



Moreland
City Council

CITY OF MORELAND

Thematic History



Prepared for Moreland City Council

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This revised Thematic History has been prepared in accordance with the principles of the Burra Charter adopted by ICOMOS Australia. It was originally prepared in 1999 by Allom Lovell & Associates as part of the 'City of Moreland Heritage Review' and then updated in 2009 by Michele Summerton (c) Moreland City Council, Historica, Lovell Chen. A second update was completed in 2020 by Extent Heritage Pty Ltd.

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Statement of Significance



What is Significant?

The Landscape

The City of Moreland is relatively flat terrain bounded by the Moonee Ponds and Merri Creeks. Before the arrival of Europeans in the late 1830s this landscape was traversed and modified for perhaps thousands of years by the Traditional Owners known as the Wurundjeri-willam, a clan of the Woiwurrung people.

Development Patterns

Encompassing the well-known northern suburbs of Brunswick, Coburg, Pascoe Vale, Glenroy and Fawkner, the City of Moreland was one of the earliest parts of Melbourne to be surveyed for sale by the colonial government and today still retains some of Victoria's oldest buildings. Allotments intended for farms were first sold in 1839 and 1840, and while some purchasers, such as Melbourne pioneers John Pascoe Fawkner and Farquhar McCrae, settled on their land as 'gentlemen farmers', most owners were speculators who quickly subdivided and sold off their blocks for denser farming and residential uses. Due to the nature of the survey and subdivision of Moreland's land, especially the narrower strip allotments in the south, a network of streets developed in an east-west direction parallel to property boundaries. Only one continuous street ran north-south; this was Sydney Road that led to Pentridge Village and HM Prison Pentridge. The road became the start of the route to Sydney and thrived as a retail strip with shops, hotels, civic buildings and landmark churches. Trams later ran its length from Melbourne to Coburg, and trains also paralleled this road, crossing the series of east-west streets with the system of railway gates and signal boxes that remains in place today.

An Evolving, Dense Urban Environment

Moreland's earliest European settlers were largely small-scale farmers and working-class people from England, Scotland and Ireland. Many lived around the early quarrying and brickmaking industries and allied activities that soon began to characterise this part of Melbourne. While farms remained on the larger allotments to the north, the southern part of the municipality grew denser with industry and working-class housing, their buildings displaying the stone, bricks and timber that local contractors, artisans and labourers used in their trades.

Housing and industry increasingly competed for space in a dense urban landscape characterised by factories, belching chimneys, deep clay holes and quarry pits. In the twentieth century these industries diversified to include textile, clothing and engineering works, all of which peaked and subsided. The great pits were gradually filled in to provide parkland – a recreational resource that was previously lacking due to the unplanned development of early Brunswick and Coburg. More recently, in the late twentieth century, many of Moreland's large industrial complexes have closed and their sites are being transformed into housing. Moreland has continued to draw an immigrant workforce and the mix of British and Irish residents has changed throughout the twentieth century to an influx predominantly from Southern Europe and the Middle East. These new communities have contributed to the dense, urban, dynamic, multicultural nature of Moreland.

How is it Significant?

The Moreland municipality has a richly layered, textured history that is apparent in the diversity, uniqueness and representativeness of its heritage places. The urban fabric of Moreland has historic, aesthetic, architectural and social significance to the State of Victoria for the following reasons.

Why is it Significant?

1. The Natural Landform and the Way it was Mapped

The City of Moreland is significant for its natural landform and the way it was mapped and surveyed, which set the pattern for how the suburbs in this municipality would emerge and develop. Coburg was surveyed with a township reserve and had sites allocated for churches, public buildings and amenities to serve its surrounding farm allotments. Brunswick had no such area allocated; its settlement hubs emerged around early areas of activity instead of a designated village. Brunswick's land was divided into relatively narrow strips on either side of Sydney Road and many of its thoroughfares subsequently evolved from lanes that ran along the boundaries of larger allotments, giving Brunswick the tight grid of streets that characterise its urban setting today. Despite attempts by Melbourne pioneer John Fawkner to develop his own villages at Pascoe Vale and Fawkner, the area in this part of the municipality remained mostly rural until the twentieth century.

2. Moreland's Major Routes

The north-south road that became Sydney Road was the one public road that surveyor Robert Hoddle reserved when he surveyed the northern part of the parish. It acted as a boundary between the elongated east and west allotments thus providing these properties with access to a central road. Its northerly route took it to the village of Pentridge. By contrast, the route of Pascoe Vale Road developed from a track that followed the natural contours of the landscape. Unlike Sydney Road, it did not begin as a route to service the needs of an emerging settlement. Rather, explorers and squatters initially used it as a means to investigate Melbourne's hinterland and claim pasture as well as a route to herd sheep and cattle. Their journey would have followed the path well-trod by the Traditional Owners, the Wurundjeri-willam clan of the Woiwurrung speaking people.

3. Moreland's Roads, Bridges, and Overlay of Railway and Tramlines

Moreland's roads and bridges, and overlay of railway and tramlines, have been an essential part of the social and economic structure of the municipality, and its history. Their construction, use, continuing development as well as preservation of their historic features are central to Moreland's identity.

4. Vestiges of Moreland's Rural Past

Moreland's early farmers played an important role in the formative years of Melbourne's establishment, providing food for colonists as well as fodder for their horses. Heritage places associated with Moreland's farming past include some very early farm buildings – a homestead, a stable and stone farm cottages as well as other buildings associated with rural trades – an early butcher's shop, grain stores and silos.

5. Moreland's Settlement Phases and Buildings

The City of Moreland's buildings span the entire period of Melbourne's European settlement and demonstrate a range of construction materials, building techniques and styles. While the houses represent the principal phases in Melbourne's development, they also uniformly reflect the City of Moreland's distinctive settlement patterns. While working-class row-cottages and modest freestanding dwellings predominate, the housing mix also includes government-sponsored estates and a small number of nineteenth-century villas, mansions and bluestone farmhouses.

6. Identity and Governance

The emergence of local identity brought about the establishment of self-government in Moreland through the formation of the former City of Brunswick and City of Coburg (formerly Pentridge) local councils. Although they amalgamated in 1994, Coburg and Brunswick still retain their distinct identities. The State of Victoria, particularly in relation to policing and dispensing justice, has played a role in shaping the municipality, particularly the former City of Coburg, through the establishment of HM Prison Pentridge. Developed initially as a temporary stockade for prisoners working in road gangs, the gaol developed into Victoria's principal penal establishment and assumed the local Pentridge name.

7. Brickmaking and Quarrying Industries and other Manufactories

The abundance of clay and bluestone in Moreland set its course from an early stage as an industrial centre for brickmaking and quarrying. By the end of the nineteenth century, Brunswick was being described as the nation's new 'Birmingham'. The opening of the Upfield railway in 1884, an established local labour market, accessible land and the availability of electricity from the early twentieth century attracted a host of diverse manufacturing enterprises, from ropemaking and textiles, engineering and metalworking to large-scale confectionery factories and other processing operations. Their activities expanded northwards into Coburg during the twentieth century and continued to grow in the post-war years when government immigration programs provided a ready workforce. Tariffs and quotas supported Australian industry until these were gradually phased out in the late twentieth century, when economic necessity precipitated the regrouping and even closure of many factories. A great number of Moreland's long-standing industries shut down, and the links between work and social life, a strong aspect of working-class identity, have since faded. New, sustainable uses have been found for some of Moreland's historic industrial buildings, ensuring their presence as tangible links to a proud, dynamic past when industry shaped this municipality and its community.

8. Moreland's Commercial Streetscapes

Shopping is a necessary part of the daily life of a community and shops give their customers a sense of continuity and tradition. They are a very visual attribute of Moreland's streetscapes, particularly the major thoroughfares of Sydney Road and Lygon Street. The municipality has a proud and colourful retail heritage that spans from the earliest days of settlement – from small stores to specialist shops, banks, markets, emporiums, and shopping malls and plazas. All of these retail outlets have grown to meet and create shoppers' needs and are a significant part of Moreland's history and heritage, lending character and distinctiveness to its streets.

9. The Fabric of a Socially Aware and Culturally Diverse Community

Moreland's residents have built and sustained a community life that is reflected in a variety of forms and expressions. They have built and established churches, schools, kindergartens, health and welfare centres, public halls, clubrooms, hotels, theatres, sporting venues, parks, memorials and cemeteries. Valued as places that bring people together, they strengthen and sustain community wellbeing, create social ties, and also express Moreland's identity and ways of life. New communities have made their mark on the City of Moreland with their shops, restaurants, schools, social facilities and preferred housing styles adding to the rich multicultural mix of this inner-metropolitan municipality.

All of these themes and associated places of activity combine to give the City of Moreland its individual character and unique place in the Victorian cultural environment.¹

¹ This Statement of Significance has adopted the format recommended by Heritage Victoria.

Introduction



Background and Brief

Assessing heritage significance is a necessary step in finding out which places we want to keep and what decisions should be made on how to manage them for their conservation. Heritage places are valuable cultural resources. Our historic buildings, relics, archaeological sites, landscapes, plantings and streetscapes are not renewable and if not protected can easily become scarce. Heritage defines an area's history and character and helps reinforce a local community's sense of identity and stability.

A heritage study identifies, assesses and documents places of cultural heritage significance within a Local Government Area. It includes a holistic assessment in terms of place types, periods and heritage values and is usually divided into two stages, with the first stage involving the preparation of a thematic history and the identification of places of potential cultural significance across the whole municipality. Stage two assesses the places in detail and explains why they are significant.

Commissioned by the City of Moreland in 2008, this thematic history reworked the stage one history of the earlier heritage study, 'The City of Moreland Heritage Review Thematic History Volume One', prepared by Allom Lovell & Associates in April 1998 and revised in January 1999. The objective of the thematic history was to comprehensively review the previous history and update it with information that is crucial to furthering an understanding of the key themes and patterns that explain City of Moreland's heritage, as it exists today. Heritage can relate to places large or small, and can be tangible or intangible.

The 2010 thematic history was prepared by Michele Summerton, historian and heritage consultant, of Historica cultural heritage projects. It was supervised by Christian Wilmsen, City of Moreland Senior Strategic Planner. Images illustrating the various themes are reproduced with the permission from Moreland City Libraries, State Library of Victoria, Museum Victoria, Coburg Historical Society and Broadmeadows Historical Society.

In 2019 Extent Heritage was engaged by the City of Moreland to review and update the 2010 Thematic History as part of a two-staged project including a detailed heritage assessment of 2016 public nominated places. It was supervised by Nia Kolokas, City of Moreland Senior Strategic Planner.

The work acknowledges the following heritage reports prepared for the City of Moreland and the former cities of Brunswick and Coburg:

- Context Pty Ltd, 'Keeping Brunswick's Heritage: A Report on the Review of the Brunswick Conservation Study', prepared for the City of Brunswick in 1990
- Timothy Hubbard Pty Ltd, 'City of Coburg Conservation and Streetscape Study', prepared for the City of Coburg in 1991
- Allom Lovell & Associates, 'City of Moreland Heritage Review', Volumes 1–5, prepared for Moreland City Council in April 1998 and revised January 1999
- Megan Goulding and Mary Menis (Goulding Heritage Consulting Pty Ltd), 'Moreland Post-Contact Aboriginal Heritage Study', prepared for Moreland City Council in April 2006
- Terra Culture Heritage Consultants, 'Pre-Contact Aboriginal Heritage Study' prepared for Moreland City Council, 2010
- Context Pty Ltd, 'North of Bell Street Heritage Study', prepared for City of Moreland, April 2011
- Context Pty Ltd, 'Lygon Street Heritage Study', prepared for Moreland City Council, June 2012
- GHD Context Pty Ltd, Moreland Heritage Gap Study, prepared for Moreland City Council, 2017 (revised 2019)
- Extent Heritage Pty Ltd, Moreland Nominations Study, prepared for Moreland City Council, 2020

This history, which is particularly concerned with place and its cultural associations, acknowledges the Traditional Owners of the land now known as the City of Moreland and pays respect to those who have gone before us across this land.

What is a Thematic History?

A thematic history is the essential guiding component of a heritage study, a study that aims to identify, assess and document all post-contact places of potential cultural heritage significance. A thematic history identifies and explains the major factors and processes that have influenced the history of an area and shaped its distinctive character. It serves to ensure that places identified in the assessment process reflect and represent the historical development of an area. It also provides an historical context for understanding historical importance when there may be little if any physical evidence left at a site.

A thematic history is developed using a framework that identifies and describes themes that are significant and distinctive to an area. The first thematic framework was developed and implemented in regional heritage surveys of South Australia in 1979. More recently, the Australian Heritage Commission (AHC) published the *Australian Historic Themes: A framework for use in heritage assessment and management*, in 2001.² A great deal of work went into the development and trialling of the AHC themes beforehand, and the framework has since been adopted and used throughout Australia to provide a nationally coordinated and consistent approach to heritage assessment and management. While the framework was designed and developed for heritage practitioners, local historians, teachers, interpreters and students have also found it useful in their approaches to interpreting history. The framework is broad and general at a national level, so that different regional and local frameworks can also be identified and developed while being linked. The nine themes and sub-themes can be used to prompt broad-scale thinking about a place and its connections and can be used to focus on the historical values of a place and explain how these values are represented physically in the place and its wider context.

The AHC's framework of *Australian Historic Themes* is used in this report as an organising principle to identify the historical themes that have shaped Moreland's history and its heritage. The AHC themes are reproduced in Appendix 1 of this report.

The most noticeable characteristic of a thematic history is its format. Some readers expect a history to be arranged as a chronological outline of key events. However, this is not the aim of a thematic history, which:

Differs from traditional approaches to history by focussing on key historical and cultural processes rather than topics or a chronological treatment. It provides a means of developing a comprehensive and thorough framework by attempting to identify the key human activities that have shaped the built environment.³

Thematic History as a Continuing Process

Ideas about heritage inevitably change as a community's values, levels of knowledge, perceptions and tastes change. As some things inherited from the past are cherished and retained for future generations, others fade and disappear from living memory. The notion of disappearing heritage applies especially to the cultural landscape of the everyday. Its familiarity is something we take for granted. Factories, standard types of houses, flats and schools, petrol stations, hotels, shops and even commercial signage are some examples of this overlooked heritage. Some things tend to be valued more than others because of their associations, their history or their intrinsic qualities, such as their design or character.

Many heritage places are still growing in value as we learn more about our history and understand the context of places in the broader cultural landscape. Our recent history is also growing in value; as it gels into perspective it becomes clearer to understand. Consequently, our views on what is significant are not static and invariably change with growing appreciation of our past. Identifying and determining significance is an ongoing process of gathering historical information, consulting with people and making informed decisions.

² Australian Heritage Commission, *Australian Historic Themes: A framework for use in heritage assessment and management*, Commonwealth of Australia, Canberra, 2001.

³ Thom Blake, historian and developer of the Queensland thematic framework, cited in Context Pty Ltd & Heritage Victoria, 'Victoria's Framework of Historical Themes', Final Report, vol. 1, September 2007 (draft format).

From time to time it is necessary to update the components of a local government area heritage study, including the thematic history. Communities expect that their local council will identify, respect and protect their local heritage, and councils have a statutory responsibility to manage the heritage in their areas and protect it through local environmental planning that responds to the rhythms of its local history.

While historical themes have helped guide judgements about the types of places of potential cultural heritage significance, they have also drawn attention to gaps in existing histories and have prompted a reassessment of some heritage places that have previously been overlooked in a local government area.

This report reviews the 'City of Moreland Thematic History' prepared by Historica in 2010 and in doing so reconsiders the historical themes and sub-themes on which it is based, filling gaps and updating the content with new information to reflect community values and current approaches to heritage identification and assessment. As before, the history does not provide a chronological account of what happened in Moreland's suburbs, nor does it record all the individuals, events, associations and clubs that may have left their mark in the community. Its first objective is to reconsider the key themes that explain Moreland's settlement and development patterns, to identify any gaps and help explain how and why the City of Moreland looks the way it does today.

Migration, an important theme in Australia's history, and a significant theme in Moreland's history, has been largely overlooked in previous heritage investigations despite the clear visual imprint it has made on the municipality. The City of Moreland has a culturally diverse heritage, greatly enriched by the many thousands of people who have come to the municipality in the second half of the twentieth century and beyond. However, the places that may be significant in telling the story of immigration experiences of Moreland people are not very clearly recognised, perhaps because the wider community is not aware of the heritage values of these places. The AHC publication, *Migrant Heritage Places in Australia*, also adds that 'migrant places are particularly hard to identify – partly because we need to work out what migrant heritage is and partly because many of the stories about settling in Australia are yet to be shared'.⁴ Post-contact Indigenous heritage places have also gone unrecognised. Indigenous peoples' connections to the land that is now known as the City of Moreland have changed dramatically over the past 170 years since contact with Batman's party in 1835⁵; this history needs to be acknowledged, as do the community's continuing connections to the Moreland area.

4 Australian Heritage Commission, *Migrant Heritage Places in Australia: A Guide – How to find your heritage places*, Commonwealth of Australia, Canberra, 2000, p. 10.

5 Goulding, M. & Menis, M. (Goulding Heritage Consulting Pty Ltd), *Moreland Post-Contact Aboriginal Heritage Study*, 2006, p. 4.

The City of Moreland

The study area for this thematic history is defined by the boundaries of the Moreland Local Government Area (LGA). The municipality is bounded by the Merri Creek in the east and the Moonee Ponds Creek in the west. The Western Ring Road defines the northern boundary and the southern boundary extends along Park Street, bordering Melbourne's Royal Park.

Beginning five kilometres north of the Melbourne central business district, the City of Moreland covers an area of 51 square kilometres and

includes the suburbs of Brunswick, East Brunswick, Brunswick West, and small areas of Parkville and North Fitzroy in the southern part of the LGA, with Coburg, Coburg North, Newlands, Westbreen, Pascoe Vale and Pascoe Vale South across the middle section, and Hadfield, Merlynston, Fawkner, Oak Park, Glenroy and Gowanbrae to the north.

The City of Moreland was created in 1994 by merging the former cities of Brunswick and Coburg (less West Preston and Reservoir) with sections of the former City of Broadmeadows (Fawkner, Hadfield, Glenroy, Oak Park and Glenroy).

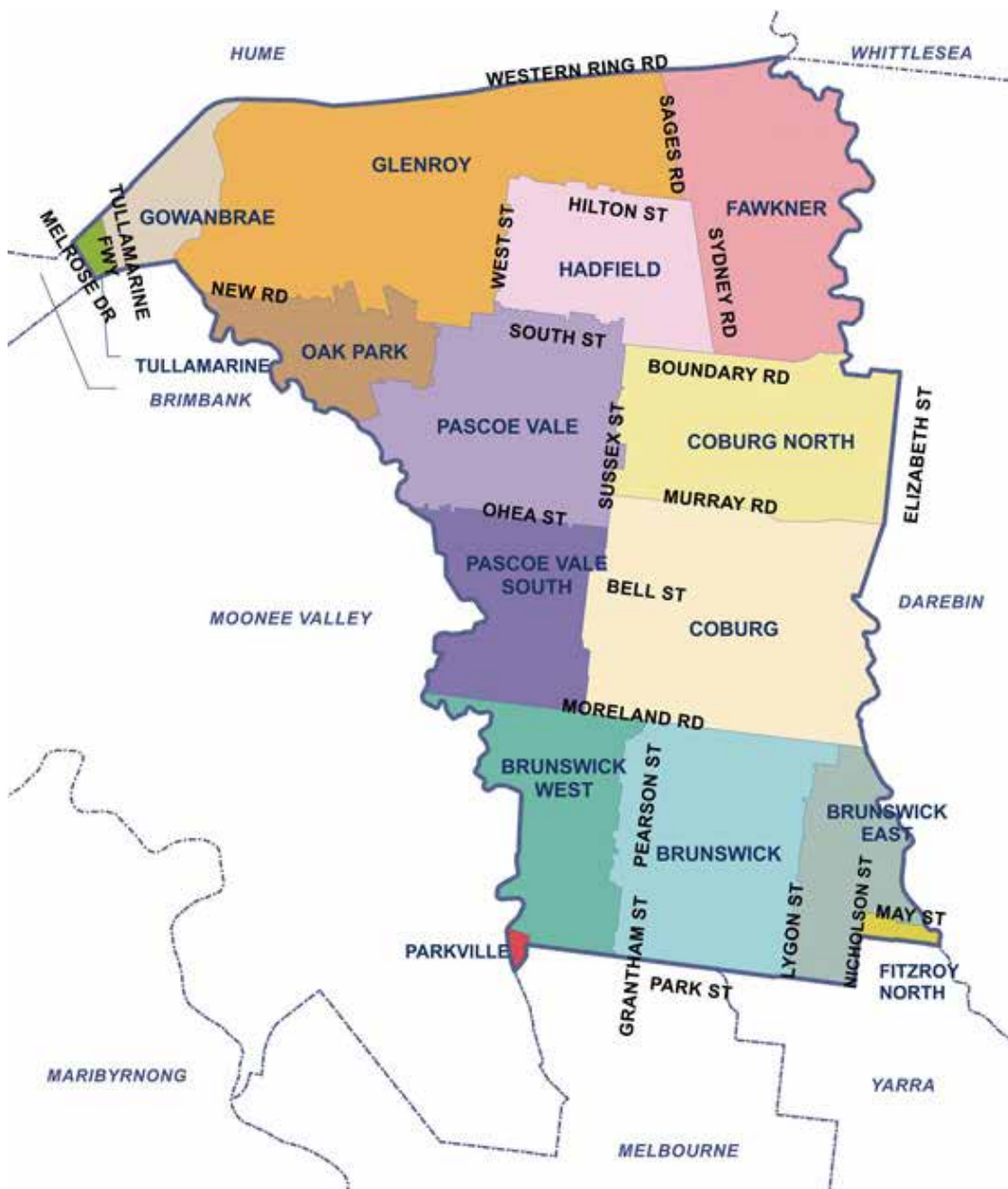


Figure 1: Map of the City of Moreland. Source: Moreland City Council website: <http://www.moreland.vic.gov.au/about-moreland/location-of-moreland.html>

Moreland's Historical Themes: What Defines the Municipality?

