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FOR THE ANNUAL ISSUE OF  
SHIPPING & COMMERCE OF AUSTRALIA.

South Australia has embarked upon a course of modern industrial planning and advancing social opportunity that I believe will make it the envy of Australia. During the next few years South Australia will become the technological, the design, the social reform, and the artistic centre of Australia. It will be the State with the most highly developed and diversified economy and the State that provides the complete range of human and community services.

South Australia has a number of things in its favour. It has reasonable natural resources. It can provide, through a very cheap electricity operation, cheap electricity to bulk consumers, and the cheapest natural gas for industrial use anywhere in Australia.

Apart from shipbuilding and steel making at Whyalla, the processing of Broken Hill ores at Port Pirie, and forestry in the South-East, South Australia's industries almost entirely centre around consumer durables, including the manufacture of motor cars, home appliances, agricultural implements, builders hardware, and the associated supply industries.

The motor industry is an excellent example of the State's industrial make-up. General Motors-Holdens has about 44 p.c. of its national work-force located in South Australia, where its two plants at Woodville and Elizabeth employ about 12,000. The other major motor car manufacturer, Chrysler Australia, employs about 6,000. Together the two companies account for one-seventh of the total South Australian work-force, while supply industries to both employ at least another 8,000.

South Australia has these industries because industrialists recognise the people of this State have special skills in the manufacture of goods demanding a high level of craftsmanship.

The Government's development plans for the seventies will allow these skills to be put to best advantage. South Australia will be provided with an industrial growth pattern similar to that of Sweden, Israel and Northern Italy, which provides for tremendous diversification. Development surveys and specialised market research have started already, and the Government is rapidly expanding its industrial design consultant services, re-vitalising education sectors to provide a trained and even more skilled industrial work-force, and establishing a major industrial research institute at the Flinders University to undertake specialised research needed to maintain and serve modern development undertakings.

But there is another area that I believe will be a major factor in the development of South Australia as the nation's technological centre. Adelaide is the best planned State capital, and as yet has not been faced with the world wide problem of urban transportation. However, it is at the crossroads. It can either start a massive freeway development and criss-cross the city with elevated freeways that will eventually lead to the huge traffic jams and change the character of the city, or we can seek alternatives. The alternatives, some of which have already been recommended for urban areas in the United States, include personal rapid transit capsules, computerised bus services, fast intra-urban transit links, and dial-a-bus. Adelaide, as one of the few low density cities in the world not committed to the freeway bind, has the potential to become the testing centre for these new systems of public transportation. Because of its involvement in the motor industry South Australia has the artisans and the technologies, the proven capacity to design and fabricate new machines to become the place where new urban transit systems are developed not only for Australia, but for the world.

Industrialists are already taking advantage of South Australia's low cost structure and housing and land costs, which are significantly lower than anywhere else in Australia.

Another pleasing factor attractive to potential South Australian investors is working conditions for employees.

Despite its skilled work-force weekly earnings for males have averaged between 8 and 10 p.c. less than in N.S.W. and Victoria. It must be pointed out, however, that while the average wage is low, it has a greater purchasing power than the higher average wage in other States. The South Australian work-force has a most impressive record of harmony with employers.

While the State has more than 9 p.c. of the national work-force, days lost through industrial disputes have totalled only 4 p.c. of the national figure during the last five years. And despite the low cost and wage structure South Australians enjoy a living standard equal to any other in the nation, and have the highest number of motor vehicles per capita of any State.

It is inevitable that a State with our high living standard must progress in other ways, apart from industrially. In a few short years South Australia has advanced from being Australia's 6 o'clock swill state to the one with the most comprehensive and flexible Licensing Act, including, of course, 10 o'clock closing. It has a highly successful State Government Lottery system, and T.A.B. The Government has been instrumental in supporting Adelaide's biennial Festival of Arts, which is building a formidable reputation as Australia's best art and cultural festival. In 1972 it will in fact have headquarters in its own \$4M. Festival Hall. The Government also has plans for fostering arts in the country and metropolitan schools, and will provide the S.A. Theatre Company with permanent headquarters.

These things, coupled with our industrial potential and highly skilled work-force, will be South Australia's formula for success in the seventies. South Australia can and will,

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be Australia's pace setter.

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