMBERS OF THIS CLUB FOR THEIR ACHIEVEMENT IN BOOSTING EXPORTS, PARTICULARLY IPLEX PLASTICS THE LATEST AWARD WINNER, AND SOLA INTERNATIONAL WHICH IS THE FIRST COMPANY IN THIS STATE TO RECEIVE TWO NATIONAL AWARDS.

I LOOK FORWARD TO STEADILY RISING EXPORT SALES FROM SOUTH AUSTRALIAN INDUSTRY AND THUS TO A STEADY RISE IN THE NUMBER OF YOUR MEMBERS.

THANK YOU.