In reviewing the City of Moreland's historical themes and thematic history, the focus has been on distilling the key themes that help us to understand what is distinctive about Moreland's history and heritage in comparison to other municipalities. Ten principal themes pertaining to Moreland have been identified. They are set out in a framework that organises each theme as an activity. Each highlights places within the City of Moreland that express important aspects of the municipality's historical development, culture and identity. The AHC explains that by focusing 'on human activities that produced the places we value and the human response to Australia's natural environment, places are related to the processes and stories associated with them, rather than to the type or function of place'.⁶ This helps to tease out an understanding of the broad historical processes, actions and events that link and overlap. They can expand our notions of historical activity and enrich the way we look at the past.

The themes have additional sub-themes that reflect specific activities and historical processes of Moreland that help to further explain and define the municipality's particular character, identity and aspects of significance.

The following table of themes includes three separate frameworks:

- the City of Moreland Historical Themes identified in this report
- the State Themes of Victoria drafted by Heritage Victoria (HV). Known as Victoria's Framework of Historical Themes, these are currently in draft format (2009)
- the National Themes identified by the AHC and known as the Australian Historic Themes

The National (AHC) and State (HV) themes and sub-themes show the context in which the Moreland themes and sub-themes have been identified and how they parallel and interweave with the broader themes of Victoria and Australia. They also highlight variations that relate to Moreland's specific patterns of development and identity, highlighting what is distinctive and different about this municipality's history and heritage. A thematic application, which refers also to AHC and HV frameworks, will help to ensure a consistent approach to heritage identification and assessment from local to state to national level.

⁶ Australian Heritage Commission, *Australian Historic Themes: A framework for use in heritage assessment and management*, p. 4.

Themes and Sub-themes specific to Moreland	State (HV) Theme Victoria's Historic Themes relevant to Moreland	National (AHC) Theme Australian Historic Themes and Sub-themes relevant to Moreland
<p>1. Shaping Moreland's Environment</p> <p>1.1 Defining the Character of Moreland's Natural Landscape</p> <p>1.2 Defining the Character of Moreland's Cultural Landscape</p>	<p>1. Shaping Victoria's Environment</p> <p>1.3 Understanding scientifically diverse environments</p> <p>1.4 Creation stories and defining country</p>	<p>1. Tracing the Evolution of the Australian Environment</p> <p>1.3 Assessing scientifically diverse environments</p>
<p>2. Peopling Moreland</p> <p>2.1 Pre-Colonialism</p> <p>2.2 Colonialism and its Effects</p> <p>2.3 Taking Possession of the Land</p> <p>2.4 Transplanting Working-class Values</p> <p>2.5 Creating a Multicultural and Diverse Moreland</p> <p>2.6 Indigenous People in Moreland</p>	<p>2. Peopling Victoria's Places and Landscapes</p> <p>2.1 Living as Victoria's original inhabitants</p> <p>2.3 Arriving in a new land</p> <p>2.4 Migrating and making a home</p> <p>2.5 Maintaining distinctive cultures</p>	<p>2. Peopling Australia</p> <p>2.1 Living as Australia's earliest inhabitants</p> <p>2.4 Migrating</p> <p>2.5 Promoting settlement</p>
<p>3. Mapping Moreland</p> <p>3.1 Surveying the Land and Planning the First Villages</p> <p>3.2 Mapping a New Urban Landscape</p>	<p>1. Shaping Victoria's Environment</p> <p>1.5 Exploring, surveying and mapping</p>	<p>3. Developing Local, Regional and National Economies</p> <p>3.3 Surveying the continent</p> <p>4. Building Settlements, Towns and Cities</p> <p>4.1 Planning urban settlements</p>
<p>4. Linking Moreland: Roads and Transport Routes</p> <p>4.1 Forming Moreland's Roads</p> <p>4.2 Building Bridges</p> <p>4.3 Developing Public Transport Routes</p> <p>4.4 Moving in the Twenty-first Century</p>	<p>3. Connecting Victorians by Transport and Communications</p> <p>3.1 Establishing pathways</p> <p>3.2 Linking Victorians by rail</p> <p>3.4 Linking Victorians by road</p> <p>3.5 Travelling by tram</p>	<p>3. Developing Local, Regional and National Economies</p> <p>3.8 Moving goods and people</p>
<p>5. Farming the Land</p> <p>5.1 Establishing Farming Estates</p> <p>5.2 Developing Smaller Farms</p> <p>5.3 Farming in the Twentieth Century</p> <p>5.4 (Re)connection with the Land</p>	<p>4. Transforming the Land</p> <p>4.1 Living off the land</p> <p>4.4 Farming</p>	<p>3. Developing Local, Regional and National Economies</p> <p>3.5 Developing primary production</p> <p>3.9 Farming for commercial profit</p> <p>3.12 Feeding people</p> <p>5. Working</p> <p>5.8 Working on the land</p>
<p>6. Building Moreland</p> <p>6.1 Early Settlements</p> <p>6.2 Second Phase of Housing and Settlements</p> <p>6.3 Building During the Boom</p> <p>6.4 Building Houses in the Twentieth Century</p> <p>6.5 Government Assistance in Housing</p> <p>6.6 A Changing Built Environment</p>	<p>6. Building Towns, Cities and the Garden State</p> <p>6.3 Shaping the suburbs</p> <p>6.7 Making homes for Victorians</p>	<p>4. Building Settlements, Towns and Cities</p> <p>4.1 Planning urban settlements</p> <p>8. Developing Australia's Cultural Life</p> <p>8.12 Living in and around Australian homes</p> <p>8.13 Living in cities and suburbs</p>

Themes and Sub-themes specific to Moreland	State (HV) Theme Victoria's Historic Themes relevant to Moreland	National (AHC) Theme Australian Historic Themes and Sub-themes relevant to Moreland
<p>7. Administering Moreland</p> <p>7.1 Establishing Local Government in Brunswick</p> <p>7.2 Establishing Local Government in Coburg</p> <p>7.3 Providing Essential Services: Water, Gas and Electricity</p> <p>7.4 The Creation of the City of Moreland</p> <p>7.5 Opening and Closing HM Prison Pentridge</p>	<p>7. Governing Victorians</p> <p>7.1 Developing institutions of self-government and democracy</p> <p>7.3 Maintaining law and order</p>	<p>7. Governing</p> <p>7.2 Developing institutions of self-government and democracy</p> <p>7.6 Administering Australia</p> <p>7.8 Establishing regional and local identity</p>
<p>8. Building Moreland's Industries and Workforce</p> <p>8.1 Brickmaking and Pottery Production</p> <p>8.2 Quarrying</p> <p>8.3 Expansion into Manufacturing</p> <p>8.4 Textile Manufacturing</p> <p>8.5 Wartime and Post-war Manufacturing</p>	<p>5. Building Victoria's Industries and Workforce</p> <p>5.1 Processing raw materials</p> <p>5.2 Developing a manufacturing capacity</p> <p>5.7 Working</p>	<p>3. Developing Local, Regional and National Economies</p> <p>3.4 Utilising natural resources</p> <p>3.6 Recruiting labour</p> <p>3.13 Developing an Australian manufacturing capacity</p>
<p>9. Shopping and Retailing in Moreland</p> <p>9.1 Establishing the First Shops</p> <p>9.2 Shopping on Sydney Road</p> <p>9.3 Shopping Strips and Villages</p> <p>9.4 Opening Culturally Diverse Shops</p> <p>9.5 Changing Tastes and Trends</p>	<p>5. Building Victoria's Industries and Workforce</p> <p>5.3 Marketing and retailing</p> <p>5.5 Banking and finance</p>	<p>3. Building Victoria's Industries and Workforce</p> <p>3.19 Marketing and retailing</p>
<p>10. Sustaining Moreland's Community and Cultural Life</p> <p>10.1 Worshipping in Moreland</p> <p>10.2 Establishing Schools and Places of Learning</p> <p>10.3 Caring for Moreland's Community</p> <p>10.4 Providing Hospitality</p> <p>10.5 Joining Clubs and Pursuing Leisure Interests</p> <p>10.6 Enjoying Sport and Recreation</p> <p>10.7 Arts and Culture</p> <p>10.8 Participating in Community Activities</p> <p>10.9 Honouring and Commemorating</p>	<p>8. Building Community Life</p> <p>8.1 Maintaining spiritual life</p> <p>8.2 Educating people</p> <p>8.3 Providing health and welfare services</p> <p>8.4 Forming community organisations</p> <p>8.5 Preserving traditions and commemorating</p> <p>8.6 Marking the phases of life</p> <p>9. Shaping Cultural and Creative Life</p> <p>9.1 Participating in sport and recreation</p>	<p>6. Educating</p> <p>6.1 Forming associations, libraries and institutes for self-education</p> <p>6.2 Establishing schools</p> <p>8. Developing Australia's Cultural Life</p> <p>8.1 Organising recreation</p> <p>8.5 Forming associations</p> <p>8.6 Worshipping</p> <p>8.7 Honouring achievement</p> <p>8.8 Remembering the fallen</p> <p>9. Marking the Phases of Life</p> <p>9.1 Bringing babies into the world</p> <p>9.7 Dying</p>

City Of Moreland Thematic History:

THEMES

1	Shaping Moreland's Environment	24
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1

Shaping Moreland's Environment

This thematic history begins with the ancient geological landscape formed by volcanic activity and moves on to those who first lived in this part of the traditional Woiwurrung Country; the Wurundjeri-willam. Of particular significance are the two major waterways, Moonee Ponds Creek and Merri Creek which played an important role in Wurundjeri life. These creeks served as a link to the cultural past of present-day Wurundjeri people as they were traditionally important living areas, meeting and gathering places. Along with the grasslands and woodlands that defined the landscape, the creeks also formed important ecological and habitat corridors for the indigenous flora and fauna, and therefore sources of food and resources obtained through hunting and gathering.



Evidence of early human occupation on the landscape, transforming it into a cultural landscape, begins with the activities of the Indigenous people. This includes their land management practices for food cultivation, production of tools and stone artefacts as well as sites marked for ceremonial and cultural activities and social interaction.

The history then charts the first British migrants who came as explorers and settlers to the area later defined as the City of Moreland, and those from further afield who followed to make it their home and workplace. Why they were attracted to the area and the ways in which they negotiated the natural landscape are assessed, as are the various types of routes across the study area, the patterns of settlement that began emerging on the land, and activities in the landscape such as farming, industry, commerce, recreation, suburban living and community.

Moreland Themes and Sub-themes

1. Shaping Moreland's Environment

- 1.1 Defining the Character of Moreland's Natural Landscape
- 1.2 Defining the Character of Moreland's Cultural Landscape

State (HV) Themes and Sub-themes

1. Shaping Victoria's Environment

- 1.3 Understanding diverse environments
- 1.4 Creation stories and defining country

National (AHC) Themes and Sub-themes

1. Tracing the Evolution of the Australian Environment

- 1.3 Assessing scientifically diverse environments

1.1 Defining the Character of Moreland's Natural Landscape

Most of the municipality of Moreland ranges between the natural delineation created by Moonee Ponds and Merri Creeks, and intersects with the great lava plains formed by ancient volcanoes to the west and north that began in two major phases erupting millions of years ago. The flows created great beds of basalt, and as time progressed the rock weathered and broke down to create the plains of shallow soils, which typify much of Moreland and resulted in two distinctive resources of stone and clay being formed that would become significant to its post-colonial development. This flat, windswept open country supported sparsely wooded forest and grasslands that became distinctive of this area, supported a range of native fauna such as birds and eels and flora, the predominant species being River Red Gum (*E. camaldulensis*), Lightwood (*Acacia implexa*), Drooping Sheok (*Allocasuarina verticillate*), Yellow box (*E. meliodora*) and Grey Box (*E. macrocarpa*) Kangaroo Grass (*Themeda triandra*), Woolly Tea Tree (*Leptospermum lanigerum*) and the yam daisy (*murnong*).



Figure 2: Brunswick Road, East. The flat character of Brunswick's landscape is captured in this photograph of 1866. Source: Pictures Collection, State Library of Victoria.

The Merri Creek's course across basalt shelves and through hard bluestone created a barrier to new settlers, but the stone it exposed also created opportunities for quarrying. The more recent northern lava flows did not impede the older Moonee Ponds Creek, which is different in character. It has cut deeper through sandstone and older basalts to form a wider, more meandering corridor with alluvial terraces and flats made up of sands and clays.

Parts of Brunswick and a small pocket crossing through north-eastern Coburg, Glenroy and Fawkner comprise compressed clays laid down some 400 million years ago. These natural deposits became the resource for Brunswick's famous brickmaking and pottery industries. Great clay pits were dug over a broad area between Lygon Street to the east, Pearson Street to the west, Tinning and Blyth Streets to the north and Brunswick Road to the south.

The Merri and Moonee Ponds Creeks, as well as the other smaller named creeks and unnamed drainage lines, became a focus for Indigenous people and are 'understood within a wider landscape containing cultural routes, songlines and landmarks'.⁷ The Merri and Moonee Ponds Creeks feature in the Woiwurrung creation story of the Melbourne area.

Before Port Phillip Bay and the rivers and creeks were created, there was a great lake located in the mountain country that locked up all of the water. The Woiwurrung people wanted more hunting grounds, so the Ngurungaeta (Headman), Bar-wool, decided to drain the land by forming channels. These became Melbourne's creeks and rivers and they also created the bay.⁸



Figure 3: The sedimentary stone and sands of the Moonee Ponds Creek, Brunswick West, photographed in 1922.

Source: Moreland City Libraries and Picture Victoria.

⁷ Friends of Moonee Creek et. al., 'Chain of Ponds: Moonee Ponds Creek Plan', 2018, p. 25.

⁸ Goulding & Menis, pp. 191–195, citing Ian Hunter (oral source, 2000) and Massola (1968).



Figure 4: The Merri Creek, Coburg in c.1914–16, showing the bluestone that was quarried along its banks (photograph by G G M). Source: Pictures Collection, State Library of Victoria.

The Moonee Ponds Creek was named after a Woiwurrung Ngurungaeta, Moonee Moonee. Little is known of him except that he was blind in one eye and was also acquitted of sheep stealing on the Werribee River in 1838. He died in February 1840, aged sixty-six.⁹ It is thought that in the Woiwurrung language, the word ‘merri’ means rock and that ‘merri merri’ means very rocky.

Map references indicate that the creek was known by this name from at least 1839.¹⁰ Since British colonisation, the natural environment and landscape, and the form of the Moonee Creek channel, have been substantially altered along many sections through residential and industrial developments and primarily land reclamation and flood control.¹¹

⁹ Broome, R. *Coburg: Between Two Creeks*, Coburg Historical Society, Pascoe Vale South, 2001, p. 40.

¹⁰ Goulding & Menis, p. 194.

¹¹ Friends of Moonee Creek et. al., p. 51.

1.2 Defining the Character of Moreland's Cultural Landscape

The natural landform of Moreland and the resources that come from that can, in the first instance, explain the way certain patterns developed in the cultural landscape from the Traditional Owners to the early post-colonial settlers.

Wurundjeri-willam land management practices shaped the pre-colonial landscapes of Moreland. Today, cultural heritage places in the form of artefact scatters, culturally modified trees, earth and other features, are representations of their traditional lifeways. Across the landscape, there were special locations marked by the Woiwurrung people and their ancestors to indicate 'where they hunted and gathered food; where they traded in goods and met neighbouring groups; where they interred their dead and where they performed corroborees and other ceremonies'.¹² These areas were represented by ceremonial stone arrangements, shell middens and fish traps, scarred trees, interments as well as quarries.

After the arrival of the British, the valuable natural supplies of clay and stone in this area were quickly recognised and became centres for quarrying and brickmaking, which in turn attracted concentrations of industry and commerce, as well as the associated working-class settlements. Moreland's natural landform also set a pattern for how its roads and transport routes would emerge and develop. The relatively flat plain traversed by the formation of Sydney Road became a focus for commercial activity, whereas the undulating Pascoe Vale Road, which also continued up to Sydney, follows the Moonee Ponds Creek and started as a stock track when squatters were seeking access to pasture further north within the Moreland area and beyond. The grasslands and woodlands that dominated the area would, however, prove difficult to cultivate, and early roads tended to be dry and hard in the summer or waterlogged in winter. The presence of the creeks would however lead to the construction of bridges and viaducts and later still the elevated rail lines. In many ways, the cultural landscape can therefore be viewed below and above ground and both vertically and horizontally.

Since 1839, during the early days of colonisation, the Moreland name has been associated with the municipality, when Scottish surgeon and land speculator Dr Farquhar McCrae purchased a substantial parcel of land of more than 600 acres on either side of present-day Moreland Road, west of Sydney Road, and named the estate Moreland after his grandfather's estate in Jamaica.¹³

The Moreland municipality has a diverse history and its themes weave into Victoria's important post-colonial foundation stories. Names of early colonists such as John Batman and John Pascoe Fawkner are associated with Moreland, and one of the colony's earliest houses, La Rose (now known as Wentworth House), still stands on its original site in Pascoe Vale South (see citation for 'Wentworth House' 22 Le Cateau Street, Pascoe Vale South, HO103). From the late 1850s, Moreland's main north-south artery that was defined by the natural geology of the area was Melbourne's principal road to Sydney, and a corridor of shops interspersed with substantial churches and community buildings began to intensively line the relatively narrow route. HM Prison Pentridge, at the quieter end of Sydney Road, was built during the early 1850s and remained Victoria's principal gaol for nearly one hundred and fifty years. The bluestone fabric for many of Melbourne's early roads, gutters and buildings, including the prison, was hewn from local quarries. Further into the nineteenth century a great deal of 'Marvellous Melbourne' was built from Brunswick bricks made in the many brickworks that dominated the southern part of the municipality. Brunswick became an important 'workhouse' of Melbourne, not just for its brickworks but also its textile and pottery industries that would provide employment in all manner of trades until the late twentieth century and attract large numbers of working class settlers resulting in a boom in residential development.

¹² Terra Culture, *Moreland Pre-Contact Aboriginal Heritage Study*, 2010, p. 7

¹³ Broome, pp. 40, 43.

As the colony rapidly expanded during the Victorian gold rushes that began in the 1850s, the cultural landscape also adapted and changed not just in response to population growth but also changes in transportation, industrial and agricultural development, and the introduction of more structured town planning gradually replacing the earlier more organic and reactive settlement patterns. Allotments in Brunswick and East Brunswick were subdivided into narrow blocks for shops, hotels, small terrace houses and cottages to accommodate the needs of Melbourne's growing urban workforce. The northern village of Coburg, which eventually grew into the municipality's largest suburb, remained quiet until a shortage of housing after the First World War transformed its rural blocks into streets of freestanding timber bungalows and pockets of factories along major transport routes.

Further west and north, the suburbs of Brunswick West, Pascoe Vale South and Pascoe Vale remained sparsely settled with small farms and dairies until the inter-war years when many homes financed by War Service, State Bank and Crédit Foncier schemes were constructed. Development was much slower further to the north, with the largely residential suburbs of Glenroy, Hadfield and Fawkner not going ahead until the mid-twentieth century. Opened in 1906, the Fawkner Cemetery, now known as the Fawkner Memorial Park and Crematorium, is a major feature of the Hadfield area and new suburbs, such as Gowanbrae, have developed since the 1990s.

While change characterised Moreland's sparsely settled outer suburbs in the twentieth century, it is now a feature of the older, more densely urban precincts of the southern half of the municipality. HM Prison Pentridge closed in 1997 and has provided opportunities for more housing. Large factories such as the Kodak and Lincoln Mills in Coburg, and Northern Bakeries, Buffalo Trident, Chef, the Hoffman Brickworks and a host of other factories and mills have closed in Brunswick, their extensive buildings and land providing further space for housing and mixed commercial developments. The trend started with the downturn in Australian manufacturing in the 1970s, such as East Brunswick Village built on a former industrial site historically associated with nail manufacturing since the 1840s and which closed in the 1970s.

The shift from a rural and working-class environment to one that is predominantly post-industrial, residential and gentrified continues across Moreland. Beginning at Brunswick but now expanding through to Coburg as well, this gentrification is evident in the changing roles of other familiar places such as corner shops, churches and working man's hotels into niche retail, multi-purpose community centres and boutique pubs and winebars.

A continuing feature of the municipality since the late 1940s has also been its transformation from a largely Anglo-Celtic population to a more varied ethnic mix. Each wave of arrivals – Italians, Greeks, Maltese, Lebanese, Turkish and other Muslim communities – would introduce new cultural traditions to the municipality as well as bringing changes to the cultural landscape with their different tastes and styles in the built form and in trading and retail.

Other notable transformations in the cultural landscape include the rehabilitation and conversion of many of the former quarry sites into parks, lakes and reserves: from places of industry and work to places of beauty, nature and recreation that are highly valued by the local community. Similarly, where once native flora was not valued, removed and replaced with exotic species from around the world, planting of native species is now more prevalent in public parks, private gardens and even road verges which, combined with rehabilitation of the natural water resources and degraded land, is also healing the natural landscape.

2

Peopling Moreland

This theme introduces the people who have been associated with the area today known as the City of Moreland, from the Traditional Owners, the Wurundjeri-willam clan of Woiwurrung speaking people, through to the British colonists and then later migrants from all reaches of the globe.

