

AIRMAILPERSONAL

30 NOV 1959

Dear Mr. White,

I have received your letter of 24th October in which you indicate that one of your American contacts is interested in developing a publicity programme on behalf of Australia. I am not clear exactly what your proposal is, but as I understand it, you have in mind that funds would be obtained from the United States Government to give publicity to Australia, especially in the investment and tourist fields.

Of course, if the United States Government or any other Government wishes on its own initiative to give greater publicity to Australia's opportunities, we would welcome such a step. But if my assumption is correct that your associates hope to obtain funds for Australian publicity by bringing some pressure through political contacts on the United States Government and Congress, I do not see that it could be supported. If this assumption is wrong, we should be very glad to have some more information from you as to how the programme as envisaged would be developed.

Meanwhile, it might be helpful to you to have some of our thoughts on investment and tourist publicity. The Australian Government does see a need for steady action to assist the sound, orderly and progressive inflow of capital and it has taken steps in this direction. Our view is that the most important factor in attracting solid investment from overseas is economic health and stability. The extent to which overt campaigns of publicity in this field are helpful and do not defeat the purpose they are intended to serve is always open to question. An increased supply of information is, however, another matter, and this we are arranging.

With tourism the problem is somewhat different. As you know, the Government is giving encouragement in this field through its grant to the Australian National Travel Association. There can be no doubt that the assistance of American commercial organisations and Government agencies which have an interest in developing tourism to this part of the world would be most helpful.

If you care to do so, you might think it useful to have some discussions with officers of my Departments and of the Departments who are more directly concerned with investment and tourist promotion upon your return to Australia in January.

Yours sincerely,

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