

СЕКЦІЯ 1.
Інноваційні підходи та ефективні рішення у
менеджменті задля відновлення країни

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POSTWAR POLICY
OF THE LIBERAL-NATIONAL COALITION IN AUSTRALIA

After the second War World the were, which direction was decided by the cold War rivaroly between the USA and USSR. Another factor was the process of disintegration of the British Empire and its loss of influence in the World. Australia observe the changes carefully to make the optimal choices for the country in the context of the new adapted global strategy. The purpose of this article is to show the postwar policy of the Liberal-National Coalition.

The new policy most of all had to solve postwar dylemas in Australia. The question of security had priority. Only well chosen alliance allowed to precisely to take position on the ideologically divided world map.

We have to remember that the declaration which side you belong to decided about the longterm perspective of the conditions for macroeconomic development in Australia which was seen as important for good growth of the economy. As specially difficult was to find capital and workforce and also to modernize industry to adapt to contemporary standards.

Before Gough Whitlam come in to power for a long time the country was governed by coalition governments [1]. From 1949 to 1972 a coalition of Liberal and National Party during most of the seventies years sir Robert Menzies is still the Prime Minister who has governed the longest in the history of Australia [2].

The after war foreign policy was off important influence on the position of Australia not only in the context of international relations and economy development but also un the building the Australian national identity [3].

Strengthening economy. One of the most important subject for Australians after 1945 was to strengthen the national economy. Between 1945 and 1949, the position of Prime Minister was held by Ben Chifley, who came from the Australian Labor Party (ALP) [4]. His cabinet attempted to stimulate economic growth and improve employment rates. Chifley therefore decided to maintain throughout his term the elements of the wartime rationing system, in particular those relating to fuel and housing [5]. The ALP leader initiated many projects to improve public infrastructure. It was during his reign that the construction of a hydroelectric and irrigation complex in the Snowy Mountains began [6]. However, it should be remembered that none of his concepts contributed to an increase in the share of the public sector in GDP. In the years 1941-1949 it increased only by less than two percentage points (from 13% to 14,9%) [7]. The original goals were to maintain a high level of employment, support for private capital investments, and assistance for private company.

In 1949, there was a change of power, and the chairman of the Liberal Party, Robert Menzies , became the new prime minister for the second time in his career. The liberals won not only because of the declaration of fulfilling the promises of their predecessors, but also because of the support of for example, banking sector employees who opposed the futile attempts to nationalize private banks undertaken by Chifley's cabinet. During the election year in Australia, there were numerous strikes, including: coal sector workers. The Communist Party of Australia (CPA) [8] was mainly responsible for organizing these protests.

These events led to animosity between the industrial and political wings of the labor movement.

Despite a relatively short term of office and subsequent election defeat. Ben Chifley (1945-1949) laid solid foundations for subsequent economic development. During his rule, Australia took the first steps towards integration with the American sphere of economic influence. The Cabinet of the Leader of the Australian Labor Party (ALP) has decided to join the World Bank, the International Monetary Fund and GATT. Australia also became part of the stable Bretton Woods currency system [9]. Both Chifley and his successor Robert Menzies, took out, with the help of the World Bank, international loans for the development of the public sector, which somewhat resembled the liabilities incurred during the so-called first economic boom (1860-1890). In the meantime, both cabinets worked together to promote and attract the inflow of foreign direct investment (FDI) to support the development of the private industrial sector. During the Menzies government, initially British companies dominated in terms of FDI, but later increasingly larger investments were made by companies from the United States especially when it comes to Australian industry.

One of the incentives for potential investors was the fact that after World War II Australia was one of the richest consumer per capita. The country's authorities officially announced plans to industrialize the economy. Of course, such an approach was not in line with the free-market principles favored by Washington's allies, but at that time such practices were permitted by GATT. Customs protection has therefore been maintained at a high level. After 1945 however Australians relaxed the rationing system, which contributed to an increase in demand for consumer goods. In the early 1950 Menzie's cabinet used the central wage determination system to divert approximately 10 % of GDP from worker's compensation to capital investment. This solution was practiced for the next two decades, determining the intensive development of domestic enterprises. In addition to investment incentives for foreign companies, the then government tried to stimulate internal competition for this capital between individual state authorities. Successes were mostly achieved by

representatives of regions who were affiliated with the Liberal Party. Moreover Australians took care of the development of public infrastructure to be able to provide services at competitive prices and deepen the Interest of subsequent foreign corporations.

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