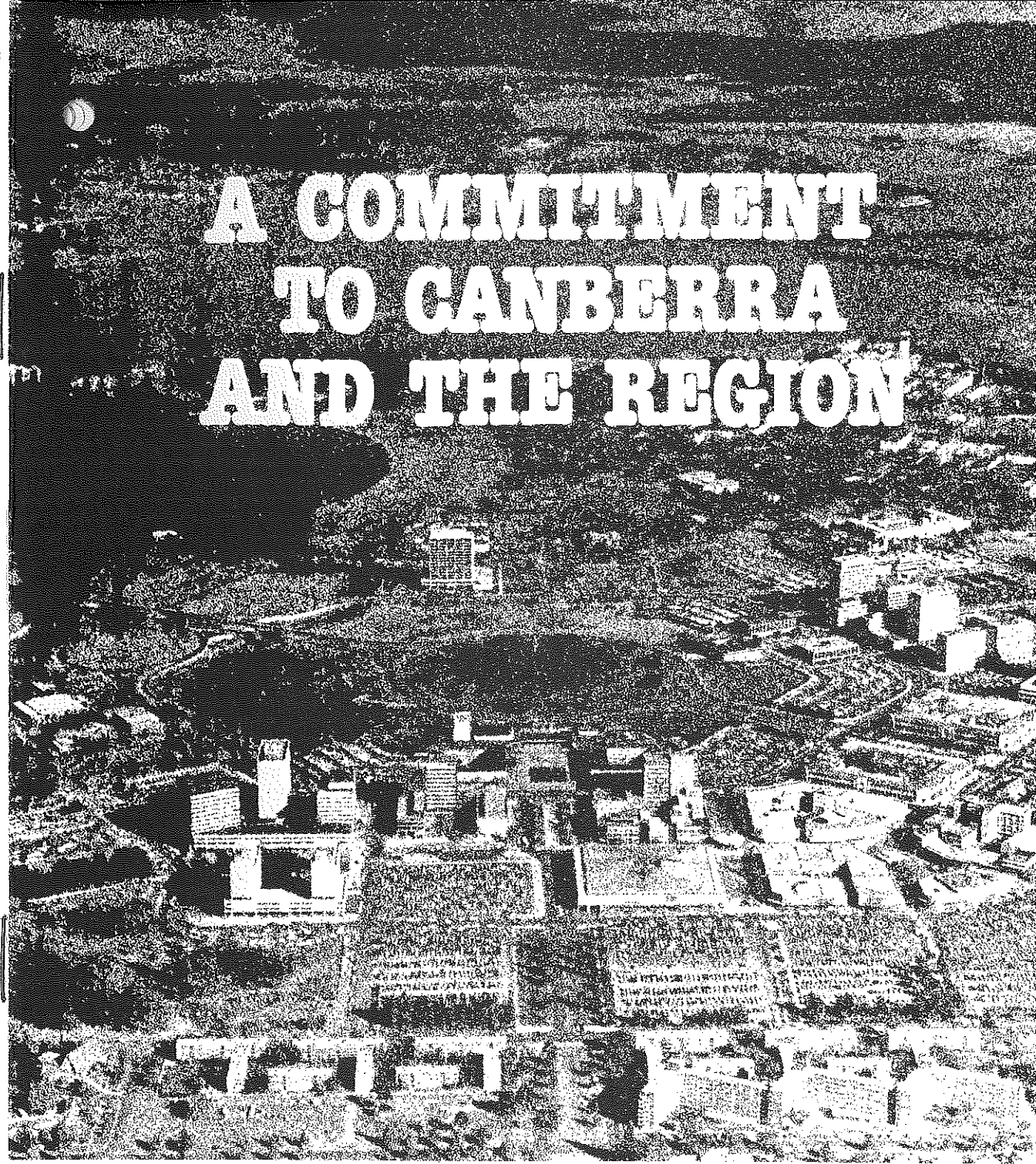
