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**Title:**

Speech opening Third International Motor Show, Adelaide

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SPEECH BY THE PREMIER, MR. DUNSTAN, OPENING THIRD INTERNATIONAL  
MOTOR SHOW. ADELAIDE.

14.3.73

MR. ULLETT, MR. SCHUTZE, MR. THOMSON, MR. FREEMAN, MR. BROCKER,  
MR. CAMP, LADIES AND GENTLEMEN;

THANK YOU VERY MUCH FOR ASKING ME HERE TODAY TO OPEN THE NEW  
INTERNATIONAL MOTOR SHOW WHICH IS ALREADY, IN ITS THIRD YEAR,  
AN ESTABLISHED SUCCESS ON THE ADELAIDE SCENE.

IT'S A TRIBUTE TO THE ENERGY AND INITIATIVE OF THE ORGANISERS  
THAT THIS YEAR'S EXHIBITION AGAIN INCLUDES A NOTABLE NUMBER OF  
"FIRSTS" - NOT ONLY FIRST RELEASE VEHICLES BUT ALSO SOUTH  
AUSTRALIA'S FIRST COMMERCIAL VEHICLE EXHIBITION CO-INCIDING WITH  
THE INTERNATIONAL DISPLAY. IT IS IN FACT THE COMMERCIAL WING  
OF THE DISPLAY WHICH IS ON VIEW TODAY.

THIS IS, IN FACT, A VERY GOOD TIME TO HOLD A MOTOR EXHIBITION,

2.

PARTICULARLY FROM THE POINT OF VIEW OF THE SOUTH AUSTRALIAN  
INDUSTRY.

AFTER AN UNHAPPY PERIOD IN THE DRUMS, CAUSED BY PREVIOUS  
FEDERAL-NATIONAL ECONOMIC POLICY CUTTING DEMAND FOR OUR PRODUCTS  
INTERSTATE, THINGS ARE LOOKING UP.

MORE JOBS ARE AVAILABLE - WHICH, AS FAR AS I'M CONCERNED, IS THE  
MOST IMPORTANT INDICATOR OF ALL - AND ECONOMIC TRENDS IN THE  
INDUSTRY SHOW A RETURN OF CONFIDENCE. INDEED, THE LATEST  
PROJECTIONS BY MY DEPARTMENT SHOW THAT - IF THE PRESENT TREND IS  
MAINTAINED - WE CAN EXPECT NEW VEHICLE REGISTRATIONS THIS YEAR TO  
REACH 530,000. THIS WOULD BE A RECORD LEVEL AND A SIGNIFICANT  
IMPROVEMENT ON THE 500-THOUSAND OF 1972.

SALES OF THIS ORDER WOULD BE GOOD NEWS FOR AUSTRALIA AS A WHOLE.  
FOR SOUTH AUSTRALIA, WITH ITS HEAVY RELIANCE ON AUTOMOTIVE  
PRODUCTION, IT WOULD BE VERY GOOD NEWS INDEED.

APART FROM THE GENERALLY IMPROVED CLIMATE IN WHICH IT'S TAKING PLACE, THE THING THAT PARTICULARLY PLEASURES ME ABOUT THIS YEAR'S EXHIBITION IS THE EMPHASIS WHICH HAS BEEN GIVEN TO PUBLIC SAFETY.

MANUFACTURERS AND DESIGNERS ARE PROVIDING NEW SAFETY FEATURES IN THEIR PRODUCTS AND THOSE TO BE SHOWN HERE INCLUDE COLLAPSIBLE STEERING WHEELS, MODIFICATIONS TO REAR VISION MIRRORS, SUN VISORS, WINDSCREEN WIPERS, AND INSTRUMENT LOCATION ALL AIMED AT MAKING THE CAR OR TRUCK MORE SECURE.

IT'S ONE OF THE MOST APPALLING TRAGEDIES OF OUR TIME THAT, DESPITE CONSTANT EFFORTS BY GOVERNMENTS, MANUFACTURERS, MOTORING ORGANISATIONS, THE PRESS AND OTHER MEDIA; DESPITE PLEAS, LAWS, ADVICE AND WARNINGS, THE DAILY WAR BY MOTOR CAR CONTINUES.

BUT NOTWITHSTANDING THIS APPARENT LACK OF SUCCESS, WE - THE GOVERNMENTS, INDUSTRY AND ALL INVOLVED IN ROAD SAFETY - CAN'T AFFORD TO LET UP FOR A MINUTE.

THE STATE GOVERNMENT HAS SPENT \$145 MILLION SINCE IT WAS ELECTED ON UPGRADING OUR ROADS. WE HAVE IMPROVED RAILWAY CROSSINGS AND TRAFFIC LIGHT SYSTEMS, ESTABLISHED A ROAD SAFETY INSTRUCTION CENTRE IN ADELAIDE AND LEGISLATED AGAINST DRINKING-DRIVERS AS PART OF OUR SAFETY CRUSADE. AND WE INTEND TO DO STILL MORE.

AT PRESENT WE'RE HAVING A DETAILED LOOK AT COMMERCIAL ROAD TRANSPORT OPERATIONS. AN EXPERT GROUP, REPRESENTING ALL SECTIONS OF THE INDUSTRY, HAS BEEN ASSEMBLED TO ADVISE US ON HOURS OF DRIVING, BRAKING, LOADS AND ROAD SPEEDS. OUR PRIME CONSIDERATION MUST BE SAFETY OF THE DRIVER, OTHER ROAD USERS AND PEDESTRIANS.

I MUST SAY THAT I FIND ABSOLUTELY DEFLORABLE AND UTTERLY IRRESPONSIBLE A SUGGESTION MADE THIS WEEK THAT WE SHOULD RAISE VEHICLE SPEEDS WITHOUT ADEQUATE SAFETY PROVISIONS. A TRUCK TRAVELLING AT HIGH SPEED CAN BE A WEAPON AS DEADLY AS A BOMB.

IT SEEMS THAT 1973 COULD BE A MOST IMPORTANT YEAR FOR THE AUTOMOTIVE INDUSTRY FROM THE POINT OF VIEW OF BETTER MARKETS AND IMPROVED PRODUCTS. THE EXHIBITION WILL PROVIDE SOUTH AUSTRALIANS WITH A COMPREHENSIVE SHOWCASE IN THE LATEST TRENDS AND I HAVE MUCH PLEASURE IN OFFICIALLY DECLARING IT OPEN.

THANK YOU.