People have occupied Victoria over tens of thousands of years and have given shape to its landscape. The terrain now known as Moreland, Woiwurrung Country, was part of a rich natural and cultural landscape that was traversed, used and modified by Indigenous people for the majority of these years whose shared language and connection to their known landscape was central to their culture and identity.



The migrant face of the municipality has completely changed since the 1840s when the first settlers from England, Scotland and Ireland arrived and displaced the Traditional Owners, the Wurundjeri-willam. This theme therefore traces the patterns and activities of people in the cultural landscape and in the community, and includes stories of arrival as well as displacement and return, and explores the impacts and influences of these diverse cultures who live and work in Moreland.

2.1 Pre-Colonialism

The Moreland municipality is situated in the Country of the Woiwurrung people. They were one of five groups forming part of the East Kulin Nation who inhabited a portion of the land now called Victoria. The Woiwurrung Country extended from the Werribee River in the west, Mount Baw Baw in the east and the Great Dividing Range near Lancefield to the north, with the Yarra River in the south.

Moreland Themes and Sub-themes

2. Peopling Moreland

- 2.1 Pre-Colonialism
- 2.2 Colonialism and its Effects
- 2.3 Taking Possession of the Land
- 2.4 Transplanting Working-class Values
- 2.5 Creating a Multicultural and Diverse Moreland
- 2.6 Indigenous People in Moreland

State (HV) Themes and Sub-themes

2. Peopling Victoria's Places and Landscapes

- 2.1 Living as Victoria's original inhabitants
- 2.3 Arriving in a new land
- 2.4 Migrating and making a home
- 2.5 Maintaining distinctive cultures

National (AHC) Themes and Sub-themes

2. Peopling Australia

- 2.1 Living as Australia's earliest inhabitants
- 2.4 Migrating
- 2.5 Promoting settlement

Within the broader Woiwurrung group were four main clans, and the clan known as the Wurundjeri-willam were associated with land between the Maribyrnong River and the Merri Creek, the name meaning 'white gum tree dwellers'.¹⁴ They lived in localised descent groups according to customary kinship practices and like all other Indigenous groups in Victoria they carefully managed their Country to ensure the seasonable availability and regeneration of plant and animal food and resources. One of the clans at the time of British colonisation was known as the Wurundjeri-willam who were led by the Ngurungeata, Billibellary. Their traditional Country ranged over the present-day Moreland area. Billibellary was an Elder of the clan, and his alternative name, Jika Jika, is perpetuated in the parish name Robert Hoddle gave the land when he mapped it in June 1837. The land included long undulating corridors of volcanic plains grassland and stands of open woodland, which were likely to have supported a range of native fauna. Creeks on either side of the plains provided an abundance of wildlife such as birds, and eels were caught in stone weirs and fibre nets. Native vegetation included River Red Gum, Yellow Gum, Sheoak and Grey Box trees, ferns, reeds, thick grasses and the potato-like root of the *murnong* or yam daisy, associated with the Moonee Ponds Creek.

Evidence suggests that the Merri Creek was particularly important as a Wurundjeri-willam living area and also for ceremonial activities. According to the archaeologist Gary Presland, dances and ceremonies were held close to the Merri Creek, some near Pentridge Prison¹⁵, and the last reported corroboree was held on its banks near Rucker's Hill, Northcote in 1865.¹⁶ Within the City of Moreland, middens containing fragments of bone, shells and axe heads were discovered in 1934 a short distance from the creek within the walls of HM Prison Pentridge¹⁷, and more recently a scarred tree has been identified in one of Moreland's parks and artefacts found in the Fawkner Memorial Park Cemetery.¹⁸ As reported by Goulding, 'these sites reflect traditional Aboriginal land-use practices and are an important tangible reminder of Aboriginal occupation across the study area'.¹⁹

14 Schultz, J., *The Wurrundjerri Willam: The original inhabitants of Moonee Valley*, City of Moonee Valley, Moonee Valley, 1999, p. 2.

15 Presland, G., *Aboriginal Melbourne: The Lost Land of the Kulin People*, McPhee Gribble Penguin Books, Ringwood, 1994, p. 85.

16 Donati, L., *Almost Pretty: A History of Sydney Road*, Publishing Solutions, Brunswick West, 2005, p. 9.

17 Broome, p. 5.

18 TerraCulture, p.36.

19 Goulding & Menis, p. 16.

Over their long association with the land, the Traditional Owners developed sophisticated land management and aquaculture techniques, which responded to the specific environmental or natural features of their traditional Country. Large trees provided bark for canoes; fibrous reeds could be made into ropes, nets and baskets. We may think that the interaction of each group with the land was passive, that the landscape remained unspoiled by their intervention. Yet the Indigenous people scarred and altered the land to suit their purposes. The most apparent of these activities was the practice of cultural burning whereby large areas of land were burnt off to encourage new growth of grasses and shrubs.

2.2 Colonialism and its Effects

The arrival of the British to Victoria and to Woiwurrung Country marked the beginning of devastating and irrevocable changes for the Indigenous people, with the usurpation of land by the squatters for grazing alienating and disconnecting them from the source of their traditional lives. The effect was devastating, not only for the loss of lives that resulted but the almost permanent loss of long-established ways of life.²⁰

John Batman's arrival

The landscape was alive with such evidence when John Batman and his party travelled up the right bank of the Maribyrnong River in May 1835, observing the smoke from fires away in the distance.²¹ Acting on behalf of a number of squatters from Van Diemen's Land (later Tasmania), his mission was to acquire a large tract of country by way of a treaty with the local Indigenous people. After crossing Bass Strait, he ventured into Woiwurrung territory heading north along the Maribyrnong as far as Mt Koroit and then east towards Darebin Creek.

Goulding writes that 'the route, guided by local Aboriginal people, likely took him through the present-day Moreland City Council area', and it was 'during this expedition that Batman met with a number of Woiwurrung Ngurungaeta' [headmen or spokespersons].²²

The signing of the treaty occurred on 6 June, and according to Batman and his party, it gave them the right of ownership to over one million hectares (over 600,000 acres) of land from the Woiwurrung and adjacent peoples. The treaty exchange 'took place by the side of a lovely stream of water'²³, but the exact location is unknown; some believe it occurred on the banks of the Merri Creek, near the border of Fitzroy²⁴, while others think the place was more likely close to the present-day Norris Bank Reserve near Darebin Creek about 6.5 kilometres east of the Moreland municipality.²⁵

Batman's rogue actions prompted the Sydney authorities to initiate the permanent settlement of Port Phillip, later Melbourne. Moreland's land was soon cleared of its native vegetation and farmed, the Woiwurrung displaced and evidence of their cultural landscape lost and destroyed. While most were forced to move from the Melbourne environs by government policy in the 1840s and 1850s, some Woiwurrung and members of other clans survived on the edge of settlements, camping along creeks such as the Langparrn waterhole on the Merri Creek north of Pascoe Vale²⁶, and clinging to their cultural practices despite the collapse of their social structures. Goulding's study of post-contact Aboriginal places within the municipality reports on some of their experiences from the time of colonisation through to the twentieth century and relates these experiences to places in the cultural landscape.

20 Schultz, p. 8.

21 Schultz, p. 8.

22 Goulding & Menis, p. 32.

23 Batman, J., *The settlement of John Batman in Port Phillip: from his own journal*, Quest T. Publishing, Upper Ferntree Gully, Victoria, 1985 [1856], cited in Goulding & Menis, p. 33.

24 Gargan, E., 'Empty silence, or, the land of the white gum tree clan' in Penrose, H. (ed.), *Brunswick: One History, Many Voices*, Victoria Press, South Melbourne, 1994, p. 13.

25 Goulding & Menis, p. 35.

26 Goulding & Menis, p. 165; Broome, p. 25.



Figure 5: 'View on the Merri Creek'. Illustrated Melbourne Post, 23 February 1866. Source: Pictures Collection, State Library of Victoria.

Places of Interaction and Conflict

During the 1840s and 1850s there was conflict between Indigenous people and Europeans at Pentridge Village, later renamed Coburg. Indigenous people living in camps along the New Sydney Road reputedly damaged neighbouring farms in 1843²⁷, and William Moore was attacked and robbed at his farm near today's The Avenue.²⁸ The incidents led one European farmer, W. Snowball to erect a tower on his property in present-day Balloan Street. Built in the 1840s and known as Squatter's Lookout, it survived for some time into the twentieth century.²⁹ It was probably a different case at William Thomas's farm. Thomas (1793–1867) was the Assistant Protector of Aborigines and it's likely that he allowed his land to be used as a camping place by the Indigenous people given the close ties he had with them as a friend and advocate for their needs. The farm was located at present-day Bush Reserve, Coburg, owned by the City of Moreland.³⁰

Although the protectorate was terminated in 1849, Thomas became chief advisor to the government on Indigenous affairs and continued to foster close ties with the Indigenous people. He remained in the district until he died in 1867, spending his final two years at another residence, Merri Ville Lodge, in Brunswick Road East.

Farquar McCrae's bluestone homestead, La Rose, which he built in 1842–43 near the Moonee Ponds Creek, survives today as one of Victoria's oldest houses. It is currently known as Wentworth House (see citation for 'Wentworth House', 22 Le Cateau Street, Pascoe Vale South, HO103). In 1843 William Thomas was called to an incident there and found that Lodden district Indigenous people camping nearby were falsely accused of setting fire to the farm's huts. Thomas shifted them on to another site and duly recorded their movements. The situation underlines the disruption caused by European settlement to local as well as regional Indigenous peoples and their experiences in the Moreland area. Thomas's notes mention that thirty-two Indigenous people were also camped 'by the Merree Creek near my Quarters' and imply that they too were from regional areas.³¹ The names of the Merri Creek and the Moonee Ponds Creek both derive from Indigenous words. Merri denotes rocky or stony, while Moonee is the name of a Woiwurrung Elder, Moonee Moonee (or Morundub), who died in 1840 at the age of sixty-six.³²

From 1850 to 1851, Aboriginal troopers (native police) worked as overseers at the Pentridge stockade, which was established in 1850 to relieve overcrowding at the Melbourne Gaol. The troopers carried out sentry duty and mounted guard over work gangs, but it soon became apparent that they were unsuited to the regimentation of a penal establishment. Some deserted in July 1851 and those remaining were replaced later that year by the military.³³ Indigenous people were employed again at Pentridge in the twentieth century until its closure in 1997, and they have also been detained as prisoners there.

27 In the early years Sydney Road was known as the New Sydney Road because it offered a new route to Sydney as opposed to the older Pascoe Vale Road.
 28 Goulding & Menis, p. 168, pp. 182–183.
 29 Goulding & Menis, pp. 170–171; *Weekly Times*, 6 July 1918.
 30 Goulding & Menis, p. 186.
 31 Goulding & Menis, pp. 172–73.
 32 Broome, p. 40.
 33 Broome, p. 100.

A mural of a camp scene painted by Ronald Bull while serving time in the 1960s, and an Indigenous flag painted on a wall leave a tangible and enduring record of the presence and identity of Indigenous people on the building fabric. The prison redevelopment includes an interpretation scheme that proposes to incorporate the murals.³⁴ (See citation for 'former HM Prison Pentridge', Champ Street, Coburg, HO47 and Victorian Heritage Register H1551).

2.3 Taking Possession of the Land

All the early purchasers of land in the Moreland area were men with substantial capital and as Broome writes, 'most were Scots, illustrating the dominance of Scottish capital' in the new Port Phillip colony, later the Colony of Victoria.³⁵

While most resided in or around Melbourne, a few lived far away, such as merchant Thomas Walker of Sydney who was able to purchase three allotments containing nearly 3,000 acres. Robert Fleming, a carter and licensee of the new Edinburgh Castle Hotel, Collins Street, Melbourne, bought land along the east end of Moreland Road, and lived in Moonee Ponds. Other buyers included George Urquhart, a squatter, speculator and later politician, who lived in Brunswick, and his neighbour William McKenzie, of Lonsdale Street, a patriotic Scot who founded Melbourne's Caledonian Society. Influential and wealthy ex-military men Dr Farquhar McCrae and James Lyon Campbell were also Scottish, as was the Cameron family, who leased the Glenroy run from two speculators, John Hughes and John Hosking until the early 1850s. One notable exception to the Scottish 'invasion' was the Londoner, John Pascoe Fawkner, whose experience as a pioneer colonist stretched back to the fleeting Collins settlement at Sorrento, the first official British settlement of the southern mainland, which was abandoned in 1804. Like Fawkner, many of the men who bought Moreland property would become important figures in the emerging political and social circles of Melbourne.

James Simpson, who acquired two allotments of Brunswick and Brunswick West land, became a civil servant and Melbourne magistrate and combined this with an involvement in the Bank of Australasia, Melbourne Fire and Marine Insurance and the Pastoral and Agricultural Society of Australia Felix and 'enjoyed ... the confidence of the entire community'.³⁶ Like many of his gentrified colleagues and rivals, notably Farquhar McCrae, John Atkins, John Chisholm, John Patterson, Daniel Stodhart, and German land speculator and banker William Rucker, Simpson was a member of the elite Melbourne Club established in 1839.

Many of these initial colonial settlers saw the land as purely an opportunity for speculation and investment, with only a very few ever living on their newly acquired land or even developing long-standing attachments. Most either subdivided and resold it within months of acquiring the title in the late 1830s or were forced to sell it during the economic downturn of the early 1840s. Some evidence of their brief occupancy survives in names such as Moreland (associated with McCrae), Pascoe Vale and Fawkner (John Pascoe Fawkner). Just outside the municipality it endures in Rucker's Hill (City of Darebin), and Campbellfield (City of Hume) associated with James Lyon Campbell. McCrae's bluestone house, La Rose, which he built in about 1842 on land purchased from Arundel Wright survives as Wentworth House today with a number of accretions but still displays its Colonial Georgian-style (see citation for 'Wentworth House', 22 Le Cateau Street, Pascoe Vale South, HO103). While John Pascoe Fawkner's house, Belle Vue, in Oak Park was remodelled in the late nineteenth century into an Italianate villa, the former stables were subsequently converted into a residence and continue to stand as the last remnant of the estate (see citation for 'Bell Vue Park, Grand View Park and Pascoe Vale Farm', 7 Oak Park Court HO221 and 'Former Belle Vue Park Stables', 9 Oak Park Court, Oak Park, HO342).

34 Broome, p. 360.

35 Broome, p. 36.

36 Nicholson, S., 'Mapping Brunswick', in Penrose, H. (ed.), *Brunswick: One History, Many Voices*, Victoria Press, South Melbourne, 1994, p. 49.

Glenroy's Gowrie was built for James Robertson in 1855 and stands as one of the oldest residences in the northern part of the municipality (see citation for 63–65 Gowrie Street, Glenroy, Interim HO499). The bluestone farmhouse was probably built for him by his business partner, model farmer Alexander Gibb, who constructed a similar house in 1850 just outside the study area in Campbellfield.³⁷ Both are distinctive for displaying a traditional Scottish laird style, which their owners have translated into an Australian context. Alexander Gibb, a carpenter, and his wife Elizabeth arrived in Melbourne in October 1841 as bounty passengers or assisted immigrants. While these hardworking Scots were not wealthy members of the ruling elite, they were just as ambitious to succeed.



Figure 6: Gowrie, 63 Gowrie Street, Glenroy, photographed in the 1970s by John Collins. Source: J.T. Collins Collection, La Trobe Picture Collection, State Library of Victoria.

2.4 Transplanting Working-class Values

In broad terms, while the Scots tended to settle mainly on the frontier lands, the English, Irish and Welsh were quite evenly dispersed throughout the colony. Broome writes that 10,000 immigrants arrived in 1840.³⁸ Some were small-scale farmers; others were tradesmen and starters of small businesses, or artisans – people from diverse backgrounds who were keen to obtain their own portions of land and succeed in the new colony. Labourers and other workers looking for a wage also settled in the municipality and took jobs in the emerging building, quarrying and brickmaking industries.

The early development of Moreland represents a microcosm of this broader settlement pattern, being very much underpinned both by the types of people who bought land and settled in the area and where they settled. Brunswick was predominantly made up of the working class in the south, engaged in industry, and wealthy landowners in the north establishing their estates. Coburg mainly consisted of farmers, predominantly Irish but also Scottish. The frontier areas of Glenroy, Oak Park and Pascoe Vale predominantly attracted the Scottish particularly as speculators/investors, illustrating the dominance of Scottish capital. These early settlement patterns would continue to inform and shape the makeup of the local community and its social and cultural divisions as more enduring and long-term connections developed.

English Settlers

The earliest burials in the Coburg Cemetery (now within the City of Darebin) are within the Wesleyan Methodist section and date from the 1860s.³⁹ The surviving memorials are emblematic of the strong faith of the many English Wesleyan Methodist immigrants who were influential in the development of the area. English Methodists had been in Melbourne since its foundation and were settling in Brunswick and Coburg by 1840, and many more came during and after the gold rushes. These were self-improving and service-oriented people who had a strong conscience for fairness and for actively bringing reform to the social world.

³⁷ Lemon, A., *Broadmeadows: A Forgotten History*, City of Broadmeadows & Hargreen, West Melbourne, 1982, p. 20.

³⁸ Broome, p. 37.

³⁹ Johnston, C., 'Suburban Cemeteries: Coburg', in Sagazio, C. (ed.), *Cemeteries: Our Heritage*, National Trust of Australia (Victoria), Melbourne, 1992, p. 66.

Methodism had a considerable input into English working-class culture and its values transplanted easily to the increasingly urban, working-class communities of Brunswick and Coburg. Brunswick's founding father, Thomas Wilkinson, was a Wesleyan Methodist and he fostered the faith locally by preaching as well as donating land for the first local chapel and Sunday school. Methodist local preachers were active in Pentridge from 1840 although the village was not included in the Methodist circuit until 1842.⁴⁰ Wesleyan chapels were soon built, followed by churches, schools and assembly halls. Methodism was particularly influential in Brunswick, its members initiating the Brunswick Mechanics Institute, which established a school of design for training apprentice workers, eventually leading to the Brunswick Technical School. Their working-class ideal of bringing positive reform to their social world filtered through to various other local initiatives that benefited the public – innovative educational programs in schools, provision of welfare services, and council as well as industry-sponsored endeavours. The legacy of these values endures in the municipality today in various innovative, socially aware initiatives that are accessible to one and all (see also Theme 10, Sustaining Moreland's Community and Cultural Life).

Irish Settlers

Irish men and women were among those in the mix, and one of the first persons from Ireland known to settle in the area was Michael Dawson. He came from a family of landowners in Tipperary, and his name is perpetuated in Dawson Street, which leads to the heart of Brunswick's civic precinct. He arrived in the colony in 1840 and started building hotels and renting them out. By 1843 he was able to buy Thomas Walker's huge allotment, which ran from Sydney Road to the Moonee Ponds Creek in the south-west of Brunswick, and he called the locality Phillipstown, after a place in Ireland where a political riot had occurred.⁴¹ On part of the land he developed the Phoenix Park estate, named after a famous park in Dublin, and on it he erected the mansion known as Dawsonhurst.⁴²

The Phillipstown name endured into the twentieth century and its last official use was when it was published in a post office directory in 1917.⁴³

During the 1850s, many Irish came to the area to work in Brunswick's booming brick industry, taking jobs and even opening brickyards themselves. According to Barnes, Gold Street was constructed at this time and soon became 'an Irish Street', and the formation of a football club in 1865 is further evidence of a strong Irish presence in this part of Brunswick.⁴⁴ They called themselves the United Potteries and Brickyards and played for fourteen years before changing their name to Brunswick.



Figure 7: Michael Dawson's mansion, Dawsonhurst, on his Phoenix Park estate, Brunswick, 1866. It was demolished in the 1880s. Source: Pictures Collection, State Library of Victoria.

While the Coburg Irish had a school at Pentridge Village from 1851 and a church from 1855, their Brunswick compatriots had to wait until the 1860s and 70s for their own equivalent buildings. Dawson donated a choice block of land for a bluestone Gothic church on Sydney Road, named after St Ambrose the first Bishop of Lombardy.

40 Broome, p. 66.

41 Barnes, L., *It Happened in Brunswick, 1837-1987*, Brunswick Community History Group, Brunswick, 1987, p. 10.

42 Sansom, G., 'A home for the library', in Penrose, H. (ed.), *Brunswick: One History, Many Voices*, Victoria Press, South Melbourne, 1994, p. 55. The house was demolished in the late nineteenth century.

43 Barnes, *It happened in Brunswick, 1837-1987*, p. 47.

44 Barnes, L., 'The Irish Presence', in Penrose, H. (ed.), *Brunswick: One History, Many Voices*, Victoria Press, South Melbourne, 1994, p. 254.

The Coburg priest, Fr Charles O'Hea, conducted the first services in St Ambrose's church, and his name survives today in Coburg's O'Hea Street. Irish immigrants were also associated with HM Prison Pentridge, many working there as warders. James and Marion Smith were Irish immigrants, who came from Portland to work at the prison, and their double-fronted bluestone cottage built in 1864 at 82 Bell Street was one of a group of seven stone and timber dwellings owned and occupied by warders (see citation for 'Cottage', 82 Bell Street, Coburg, HO23).



Figure 8: Sebastiano Donnelli outside his house in Sydney Road, Brunswick. Undated. Source: Moreland City Libraries.