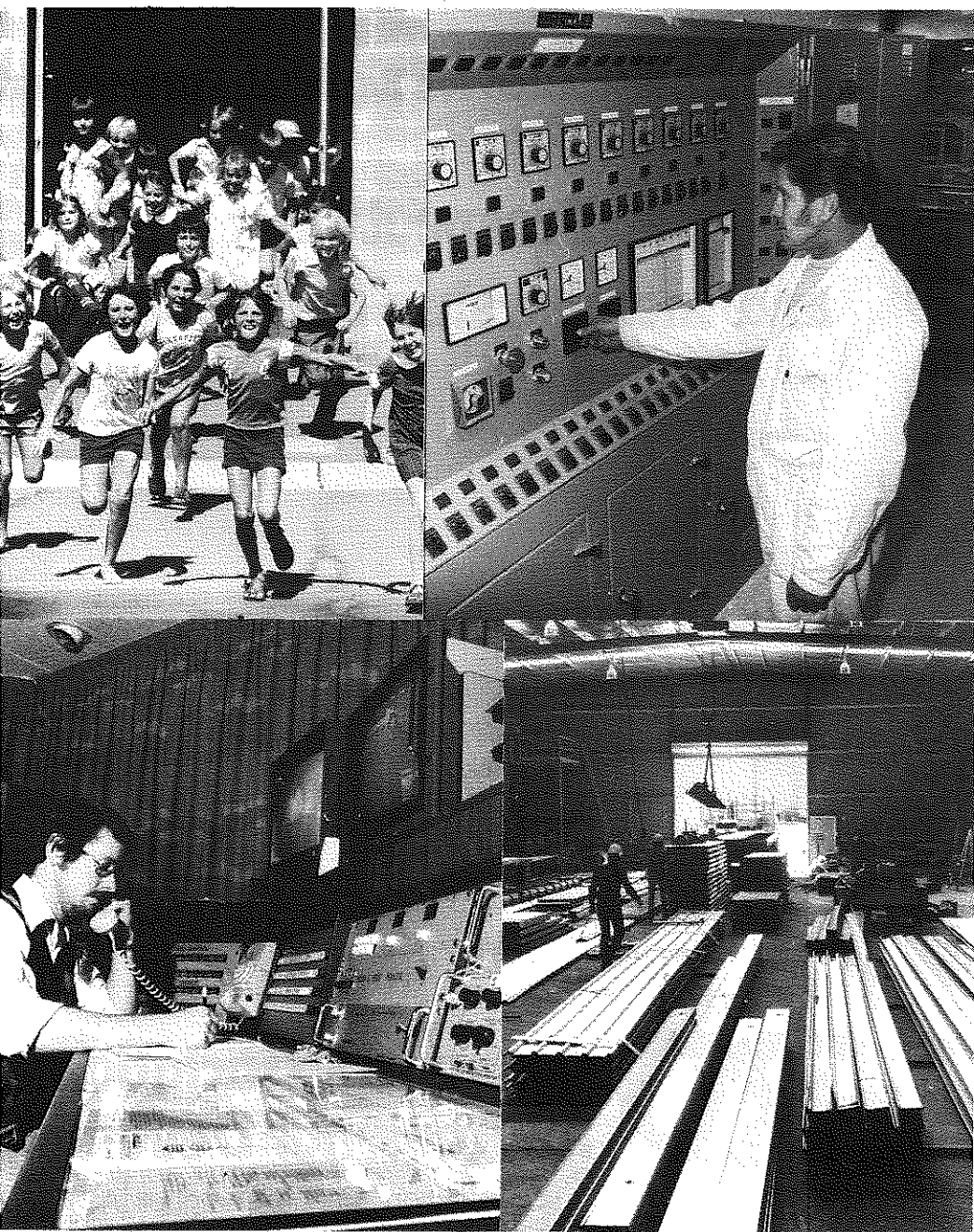


