



## PRIME MINISTER

**ADDRESS BY THE PRIME MINISTER, THE HON P J KEATING, MP  
OPENING OF THE GMH'S ENAMEL PAINT FACTORY PROJECT  
ELIZABETH ADELAIDE, 20 MARCH 1992**

Mr Smith, Premier Bannon, ladies and gentlemen.

This ceremony marks another significant investment by GMH in Australia, and further entrenches its commitment to this state and this nation.

It is a \$120 million re-affirmation of confidence in the future of car making in Australia.

More than that, it demonstrates the Company's confidence in the industry's ability to be world competitive.

It is an investment which recognises not only the need to embrace international best practice in quality and standards, but our ability to do it.

I congratulate GMH on their confidence and vision.

I also believe the union movement has reason to be proud today.

The success of this investment is assured by their recognition of the need for an effective partnership with management.

Such partnerships are at the heart of the government's strategy for our economic future, which is embodied in the One Nation statement.

In recent years there has been a great change in the industrial culture of Australia, and that is what we are going to build on.

There is a new understanding, a new recognition of what can be done.

With it comes new confidence - and, with that, most importantly, new jobs.

And there are more grounds than this for confidence.

The productivity and export competitiveness of our efficient manufacturing industries is growing year by year.

In the motor vehicle industry exports have increased by more than 150% since 1984: from \$369 million to over \$950 million in 1990.

The figure for 1991 is expected to be in excess of \$1.1 billion, and by the end of the century our automotive exports will exceed \$2 billion in today's dollars.

Ladies and gentlemen.

Just as we are witnessing the emergence of a new car industry, so we will see the emergence of a much stronger Australia in the 1990s.

The fundamentals are being put in place.

Low interest rates, low inflation, lower labour costs and the new industrial culture are making us more competitive on world markets.

The initiatives taken in the One Nation document will take us further - much further.

This new emphasis on partnership, on pooling our energy and ideas, on shared national goals, combined with the great infrastructure projects, higher quality training support, greater incentives to investment - when One Nation begins to work its chemistry we will see just how strong Australia can be.

Ladies and gentlemen.

General Motors Holden has long been a household name in Australia, and this new project says very clearly to the country that it will continue to be.

We welcome that and congratulate the Company and all those associated with this project.

And we wish it well in the future.

Thank you.