Moreland's greatest influx of Irish was in the 1870s and 80s, when Irish immigrants were on the move worldwide due to difficult economic conditions in Ireland. Most competed for working-class jobs, and antagonism between Catholic Irish and Protestants escalated in Moreland during the 1890s depression when Orange Day Processions were held down Sydney Road. The hostility peaked in a clash outside the Sarah Sands Hotel in 1896 and then subsided. Divisions between the two simmered throughout the early twentieth century and resurfaced in the anti-conscription campaign during the First World War. John Curtin (1885–1945), later Prime Minister of Australia, was a Brunswick Irishman and at the time was National Secretary of the Anti-Conscription League, and St Ambrose's Young Men's Club was their unofficial headquarters.⁴⁵

Another prominent Brunswick Catholic was the lawyer and politician B.A. (Bob) Santamaria (1915–98) whose Sicilian father Antonio opened the first fruit shop in Sydney Road in 1883.⁴⁶ B.A. Santamaria became a dominant force for conservatism and Catholicism in Australia, and was a founder of the Democratic Labor Party (DLP), which helped keep the Liberal-Country Party coalition in power between 1955 and 1972.

2.5 Creating a Multicultural and Diverse Moreland

While Moreland still has a working-class population, and a relatively high degree of poverty in some sections, its community is much more multi-layered, living in denser residential development, and this diversity now also includes a growing component of more affluent middle-class residents.

Another feature of the municipality has been its transformation from a largely Anglo-Celtic population to a more varied ethnic mix, with new arrivals from Southern and Eastern Europe, Asia, the Middle East and Africa. The first wave came during the gold rush of the 1840s and 50s such as the Chinese, then the next wave after World War I particularly Italian and Jewish migrants, and the most significant and diverse influx after World War II that included Greeks, Maltese, Lebanese, Turks and other Muslim communities. These post-war migrants would trigger a major boom in housing, a large proportion of which was provided through government assisted housing.

Although many of them came from a rural or small-village background and were not acquainted with urban living, with each new migrant group, new cultural traditions were introduced to the municipality and the cultural landscape changed. There was substantial residential development and the introduction of different architectural styles reflected in their homes and shops, as well as other buildings such as churches and community centres.

⁴⁵ Barnes, 'The Irish Presence', p. 255.

⁴⁶ De Nino, C & Carli, C., 'The Creation of an Italo-Australian space', in Penrose, H. (ed.), *Brunswick: One History, Many Voices*, Victoria Press, South Melbourne, 1994, p. 258.

These new migrants with their distinctive identities have also made their mark on the Moreland community with new types of businesses, restaurants, schools and other facilities such as social clubs. This diversity is perhaps most notably represented at the Brunswick Baths which since their construction have always been a facility used by all of Moreland's communities, as symbolised the 68-metre-long and 3-metre-wide mural painted on the baths' west wall in 1985–86, depicting a multicultural Brunswick streetscape with migrants from Turkey, Greece, Italy, China, Lebanon and other Middle Eastern countries (see citation for the 'Brunswick Baths', 10 Dawson Street, Brunswick, HO61).

Migration is a major continuing theme in the study area, which is celebrated today in Moreland City Council's logo, 'one community, proudly diverse'. With a population of around 185,767 in 2019, it is still growing rapidly.⁴⁷

Italians

Although most Italian immigrants arrived in the 1920s and 1930s, there were some families who had come to Moreland much earlier in the mid-late nineteenth century. Sebastiano Donnelli and his family who came from Milan. In 1869 the Donnellis established a spaghetti-making business on Sydney Road that presumably catered to the culinary needs of other Italian immigrants. However, there were also synergies with the Irish migrants through the shared Catholic faith, and families such as the Donnelli family were also associated with the first Catholic Church established by the Italians - St Ambrose Church in Brunswick which was opened in 1869. (see citation for 'St Ambrose's Church', 289 Sydney Road, Brunswick, HO248).

Between 1921 and 1933, the local Italian community doubled with immigrants fleeing fascist Italy, but they still made up less than one per cent of the local population.⁴⁸ Frank Tibaldi and Charles Noscenzo migrated to Australia during this period, and in 1934 established their Tibaldi Smallgoods salami business from a single room in Coburg. Initially their business catered almost exclusively to fellow Italians.

But the greatest number came in the post-World War II years when Brunswick and Coburg became the centre of life for a growing population of Italian factory workers. Many found employment in local industries such as Craig and Seeley, Holeproof Hosiery, Lincoln Mills, Millers Ropeworks and Gordon Brothers. The post-war boom in Italian migration greatly expanded the market for their goods. Some opened businesses such as licensed delicatessens, cafes, barber shops, butcher shops, fruit shops, and shops that sold bonbonniere and clothes. These shops not only catered for fellow Italians, but the broader community who were also starting to develop an interest in and a taste for Italian cuisine and style.

New social venues began to appear where they could maintain their Italian networks, and in 1957 Brunswick's Empire Theatre was revived and used for showing Italian films, and a few blocks away the well-known Padua Theatre reopened in 1968 and continued as an Italian cinema until 1980. Nowadays, the Italian presence throughout the municipality is everywhere; in cafes and pizzerias, clubs, reception centres, shops and factories, and in houses and gardens, many displaying distinctive Mediterranean characteristics. While some Italians have since moved on to larger properties in Reservoir, Bulleen and Doncaster, the Italian presence is still strong. In 1991 Moreland still had the highest number of Italian speakers in any municipal area within Melbourne.⁴⁹

Chinese

Significant numbers of Chinese, mostly men, began arriving in Victoria during the 1850s in response to the gold rushes. These early migrants set up stores and lodgings to service the miners in the goldfields. Those who stayed on after the downturn in the gold rush then dispersed into the urban and suburban areas of Melbourne. In particular they established market gardens and stores from which to sell their produce, as well as eateries. The late Nineteenth Century saw the first significant numbers of Chinese migrants make Moreland their home. These were mainly market gardeners who established and maintained gardens along the Merri Creek. Chinese gardener Ah Long (or Ling) rented land and a wooden house in Harrison Street, Brunswick, in the 1880s, and Quan Long in Stewart Street, Brunswick, maintained another market garden between 1885 and 1923.

⁴⁷ Information provided by Moreland City Council.

⁴⁸ Donati, p. 161.

⁴⁹ According to the Australian Census of 1991, cited in Donati, p. 166.

From the 1880s, Chinese immigration into Australia had been restricted but by the 1950s these restrictive laws were relaxed leading to increased migration of people of varied Chinese descent, particularly to Melbourne and its north, east and southern suburbs. These 'new Chinese' became involved in a range of occupations, establishing distinctive community pockets and businesses.

Jews

During the 1920s and 30s there were about 300 Jews in Brunswick, many associated with the northward expansion of the Carlton Jewish community. Many worked in Moreland's increasingly productive textile industries. During the Second World War more Jewish refugees from Germany and Poland settled in both Brunswick and Coburg. The former Lord Street Synagogue, in East Brunswick, which commenced in 1942 and operated also as a school, was home to one of only two congregations north of the Yarra.⁵⁰ It closed in 1987 and the building reverted to its original use as a residence (see citation for 'Former Synagogue', 32 Lord Street, Brunswick East, HO104).

Greeks

Greek migrants began settling in Moreland in the 1930s and 40s. They included the Demetriades, Michaelides, Papatzaneteas, Kassafidis and Kalafatis families, who ran fish and chip shops in Sydney Road, or milk bars and delicatessens, and their shops also served as places for contact within their community. In 1949 John Rentzis came to Brunswick from Sparta with his son Anthony, sponsored by three Australians whose lives he had saved in Greece during the war. The Brunswick Greek Community was one of the first such suburban communities to be formed in Australia.⁵¹ The Rentzis's house in Blyth Street became the unofficial centre for all local Greek activities, including meetings for planning a Greek church, and community buildings. Soon after, the Greek Community purchased two single-storey timber weatherboard houses at 15 and 17 Staley Street, which provided the site for St Basil's (St Vasilios) Greek Orthodox Church.

From 600 Greeks in 1955, the population grew steadily and peaked at more than 15,000 in 1975.⁵² Many were of Lakonian origin, from Greece's Peloponnese, where Sparta is the capital, and in acknowledgement of this connection, Brunswick and Sparta became sister communities in 1987–88. Brunswick's Talbot Street, off Sydney Road, was renamed Sparta Place and subsequently converted into a pedestrian space.

Maltese

Moreland's cultural diversity was further enhanced by the arrival of people from Malta after 1945. A former church in Sheffield Street, Coburg, owned by the local Labour Party, was rented to the Maltese Community in 1954, and the small hawthorn brick building with lancet windows was transformed with a new facade into the Melita Social Club and continues to operate today.

Immigrants from Turkey, Lebanon and Other Islamic Countries

In 1967 the Australian and Turkish governments signed an agreement allowing large-scale migration of Turkish people into Australia, and their arrival has also contributed to the multiculturalism of Moreland. After moving from hostels to Coburg and Brunswick, they found work in local factories, with many of the women employed in the local textile industries. Some established halal butchers to cater to the particular cultural needs of their Muslim belief, and some also opened cafes and restaurants along Sydney Road. Coburg's first Turkish cafe, the Turkish Coffee Shop, at number 270 Sydney Road, opened in 1971, followed by the Cedar Restaurant in Brunswick. Many more eateries followed, along with other businesses such as nut shops, draperies, travel centres, the Moreland Turkish Club and other Islamic community support centres.

50 Allom Lovell & Associates, *City of Moreland Heritage Review*, Vol.2, prepared for Moreland City Council, 1999, pp. 373–376.

51 Efstratiades, T., 'The Greeks in Brunswick', in Penrose, H. (ed.), *Brunswick: One History, Many Voices*, Victoria Press, South Melbourne, 1994, p. 267.

52 Efstratiades, p. 267.

Muslim and Christian Lebanese immigrants, who have been part of the community since 1945, also enrich Moreland's mix of cultures. One of the earliest Lebanese to arrive was the Maronite Christian clergyman, Monsignor Paul El-Khoury, who came to Melbourne in 1955 and spent some time working with St Ambrose's parish in Sydney Road. He helped many Lebanese find work locally in factories like Holeproof Hosiery and Craig and Seeley.⁵³ Most Lebanese have arrived after 1975 when civil war devastated their country. The Lebanese presence can be seen in Brunswick and Coburg in many of the Arabic shops along Sydney Road and Lygon Street, and is also apparent in the festivals of Brunswick, such as the Music of Migration concerts that started in the 1980s, and the well-known Brunswick Music Festival, a major Melbourne event held every year. Lebanese also lived over in the Glenroy area, and to combat unemployment in their community in the 1980s, the government helped set up the Middle East Co-operative bulk grocery shop at 720 Pascoe Vale Road.

Moreland's Muslim community comprises many different people who share a common religion and includes newer arrivals such as refugees from Bosnia and Somalia. Some cultural traditions have caused issues, but these have usually subsided. In 1992 the Brunswick baths became the focus of media attention when various women's groups made requests for women-only swimming lessons on Friday afternoon and evenings. Local male residents objected to the Council's proposal to allow the sessions on the grounds of discrimination and won their case; however, an exemption to this ruling was subsequently granted in 2003 and the baths are today well-known as a facility used by all of Moreland's communities.

Since the first phase of their construction in 1914 the historic baths are a tangible example of how so many places in Moreland have adapted to the changing needs of Moreland's increasingly diverse communities symbolised by the mural painted on the baths' west wall in 1985–86, depicting a multicultural Brunswick streetscape with migrants from Turkey, Greece, Italy, China, Lebanon and other Middle Eastern countries (see citation for the 'Brunswick Baths', 10 Dawson Street, Brunswick, HO61).



Figure 9: The mural at the Brunswick Baths reflecting Moreland's multicultural community. Photograph by Moreland City Council, 2020.

2.6 Indigenous People in Moreland

With the exception of possible incarcerations at Pentridge Gaol...and Joe Johnson playing at Brunswick Football Club in the 1900s..., it has not been possible to document direct Aboriginal community associations with places in the Moreland area during the hundred year period from 1850s to the 1950s. The arrival of the Murray family in Glenroy in the mid-1950s marks the beginning of the next period of Aboriginal place associations in the Moreland area.⁵⁴

As the British colonists took possession of more and more land in Woiwurrung Country, the Wurundjeri-willam people were forced out of their traditional lands to the periphery, a situation that would remain for almost another 100 years.

⁵³ De Nino, C., 'The Lebanese', in Penrose, H. (ed.), *Brunswick: One History, Many Voices*, Victoria Press, South Melbourne, 1994, p. 280.

⁵⁴ Goulding & Menis, p. 80

Government policy in the 1840s and 1850s that legally enforced Indigenous people out of the Melbourne environs, would further diminish the presence and activity of Indigenous people in Moreland. Adults and children were sent to missions, schools and stations established by the government as places where Indigenous people could be removed to take them out of the urban areas. In the 1860s, Government reserves were also established by the Board for the Protection of Aborigines. Disease, high mortality rates and incarceration also decimated and fractured Aboriginal Indigenous clans and created a noticeable absence in the community.

Support for the system of Government reserves started to diminish in the early 1900s with Government policy having to shift towards assimilation of Aboriginal people into the wider community rather than segregation. The late 1920s saw a significant number of Indigenous people begin moving out of the reserves and into the inner urban areas of Melbourne. There were some prospects for housing and employment although this would be slowed with the onset of the world-wide economic depression of the 1930s.

The advent of World War II followed by a more solid post-war recovery would again stimulate opportunities for employment. However, as more people moved from the country into inner-city areas, the demand for public housing grew as many could not afford to live in the inner-city so started to move out to the northern and western suburbs around Melbourne. Some makeshift camps were set up by the Government using army tents to accommodate Indigenous people waiting for public housing.⁵⁵

In the 1950s, Indigenous people noticeably started coming back to reside in a suburban context within the Moreland municipality, but their urban history within the larger Melbourne context is only just starting to be documented. Their stories belong to a much larger chapter in Melbourne's Indigenous urban history that is only just starting to emerge. Goulding argues that these histories importantly can provide a context within which to understand the complexity of indigenous cultural associations in urban environments, such as in the City of Moreland, but that their value in doing this '...is frequently overlooked'.⁵⁶

The majority of Moreland's Indigenous families lived in Glenroy in housing commission homes built in the post-war years. The Murray family were one such family. They lived temporarily at Camp Pel, Royal Park (City of Melbourne), until moving to their new three bedroom house in 1954 where they raised their eight children. Surrounded by paddocks, they were only the second family in their street.⁵⁷

After returning to live in and adjacent to the Moreland municipality, strong attachments are being made by these Indigenous residents with the places that connect to their history and their people and that reflect their identity. By way of acknowledging its Indigenous people, the former Brunswick City Council was the first local government authority in Victoria to fly the Indigenous flag. It was unfurled from the Brunswick Town Hall in Sydney Road on Monday 2 September 1991 in support of National Aboriginal and Islander Day Observance Committee (NAIDOC) Week.⁵⁸ The flag's association with the town hall adds further significance and complexity to the building's heritage values. The adjoining Counihan Gallery also has a strong contemporary association with Indigenous people because of its role in highlighting political and social issues through cultural events such as Reconciliation Week and its promotion of indigenous artists.⁵⁹ (See citation for 'Brunswick Town Hall', 233 Sydney Road, Brunswick, HO153)



Figure 10: Indigenous flag at Brunswick Town Hall. Source: Film Victoria Australia.

55 Goulding & Menis, p. 80.

56 Goulding & Menis, p. 15.

57 Bev Murray, cited in Goulding & Menis, p. 98.

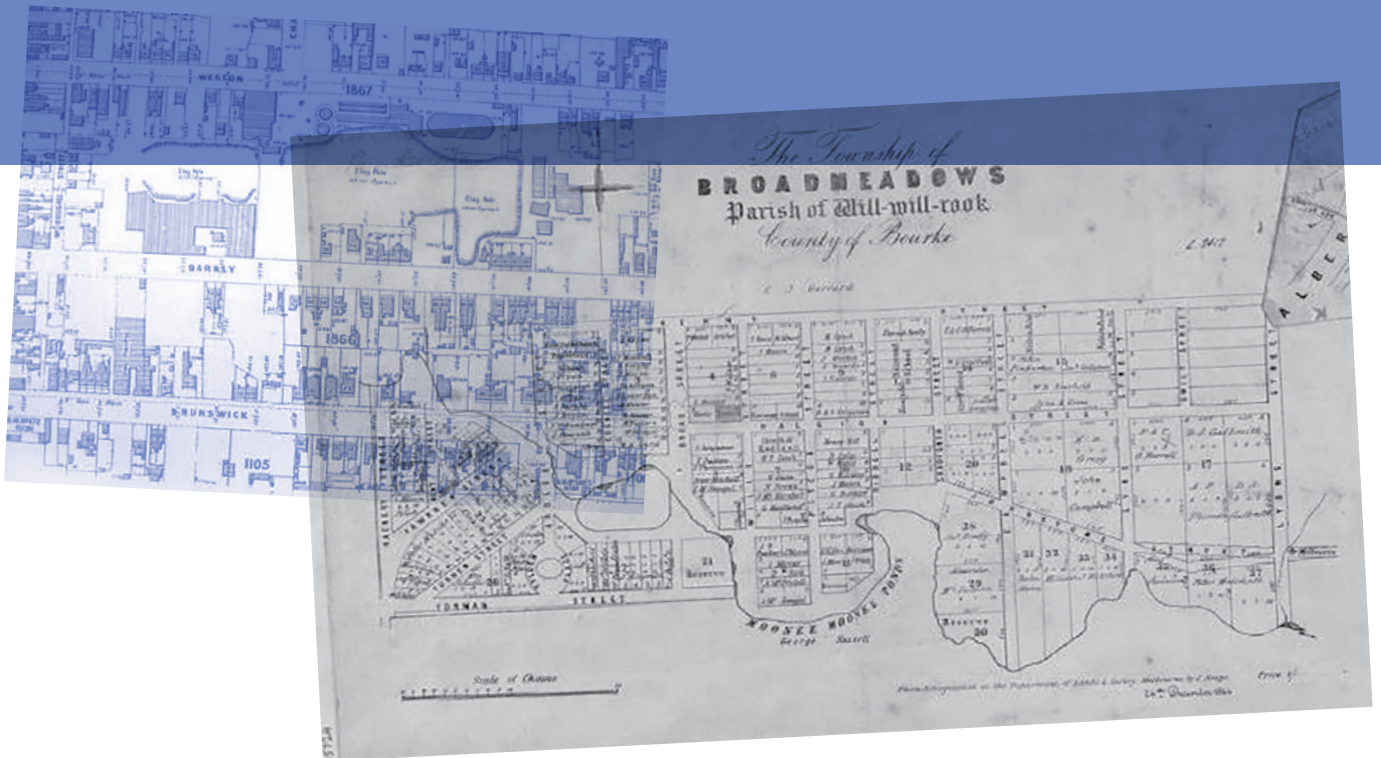
58 Goulding & Menis, p. 212.

59 Goulding & Menis, p. 202.

3

Mapping Moreland

Moreland's natural landform and the way it was mapped and organised for subdivision by the British colonists set a pattern for how the suburbs in this municipality would emerge and develop. However, this mapping, and the establishment of a new set of political and geographic boundaries, would overlay and in some cases obliterate an ancient landscape that had already been inhabited, traversed and understood by the Woiwurrung people and their ancestors for thousands of years. In some small way, a sense of this past was captured with the initial adoption of Indigenous names for settlements and features within the area and the appropriation of original Indigenous pathways and tracks.



The types of land divisions applied to the area reflect its evolution and growth as well as the cultural context of the people who were part of its early colonisation and subsequent settlement. Early mapping was defined as Counties, Crown sections, Parishes, Settlements, Estates and Village Towns, then later District Road Boards, Cities, suburbs, right through to the more contemporary planning frameworks of Activity Centres.

Coburg was surveyed as a township reserve and had sites specifically allocated for churches, public buildings and amenities to serve its surrounding farm allotments. Brunswick had no such area allocated; its settlement hubs emerged more organically around early areas of activity instead of a designated village. Despite attempts by Melbourne pioneer John Fawkner to develop his own villages at Pascoe Vale and Fawkner, the area in this part of the municipality remained mostly rural until the twentieth century.

Moreland Themes and Sub-themes

3. Mapping Moreland

- 3.1 Surveying the Land and Planning the First Villages
- 3.2 Mapping a New Urban Landscape

State (HV) Themes and Sub-themes

1. Shaping Victoria's Environment

- 1.5 Exploring, surveying and mapping

National (AHC) Themes and Sub-themes

3. Developing Local, Regional and National Economies

- 3.3 Surveying the continent

4. Building Settlements, Towns and Cities

- 4.1 Planning urban settlements

3.1 Surveying the Land and Planning the First Villages

The surveying and mapping of Moreland's land between 1837 and 1839 imposed the new colonists organising principle on the landscape that ordered and numbered the land into crown sections and parishes, and yet, interestingly, adopting traditional Indigenous names associated with these areas. Moreland includes parts of the parishes of Jika Jika, Will Will Rook and Doutta Galla, which are part of the county of Bourke.

By June 1837 Assistant Surveyor-General Robert Hoddle had finished laying out Melbourne's town reserve in its characteristic grid and the first land auctions had started. Outside Melbourne, a few villages had already been established, notably Williamstown, Footscray and St Kilda. Further satellite towns and villages, five miles out from town, were now planned with town reserves comprising one square mile (640 acres a section) and village reserves a half square mile (half a section). Each parish comprised twenty-five sections of land and either a town or village reserve, reflecting the large but compact towns of rural England.⁶⁰ Hoddle's model saw the north of Melbourne as rural, with the Jika Jika parish served by a single village at Pentridge, and covering the land between the Moonee Ponds Creek and Darebin Creek. The Jika Jika sections were also surveyed into long east-west strips to maximise the number of blocks with water access to the creeks, and there were no road reservations. As observed by road historian Max Lay, this approach gave rise to 'the preponderance of narrow east-west roads and the dearth of north-south roads in this part of Melbourne'.⁶¹

Jika Jika Parish

The name Jika Jika derives from the Indigenous Elder Billibellary, whose clan Wurundjeri-willam, had territorial lands in the Moreland area.

