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Speech opening new Tourist Bureau, Adelaide

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2074/8

SPEECH BY THE PREMIER, MR. DUNSTAN, OPENING NEW TOURIST BUREAU,
ADELAIDE.

31.1.73

MY LORD MAYOR, MR. HAYWARD, MR. BAKEWELL, MR. POLLNITZ,
MY PARLIAMENTARY COLLEAGUES, LADIES AND GENTLEMEN;

IT GIVES ME A VERY GREAT DEAL OF PLEASURE - AND A SENSE OF
ACCOMPLISHMENT - TO BE HERE TODAY FOR THE OPENING OF THE NEW
TOURIST BUREAU.

FOR THE PAST THREE YEARS OR SO WE IN THE STATE GOVERNMENT AND THE
VARIOUS NON-GOVERNMENTAL BODIES IN THE TRAVEL INDUSTRY HAVE BEEN
TALKING ABOUT THE ENORMOUS POTENTIAL OF TOURISM TO INCREASE THE
PROSPERITY OF SOUTH AUSTRALIA.

2.

WE'VE STRESSED WHAT A PROPERLY RESEARCHED AND CO-ORDINATED
DEVELOPMENT PROGRAMME CAN DO TO ATTRACT MORE VISITORS, MAKE LIFE
MORE PLEASANT FOR THE PEOPLE WHO LIVE HERE AND, MOST IMPORTANT
OF ALL, TO CREATE MORE JOBS.

NOW WE'RE SEEING THE INITIAL RESULTS OF THIS PLANNING.

THE NEW BUREAU IS THE FIRST OPENING. EDMUND WRIGHT HOUSE, JUST
DOWN THE STREET, OPENS ON MARCH THE THIRD, AYERS HOUSE FOLLOWS ON
THE THIRTY FIRST. THE FESTIVAL CENTRE IS NEARING COMPLETION. THE
WINDY POINT RESTAURANT IS OFF THE DRAWING BOARD. THE INTERNATIONAL
HOTEL SCHEME IS AT THE STAGE OF DETAILED DISCUSSION.

NOR IS ALL THIS ACTIVITY CONFINED TO ADELAIDE OR TO SPECIFICALLY
GOVERNMENT-BACKED PROJECTS. THE FIRST CORNISH FESTIVAL IN THE
YORKE PENINSULA TOWNS IS IN THE PIPELINE, WARDANG ISLAND IS BEING
DEVELOPED AS A TOURIST RESORT; PROJECTS SUCH AS THE BIRDWOOD
MUSEUM, DIE GALLERIE AT TANUNDA AND THE OLD LION HOTEL,

RESTAURANTS, MOTELS AND MUSEUMS SPRINGING UP IN VIRTUALLY ALL THE MAIN TOURIST CENTRES SHOWS THAT WE ARE OFF TO A FLYING START.

SO, I'M HAPPY TO REPORT, DO THE FIGURES. WE HAVE DEVELOPED THESE FACILITIES WITH THE OVERALL AIM OF PROVIDING A SELLABLE PACKAGE THAT WILL MAKE PEOPLE WANT TO COME TO SOUTH AUSTRALIA AND WANT TO STAY LONGER WHEN THEY GET HERE.

ALREADY THE NUMBER OF CALLERS AT THIS BUILDING - OFTEN THE FIRST POINT OF CALL FOR THE TOURIST - IS UP ABOUT ONE THIRD.

THIS, AND THE OTHER INDICATORS SHOW, I THINK, WE ARE NOW FIRMLY ESTABLISHED ON THE TOURIST MAP AND THAT WE ARE NEAR ACHIEVING THE BASIC STRUCTURE WE NEED TO REACH TAKE-OFF POINT.

A PRINCIPAL PART OF THE JOB OF PROMOTING TOURISM IN FUTURE - AT LEAST AS FAR AS THE STATE GOVERNMENT IS CONCERNED - WILL BE TO GIVE MORE EMPHASIS TO SELLING WHAT WE HAVE RATHER THAN CONCENTRATING, AS WE HAVE BEEN, ON PROVIDING THE NECESSARY SERVICE BASE.

AND COMPARED WITH THE FIRST PART OF THE OPERATION IT WILL BE AN EASIER JOB. WE ARE, AFTER ALL, THE STATE OF SUN AND WINE, BOTH OF WHICH ARE USUALLY AGREED TO BE PRETTY DESIRABLE COMMODITIES FOR A HOLIDAY.

IT IS TO THIS PROMOTIONAL ASPECT THAT WE ARE NOW TURNING OUR ATTENTION. THE "DAY ON THE HOUSE" SCHEME, THE REVAMPING OF OUR SYDNEY OUTLET ARE INSTANCES OF WHAT WE CAN DO TO GET OUR MESSAGE ACROSS.

THERE IS MUCH MORE. IN CO-OPERATION WITH BODIES SUCH AS THE NEWLY-ESTABLISHED TOURIST DEVELOPMENT ADVISORY COUNCIL AND THE AUSTRALIAN NATIONAL TRAVEL ASSOCIATION WE CAN IDENTIFY OUR MOST LIKELY, AND MOST PROFITABLE, MARKETS AND THEN GO OUT AND GET THEM.

5.

AT THE SAME TIME WE HAVE A JOB TO DO IN THE CONTINUED BUILD UP OF OUR EXISTING ATTRACTIONS. THERE ARE OTHERS ON THE WAY AND I HOPE TO BE ABLE TO MAKE SPECIFIC ANNOUNCEMENTS ABOUT SOME OF THEM QUITE SHORTLY.

OUR TASK THEN IS TO MAINTAIN THE MOMENTUM. EVERY DOLLAR SPENT BY THE TOURIST IN SOUTH AUSTRALIA IS WORTH \$3.20 IN SPIN-OFF BENEFITS THROUGHOUT THE STATE'S ECONOMY; EVERY ONE HUNDRED VISITORS A DAY OVER A YEAR CREATE ONE HUNDRED NEW JOBS.

IN FACT, FOR SHEER PROSPERITY-POTENTIAL THERE'S NO BUSINESS LIKE THE TOURISM BUSINESS.

THIS NEW BUILDING AND THE MARKETING OPERATION IT HOUSES WILL PLAY A LARGE PART IN TRANSLATING VISITOR ARRIVALS INTO RINGS ON THE CASH REGISTERS AND FATTER PAY PACKETS ACROSS THE STATE.

6.

IT'S A SHOWPLACE FOR THE BEST SOUTH AUSTRALIA CAN OFFER AND A VERY EFFECTIVE ONE. ALL THOSE INVOLVED IN THIS PROJECT, THE PLANNERS AND ARCHITECTS, THE BUILDERS AND DECORATORS ARE TO BE CONGRATULATED ON A MAGNIFICENT JOB EXCELLENTLY DONE.

BUT PERHAPS THE HIGHEST PRAISE SHOULD GO TO MR. POLLNITZ AND HIS STAFF. THEY NOW HAVE A GREAT NEW HOME. BUT, WHILE GETTING IT, THEY'VE HAD TO PUT UP WITH DIFFICULT CRAMPED AND INCONVENIENT WORKING CONDITIONS. THE FACT THAT THEY NOT ONLY COPE WITH THEM BUT ALSO MANAGED AN ENTHUSIASTIC AND THOROUGHLY PROFESSIONAL JOB OF SELLING AND PLANNING TOURISM IN SOUTH AUSTRALIA IS A REAL MEASURE OF THEIR COMPETENCE.

THANK YOU ALL, VERY MUCH, AND IT NOW GIVES ME VERY REAL PLEASURE TO DECLARE THE NEW BUREAU OPEN.