

## EXPORT ACTION:

## MARKET IN SINGAPORE/MALAYA

### DRAFT

#### AUDIO

Eastern music.

#### ANNOUNCER:

The ageless arts of bargaining, buying, selling, in a timeless marketplace of the East...  
In a city that was named 'The Lion City' before William the Conqueror went to England... Singapore... today a centre for nearly two million people—

#### Durst of modern music

—and a centre of action: building, expanding, rising.

Both Singapore and Malaya are areas of vigorous building development.

In Singapore, ten thousand home units a year...

In Malaya, seven million pounds spent annually for housing by the Federal Government alone...

Here is an area with a voracious appetite for building materials: hardboards, hardware, plywoods, plastics, light fittings, equipment, windows, baths, pipes, tiles, tools—a thousand components of modern construction...

#### Eastern music, under voice

But Singapore and Malaya can supply few of their own requirements. Every year no less than £30 million worth of builders' materials flow

#### VIDEO

Teeming market. Streetside stalls. Hawkers, etc.  
from Singapore films

Chinatown area

Wipe to multi-storey flats under construction.

Tilt up steel frame of skyscraper

Construction workers

Completed multi-storey flats at Queenstown

Quick cuts of modern developments

Cuts of materials in close-up

Map of Singapore Island  
Slowly pull away to show Malaya



into this area from the four corners of the civilized world...

The four corners ...? Well, certainly from three corners, but from the fourth, the nearest corner, our corner, no more than 3% of the area's requirements are supplied.

Yet here in Australia we are making most of the things they need--and we are capable of making more...

Resume burst of modern music, then under

In an attempt to improve the balance, an Australian building materials mission recently visited Singapore and Malaya. It had two objectives:

to show them that we have the goods-- and to show other Australians that exporting helps increase both production and profit.

The mission was led by Mr. Henry Wilckens, of Adelaide.

ANNOUNCER conducts brief interview with Mr. W., firing quick questions, E.G:

"Mr. W., was your mission a success?"

Did your members actually sell anything?"

"How much total business was done?"

"And, realistically, what are the future prospects?"

ANNOUNCER (Voice over, concluding):

There's no room for complacency here. Building materials is one field of industry which Australia unquestionably knows. It's not a field in which we're beginners, still experimenting. Yet our share of only 3% in the market of a vital neighbour is a miserable share. It must be increased. One mission of manufacturers has proved in one short visit that it can be. Now it's up to others.

Pull away quickly to show map of large area of the world including the whole of Australia in the lower right corner. Animated arrows supered on the map pulse in towards Singapore/Malaya (which have remained in dead centre of screen), but from Australia's corner only one small, sick arrow appears. Dissolve to recognizably Australian building scene

Plane in flight

coming in to land

passengers alighting

Mr. Wilckens (or other suitable member of mission) in mid shot with airport activity in background. Interview is held in urgent, impromptu manner, interviewer holding mike, as if he had just seized Mr. W. on his return from the mission.

As Mr. W. paints brief, glowing picture of prospects, resume map. Now slightly fewer arrows from other quarters, and Australian quarter b building up.

Announcer in c.u., speaking to camera.

CLOSING TITLES



EXPORT ACTION

MARKET IN SINGAPORE/MALAYA

AUDIO

ANNOUNCER: Another dogman escorts a stanchion into the sky, High above the older roofs of an Australian city another steel frame rises... a symbol of the progress and potential of our largest secondary industry—the building industry.

While only a day away to our north in Singapore a temple is built today using forms and techniques which have hardly changed in centuries... (pause) But this is not all there is to building in modern Singapore. Here too is a bustling modern city—a centre for nearly two million people. And, like Australian cities, it is looking ahead—and up.

Both Singapore and Malaya are areas of vigorous building development

etc.

VIDEO

C.UP: A head (or heads) craning to look up into sky

Seen from below: a dogman standing on a steel joist at the end of a line, silhouetted against the sky, rising out of picture.

L.S., steel frame of skyscraper, showing dogman and crane.

Dissolve to Temple building (shot looking up chute)

Cut to other temple building shots

Modern Singapore street, cars, etc. two or three quick cuts.

Cut to most effective shot of tall flats: angle shot looking up, a group of two or three buildings towards the end of the film clip.)

etc.



**EXPORT ACTION:**

**MARKET IN SINGAPORE/MALAYA**

**AUDIO**

Night-club music

Dissolve to Eastern music

**ANNOUNCER:** Just a day away to our north, the ageless arts of bargaining, buying and selling continue today in the timeless market places of the East ... here in a city that was named 'The Lion City' before William the Conqueror went to England ... Singapore: today a centre for nearly two million people --

**Resume opening music**

-- and a centre of action:  
Building, expanding, rising.

Both Singapore and Malaya are areas of vigorous building development.

In Singapore, ten thousand home units a year ...

In Malaya, seven million pounds are being spent over the next five years for housing by their Federal Government alone ...