The historic parish of Jika Jika encompasses what is today Brunswick, Coburg, Northcote, Fairfield, Thornbury and some of Carlton. Most of Pascoe Vale, Oak Park and Glenroy are also included, but parts of these suburbs also cross into the neighbouring parish of Doutta Galla on the west side of the Moonee Ponds Creek, which was surveyed by D.M. Kemp in 1839.

60 Lay, M., *Melbourne Miles: The Story of Melbourne's Roads*, Australian Scholarly Publishing, Melbourne, 2003, p. 18.

61 Lay, p. 33.

The name Doutta Galla was thought to have come from the name of the wife of Jika Jika who was a servant to John Batman.⁶²

After Assistant Surveyor Darke completed the initial survey of Jika Jika, Robert Hoddle laid out the parish in 1837–39, according to the four main principles he had observed in his previous surveys:

- Each parish was to be laid out into sections or strip portions fronting water.
- Each parish should comprise either a square mile town reserve or a half-square mile village reserve.
- Water courses should be within the parish rather than comprising boundaries.
- Natural boundaries should be adhered to wherever possible.⁶³

The land was divided into square mile sections and although there were no strip allotments in the initial 1837 survey, by the 1839 survey these had been introduced. A reserve of 327 acres (just over 132 hectares) was set aside in the north of Jika Jika parish for a village, but its survey and development lagged behind the subdivision and sale of farmland in the rest of the parish. The first sections were auctioned in Sydney on 13 February 1839 and much was subdivided and resold almost immediately. Resale continued until the early 1840s, when sales were temporarily halted by an economic recession.

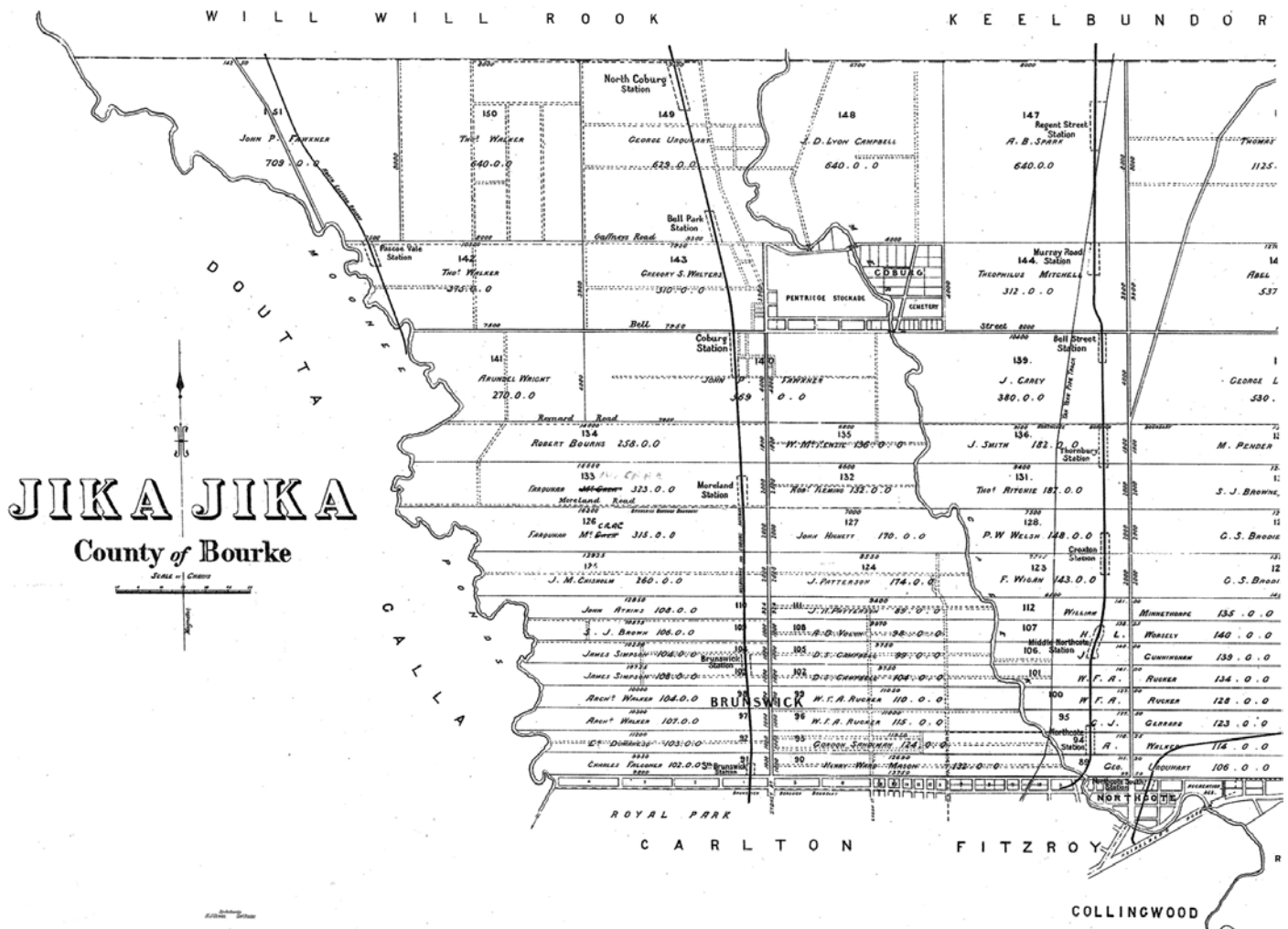


Figure 11: Map showing the parish of Jika Jika which includes Brunswick and Coburg. The map also shows the first landowners of Brunswick and Coburg (c1902). The bold number in each allotment is the Crown Portion number. The numbers behind the names indicate the size in acres. One acre equals 0.41 hectares. Source: Coburg Historical Society.

62 Argus, 22 January 1938, p. 14, referencing information from surveyor Robert Hoddle’s field book dated March 1837.

63 Timothy Hubbard Pty Ltd, City of Coburg Heritage Conservation and Streetscape Study, South Melbourne, 1990, p. 10.

Pentridge

The parish of Jika Jika Village was formally renamed Pentridge in August 1840. By then, the surrounding area had been carved up into farms. The *Port Phillip Gazette* observed with some enthusiasm that:

*in the immediate neighbourhood we reckoned as many as twenty-one farms all in the occupation of gentlemen, who are busily engaged in the erection of dwelling houses and other buildings requisite for carrying on agricultural operations upon an extensive scale. There are also six families of the labouring class.*⁶⁴

According to historian Richard Broome, it was almost certainly the local surveyor, Henry Foot who gave the name Pentridge to the village.⁶⁵ It refers to the village of Pentridge in Dorset, England, the birthplace of Henry's wife, Lettice Spear. At the time, the Foot family were living by the Merri Creek and Henry was engaged in contract survey work.

It was another eight years before the Pentridge reserve was surveyed, and until then the village did not materialise. The first sign of its development as a community hub was in 1848, when the Wesleyan Church was allocated a land grant for religious purposes. The prime position covering 8 roods (2 acres or 1 hectare) on the corner of Bell Street and Sydney Road was previously the site of a government pound,⁶⁶ and the small sandstone and bluestone chapel they erected in 1849 still stands there today (see citation for 'St Paul's Roman Catholic Church, 562 Sydney Road, Coburg, HO168). Surveyor Lindsay Clarke formally laid out the village in 1849 in the precinct bounded by what are now Bell Street, Drummond Street, Lyon Street and Sydney Road, and intersected by Crow Street and Urquhart Street.⁶⁷ More land grants for religious purposes soon followed and in 1850, Pentridge Stockade was established also on the reserve, and was substantially enlarged as a prison throughout the decade.

The increased popularity of the Sydney Road after 1850 also guaranteed the success of the Pentridge Village. A government school was built in 1858 and the commencement of the Pentridge District Road Board in 1859 resulted in the addition of civic buildings to the reserve in the 1860s. Along with civic identity came the movement to change the name of Pentridge because of the strong association of the name with the prison, and the new name of Coburg was officially adopted for the Road Board in March 1870. More civic buildings, including the Coburg Town Hall, Brass Band Rooms and Baby Health Centre were added the 1920s when Coburg attained city status.

While the village reserve still retains its churches and civic functions, the prison has closed after nearly 150 years of service and its remarkable bluestone buildings are being adapted to new uses. The precinct is historically significant for its continuing public function as the parish of Jika Jika's original village reserve, and for its range of buildings, which demonstrate this continuing function today. Not all of Victoria's village or township reserves have endured, and some such as the township of Braybrook in the neighbouring parish of Doutta Galla, failed to even develop.

64 *Port Phillip Gazette*, 8 August 1840, cited in Broome, p. 37.

65 Broome, p. 40.

66 Broome, p. 67.

67 Lay, p. 108; Allom Lovell & Associates, *City of Moreland Heritage Review*. Vol. 1, p. 12.

John Pascoe Fawkner's Village, Pascoeville

Pascoeville is another of Jika Jika's early villages. In contrast to Pentridge it was not a government-planned exercise but an idealistic venture privately organised by Melbourne pioneer, John Pascoe Fawkner. On 1 August 1839 he purchased section 151 in the parish of Jika Jika at a government auction held in Melbourne. Situated in today's suburb of Oak Park, Fawkner's 780 acres (315.6 hectares) bordered the Moonee Ponds Creek, and today's Rhodes Parade, Northumberland Road and Gaffney Street. He soon offered portions of the land for sale, highlighting its prime location on the 'the Main-road to Sydney' and proximity to the creek.⁶⁸ When more allotments went under the hammer in 1840 his auctioneer also mentioned that sites in the village were already reserved for a church, market place and police office.⁶⁹ Although some blocks did sell as farmland, Fawkner and a publican called Edward Butler were the only two to build at the village; Fawkner constructing a substantial timber house at his Bell View farm, where he lived from 1840 to 1855, and Butler building the Young Queen Inn on the corner of Pascoe Vale Road and Main Street, which he sold and made an extraordinary profit on before the recession hit the colony in 1842. Pascoeville's Pascoe Vale Road endured, but to the great disappointment of Fawkner, the road that headed directly north from Melbourne between the two creeks, today's Sydney Road, became the preferred route to Sydney by 1850, and Pascoe Vale remained sparsely settled until the twentieth century.

Will Will Rook Parish and Box Forest Village

Will Will Rook is reputed to mean 'place of curlews'. The Parish was located to the north-west of Moreland. The southern part of the parish of Will Will Rook lies within Moreland's boundaries and borders the north edge of Jika Jika parish. The first sale of Will Will Rook land was for eleven of the fifteen portions surveyed in 1837 by Robert Hoddle. The sales were held on 12 September 1838 in Sydney and were among the first auctions of Port Phillip land, and also included portions in the parishes of Keelbundoora and Woollert, to the east and north of Will Will Rook. The land was beyond the five-mile (8 km) radius from Melbourne so the portions were much larger, ranging from 640 to 1,189 acres (262.5 to 487.5 hectares), compared to those of Jika Jika, which ranged from around 100 acres (40.5 hectares) at Brunswick's southern edge to just over 700 acres (283 hectares) where it bordered Will Will Rook. Sydney speculators, John Terry Hughes and John Hosking, bought five of the eleven sections of the available lots between them, intending ultimately to sell the land, but initially leasing it to farmers.⁷⁰ Other first owners of Will Will Rook land included Scottish immigrant Alexander Gibb, Keilor squatter James Robertson, and Robert Campbell, whose family name was associated with properties at Campbellfield just north of the municipality. Not all of the Will Will Rook parish sections were sold, and John Fawkner and Thomas Walker, who already owned land in neighbouring Jika Jika parish made later purchases. Fawkner bought his portion as late as 1850, after recovering from the recession. He subdivided the land into small farms ranging from five to 20 acres, and established a village, which he named Box Forest. A Church of England school opened there in 1854. This area later became the suburb of Hadfield, and the place name is preserved in today's Box Forest Road on the north side of the Fawkner Memorial Park.

The Will Will Rook parish, like Jika Jika, also had a village reserve set aside to provide for a future township. It was sited on the Moonee Ponds Creek and given the name of Broadmeadows. This part of the parish is now situated in the Hume municipality.

68 John Pascoe Fawkner's advertisement for the land cited in Lemon, p. 16.

69 Lemon, p. 17.

70 Lemon, p. 15.

3.2 Mapping a New Urban Landscape

From the 1850s, the area of Moreland was not just being shaped and mapped by the aspirations and capacity of wealthy landowners and speculators, but now also by another player - local government, and all the regulations and statutory requirements that came with it. Town planning frameworks now guided and identified areas for specific development, such as residential, commercial, rural or industrial and also areas for public open space and recreation. The planning, construction and even naming of local roads also became the responsibility of local government and areas were mapped to plan for density of development around this road network. This would ultimately dictate where people would live and work, and also imposed restrictions on how and what they could build.

So too, State Government played a major role in implementing major infrastructure programs that were not just for the good of the local residents and ratepayers, but also to satisfy and address issues that met the needs of the greater community.

Major roads and rail networks were imposed upon the landscape, as were educational, health and other public facilities – such as Pentridge Prison – all of which would change the face of the landscape.

In the 1990s, the next major change came. Before the area now defined as the City of Moreland was created, it comprised of several separate local governments, being Brunswick, Coburg and Broadmeadows. In 1993 the Kennett Liberal government announced that there would be mergers implemented for many local governments across the State. Local governments were asked to come up with their preferred options which may or may not be accommodated. Discussions were initially held between Coburg, Preston, Essendon and Brunswick. Coburg's preferred option was to merge with Preston, with Brunswick its second choice, while Brunswick's first option was to merge with Coburg. Vigorous lobbying and negotiations ensued between the local governments, until finally a settlement was reached that Coburg and Brunswick would merge to form a new municipal region. In addition, the new municipal boundary included the southern section of Broadmeadows in the north bringing with it the suburbs of Oak Park, Glenroy, Fawkner, Hadfield and part of Pascoe Vale. The new City of Moreland, as it now appears on the map, formally came into being in 1994.

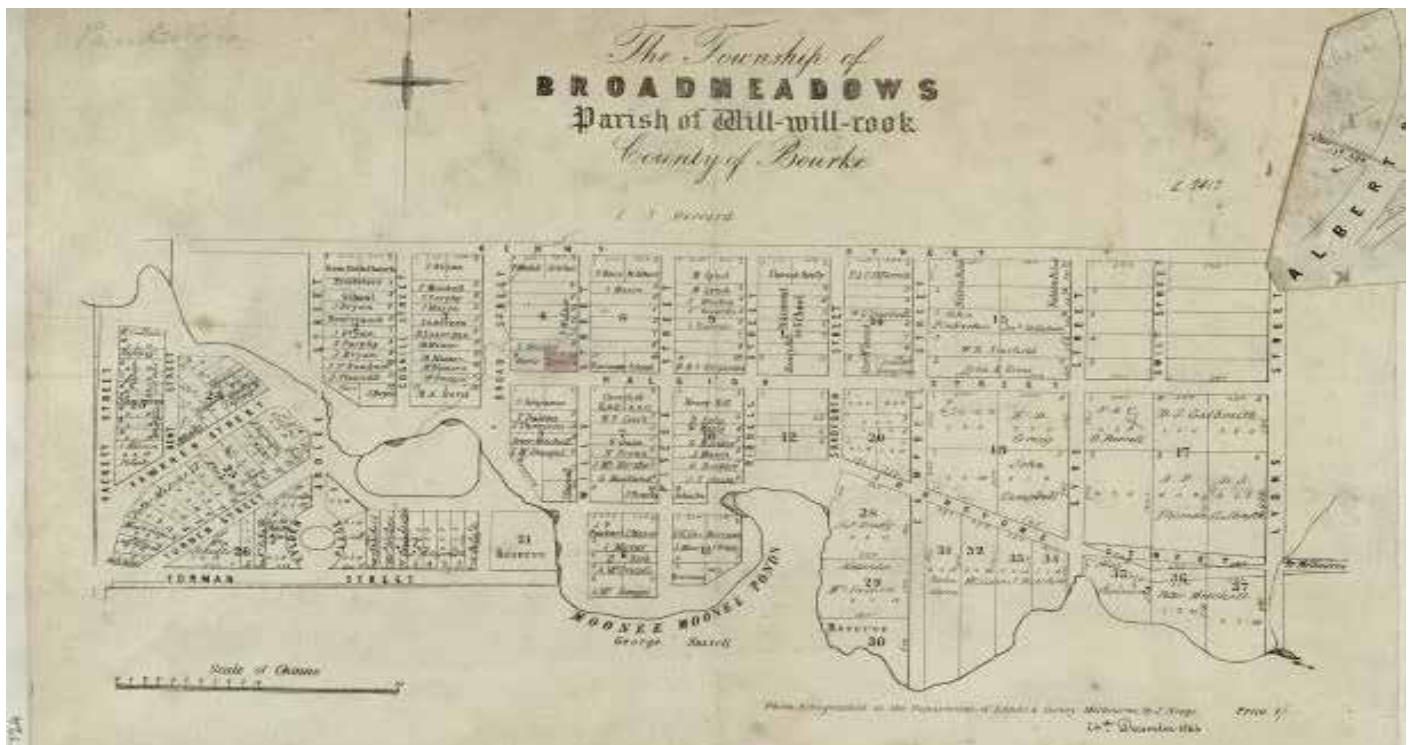


Figure 12: Plan showing the parish of Will Will Rook. This map was drawn in 1854 by land surveyor, John Walker. All or part of Allotments 1–6, owned by Hughes & Hosking, J.P. Fawkner, A. Gibbs & J. Robertson, R. Campbell and T. Walker, are now within the City of Moreland municipal boundary.

4

Linking Moreland: Roads and Transport Routes

Moreland's natural landform and waterways combined with evidence of movement of the Indigenous people, and the way it was mapped and organised for subdivision, set a pattern for roads and transport routes would emerge and develop. Moreland's roads and bridges, and its overlay of railway and tramlines and associated infrastructure, have been an essential part of the social and economic structure of municipality and its history. Developments occurred that would change the status of the road from a track to a major thoroughfare as Moreland transformed into an urbanised and residential landscape. However, their construction, use, continuing expansion and development as well as preservation of their historic features is still central to Moreland's identity.



Moreland Themes and Sub-themes

4. Linking Moreland: Roads and Transport Routes

- 4.1 Forming Moreland's Roads
- 4.2 Building Bridges
- 4.3 Developing Public Transport Routes
- 4.4 Moving in the Twenty-first Century

State (HV) Themes and Sub-themes

3. Connecting Victorians by Transport and Communications

- 3.1 Establishing pathways
- 3.2 Linking Victorians by rail
- 3.4 Linking Victorians by road
- 3.5 Travelling by tram

National (AHC) Themes and Sub-themes

3. Developing Local, Regional and National Economies

- 3.8 Moving goods and people

4.1 Forming Moreland's Roads

Creeks as Tracks

Both Moonee Ponds Creek and Merri Creek were important in pre-contact and post-contact periods as travelling routes for Indigenous people, both being 'pathways connecting the uplands and inlands to Port Phillip Bay'.⁷¹

Early explorers and settlers also used the creeks as passages of entry for investigating and claiming the land. Batman ventured along the Maribyrnong River and then turned east, and later wrote that his negotiations with Indigenous leaders took place by the banks of a 'lovely stream of water'.⁷² Batman was impressed with the land and it was not long before a steady trickle of squatters began occupying large tracts of it. His route up the west bank of the Maribyrnong River became well-trod by squatters and their flocks of sheep after 1835 and 1836. After arriving by ship at Williamstown they would follow the river and branch out on its tributaries. When John Pascoe Fawkner and his party arrived in August 1835, Batman and his party disputed their presence on the Yarra River and Fawkner's sheep were moved 20 miles up the Maribyrnong to graze near north-west Coburg.⁷³



Figure 13: The Moonee Ponds Creek at Glenroy 1930. Source: Broadmeadows Historical Society and Picture Victoria.

Early Local Roads

An alternative stock track to the north soon developed using the Moonee Ponds Creek, and this major radial route later became Pascoe Vale Road. Hoddle's map of 1837 shows the route on the left bank of the creek heading towards Broadmeadows.⁷⁴ Early squatters in the area included Dr Clarke, who had a station by the creek between Oak Park and Broadmeadows. Further south, John Batman was running sheep on the creek flats now occupied by the Moonee Valley Racecourse (just outside the study area). A squatter by the name of Hyatt was an early occupant of land on the Merri Creek. He probably herded his sheep along the creek before establishing a run on the east bank in the vicinity of today's Outlook Road, near Newlands. Surveyor Robert Hoddle noted his hut on 14 June 1837 while he and his party of convict chainmen measured and mapped their way along the creek.⁷⁵

71 Clark, I.D. & Heydon, T., *A Bend in the Yarra*, Aboriginal Studies Press, Canberra, 2004, p. 33.

72 Goulding & Menis, p. 193.

73 Broome, p. 33.

74 Hoddle, R., *Map showing the surveyed lands to the northward of Melbourne and allotments contiguous to it*, 1837b.

75 Broome, p. 33.

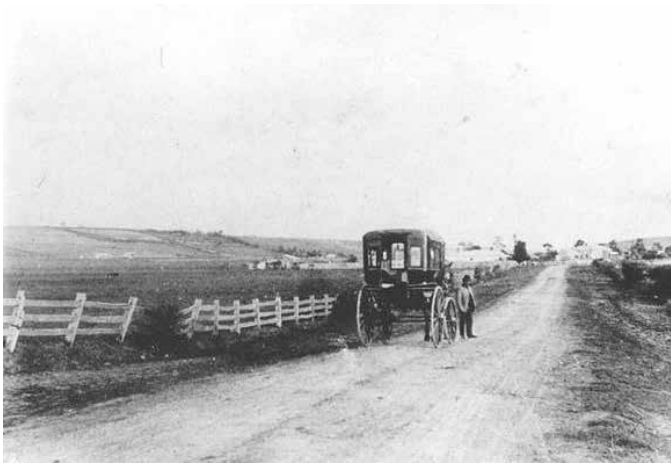


Figure 14: Pascoe Vale Road c.1900, looking north near the bridge over the Moonee Ponds Creek. Source: Coburg Historical Society and Picture Victoria.

