

**Remarks presented by Naito Yasushi, Consul-General of Japan in Perth  
at the welcome ceremony of Toyota Technical High School  
to Ellenbrook Secondary College (31<sup>st</sup> May 2024)**

- Mr Hisashi Yamashita, Principal of Toyota Technical High School,
- The Hon Lorna Harper MLC, representing the Hon Rita Saffioti, Deputy Premier, Treasurer, Minister for Transport and Tourism of Western Australia
- Dr Peter Havel, Principal, Ellenbrook Secondary College,
- Mr Mark Lauren, Managing Director, Toyota Western Australia,
- Managers of Gold Educational Tours,
- Students, Ladies and Gentlemen,

It is my great pleasure to welcome the students and delegation from Toyota Technical High School to Perth. Ellenbrook is a gateway to the Swan Valley and it is a beautiful part of one of the most beautiful cities in the world.

I drive a Lexus and my son works for Toyota in Canada. And the first car I drove myself in Perth was a Toyota Mirai, signature hydrogen car.

You are visiting Perth when human to human interactions between Japan and Western Australia is expanding in an unprecedented manner. Thanks to the visit of the Premier and Deputy Premier to Japan last October, and with the “Walking on a Dream” campaign of the WA Tourism Board, well over 80,000 Australians visited Japan in the month of December and again in April. We are welcoming more and more young people from Japan to Perth, including Japanese students to study and enjoy exchange activities.

Economically, 53 percent of Japan’s imported iron-ore, 30 percent of LNG and 15% of wheat, ideal for Udon noodles, is from Western Australia. And Toyota cars are the top seller in Australia, exceeding a 20% market share. The two economies are deeply interlinked.

Just 12 years after World War II, forward-thinking politicians from Western Australia such as Sir Charles Court and business people forged new relations with Japan. It has unlocked the potential of our two economies and led to the remarkable success of both Japan and Australia, first with iron ore, and later with

LNG. Thereby, the huge resource output from WA contributed to the world economy on a massive scale, which economists describe as a rare model of successful partnership in the world, based on mutual trust.

Japan was able to achieve a remarkable economic development and Toyota is certainly part of this success story. With the steel produced from WA iron-ore and with innovation and manufacturing efforts by Toyota, hundreds of millions of people in the world benefitted from vehicles produced by Toyota, having better life with enhanced mobility.

This economic partnership between Japan and Western Australia has always been supported by robust personal friendship at the grassroots level. After all, people-to-people bonds are the most important asset of Japan and WA.

That is why this is a great opportunity to exchange, make friends and learn from one another through interactions.

Thank you to Ellenbrook Secondary College for receiving Toyota Technical High School students so warmly.

I hope thinking of “KAIZEN” is shared in your conversation. Kaizen, literally meaning “making better” is a fundamental concept of continuous improvement. It incorporates a wide range of ideas in improving procedures in manufacturing, “Monotsukuri” in Japanese, and creative ideas being shared from members of the production team in a bottom up (not a top down) approach. It is Japanese philosophy with origins in Toyota but, which is now shared widely internationally in order to improve productivity without making additional investment.

I hope the visit will be most useful.

Thank you for your attention.

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