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Title:
Message for 'Whyalla News' - Whyalla Show

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Whyalla's first show is a landmark in its history underlining as it does the city's importance as a major industrial centre and as the focal point of a large primary producing district.

Whyalla is the second city of South Australia and its rapid development shows plainly that decentralisation can work very well where raw materials are readily available and where the people involved are as obviously prepared to pull together to create a sense of community identity as they are here.

Centres such as Whyalla can do much to prevent the drift of people from rural areas to the capital cities - a tendency which is growing as the rural recession deepens. Too many country towns are dependent for their livelihood on the primary products grown in their surrounding areas, and when markets for such goods decline, the towns tend to decline with them.

It is for this reason that the Government is encouraging decentralisation of industry - secondary industry in particular.

Steps have recently been taken to stimulate such development in South Australia by making Government funds available to prospective new industries in their formative stages, and I hope that we will soon see some positive results from this policy.

In addition, the Government has undertaken a programme to boost the tourist industry throughout South Australia. Many areas of the State have tremendous tourist potential which, if properly recognised and promoted, could provide a tremendous boost to the towns and regions involved.

Whyalla has a bright future ahead of it both as a tourist and an industrial centre.

I welcome this first Show in Whyalla, and hope it will become an annual event.