After the initial survey work of Robert Hoddle and other early contract surveyors, there was very little systematic road planning in Moreland, and much of the land was sold with no provision for road reservations. The only original purchaser of Brunswick crown land to settle on his land was James Simpson, and he quickly began to subdivide, marking out Albert (originally called Carmarthen) and Victoria (then Llandillo) Streets on the west side of the agricultural road that would become known as Sydney Road.⁷⁶ In these very early days of development, Brunswick's parish land was divided into relatively narrow strips on either side of Sydney Road. Many of its thoroughfares subsequently evolved from lanes that ran along the boundaries of larger allotments, giving Brunswick the tight grid of streets that characterise its urban setting today.

Subdividers haphazardly continued to divide and redivide land into smaller allotments, creating more local roads running off Sydney Road. Very little government money was available for roads, and settlers were expected to clear their own tracks and construct their own creek crossings. Stonecutters, brickmakers, timber cutters and farmers also created many of Moreland's early roads, which were then forced into alignment by land developers. Barkly Street started as a track to the stone quarries in the late 1840s and the Council constructed the road in 1859.

Other narrow roads were intended to be nothing more than agricultural tracks servicing the local farming communities, and these evolved into public thoroughfares with the growing urbanisation of Moreland. This particular characteristic of Moreland's streets was observed by F.J. Miles in the *Jubilee History of Brunswick*, published in 1907:

*As each proprietor divided his land according to his own ideas, no general system of streets or schemes of drainage was considered, and one simple and self-evident plan was adopted – namely to run a road down the centre of the block from the Sydney Road to the Merri Creek or the Moonee Ponds. To this very independent subdivision we are indebted for the inconvenient street arrangements of Brunswick.*⁷⁷

Roads also had to respond to changes in transportation from horse to car and trucks which required not only different surface treatments but also different engineering.

Pascoe Vale Road

The route of Pascoe Vale Road, which traversed as far as Sydney, developed from a track that followed the natural contours of the landscape: a path that would have been well-trod by the first inhabitants, the Wurundjeri-willam clan of the Woiwurrung people. Unlike the other main road, Sydney Road, it did not begin as a route to service the needs of an emerging settlement. Rather, explorers and squatters initially used it as a means to investigate Melbourne's hinterland and claim pasture as well as a route to herd sheep and cattle.

Sydney Road

In contrast to Pascoe Vale Road, the north-south road that became Sydney Road was the one public road that surveyor Robert Hoddle reserved when he surveyed the northern part of the parish. It acted as a boundary between the elongated east and west allotments thus providing these properties with access to a central road. Its northerly route took it to the village of Pentridge, but the narrow dimensions of the road would suggest that it was merely intended as an agricultural road for servicing farming allotments, not the major axial thoroughfare it is today.

⁷⁶ Johnston, C., 'Brunswick's Historic Environment', in Folk-Scolaro, F. (ed.), *Brunswick Stories and Histories. A Collection of Articles from Fusion*, Brunswick Community History Group, Brunswick, 1999, p. 8.

⁷⁷ Miles, F., *The Jubilee History of Brunswick and Illustrated Handbook of Brunswick and Coburg*, Periodicals Publishing Co. Melbourne, Melbourne, 1907, p. 8.

A map drawn by surveyor Robert Hoddle in 1840 identified three routes to Sydney: Mickelham Road, Pascoe Vale Road and the present Sydney Road.⁷⁸ Travellers initially opted for the reliable Mickelham and Pascoe Vale Road routes and avoided Sydney Road, even though it was surveyed at an early date. When the government began establishing the Pentridge Stockade in the early 1850s, Sydney Road's status as a local agricultural road changed to a principal route, but it's appalling condition, especially south of Bell Street, generally remained until at least the mid-1850s when the gold rush traffic began to subside and local roads boards were formed. Initially locally known as Brunswick Street in the 1840s, it became Pentridge Stockade Road in the early 1850s and Sydney Road after it was extended to Wallan in 1859, when it became the preferred route to Sydney, taking over from Pascoe Vale Road.⁷⁹

Historian of roads, Max Lay writes that Sydney Road 'had been generally surveyed in 1838' as a route to Sydney.⁸⁰ The early alignment of the road from Coburg to Kalkallo is shown on surveyor D.M. Kemp's map detailing 'the New-line of Road From Melbourne to Sydney' drawn in 1840, and the road was proclaimed later in that year.⁸¹ It ran through Jika Jika, crossing land owned by John Pascoe Fawkner⁸² and Gregory Walters, and George Urquhart and J.D. Lyon Campbell near the Will Will Rook border. Houses were noted on the land of Urquhart and Walters near the Merri Creek.

The Sydney Road Trust was established by the *New South Wales Roads Act, 1840* to improve the road, but its authority was ineffective and controversial. John Fawkner vehemently opposed it, not only because he wanted to preserve his interests and retain the Sydney route through his Pascoeville Village but he also objected to funding a major road with money raised from local landowners.⁸³

During the 1840s when the road was known locally as Brunswick Street, rough attempts at construction formed a basic thoroughfare with drains dug on each side. However, the road remained 'almost impassable' because the works 'interfered with the natural drainage to the Merri Creek, the result being that after a heavy fall of rain a swamp of water' lay on the land's hard surface and was held back from flowing down to the creek. It was not unusual for a lake to form over a large area of the Sydney Road between Hope Street and Union Street, where now stand the former Brunswick town hall, shops, hotels and houses.⁸⁴

A segment between Brunswick Road and Albert Street was constructed in 1841–42 with funding from the Colonial Government of Sydney.⁸⁵ This section of the road was beginning to be well used by carriers bringing Brunswick bricks and basalt building blocks to the growing town, and the road's first hotel, the Retreat Inn, opened in 1842 near Dawson Street to provide refreshment. The road was then extended to Blyth Street with labour supplied by prisoners from the Collingwood Stockade⁸⁶, and in 1847 was again extended, this time as far as Murray Road⁸⁷, but despite these improvements, Pascoe Vale Road remained the principal Sydney route throughout the 1840s.

In 1850 a road from Pentridge Village to Kalkallo, 15 miles (24 km) north, was gazetted; however, no funds were put aside for its construction. When a makeshift penal stockade was established at Pentridge in the same year, it was accompanied by a proposal to work its prisoners in gangs on the road. The first prisoners sent to the stockade were paraded along Sydney Road on 5 December 1850, and gangs were immediately put to work crudely levelling, draining and forming the road, quarrying stone, breaking it up and then laying metal on the road surface. They started at the stockade and worked their way south and in the stockade's first year some 200,000 square feet of the Sydney Road was metalled as well as over 20,000 square feet of Champ Street.

78 Map of Port Phillip Roll Plan 113C, 1840, cited in Lay, p. 107.

79 Lay, p. 110.

80 Lay, p. 107.

81 Cannon, M. & MacFarlane, I. (eds.), *Historical Records of Australia*, Public Records Office, Melbourne, 1988, pp. 392–393.

82 In 1840 Fawkner bought crown portion 140 of Jika Jika land comprising 569 acres (230 hectares) just south of the Pentridge Village reserve.

83 Lemon, pp. 19–20.

84 Cooke, B., 'The Beginnings of Brunswick', in *Victorian Historical Magazine*, 8 (3), 1921, p. 65.

85 Lay, p. 108.

86 Lay, p. 108.

87 Donati, p. 25.

They also dug a drain eastward along Albert Street to remove excess water to the Merri Creek. In 1859 they worked on the formation of Bell Street on the east side of Sydney Road, and later built two bridges over the Merri Creek and metalled Sydney Road north from the stockade to Mahoney's Road in Campbellfield. Much of the stone came from a government quarry by the Merri Creek that is now Coburg Lake.

Building the Sydney Road seemed to be a never-ending process of construction and maintenance. At the southern end, and later in Bell Street, a corduroy road consisting of rows of logs was laid, producing an uneven surface. A more popular method was macadamisation, which required layers of road metal and smaller stones to be pressed into place with an iron roller. The technique was first used in Melbourne on Heidelberg Road in 1842–48.⁸⁸

With labour and materials readily available it provided a logical solution to engineering the road, although there were still problems, particularly in holding the metal together. Cooke's history of early Brunswick describes the havoc caused by particles dislodged in wet conditions:

When the surface of the road was broken, wheels would sometimes stick up into the bed of axles. Bullock-teams, wagons, and drays stuck in the mud, and it was no uncommon thing to see twelve of fourteen horses put on to help a wagon out of the bog, the foot of Lobb's Hill [between Stewart and Albion Streets] being a very bad place. Teams generally travelled in company for mutual help and protection.⁸⁹

Vehicles heavily laden with bricks or stone rutted the road surface, so parts of the road were laid with steel tracks embedded in concrete.⁹⁰ The growth of local quarrying and brickmaking industries as well as increased use of the road by traffic heading to the goldfields reinforced the need for reliable arterial roads through Moreland. Despite the backbreaking efforts of the road gangs and the laying of a macadamised surface, commuters in the early 1850s continued to avoid Sydney Road if they could.

On setting off for the Ovens gold diggings in 1852, William Howitt sought advice on the best route out of Melbourne, and was told that Pascoe Vale Road and Sydney Road were in a 'frightful' condition, so he and his party opted for Plenty Road and found it was no better:

All agreed that the direct Sydney road from Melbourne to Kilmore, a distance of 40 miles, was execrable; but this was the extent of the agreement. We were to take a side road by an inn called the Young Queen, to avoid the horrors of the main road. But here again, a fresh set of counsellors declared against the Mooney Ponds and the Young Queen; protested that the road was perfectly frightful, and recommended us to the Vale of the Plenty ... As it turned out, if the other ways were worse than it, they must have been awful indeed.⁹¹

The Central Roads Board, formed in 1853 by the Victorian Government to administer the construction of roads and bridges, established a tollgate in 1854 near the Sarah Sands Hotel (est. 1854), at the southern entrance to Sydney Road, to raise money for road construction. Until its complete removal in 1877 it was moved at least twice, to opposite the Edinburgh Castle Hotel (est. 1854), at Albion Street, and to Moreland Road. Tickets for the tollgate were available monthly for regular traffic, but casual travellers paid each time they passed.⁹² It was one of several tollgates placed on principal routes on the outskirts of Melbourne, which numbered five in 1861.⁹³

The Central Roads Board was eventually replaced with a State Government department to look after main roads and local roads became the responsibility of local district road boards. The Pentridge Road Board held its first meeting in February 1859 and received some government funding for the upkeep of Sydney Road and other roads within the municipality. Brunswick, with a larger rate-paying community, had established a municipal council in October 1857, and not surprisingly, road making and maintenance were a priority on its schedule of public works.

88 Donati, p. 29.

89 Cooke, p. 65.

90 Donati, p. 29.

91 Howitt, W., *Land Labour and Gold*, 1855, cited in Lemon, p. 31.

92 Cooke, p. 65.

93 Lay, p. 45.

By the mid-1860s much of Sydney Road had been improved with large dressed lengths of bluestone laid as kerbing, bluestone pitcher spoon drains along each side and wider asphalt footpaths. However, heavy traffic perpetuated its poor condition.



Figure 15: Sydney Road, central Brunswick, 1866.
Source: Pictures Collection, State Library of Victoria.

By 1929 Sydney Road, Brunswick had become one of the most congested roads in the metropolitan area. It was recorded that the number of vehicles using it in a period of twelve hours was 7,619, while in Coburg it varied from 3,923 at Moreland Road to 2,481 north of Bell Street.⁹⁴ Bitumen was used to surface the road in 1922 but this soon deteriorated into corrugations, and it was not until the mid-1930s when new methods of road construction were employed that the problems with road surface eased, leaving traffic as the main problem.⁹⁵ During World War Two a constant stream of traffic travelled to and from the Broadmeadows Military Camp.⁹⁶

A new arterial road, leading to the vicinity of the Broadmeadows Military Camp, was proposed by the Metropolitan Town Planning Commission, together with a new by-pass route for access from the Hume Highway to Melbourne. The arterial road was to deviate from the new Sydney Road by-pass along Derby Street towards what is now the intersection of Lyking Street, cutting diagonally north-westwards across Pascoe Vale, into Justin Avenue, Glenroy.

The route did not eventuate, but the Sydney Road by-pass was completed. The Sydney Road by-pass was originally to run by Melville Road, proceeding in a diagonal line north of Woodlands Avenue, (now also called Melville Road), and was provided in the subdivision layout of the 1920s specifically to accommodate this scheme. The route went via Reynard Street, and the junction of Imperial Avenue (now also Melville Road), which the Coburg Council widened to 80 feet (24.2 m) as far as Bell Street. From here it apparently followed what is now Turner Street, then a short diagonal cut to link with Derby Road at the level of O'Hea Street, thereby running the full length of Derby Road, which was also widened by the Council to 80 feet, and on into Broadmeadows Shire.⁹⁷

Bell Street

Coburg's Bell Street emerged as an east-west road along a property boundary, and can be seen on Ham's map of 1853.⁹⁸ The boundary became a road reservation by 1855, as shown on a map of this date published by de Gruchy, and was gazetted in 1857.⁹⁹ Originally known as the Heidelberg and Pentridge Road, it was five miles from Melbourne and stretched five miles between the village reserves of Heidelberg and Pentridge. Its name derived from Francis Bell, a local pioneer who lived on a property called Bell Manor. The road initially served little transport purpose, particularly at its western end at the Moonee Ponds Creek escarpment, which it was extended to in 1861 after land was donated by landowner James Robertson.¹⁰⁰ However, it had no connection across the creek until 1960 when it was extended to Pascoe Vale Road. Earlier commuters would turn off Bell Street at its intersection with Melville Road and travel down Reynard Street to cross the creek at La Rose Bridge, a timber bridge erected in 1862.¹⁰¹ North of Coburg's Bell Street, the land remained decidedly rural and astonishingly it wasn't until after 1958 that the majority of unsealed roads in Glenroy, Fawkner, Oak Park and Hadfield were finished, funded by a road scheme initiated by the local council (the former Broadmeadows Council) in 1955.¹⁰²

94 Timothy Hubbard Pty Ltd, p.13.

95 Donati, p. 30.

96 Broome, p. 175.

97 Timothy Hubbard Pty Ltd, p. 13.

98 Ham, T., *Settled District of 25 Miles Around Melbourne*, State Library of Victoria, 1853.

99 Lay, p. 183.

100 Lay, p. 184.

101 Broome, p. 88.

102 Lemon, p. 204.

Other Major Roads

Nicholson Street, originally called West Road, started at Victoria Street, Fitzroy, on the northern boundary of the three-square-mile Melbourne town reserve. Heading due north out of the town, its route was prevented from crossing Brunswick Road because of the strip allotments running between Merri Creek and Sydney Road. This was rectified after the Board of Land and Works acquired the necessary land in 1857–60 allowing for the road's extension and its use by vehicles transporting stone from local quarries. The extension to Bell Street was completed in the early 1900s.¹⁰³ Lygon Street, also running north off Victoria Street, was named after Lord Lygon, a British cabinet minister. The Carlton section dates from the government surveys undertaken by Robert Hoddle in 1852. The Brunswick section was originally called Cameron Street but renamed Lygon Street in 1872. After crossing Brunswick Road, Lygon Street continued the 'boulevard' width it had in the City of Melbourne municipality (to the south). After Weston Street, however, the road became relatively narrow like Sydney Road and Nicholson Street. An unidentified map of 1876 in the collection of the University of Melbourne Map Library shows the routes of Sydney Road, Lygon Street and Nicholson Street and their lack of continuity in crossing from the City of Melbourne into the City of Brunswick.



Figure 16: Moreland Road, Coburg, 1904, (looking west from Glencairn Avenue towards Essendon). Source: Coburg Historical Society and Picture Australia.

Moreland Road (and Moreland municipality) derives its name from Farquar McCrae's estate, which he purchased in 1839. The land, comprising portions 133 (in Coburg) and 126 (in Brunswick), was situated on either side of present-day Moreland Road.

Coburg's Gaffney Street, which runs in an east-westerly line, was established along surveyor Hoddle's five-mile limit from Melbourne.¹⁰⁴ The land within the limit was set aside for small farms or suburban blocks, and the land beyond it was designated rural and comprised larger allotments. Gaffney Street, Boundary Road, Bell Street, Reynard Street as well as Moreland Road ran along the east-west boundaries of parish allotments.

4.2 Building Bridges

Owing to having two significant waterways in its boundaries, bridges – and later viaducts – became an intrinsic part of the Moreland's cultural landscape and built environment. The construction of bridges closely aligned with the development of roads as well as settlements and industry. Often early bridges were built on an ad-hoc basis but would later become more strategically planned and engineered as modes of transportation evolved and awareness of the patterns of the flooding of the creeks and waterways became improved.

Joseph Hawdon probably used the Moonee Ponds Creek route from Melbourne to reach Kilmore when he did the first mail run to Sydney in 1837.¹⁰⁵ This is not surprising given the early importance of the crossing on the Moonee Ponds Creek at Flemington Bridge, and its logical connection to the track that became Pascoe Vale Road. The Flemington Bridge crossing began as a ford and in 1839 was upgraded to a log bridge, the first vehicular bridge in Melbourne. It was built to facilitate the significant loads of stone being brought in to build Melbourne's churches and other public buildings such as the Russell Street gaol and the new treasury.¹⁰⁶ The bridge provided a direct route along Mt Alexander Road, which deviated at Holmes Road into Pascoe Vale Road. The route crossed Moonee Ponds Creek again near John Pascoe Fawkner's village of Pascoeville, in today's Pascoe Vale/Oak Park area.

¹⁰³ Lay, pp. 110–111.

¹⁰⁴ Lay, p. 18.

¹⁰⁵ Lay, p. 106.

¹⁰⁶ Lay, p. 95.

At first the crossing used a ford 'that was on a circuitous path and was often blocked by subdivisional fences,' writes Lay, but pressure of increased usage of the route as a Sydney link led to its replacement by a bridge in 1843, the second bridge in Melbourne.¹⁰⁷ The structure was built with government funding as well as funding from the new licensee of the Young Queen Inn, William Smith. In 1854 a tollgate opened at the bridge near the Young Queen Inn, and a new and larger bridge was constructed in 1858 and enlarged in 1863.

The first bridge in the Moreland municipality replaced a ford over the Moonee Ponds Creek in 1843 near John Pascoe Fawkner's early village of Pascoeville, in today's Pascoe Vale. A tollgate opened at the bridge in 1854 and a new bridge replaced the old one in 1858 and was altered or rebuilt in 1863.¹⁰⁸ In 1853 a suspension bridge was constructed over the Merri Creek with prison labour, close to the boundary of the Pentridge Stockade. It was swept away by floods in 1863, leaving only chains and a few pieces of timber¹⁰⁹, and was apparently reinstated, as in 1879 it was said to be dangerous and in need of replacement.¹¹⁰ The single span Murray Road Bridge was built in stone by prison labour in 1870–71 for the Coburg Road Board, and is included in the Victorian Heritage Register (H1198), as is the Newlands Road Bridge, built in 1865 (H1446) (also refer to citations for Murray Road Bridge and Newlands Road Bluestone Bridge). Both bridges cross the Merri Creek near the former prison.

An early bridge was built over the Merri Creek at Bell Street in 1857, the year that Bell Street was gazetted as a road, and a new iron bridge was constructed in 1880.¹¹¹ On the other side of the suburb the Moonee Ponds Creek was crossed in 1862 by two bridges, one known as the La Rose Bridge at Reynard Road and the other at Pascoe Vale, probably on Gaffney Street. A third bridge, known as Loeman's, was built at Moreland Road in about 1874.¹¹²



Figure 17: The bridge across the Moonee Ponds Creek at Pascoe Vale pre-1920. Source: Coburg Historical Society and Picture Victoria.

4.3 Developing Public Transport Routes

Moreland's public transport routes created a further organisational pattern on the land. Their development charts the needs of an increasingly urban municipality as well as those of its neighbouring districts. The vast network of public trains and trams and the web of tracks and power lines that are a dominant feature in the cultural landscape remain central to Moreland's identity, particularly in the vista up the great expanse of its central spine, Sydney Road. Their rolling stock and associated infrastructure of tracks, gates, signal boxes, station buildings, footbridges, overhead connections and stopping points are highly visible features that contribute to the distinctive urban character of Moreland's public landscape. Moreland's three tramlines – the Lygon Street line to East Coburg, the West Coburg line and the Sydney Road line – provide links within the municipality and also connect to the broader metropolis. The principal train corridor, known as the Upfield Railway line, is historically important 'as an outstanding and complete surviving example of an integrated and functioning complex of nineteenth century railway architecture and technology within the metropolitan area'.¹¹³ The Brunswick, Coburg and Parkville section of the line is included in the Victorian Heritage Register (H0952).

