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INAUGURATION OF TOURIST DEVELOPMENT WEEK

Statement by the Prime Minister, Mr. John Gorton

I welcome the opportunity of inaugurating Australia's first Tourist Development Week, and I congratulate the Tourist Ministers' Council on selecting 'Keep Australia Beautiful' as the theme for the first such week.

A concerted effort by all States and Territories to draw attention to pollution, and the despoiling of our environment, is one of the most practical ways in which Tourist Ministers can protect and promote Australia's growing tourist industry.

No one, and least of all our overseas visitors, wants to see polluted beaches and rivers or littered roadsides and parks. We promote Australia abroad as a fresh open country of blue skies and clean beaches. These are great natural advantages. The time to preserve them is now, when the cost, though high, is manageable.

I hope that the range of activities planned for Tourist Development Week will help to bring home to every citizen that keeping Australia beautiful is a community responsibility. If a widespread and sustained community spirit of this kind can be generated it will not only make our towns and cities much more pleasant places, but at the same time will do much to assist the development of one of Australia's most important industries.

On the inauguration of this first Tourist Development Week, I want to join with all the States and Territories in making a special appeal to all Australians to involve themselves personally in the theme 'Keep Australia Beautiful'.

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CANBERRA  
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