A COMMITMENT TO CANBERRA AND THE REGION



Canberra Association



"It is the role of Government to create conditions for development and growth . . . We look to the future so that Canberra can grow, steadily, firmly and confidently into the 1980s having a pretty fair idea of what lies ahead. But we can do this in a number of ways: further developing this city as a symbol of Australia's national identity, our strength of purpose and our pride as a nation; consolidating the development of the departments of State in Canberra; and encouraging the development of the private sector as we never have before".

Extract from an address given by the
Prime Minister, The Rt. Hon. Malcolm Fraser, CH, MP,
on 27 September 1979.

Since its inception the Canberra Association for Regional Development has provided strong and effective representation for private sector interests in our region.

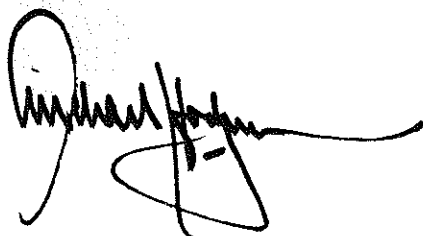
Like the rest of Australia, the ACT and region has suffered considerable economic dislocation in recent years. To counter this situation a number of initiatives have been taken by both private enterprise and Government. CARD has played a leading role in getting those initiatives launched.

Canberra can now look forward to a sustained period of growth and prosperity as the nation approaches its bicentenary in 1988. Underpinning the new growth is a \$400 million capital works commitment by Government. Projects like the new Parliament House, Defence Forces Academy, National Biological Laboratory and ASIO Headquarters are already underway. Projects in the pipeline include Archives Headquarters, the Commonwealth Law Courts and headquarters for the Australian Federal Police.

Private enterprise is specifically concerned in plans for a Convention Centre/hotel/office complex and the Tourist Centre.

The Canberra Development Board with CARD's active assistance is also considering a number of projects aimed at achieving a greater diversification in the region's economy.

The next ten years will provide an excellent chance to lessen the reliance of this region on Government spending. By the end of this decade we must achieve stronger private sector involvement. I believe CARD will play an increasingly important role in realising this essential goal.



The Hon. W. M. Hodgman, LIB., M.P.
Minister for the Capital Territory and
Assistant Minister for Industry and Commerce
Patron of CARD

Background information

In response to the economic downturn and the recognised economic imbalance between government and private enterprise activities in the Canberra Region, the "Committee of 22" (the forerunner of the Canberra Association for Regional Development) was formed in February 1979 to recommend action to restore the economy. The Committee of 22 comprised various private enterprise organisations and associations, and local government.

The "Committee of 22" realised that the problem with the local economy was its disproportionate dependence upon the Government and Government initiatives. The Committee proposed that the Government should combine the marketing of the Canberra Region under one body, and actively support a policy to attract private investment to the region. The objectives being to lessen the economy's dependence upon the Government, create employment, and to provide a greater variety of jobs for those seeking employment.

These proposals led to the formation of the Canberra Development Board in an announcement by the Minister for the Capital Territory, the Hon. R. J. Ellicott on 15th August 1979.

Following the establishment of the Canberra Development Board two significant events occurred.

Firstly, The Canberra Times, in conjunction with the Committee of 22, the Canberra Development Board and other private enterprise associations, conducted the "Canberra Means Business" seminar at which Mr Shelby L. Dill, Director of the Economic Development Division, Chamber of Commerce in Colorado Springs, USA, was the keynote speaker.

Secondly, the Committee of 22, realising that the activities of the Canberra Development Board would need to be strongly supported by a cohesive private enterprise organisation for many years to come, decided at a meeting held on 11 February 1980, to seek incorporation of an association to be known as the Canberra Association for Regional Development (CARD). Legal incorporation of CARD is now complete, and the articles of association allow for membership by corporations; large, medium and small businesses; clubs and associations and individual members of the community.