107 Lay, p. 95, p. 105

108 Lay, p. 105.

109 Timothy Hubbard Pty Ltd, p. 12.

110 Timothy Hubbard Pty Ltd, p. 12.

111 Timothy Hubbard Pty Ltd, p. 12.

112 Broome, pp. 87–88.

113 Heritage Victoria, 'Upfield Railway Line Precinct. Statement of Significance (H0952)'. Available online at: http://vhd.heritage.vic.gov.au/vhd/heritagevic#detail_places:2135

Horse Omnibus

With horses being the main form of land-based transportation, Moreland's earliest form of public transport was provided by a horse-drawn omnibus. They ran to Melbourne each morning, with occasional extra runs. The trip cost 2s. 6d. and the cabby would not leave without a full vehicle of seven people, which could cause a wait of up to half an hour.¹¹⁴ In 1880 a horse-drawn bus trip from Coburg to the city via Sydney Road, took 45 minutes.¹¹⁵

The Northern Tramway Company operated a horse tram/omnibus along Sydney Road from the cable tram terminus at Moreland Road to Gaffney Street. Unable to compete with the dominance of the new train and tram services and the rise in the private motor car, it went into liquidation in 1894 and had a number of subsequent owner/operators until it was acquired by Coburg Council in 1911.¹¹⁶

Upfield Rail Line

The Pentridge District Road Board first proposed a passenger rail link to Melbourne in 1869. Further proposals followed in 1876 and 1877, and in 1879 a trial survey was made of lines from Richmond to Coburg and Coburg to Kilmore.

The passing of the *Railway Construction Act* (No.682) by Parliament on 28 December 1880 authorised a railway that would terminate on the south side of Bell Street, Coburg. Four other suburban lines were approved at the same time, as well as eighteen lines outside the metropolitan area. The contract for the North Melbourne to Coburg line of four miles, 65 chains and 69 links, was let in April 1882 to Robert Thornton for £52,682.16.0. After leaving North Melbourne the route ran through Royal Park to the east of the Zoological Gardens and then paralleled Sydney Road north to Coburg. As construction started, however, loud protests over the line going through the park forced the government to reconsider the route and shift it to the west of the zoo, causing delays and more expense to the project. The following year the surveyed route was found to be too close to South Brunswick's clay pits, necessitating another deviation as well as construction of a causeway to carry the track.¹¹⁷

The single line was officially opened by the Governor of Victoria on 8 September 1884, some fourteen months behind schedule. Ceremonies were held at both Brunswick and Coburg stations, and afterwards invited guests enjoyed a banquet at the Coburg Shire Hall catered by Felix Roland of the Pentridge Hotel (later named the Corner Hotel).



Figure 18: Horse-drawn omnibuses at the junction of Sydney Road and Bell Street, Coburg, 1915. Source: Coburg Historical Society and Picture Victoria.

114 Cooke, p. 65.

115 Saul & Moore, p. 2.

116 Friends of Hawthorn Tram Depot, *Penny fare to Pentridge: the Melbourne, Brunswick & Coburg Tramways Trust*. Available online at: <http://www.hawthorntramdepot.org.au/papers/mbctt.htm>

117 Saul & Moore, p. 3.



Figure 19: Invitation to the banquet celebrating the opening of the Brunswick & Coburg Railway, 8 September 1884. Source: Coburg Historical Society and Picture Victoria.

The general public celebrated with a free train ride to the Zoological Gardens. Facilities provided by the line were at first minimal, with temporary structures without approaches from the street acting as station buildings at Royal Park, South Brunswick, Brunswick and Coburg. While the service commenced with only twelve trains per day at forty-minute intervals on weekdays and Saturdays, and fewer on Sundays, there were soon fifteen trains per day to match the growing demand.¹¹⁸

118 Saul & Moore, p. 4.

119 Saul & Moore, p. 5.

120 Saul & Moore, pp. 7–8.

121 Saul & Moore, pp. 3–7.

Sidings to service Cornwell's Pottery and Hoffman's Brickworks were opened in 1886 from the Dawson Street crossing, and a contract for the line's first permanent station, at Flemington Bridge, was let in October. The first permanent station in the Moreland municipality was built at Coburg almost a year later, with the contract for a brick structure with Gothic windows and door heads, fireplaces and carpeted waiting rooms going to Robertson and Stewart in September 1887 for £1818.17.9. Contracts followed for stations in the same style for South Brunswick, Brunswick and Moreland in August 1888 for £1720.17.1 each.¹¹⁹ Timber shelters were added in 1891. The track was duplicated between Royal Park and Brunswick in May 1889, and Brunswick and Coburg in 1891–92, to relieve stress on the line from increased volumes of freight and workers travelling to and from Brunswick's thriving industrial and commercial precincts, which were slowly expanding north into Coburg. Once again the track had to be realigned in South Brunswick because of the clay pits of Cornwell's Pottery in the same area.¹²⁰

The first of Moreland's signal boxes began operation in October 1897 at South Brunswick, and other refinements in the safe working of the system were introduced, notably the yard interlocking equipment. The line was electrified in 1920, and industrial usage began to decline in the 1930s as road transport started to dominate. In 1992 there was a proposal to close the line but this was reversed in 1995 when an upgrade was announced.

In the early 1880s, during construction of the railway, community leaders and local politician Charles Pearson agitated for the new Brunswick–Coburg line to be extended as far as Somerton, where it would join the north-east line. This was approved under the Railway Construction Act 1884, also known as the 'Octopus Act', which also approved 87 other lines, including the Flinders Street viaduct. A contract was let in January 1886 and the line, which ran for seven and a half miles and twenty-two chains, opened in October 1889 with stations at Bell Park, North Coburg and Fawkner (within the Moreland municipality), and Campbellfield, Campbellfield North and Somerton (in the Hume municipality). Completion of the Flinders Street–Spencer Street viaduct in 1891 allowed a direct trip from Coburg to the centre of the city for 6d.¹²¹



Figure 20: Brunswick Railway Station in 1906, looking northwards. The chimney on the right is associated with the Australian Liquorice Factory in Victoria Street. Source: Moreland City Libraries.



Figure 21: Moreland Railway Station pre-1938. Source: Moreland City Libraries and Picture Victoria.

The railway between Coburg and Somerton, described afterwards as a ‘white elephant’¹²², closed down in 1903 due to lack of patronage by the small community of North Coburg. However, the line was partially reopened in 1906 to provide a mortuary service, which was subsidised by the trustees of the recently opened New Melbourne General (Fawkner) Cemetery, and a new station was built south of the original Fawkner station, adjacent to the main entrance of the cemetery. There was one return service daily, departing the Mortuary platform (platform 10 east) at Flinders Street in the afternoon.

Apart from its hearse cars, it appeared as an ordinary suburban train that stopped at all stations to Coburg and then proceeded to Fawkner, only taking additional corpses on board at Macaulay Road (Kensington) and Brunswick. The mortuary service was discontinued in 1939, and the hearse cars sold for scrap. One was located in 1990 and was restored and returned for display at the cemetery.¹²³ Full passenger service between Coburg and Fawkner had resumed in 1914, but it took another fourteen years of lobbying to restore the service to Somerton (City of Hume) with a motorised motor-rail car called ‘the Beetle’.¹²⁴ It closed again in 1955.¹²⁵

Broadmeadows Rail Line

The Essendon rail line extension to Glenroy and beyond was slow to arrive. A private syndicate opened a line from Melbourne to Essendon in 1860 but it closed in 1864. The government bought the railway and reopened the service in 1871, and provided an extension to Seymour in 1872, and then the following year opened the North-Eastern railway to Wodonga using the same Essendon line. The suburban service still terminated in Essendon, but by 1885 a group of shrewd businessmen had organised the opening of the Pascoe Vale railway station, which serviced four country trains running daily to Seymour and beyond. They subdivided an estate and attempted to sell off a number of house sites, but the venture failed. Unfortunately, the Railways Department showed no interest in extending suburban trains to the empty reaches of country Pascoe Vale, and the area remained rural for decades to come.¹²⁶

In 1891 a cross-country branch line between Pascoe Vale and Coburg was announced by the government, but the proposal lapsed during the ensuing depression years. The Essendon line was electrified in 1919, the first such line in Australia¹²⁷, and in 1921 suburban stations opened at Pascoe Vale, Glenroy and Broadmeadows, followed by Oak Park some years later. Most of the electric trains continued to terminate at Essendon, but the new stations further along the line proved a great stimulus for development and the service was gradually increased. Eastern and southern suburbs at a similar distance from Melbourne had fared much better with transport services.

122 Miles, p. 36.

123 Saul & Moore, p. 12.

124 Broome, p. 203.

125 Lemon, p. 152.

126 Lemon, pp. 76–77.

127 Richardson, J., *The Essendon Tramways*, Traction Publications, Canberra, 1963, p. 5.

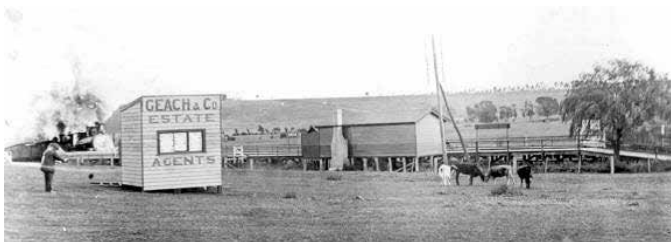


Figure 22: A steam train approaching Pascoe Vale Station in c.1915. Source: Moreland City Libraries and Picture Victoria.



Figure 23: Pascoe Vale Station in 1890. Source: Coburg Historical Society.

Goods Line

A new double-track goods line travelling in an arc through Melbourne's western and north-western suburbs was completed by the Victorian Railways in 1929. The line enabled the heavy and increasing traffic from the north-east to be diverted across country from Broadmeadows to the Tottenham marshalling yards without having to pass through the busy Melbourne yards. The route crosses the deep Maribyrnong River valley on a huge steel viaduct and heads north-east towards the back of Airport West. As it crosses another steel viaduct bridging the deep gully of the Moonee Ponds Creek, it enters the Moreland municipality and passes through the back of Glenroy and finally joins the North-East Railway. The Maribyrnong viaduct, now listed on the Victorian Heritage Register (H1197), was the nation's tallest railway bridge at 180 feet tall until completion of the Sydney Harbour Bridge in 1932. The second-built, smaller Moonee Ponds Creek viaduct (120 feet tall), which straddles the municipalities of Moreland and Moonee Valley, was built on similar cost-effective design principles and comprises steel girders supported on steel-framed towers (see citation for 'Trestle Bridge', Moonee Ponds Creek, Glenroy, HO219).¹²⁸

¹²⁸ Victorian Railways Magazine, September 1927.

¹²⁹ Broome, pp. 142–143.

¹³⁰ Laffan, A., 'Transport', in Penrose, H. (ed.), *Brunswick: One History, Many Voices*, Victoria Press, South Melbourne, 1994, p. 94.

¹³¹ Laffan, p. 94.



Figure 24: Albion to Broadmeadows Goods Line, Glenroy Viaduct, June 1929. Photograph by Wilfred Chapman. Source: Pictures Collection, State Library of Victoria.

Cable Trams and Electric Trams

Cable trams arrived in Sydney Road in 1887, when the privately owned Melbourne Tramway and Omnibus Company laid a tram cable to Moreland Road.¹²⁹ It was Melbourne's sixth route opened under the *Melbourne Tramway and Omnibus Company Act 1883*, and eventually seventeen routes operated in Melbourne's metropolitan area. The cable from Brunswick to Melbourne and back was the longest in the metropolis, measuring 31,620 feet. It ran from the engine house in Black Street, behind the Sarah Sands Hotel (on the corner of Sydney Road), to Moreland Road and down to the City of Melbourne.¹³⁰ Because of the relatively flat route of the track, only one engine house was needed. Although initially disruptive to local trade along Sydney Road during its construction, the service was a boon for retailers, businesses and commuters, and by 1910 Sydney Road's cable trams were carrying 24,277 passengers on an average weekday.¹³¹

This service also made Brunswick and Coburg attractive as places to live, giving residents convenient and affordable access to transportation. The brick cable tram engine house at 363 Brunswick Road, Brunswick dates to 1887, and survives today as a tyre fitting centre and clothing manufacturer. Its location near the mid-point of the route was a typical consideration, while the depot for housing the trams tended to be placed near the terminus. The original timber-built depot, which was located near the corner of Sydney and Moreland Roads, was replaced with a large brick Georgian-style building in 1935. Its construction was timed to coincide with electrification of the Sydney Road line, which was completed in April 1936. The new electric line ran from Park Street to Moreland Road via Sydney Road, and was the last of the municipality's routes to be upgraded with electrification.



Figure 25: Sydney Road cable tram in Brunswick in 1909. Source: Pictures Collection, State Library of Victoria.

Planning for the East Brunswick electric line along Lygon Street commenced in 1914, when the Melbourne, Brunswick and Coburg Tramways Trust was established to construct and operate an electric tramway from the North Carlton cable car terminus in Rathdowne Street to Brunswick and Coburg. Coburg builder Robert Irvine constructed the Nicholson Street tram depot sheds just north of Moreland Road, in 1915, and the route began operating to East Coburg in 1916. The depot closed in 1952 and was sold by VicTrack and demolished in 2007.

The Tramways Trust also began planning for electrification of the segment of Sydney Road from the Coburg depot to Bell Street, and closed the horse tramway in December 1915 to allow for its construction, which was completed in April 1916, and then extended to Baker's Road North Coburg a month later.¹³² Moreland's third electric tramline through Brunswick West and West Coburg began running in June 1927. By 1928 virtually all the available land in Brunswick had been subdivided into house blocks or factories¹³³, and any available land to the north, east and west close to public transport was soon taken up.



Figure 26: Cable tram at the corner of Sydney Road and Brunswick Road, c.1900. The Sarah Sands Hotel is to the left. Source: Coburg Historical Society and Picture Victoria.

¹³² Yarra Trams, Celebrating One Hundred Years of Electric Trams in Melbourne, 1906–2006, Available online at: http://www.100yearstrams.com.au/tram_history/milestones_sub/1911-1920.html

¹³³ Laffan, p. 95.



Figure 27: An electric tram on Nicholson Street crossing Rennie Street, Coburg, in 1948. Source: Coburg Historical Society and Picture Victoria.

4.3 Moving in the Twenty-first Century

Bikes, boards and scooters

Bikes have been around from the late nineteenth-century and were a popular form of personal transportation especially for the working classes. Around this developed a significant bike culture in Moreland with the establishment of bike clubs and professional and amateur road and track racing as discussed in Theme Ten. As the twentieth-century post-industrial age took hold, improved public transport networks and - for the rising middle-classes in particular - increased private car ownership, saw bike riding become more the domain of sport and recreation.

Towards the end of the twentieth century, a new contemporary 'bike' culture started emerging that combined commuting and recreation, with the move away from cars onto bikes being for both health and environmental reasons. However, with many of the roads being congested and often dangerous spaces for cyclists, a network of bike paths (dual use paths) has been installed, mostly following rail lines, not just within Moreland but linking to the Melbourne CBD.

As well as bikes, other small modes of transport such as scooters and skateboards (both manual and electric) are also increasing in popularity for

commuting and utilising the bike paths. This story also links to the references on environmental and ecological awareness presented in Theme Ten.

West Ring Road

The West Ring Road signalled the new era of bypasses and traffic management spurred by more vehicles and rise in road transport (away from trains). It was built c1990 but as soon as it was opened it was congested and had to be expanded immediately after. This new ring road has had a major impact on the local area, mostly positive in relation to improved access, amenity of the local area and the flow of traffic.

Level Crossing Removal

The removal of level crossings in Coburg and Glenroy was announced by the State Government in 2018. These major new infrastructure projects were developed to relieve congestion on the Craigieburn and Upfield lines and would also result in the removal of many level crossings on Moreland's streets that would become redundant. The elevated rail line continues the story of rails, roads and transport into the twenty-first century in Moreland. As a contemporary piece of infrastructure, it has potential to transform the public realm, bringing further change and advancements to the railway's presence in the landscape and the historical built environment.

5

Farming the Land

With the dominant notion embraced by the post-colonial settlers of the first inhabitants only being hunters and gatherers, the early and even later migrants did not always recognise or acknowledge that the land had already been cultivated, managed and understood for many thousands of years by the Indigenous people. However, the cumulative experience gained from both success and failure and a growth in knowledge and awareness about the local conditions and seasons would be more appreciated in time.



Few purchasers of crown land in the first sales of the late 1830s had any intention of living on their large allotments and developing farms. Speculators were the biggest buyers, and they looked to either lease out their land profitably in the short term or subdivide and sell. A flurry of leasing, reselling and subdivision followed, and farming was generally left to subsequent owners of the land.

As intended by surveyor Robert Hoddle, smaller farms developed within the five-mile limit of Melbourne where the original crown allotments were smaller in size. These farms were soon competing for space with other activities as the commercial, industrial and residential hubs of Brunswick and to a lesser extent, Coburg, grew and expanded throughout the nineteenth century. Crop growing and similar broad-acre activities were pushed further north leaving dairies, poultry farms and other small operations to co-exist with urban development throughout the late nineteenth and early twentieth centuries. These too, eventually moved further north where parts of the municipality, including Pascoe Vale, Glenroy and Fawkner, remained rural for many decades.

Moreland Themes and Sub-themes

5. Farming the Land

- 5.1 Establishing Farming Estates
- 5.2 Developing Smaller Farms
- 5.3 Farming in the Twentieth Century
- 5.4 (Re)connection with the Land

State (HV) Themes and Sub-themes

4. Transforming the Land

- 4.1 Living off the land
- 4.4 Farming

National (AHC) Themes and Sub-themes

3. Developing Local, Regional and National Economies

- 3.5 Developing primary production
- 3.9 Farming for commercial profit
- 3.12 Feeding people

5. Working

- 5.8 Working on the land

Heritage places associated with Moreland's farming past include some very early farm buildings – a homestead, a stable and stone farm cottages, as well as other buildings associated with rural trades – an early butcher's shop, grain stores and silos. Moreland's farming heritage is also expressed in some names of local areas, for example Coonan's Hill, Pascoe Vale and Glenroy.

Moreland's early farmers played an important role in the formative years of Melbourne's establishment, providing food for colonists as well as fodder for their horses. With the presence of a significant water supply combined with the predominantly flat terrain, Moreland seemed ideal to develop as farming land. However, this would later be tested and put under pressure given its close proximity to Melbourne city centre and the inevitable urban encroachment. The growing urbanisation and diminishing natural landscape was also starting to sit uneasy. On top of this, the global issues emerging and being experienced around climate change and increasing pollution, a desire to better connect with the land and the food we eat, would lead to a reconnection to the land and the natural landscape from a range of sectors within the Moreland community. This move aimed to nurture a more sustainable future, especially applying knowledge of the first inhabitants.

5.1 Establishing Farming Estates

Pentridge and Pascoe Vale Estates

By 1845 the previously unsown soils of farms along the Moonee Ponds Creek and the Merri Creek were producing enormous yields. This farming landscape contained half the new colony's acreage under grain, their crops including wheat, barley, oats and maize as well as potatoes, vegetables, vines and other plantings.¹³⁴ The early prominence of local farming was reflected in the formation of the Moonee Ponds Farmer's Society, which later became the Port Phillip Farmer's Society. It held its first annual ploughing match on 27 July 1848 on Coiler Robertson's La Rose property (now Wentworth House) overlooking the Moonee Ponds Creek (see citation for 'Wentworth House' 22 Le Cateau Street, HO103).¹³⁵

¹³⁴ Broome, p. 48.

¹³⁵ Coiler Robertson was renting La Rose from Farquhar McCrae and purchased the estate after McCrae's death in 1850.

The match drew enthusiastic interest from all quarters of the Port Phillip District and marked the beginning of today's Royal Melbourne Show.¹³⁶ It also clearly highlighted the role of farming in the district and its growing importance as an organised, competitive activity.

Just nine years beforehand, when the La Rose went under the auctioneer's hammer for the second time, the terrain of the farm was still in its natural state, being described as:

*very lightly timbered with the she oak, the light wood and the honey suckle, a fine criterion of the richness of the soils, and the expense of clearing any portion of it for agricultural or horticultural purposes will be trifling. Its gently undulating surface abounds with the most desirable sites for villa residence.*¹³⁷

Dr Farquhar McCrae, who already owned two large portions of land each side of today's Moreland Road, and a townhouse in Bourke Street, purchased La Rose in 1841 and built a bluestone homestead on the estate in 1842–43. He leased out some portions and, while he ostensibly practised in medicine, he also took an interest in growing crops and running livestock. By 1843 he was heavily in debt and the sheriff seized his assets, including the 'Moreland and La Rose estates, their livestock, farm implements, and growing crops of 5,000 bushels of oats, 750 bushels of wheat and eight acres of potatoes'.¹³⁸ A partly built stone building, perhaps the bluestone house that forms the oldest part of the present Wentworth House, was listed among the La Rose assets (see citation for 'Wentworth House', 22 Le Cateau Street, Pascoe Vale South, HO103).

Another large farm was John Pascoe Fawkner's Belle Vue Park, which stood on the hill between Pascoe Vale Road and the Moonee Ponds Creek above present-day Marie Street in Oak Park. It comprised a substantial timber homestead, stables, a barn, blacksmith's shop, workers' cottages and a vast orchard as well as ten acres under vines.

Fawkner had transferred his plant nursery from Launceston and offered for sale some thirty-five varieties of apples, twenty of pears, twenty of plums, ten of cherries, over two hundred of grapes as well as peaches, nectarines, apricots, figs, currants, mulberries, filberts, gooseberries, shrubs and bulbs.¹³⁹ By 1848 the farm still boasted 'the most extensive and choice collection of Fruit Trees, Vines, and Ornamental Trees and Shrubs, ever yet offered to the public, as the produce of or acclimatised in this colony'.¹⁴⁰ Although the homestead has since been rebuilt, one of the original stable buildings appears to survive and is now lived in as a residence (see citation for 'Former Belle Vue Park Stables', 9 Oak Park Court, Oak Park, HO342).

