



# PRIME MINISTER

SPEECH PREPARED FOR THE PRIME MINISTER, MR BOB HAWKE,  
TO WELCOME DELEGATES TO THE "ALL TOGETHER AUSTRALIAN"  
PROMOTION TEXTILE COUNCIL OF AUSTRALIA - 25 AUGUST, CANBERRA

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Friends,

It was with pleasure that I accepted your invitation to open the "All Together Australian" Promotion.

Following on the success of similar campaigns in the past this promotion is both timely and needed. As an example of an industry - in this case the textile industry - getting out and vigorously promoting an Australian product it must be applauded.

This self-help promotion is a demonstration of the spirit of enterprise which is essential to the future success of Australian industry. I am glad to say that spirit is becoming more evident throughout the country. Across an increasingly wide spectrum of business activities, there is growing evidence that employers and employees are accepting and confronting the economic reality that currently faces them. They are addressing this with a view to taking fullest advantage of the expected recovery in economic activity. They are developing, both in co-operation with each other, and with the Government, a range of constructive and positive plans for the future. Initiatives are now being taken where in the past reactive and defensive postures had been the norm. I welcome these developments.

Innovation and adaptability are essential ingredients of business survival and of business success. They will be encouraged and fostered by the Government in such ways as are available to it.

It is crucial that Australians understand the rapidly and dramatically changing world within which they live. The lotus years are over. No longer can Australians assume that full employment and increasing real wages for a rapidly growing population are endemic to our system. If we are to harness our resources and optimise growth, employment and the opportunities for personal fulfillment, our Governments have to plan for it and people have to work for it.

This was the point of the National Economic Summit Conference. It is most satisfying to see that the spirit of national reconciliation which was engendered there has had a constructive practical impact on many areas of the Australian industrial scene.

Summit members indicated their support for "the introduction of an active industrial development policy". Such a policy should lead to increased employment, greater job security, and improved industrial efficiency, competitiveness and profitability.

Achievement of these goals presumes consultation, consensus and commitment - the guiding principles motivating the approach of the Economic Summit participants. These three C's all characterise the "All Together Australian" Promotion.

If Australian manufacturing industry is to take fullest advantage of the economic benefits flowing from the expected recovery in economic activity, a further requirement, that of consumer confidence can be added to them. Only if this exists will consumers look for particular products and keep returning to them.

Other campaigns have aimed at stimulating consumer demand for high quality products made in Australia, by Australians and for Australians.

Those campaigns were very effective indeed. A 1983 survey conducted by Morgan Research Centre Pty Ltd., found, for example, that awareness of one recent campaign was as high as 89% and acceptance levels were 80%.

This "All Together Australian" campaign is in some ways complementary to the earlier campaigns. It should benefit from and build upon the larger community awareness engendered by them.

This Government is well aware of the importance to Australia of the textile industry and of the problems encountered in recent years. As a substantial employer of Australian workers, particularly women and migrant workers in non-metropolitan areas, the industry makes an especially significant contribution to our community.

At the same time we are concerned that problems of competitiveness associated with changing world economic circumstances should be recognised. Such problems should be dealt with in ways most conducive to the long-term viability of industry and to the welfare of its workers and all Australians. Competitiveness in this sense cannot satisfactorily be restored by feather-bedding of inefficient or outdated processes or by a regressive drop in working conditions.

What industry can legitimately expect, and my Government is working to provide, is a stable and predictable set of policies. The security of investments made must be protected; the resort to ad hoc measures which so characterised policy in the past must be put aside. In line with this my Government intends to retain the current long-term assistance program for the Australian textile industry.

The severity of the recession has brought in its train strong pressures for increased industry protection. In circumstances of high unemployment such pressures are understandable, but we do not think that any good purpose would be served by changing established medium-term programs to provide more protection.

For one thing, the problems faced by industries have many causes, and greater protection from import competition would do little to address more fundamental, long-term problems.

The textile industry's ability to cope with competitive pressures should be enhanced, inter alia, by the Promotion we are launching today.

Recognition of the need to provide a framework for strong economic recovery has underpinned the Government's approach to the 1983 Budget. With this Budget we are confident the Australian economy will achieve the type of broadly based recovery which will lead to the strengthened consumer demand which, above all else is crucial to the economic stability of industry. We expect this without risking the dangers of reviving the inflationary spiral.

We can now point with some confidence to signs of economic recovery for this country. Production and labour market statistics are showing an improvement. Our Budget will foster this incipient recovery and turn it into a long-term trend, beneficial to all Australians.

In this process campaigns such as the "All Together Australian" Promotion can and will have a valuable role. Importantly they reflect determination to put "enterprise" back into private enterprise.

I extend to you all my best wishes for the Promotion's success.