



PRIME MINISTER

PRINCE PHILLIP PRIZE FOR AUSTRALIAN DESIGN 1984

SYDNEY - 28 NOVEMBER 1984

I HAVE GREAT PLEASURE IN BEING HERE TODAY FOR THE
PRESENTATION OF THE PRINCE PHILIP PRIZE FOR AUSTRALIAN
DESIGN 1984.

QUALITY IN DESIGN IS CRUCIAL FOR DEVELOPING EFFICIENT,
COMPETITIVE AND GROWING AUSTRALIAN INDUSTRIES.

ONLY IF WE HAVE SUCH INDUSTRIES CAN WE HOPE TO CAPTURE AND
HOLD NEW MARKETS BOTH HERE AND ABROAD. THIS IS ESSENTIAL
IF WE ARE TO ACHIEVE THE NEW JOBS AND THE HIGHER LIVING
STANDARDS WE ALL WISH TO SEE.

THIS GOVERNMENT HAS RESTORED STRONG ECONOMIC GROWTH
TO THE AUSTRALIAN ECONOMY - NOW THE STRONGEST OF ANY
INDUSTRIAL COUNTRY.

TO HELP PROMOTE GROWTH WE HAVE FORMULATED SPECIFIC
COUNTRY "ACTION PLANS" TO TARGET PARTICULAR MARKETS FOR
EXPORT EXPANSION. BUT WE MUST HAVE THE RIGHT PRODUCTS TO
SELL. AND TO COMPETE ON WORLD MARKETS OUR PRODUCTS MUST BE
BETTER THAN THOSE OF OUR COMPETITORS.

WHILE COMPETITIVE PRICING IS IMPORTANT, THE SCOPE FOR OUR
INDUSTRIES TO GAIN NEW MARKETS BY PROVIDING HIGH QUALITY,
WELL DESIGNED AND ENGINEERED PRODUCTS IS TOO OFTEN
UNDER-ESTIMATED.

I KNOW THAT AUSTRALIAN INDUSTRY HAS THE CAPACITY TO PRODUCE GOODS THAT ARE EQUAL TO, OR BETTER THAN, THOSE OF OUR COMPETITORS.

BUT BOTH AT HOME AND OVERSEAS WE NEED TO ENSURE THAT "AUSTRALIAN-MADE" IS SYNONOMOUS WITH SUPERIOR DESIGN AND QUALITY.

THE GOVERNMENT BELIEVES IT CAN ACT AS A CATALYST IN THE ACHIEVEMENT OF THIS OBJECTIVE.

- IN MY RECENT POLICY SPEECH I ANNOUNCED OUR INTENTION UPON RE-ELECTION TO PROVIDE 150 PER CENT TAX WRITE-OFF OF ELIGIBLE EXPENDITURES IN THE AREA OF RESEARCH AND DEVELOPMENT.
- WE HAVE PROVIDED UP TO \$150 MILLION OVER FIVE YEARS FOR AUSTRALIAN DESIGN AND RESEARCH IN THE MOTOR VEHICLE INDUSTRY.
- WE HAVE PROVIDED \$190,000 IN 1984/85 FOR THE INDUSTRIAL DESIGN COUNCIL OF AUSTRALIA TO ASSIST IT PROMOTE INDUSTRY AND COMMUNITY AWARENESS OF THE IMPORTANCE OF GOOD DESIGN.

HOWEVER, THE BOTTOM LINE - WHICH WE SHOULD NEVER LOSE SIGHT OF - IS THE NEED FOR INNOVATIVE AND IMAGINATIVE PRODUCTS.

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AWARDS SUCH AS THE PRINCE PHILIP PRIZE HIGHLIGHT THE IMPORTANCE OF INDUSTRIAL DESIGN IN THE OVERALL DEVELOPMENT OF NEW PRODUCTS.

THESE AWARDS DIRECT ATTENTION TO THE BENEFITS TO BE DERIVED FROM EFFICIENT INDUSTRIAL DESIGN AND INCREASE AWARENESS OF THE ROLE DESIGN HAS TO PLAY IN THE SUCCESSFUL MARKETING OF AUSTRALIAN PRODUCTS.

MANY OF THE COMPANIES ASSOCIATED WITH THESE AWARDS, EITHER AS FINALISTS OR PRIZE WINNERS, HAVE BENEFITTED CONSIDERABLY FROM THE PUBLICITY FLOWING FROM THIS COMPETITION.

THE COUNCIL IS TO BE COMMENDED ON ITS WINNING FORMULA. THEIR PRESTIGIOUS AWARDS NOT ONLY ENHANCE THE COMMUNITY'S AWARENESS OF THE IMPORTANCE OF GOOD DESIGN, THEY ALSO HELP SELL THE PRODUCTS - WHICH IN TURN, ALLOWS AUSTRALIAN INDUSTRY TO GROW TO THE BENEFIT OF US ALL.

I KNOW I SPEAK FOR ALL OF YOU IN EXTENDING MY HEARTIEST CONGRATULATIONS TO ALL WINNERS.
