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Press release - Industries Research Institute

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Industries' Research Institute.

An Industries' Research Institute is being set up in South Australia, the Premier, Mr. Dunstan, said today.

He made the announcement when opening a seminar on the theme "A Day With Government" organised by the S.A. branch of the Australian Association of National Advertisers in Adelaide.

The Premier said the new Institute would be part of an interlocking system for the planning, promotion and development of industry in the State.

The new body would have power to make grants for product research in South Australia where investigation had shown this was likely to lead to expansion of existing markets or the establishment of new ones.

Mr. Dunstan said it was expected the director of the Research Institute would be appointed in about two months.

Other components in the industrial development complex now being set up included the establishment of trade agencies in South East Asian centres, market research by the Industrial Development Branch of the Premier's Department and increased Government assistance for industrial design.

Mr. Dunstan said that in addition to the appointment of trade agents in Djakarta, Singapore, Hong Kong and Tokyo, an examination was now being undertaken into setting up an agency in Kuala Lumpur.

As a result of initial studies into market possibilities, the Industrial Development Branch would prepare a "gaps survey" to identify areas into which existing S.A. industries would expand or where there was a likelihood of new investment potential.

In the past the individual States' approach to industrial development in Australia had relied on the preparation and presentation of information to possible investors outlining the advantages of a particular State.

"In our view, in South Australia we have to do very much more than that."

South Australia had certain advantages, particularly in the availability of skilled manpower resources, but was far too reliant in its industrial base on the vulnerable market for consumer durables.

"We need to get into those areas of industry which are high-skilled based and export oriented."

In this it was essential that there should be co-operation between Government and industry.

The Government's new programme had been formulated after study of what had taken place in areas where there had been the highest rate of effective material growth, such as Sweden, Austria and Northern Italy, and was based on experience in those countries.