Here is an area with a voracious appetite for building materials: hardboards, hardware, plywoods, plastics, light fittings, equipment, windows, baths, pipes, tiles, tools -- a thousand components of modern construction

**VIDEO**

A large Australian man (comic gourmet) enjoying hearty meal. C.U. munching face. Follow his fork down to plate. Knife and fork cutting steak on heaped plate

Dissolve to matching shot of chopsticks in rice bowl

Cut to teeming market. Streetside stalls, hawkers, etc. from Singapore films

Chinatown area

Multi-storey flats under construction

Tilt up steel frame of skyscraper

Construction workers

Completed multi-storey flats at Queenstown

Quick cuts of modern developments

Cuts of materials in close-up, including some from Building Mission film



But Singapore and Malaya can supply few of their own requirements, and every year no less than £30 million worth of builders' materials flow into this area from the four corners of the civilized world ...

The four corners ...? Well, certainly from three corners, but from the fourth, the nearest corner, our corner, no more than 3% of the area's requirements are supplied.

Yet here in Australia we are making nearly all of the things they need -- and we are capable of making more...

Music up, then under

In an attempt to improve the balance, an Australian buildings materials mission recently visited Singapore and Malaya.

It had two objectives:

First, to show them that we have the goods,

Second, to show other Australians that exporting helps increase both production and profit.

The mission was led by Mr. Henry Wilckens, Chairman and Managing Director of Wilckens and Burnside Ltd. of Adelaide.

ANNOUNCER: "Mr. W., was your mission a success?"

Mr. W.: ANSWER

"What can we sell in that market?"

MR. W.: ANSWER

"How do the people of Malaya regard Australian products?"

Mr. W.: ANSWER

Port scene, ship unloading

Dissolve to map of Singapore. Pull away to show first Malaya, then map of large area of the world including the whole of Australia in the lower right corner. Animated ships supered on the map pulse in towards Singapore/Malaya (which have remained in dead centre of screen), but from Australia's corner only one small ship appears. Dissolve to recognisably Australian building scene (e.g. the length of Collins Street from William Street, pan right and up to steel frame of National Mutual building.)

Cuts from Buidling Mission film: interviewing, etc.

Mr. Wilckens interviewed in his office



**ANNOUNCER:** Other members of the mission have returned with equal enthusiasm and equally satisfactory results. In 2½ weeks, orders worth £70,000 were written, and 9 weeks after returning orders for another £200,000 worth of business was added - far exceeding the most sanguine hopes.

C.S.R. and Burnie Board wrote thousands of pounds worth of orders for hardboards.

Ralph Symonds gained a prestige order of special plywood panels for some of the main rooms in the new Government office building at Kuala Lumpur

Sisalkraft used the mission to consolidate. This firm already enjoys a good market in the area, but faces strong competition. Yet it wrote a new business during the mission.

A lasting effect of the mission is an increase in the number of permanent Australian men on the spot. Sisalkraft and BHP now have representatives in Singapore. Lysaght, C.S.R. and Namco are following suit.

Turner Industries did well on the mission with hardware and hand tools. Back in his factory at Nunawading, Victoria, Mr. Renn Turner speaks of the market in the Malayan area:

**MR. T'S OPENING COMMENT ON HOW HE FOUND THE MARKET**

**ANNOUNCER:** Mr. Turner, what products do you think can sell in Singapore and Malaya

**MR. T.: ANSWER**

**ANNOUNCER:** Do you find that your volume of exports to these specific markets could be increased by adapting your products to suit the market?

At conclusion of Mr. W's last answer, announcer swings to face camera

Dissolve to Building Mission shots, signing up, etc.

Cut to hardboard in crates, or being erected

Hands displaying plywood with special grain, placing it in position on wall

Rolls of Sisalkraft. Unrolling. Erecting on roof or wall.

Resume Announcer

Mr. Turner, against a busy view of his factory, with announcer.

C.U. MR. T.

C.U. ANNOUNCER



MR. T: ANSWER

ANNOUNCER: To what extent do you think the mission has increased your exports in the area?

MR. T: ANSWER

ANNOUNCER: Thank you, Mr. Turner. (turning to camera) One mission met with success, but there's no room for complacency here. The need for export is urgent and building materials is one field of industry in which Australia unquestionably is expert. It's not a field in which we're beginners, still feeling our way. We can win tenders in the Singapore area purely on know-how: on price and quality -- and we can beat competitors in the United Kingdom hands down on delivery times. They have to quote four months.

Yet, our share of only 3% in the market of a vital neighbour is a miserable share. It must be increased. Now it's up to others. And that includes you and me. Every one of us can help to build exports by direct action, or by indirect influence ... It's up to us ...

Our living standard depends on it.

Original music up

C.U. ANNOUNCER

Dissolve: repeat Collins Street shot (or other typical Australian building scene used earlier)

Cut to detail shots of Australian building: hands fitting wall tiles, screwing on hardware, etc.

Repeat map, as before

Dissolve to male shopper (same man as in opening shot) in self-serve hardware store. He takes package from shelf, considers it, shakes head, returns it to shelf.

Dissolve back to opening shot in reverse:

C.U. of plate, follow fork up to mouth.

C.U. Munching. Fade.