Membership of CARD in no way conflicts with continuing membership of other professional, trade, or commercial organisations and associations, eg, Chamber of Commerce, Confederation of Industry, etc. Indeed, active membership in other private enterprise associations is welcomed, and can do nothing but enhance the expertise available to various committees and study task forces conducted by CARD with the objective of revitalising the regional economy.



Activities to date

During the early establishment phase of the Canberra Development Board, members of CARD (formerly the Committee of 22) sat with members of the Development Board and its executive staff on numerous study task forces.

When the Canberra Development Board decided to conduct a major series of marketing presentations in the USA to highlight the industrial and commercial potentialities of the Canberra region CARD responded to a formal request to raise funds to support production of a high quality 15 minute documentary film "Answer Canberra" and a high quality supporting brochure "Canberra — Capital City". These aids were used successfully in the Joint Canberra Development Board/CARD mission to the United States during May and June 1980.

The mission achieved its objectives and clearly established that the Canberra region can offer a variety of advantages to prospective commercial organisations and clean manufacturers.

Objectives

The role of CARD does not conflict with the roles of other professional, trade or commercial organisations.

CARD seeks to reduce the dependence of the regional economy upon the Government, by attracting private investment and encouraging private initiative. This will create a wide range of employment opportunities and is a complementary role to existing trade and commercial organisations.

The skill and experience which is available in these organisations will be of considerable help to us all in this effort to achieve a sound independent healthy economy.

The primary objective of CARD is to diversify the ACT regional economy to make it less dependent on government initiative and to create a wider range of employment opportunities to meet the expectations of people, especially young people to find employment in their own region.

CARD provides a forum for business, industrial and commercial companies and professional people and associations and the public generally within the Canberra region, to develop programmes which will:

- Broaden the economic base of the region and provide a threshold for long term development.
- Minimise dislocation to the regional economy which results from disproportionate public sector employment.
- Stimulate individual initiatives to fully utilise available human

- Be consistent with preservation and improvement of the quality of life.
- In conjunction with the Canberra Visitors' Association upgrade and vitalise the tourist industry in the region.
- Provide a pool of skilled people to participate in study task forces, host visiting business representatives and assist with defined development proposals.

The local economy is expected to go through a period of growth up to 1988 with the stimulus of further Government building. This is expected to finish with the completion of the new Parliament House.

This current program of Government building gives the economy a breathing space.

CARD believes that it is vital that the present effort to diversify the local economy is maintained or accelerated so that in 1988 this economy will be in a much healthier state than it was in the years following 1975. Everybody has an interest in seeing that this effort is successful.

Administration

To actively pursue and achieve these objectives the Management Committee of CARD has decided to employ an executive director who will take up his position during the April/May 1981 for an initial appointment of three years.

Underwriters

A budget for the administration of CARD has been determined and the Bank of New South Wales, The Canberra Times and Canberra Television Limited have agreed to act as underwriters for the first year.

Sponsorship

The cost of publishing this prospectus has been borne by:
 The Real Estate Institute of the A.C.T.
 Monier Ltd
 Australian Consolidated Industries Ltd
 Shell Company of Australia Ltd
 AMPOL Petroleum Ltd
 The Canberra Times



Hopeful job seekers queue yesterday outside Johnston Bros Footwear and Ballet store in Civic.

Women queue for casual job

It looked like a sale rush outside Johnston Bros Footwear and Ballet shop in Civic yesterday morning, but it was more serious: a rush to get a job.

The head shop assistant said she was not sure how many people were outside the shop because "I didn't want to look

too closely at any one time". But she estimated there would have been about 50 people applying for the job, including those who telephoned.

Mr Arch Johnston interviewed only one woman, the first into his office, and gave her the job. An advertisement in *The Canberra Times* yesterday asked for an "adult casual junior" to work

casual hours from Monday to Friday and Friday night and Saturday morning. "You may apply for all or any one position," it said. "Smart grooming and willingness are more important than experience".

The girl who got the job filled the job's requirements and took all the advertised work.