Scottish Farmers in the North of the Municipality

John Terry Hughes and John Hosking, Sydney-based land speculators and brewery entrepreneurs, were the original purchasers of much of the Will Will Rook parish land, north of Fawkner's Box Forest section. These larger land portions were more distant from the settled districts and more suitable for larger-scale farming. Hughes and Hosking sold the western half to Robert and Helenus Scott of the Hunter Valley who mortgaged it to Duncan Cameron and his family. Their arrival in the district reinforced the growing dominance of Scottish settlers in the northern part of the study area. The Camerons overlanded their vast flocks of sheep from their station near present-day Canberra and shifted their household to the new estate named Glenroy, after his Scottish birthplace. After his son drowned in a dam on the property Cameron moved to South Australia, and the land reverted to the Scott brothers, and then passed to Donald Kennedy.

Also from Scotland, Kennedy demonstrated an interest in the science of agriculture and was an active member of the Port Phillip Farmers' Society.¹⁴¹ Donald and his brother Duncan leased some of the land to farmers and developed Glenroy and another property, Chandos (west of the Broadmeadows township, City of Hume), as model farms.

136 Aldous, G., *The Stop-over that Stayed: A History of Essendon*, City of Essendon, Moonee Ponds, 1979, p. 10; Broome, p. 55.

137 *Port Phillip Gazette*, 18 December 1839, cited in Broome, p. 37.

138 Broome, p. 45.

139 Broome, p. 49.

140 O'Callaghan, S., *Broadmeadows: A Brief History*, (n.d.), p. 7. (unpublished manuscript)

141 Lemon, p. 22.

Their land stretched three miles past Pascoe Vale, covering today's suburbs of Glenroy, Broadmeadows and Westmeadows and included the smaller properties, Pasture Hill Farm and Bayview Farm. A plan of Glenroy Farm is reproduced in historian Andrew Lemon's history of the district. It shows the estate on the east side of Pascoe Vale Road with its homestead built around a courtyard, situated close to where the junction of Glenroy Road and Plumpton Avenue is today. A cluster of outbuildings including a shearing shed and stables line up to the south of the house on today's Plumpton Road axis. A little to the east is a cultivation paddock and the farm's boundary on the edge of the present Northern Golf Club.¹⁴² Donald died in 1864 but his land remained in the hands of his executors until 1874 when it was sold to William McCulloch, who had already made his fortune from the Murray River riverboat trade. He bred prize-winning bulls, Clydesdale horses and racehorses and sold the property in 1886 for a reported £100,000.¹⁴³ A syndicate of land speculators called the Glenroy Land Co. purchased the land hoping that the relatively new North-East Railway line to Wodonga (opened 1871–73) would encourage local investment and development.

Apart from the names Glenroy, Kennedy and Bayview, there is little that recalls the Glenroy estate in today's urban landscape. This is why the bluestone farmstead house Gowrie, in the north-east corner of Glenroy, is particularly special. Built in 1855, it is the suburb's only house surviving from the early settlement and farming period. Unfortunately, the outbuildings no longer survive to demonstrate the farm's activities (see citation for 'Gowrie', 63–65 Gowrie Street, Glenroy, HO88). Gowrie belonged to Keilor settler and Scottish model farmer James Robertson and was probably built by his cousin and business partner Alexander Gibb, who constructed a similar house, Meadowbank, in 1850 in Campbellfield (City of Hume) just outside the study area.¹⁴⁴ Both are included in the Victorian Heritage Register (H0128 and H1181).



Figure 28: Gowrie, 63 Gowrie Street, Glenroy, prior to restoration, side elevation. Photograph by John Collins in c.1963. Source: J.T. Collins Collection, Pictures Collection, State Library of Victoria.

5.2 Developing Smaller Farms

Fawkner's Village Farms

John Fawkner promoted the establishment of a village on his land, and auctioned blocks ranging between five to fifty acres for small farms. Most of the estate on the eastern side of Pascoe Vale Road was sold to Henry Ashurst in 1842 and he was content to lease out the land, firstly to Joseph Burns, who established Merai Farm. By 1845 he had erected a house, garden and outbuildings. Forty acres were planted with oats and he also ran a dairy and grazed cattle. Burns left in 1856 and the next lessees, the Kernan family, stayed for many years, retaining the original name of the farm.¹⁴⁵ No traces of Merai Farm remain today.

Fawkner also owned land at Pentridge in the district's east, by the Merri Creek, which he subdivided in December 1839 into lots of five to twenty acres for small farms. According to Fawkner, this land was also suitable for fruit trees, its location providing 'the most choice situations for orchards, possessing at once shelter, a bounteous supply of water, and a soil rich and strong, capable of producing every fruit which the climate can admit of'.¹⁴⁶

¹⁴² Lemon, pp. 78–79.

¹⁴³ Lemon, p. 80.

¹⁴⁴ Lemon, p. 20.

¹⁴⁵ Lemon, p. 19.

¹⁴⁶ *Port Phillip Gazette*, 26 February 1840, cited in Broome, p. 37.

Fawkner owned further land in the area known today as Hadfield. He bought an entire section in 1850 and subdivided it into small farms of between five and twenty acres and set aside an area for a village that he called Box Forest. Nearby, a clue to the area's early history as a centre for crop growing is provided by the present-day First and Last Hotel, located on the corner of Sydney Road and Boundary Road. It stands on the site of the former Wheatsheaf Inn, a name that has since been preserved in Glenroy's Wheatsheaf Road. Another 1850s hotel in the district was called the Plough Inn. Crop growing led to the establishment of small flour mills on the local waterways, such as Barber & Lowe's mill by the Merri Creek, near Campbellfield (in the City of Hume).¹⁴⁷

Pentridge's Small Farms

By August 1840 the *Port Phillip Gazette* was able to report 'that as many as twenty-one farms' had been established in the immediate Pentridge neighbourhood, 'all in the occupation of gentlemen, who are busily engaged in the erection of dwelling houses and other buildings requisite for carrying on agricultural operations upon an extensive scale'.¹⁴⁸ Some of these farms were possibly established on land that speculator George Urquhart purchased in Coburg's first land sales in 1839. Just a month after acquiring portion 149, which bordered the Merri Creek and the north side of today's Gaffney Street, Urquhart divided most of it into twenty-four blocks of twenty-five acres (10 hectares) each, declaring that the profits would be limitless for buyers whether they are 'merchant', 'gardener' or 'newly arrived immigrant'. Urquhart, who lived in Brunswick, was a squatter and later became a politician.¹⁴⁹

Some of the pioneer farmers of the Pentridge area included John Anketell, Stephen Egan, John Gaffney, John Keady, John and Peter Virtue, John and Thomas Cole, and Michael Loeman. Peter Virtue, a Scots farmer, merchant and open-air preacher acquired a five-acre portion of land at Pentridge in about 1839 in liquidation of a debt owed to him by another colonist. He built a regular coursed rubble bluestone house with attic dormers on the land in about 1854.

Known as the Grange, it is among Coburg's earliest houses to survive from the farming and settlement period. He resided there until his death in 1883. The modest building stands on a reasonably large remnant of its original farm allotment and served as a dairy throughout most of the twentieth century, as demonstrated by its surviving outbuildings and equipment (see citation for 'The Grange', 39 Belgrave Street, Coburg, HO20; the house is also included in the Victorian Heritage Register H1297).¹⁵⁰ Brunswick and Coburg retain a small number of bluestone cottages and further research may connect some of them with the early farming history municipality.



Figure 29: The Grange, 39 Belgrave Street, Coburg. Photograph by John Collins in 1968. Source: J.T. Collins Collection, Picture Collection, State Library of Victoria.

The North Coburg house, Toxteth Park (north of the former Kodak site), was probably associated with a nineteenth-century farm as it appears to predate the subdivision of the area (see citation for 'Toxteth Park', 3–5 Toxteth Park Street, Coburg, HO178). Further south, was Lilburn's farm of about one hundred acres (41 hectares), bounded by Moreland Road, Sydney Road and the Merri Creek. The farm comprised grazing paddocks as well as orchards, a dairy and a bluestone farmhouse, and was also 'covered with beautiful gum and box trees, abounding in parrots and other birds'.¹⁵¹ The farm was broken up as the 'Lilburn's Paddock' subdivision in 1881, and then re-subdivided in further land sales.¹⁵²

147 Lemon, p. 23.

148 *Port Phillip Gazette*, 8 August 1840, cited in Broome, p. 37.

149 *Port Phillip Gazette*, 26 August 1839, cited in Broome, p. 36.

150 Heritage Victoria, 'The Grange. Statement of Significance (H1297)', Available online at: http://vhd.heritage.vic.gov.au/vhd/heritagevic#detail_places;4025

151 Cooke, pp. 65–66.

152 Allom Lovell & Associates, *City of Moreland Heritage Review*, Vol. 2, pp. 201–202.

Irishman, Michael Coonan, owned a sixty-acre farm in the 1870s in the vicinity of today's Coonans Road in Pascoe Vale South. The land was subdivided and developed just after the second World War and locals still refer to the area between Moreland Road and Reynard Street as Coonan's Hill.¹⁵³

Brunswick's Small Farms and Rural Industries

From around 1843, William Lobb grazed cattle on a farm near Brunswick's Stewart Street, originally called Lobbs Lane. The rise in Sydney Road near Albert Street was originally known as Lobb's Hill, and the name is perpetuated today in Lobb Street, a small street between Albert and Victoria Streets. The owners of local farming properties were keen breeders of horses as well as cattle. Used extensively for transport, work and recreational purposes, horses were indispensable to everyday life before the advent of the motor car and fodder was equally important for their upkeep.

John Daly established his Hill Farm in 1854 on the slopes of the Moonee Ponds Creek west of Margaret Terrace (now Pearson Street). His subdivision of the land in 1887 created the Brunswick West district, his name surviving in present-day Daly Street.¹⁵⁴

John Fleming's farm, south of Union Street, also bordered the creek and today's Fleming Street bears his name. The slopes of the Moonee Ponds Creek were also popular for planting vineyards. The dairy farms of Fred Cadman, George Liversidge and T. Hentschell's Sweet Hope dairy farm were located near Albion Street, and the Baker family ran a dairy near Albert Street.¹⁵⁵ In the same vicinity was Kerr's Glen Farm dairy at the corner of Albert and Blair Streets, which operated between 1887 and 1930. Its buildings survived until 1974, when they were demolished to make way for extensions to the Brunswick Primary School.¹⁵⁶ A dairy is also known to have operated from the single-storey bluestone cottage that stands at 193 Weston Street, with stables at the rear (see citation for 'Cottage', 193 Weston Street, Brunswick, HO195). It dates from the 1860s and in the early 1900s served as Joseph Smith's East Brunswick Dairy and residence.¹⁵⁷

As skimmed milk was used to feed pigs, piggeries often accompanied dairies and dairy farms, and several were established in Moreland Road in the early 1870s along with bacon curing works. One was operated by James Hutton and another by Samuel Grimes. By the 1890s another member of the Grimes family, William, was probably conducting a similar trade at his bluestone cottage at 151 Barkly Street, Brunswick, which was operating as a dairy under J.J. Watkins by 1900 (see citation for 'Cottage', 151 Barkly Street, Brunswick, HO18).¹⁵⁸



Figure 30: Farming land in East Brunswick with the Stewart Street Primary School in the background, dated 1917. Source: Reproduced courtesy of Museum Victoria.

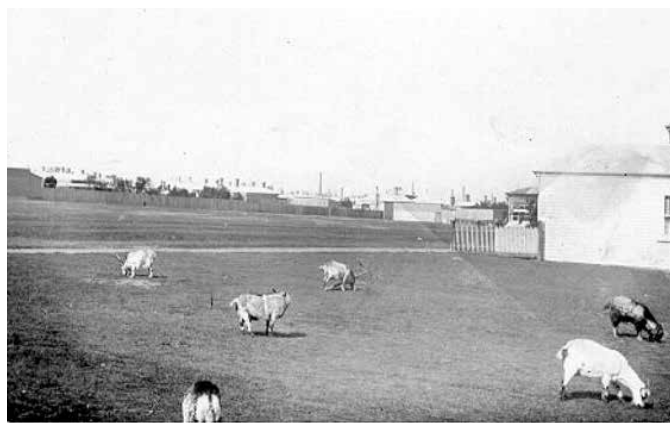


Figure 31: A farm in Brunswick near Rose Street (between Albion Street and Moreland Road). Pre-1928. Source: Moreland City Libraries and Picture Victoria.

153 Broome, p. 127.

154 Barnes, *It happened in Brunswick, 1837-1987*, p. 30.

155 Cooke, pp. 65–66; Nicholson, p. 49; Johnston, C., 'Large estates to subdivision', in Penrose, H. (ed.), *Brunswick: One History, Many Voices*, Victoria Press, South Melbourne, 1994, pp. 61–62.

156 Barnes, *It happened in Brunswick, 1837-1987*, p. 31.

157 Allom Lovell & Associates, *City of Moreland Heritage Review*, Vol. 2, p. 704.

158 Allom Lovell & Associates, *City of Moreland Heritage Review*, Vol. 2, p. 74.



Figure 32: Farmland near the corner of Rose and Tinning Streets, Brunswick. Pre-1928. Source: Moreland City Libraries and Picture Victoria.

In the 1850s Joseph Heller operated a slaughter yard at 145–147 Union Street, Brunswick. He built a butcher’s shop on the site in 1863 and converted the works to an abattoir in 1867 (see citation for ‘Butcher’s Shop and Dwelling’, 145–147 Union Street, Brunswick, HO231). The business passed to his son Fred, and then transferred to the Brunswick Council as the Borough Abattoirs in 1877.¹⁵⁹ With these activities came associated industries such as tanning of skins. In about 1879 a tanner by the name of A. Powell established a tannery on two and a half acres (1 hectare) at 38 Harrison Street by the Merri Creek, and by 1881 had erected a weatherboard cottage (see citation for ‘Cottage and Associated Outbuildings’, 38 Harrison Street, Brunswick, HO90).¹⁶⁰

Brunswick’s rural industries were quick to take advantage of the railway after its construction in 1884. By 1887 Melville & Co. grain and wool merchants were operating on the west side of the line from a bluestone grain store on the corner of Tinning and Colebrook Streets. They were also using a large iron grain store on the east side of the line and were negotiating an agreement with the Railways Department to build a siding into the complex. In 1888 the company constructed an additional bluestone store and then built two further grain stores in 1891. Donald Melville (1829/30–1919), a Scottish merchant dealing in wool and grain, was a Brunswick municipal councillor between 1878 and 1884 and mayor in 1881–1882, and was also a member of the Parliament of Victoria from 1882 until 1919.

In 1911 the grain stores became known as the Moreland Grain and Free Store, and in 1932 the State Electricity Commission acquired them as a briquette depot. During the Second World War the Commonwealth Customs Department and the American Army occupied them for storage purposes. The remarkable bluestone buildings still stand today in Colebrook Street and are included in the Victorian Heritage Register (H0705; also see citation for ‘Former Melvilles Grain Store’, 1–7 and 9–17 Colebrook Street, HO50 and railway sidings, Brunswick). The precinct’s association with grain storage continued into the twentieth century with the construction of concrete silos on the south-east side of the rail line.



Figure 33: Melville’s Grainstore, Colebrook Street, Brunswick, with rail siding. Photograph by John Collins, January 1982. Source: J.T. Collins Collection, Pictures Collection, State Library of Victoria.

Market Gardening

Land along the Merri Creek was used extensively for market gardening by both the European settlers as well as the Chinese migrants who started arriving in the colony during the 1840s gold rush. During the 1870s farmers and market gardeners formed Coburg’s largest occupational group, most owning the freehold to their land, with holdings ranging between ten and fifty acres. Pioneer nurserymen Thomas and John Cole planted an orchard and nursery on the Merri Creek in the 1840s, and while Thomas soon moved to Burnley, John remained as a Pentridge market gardener and by 1875 described himself as a gentleman and owner of an eight-room stone house on sixty acres of land near Nicholson Street.¹⁶¹

¹⁵⁹ Allom Lovell & Associates, *City of Moreland Heritage Review*. Vol. 2, p. 648. The name survives in nearby Heller Street, Brunswick West.

¹⁶⁰ Allom Lovell & Associates, *City of Moreland Heritage Review*. Vol. 2, p. 316.

¹⁶¹ Broome, p. 49. The house and market garden were probably close to today’s Cole Crescent.

Also establishing and maintaining gardens along the Merri Creek were Chinese gardeners, who brought with them a long tradition of market gardening as well as different tastes and approaches. Ah Long (or Ling) rented land and a wooden house in Harrison Street, Brunswick, in the 1880s, and Quan Long in Stewart Street, Brunswick, maintained another market garden between 1885 and 1923.¹⁶²

One of the earliest known market gardens was established on the Merri Creek by Chinese market gardeners in the 1840s. It was purchased 100 years later, in 1945, by the Italian Garita family from Jimmy Loch and became known as Joe's Market Garden. Now part of CERES (Centre for the Study of Environmental Research and Educational Strategies) it is historically important to Moreland, having been farmed continuously for 180 years, employing people from Coburg's early population through to today, and continuing to provide local produce (see citation Joe's Market Garden, 131 Harding Street, Coburg).



Figure 34: Joe's Market Garden. Extent Heritage Pty Ltd, 2020.

5.3 Farming in the Twentieth Century

Village Farming Schemes in Brunswick

After the 1890s economic depression, the government aimed to provide working people with greater opportunities to buy small farms, believing that this would provide a healthier life and add wealth to the community by increasing agricultural production.¹⁶³ Attempts to establish schemes were not always a success and a proposal initiated in 1893 by F.J. Sincok, which aimed to create a village farming settlement on French Island for the Brunswick unemployed, failed¹⁶⁴, as did many other schemes begun during this lean economic period.

Early in the twentieth century, two estates were acquired in Brunswick as urban Closer Settlement Schemes. The Hopetoun Estate of 91 acres in Brunswick's north-west corner, later renamed the Brunswick Estate, included 56 allotments of between one and two acres. By 1905 the estate had been extended twice and covered a large area between Moreland Road and Hope Street, and Moonee Ponds Creek to Melville Road. The other estate, the Phoenix Estate, centred on Passfield Street and was created in 1906. The allotments were allocated to workingmen on a purchase lease, which could be converted to freehold within six years, with a maximum of 31 years to pay.¹⁶⁵ The small farms proved to be uneconomic to operate and the allotments on both estates were subsequently subdivided. However, many of the original houses remain, such as those in Allard Street and Cumming Street (see citations for Serial Listing at 10 Allard Street and 47 Cumming Street, Brunswick, Interim HO540).



Figure 35: Farms in Pascoe Vale in the early twentieth century. Source: Coburg Historical Society and Picture Victoria.

¹⁶² Johnston, 'Large estates to subdivision', p. 62.

¹⁶³ Context Pty Ltd, *Keeping Brunswick's Heritage: A Report on the Review of the Brunswick Conservation Study*, prepared for Brunswick City Council, 1990, p. 14.

¹⁶⁴ Broome, p. 155.

¹⁶⁵ Context Pty Ltd, p. 14; Johnston, 'Large estates to subdivision', p. 63.

Farms on the Northern Fringes

In 1912 land in Pascoe Vale was sold under the banner of the 'Six of the richest farms in the long well-known and far-farmed Broadmeadows district'. The description, in part, read:

At one time it formed one of the largest hay-growing farms in the State, but by far the greater part has for some years been used solely for grazing purposes, and the whole, carefully farmed by dairymen and others, is now in first-rate heart.

THE SUBDIVISION into the comparatively small but handy and useful sized blocks above mentioned [106 acres (43.5 hectares)] placed a FIRST-CLASS AGRICULTURAL AND GRAZING FARM ready for immediate profitable use, within the reach of men of moderate means.¹⁶⁶

Before and after World War One, farmers in Glenroy and Fawkner began running horse studs, which were seen as a logical extension of the racecourses at Flemington, Moonee Ponds and Ascot Vale. Small farmers also bred poultry and pigs.¹⁶⁷ Most development before the war was confined to the Brunswick and Coburg hubs that were closer to public transport and made roads, with West and North Coburg, Pascoe Vale, Glenroy, Fawkner and Hadfield remaining isolated, outlying districts characterised by small farms and vacant land. Broome refers to a photograph of Pascoe Vale taken just before 1922 showing:

fewer than twenty houses scattered over almost a square mile of rolling farmland. Coonan's Hill swayed with golden hay. Pascoe Vale North, then referred to as Mt Sabine (for its association with an old farming property), or 'Peacheytown' (after a local farmer), was a favourite spot for horse riding and country outings.¹⁶⁸

Pascoe Vale covered the area bounded by Essex Street and Northumberland, Boundary and Cumberland roads. The area's rural connections continued into the 1930s and later, with the establishment of Hutchinson's Flour Mill, linked to the railway line at Glenroy. Rudolph Muller bought the land in 1930 and erected a red brick mill. One of the mill's biggest clients, Robert Hutchinson of Oak Park, who lived at Bell Vue Park, bought the complex in 1939 and added silos, laboratories and other buildings in the 1940s. The main silo, which was demolished in 1985–88 was a local landmark and could be seen from as far as Bulleen. The site's rural association continues with the company Peter Gibbs Stockfeeds Pty Ltd currently operating from the buildings.¹⁶⁹

Another impact of farming in the twentieth century was the growth of industries and manufacturing. The impact was in terms of the buildings and infrastructure associated with many of these significant industrial complexes that pushed farming further out, as well as the pressure on local land and water resources to service and accommodate both the demands of both industry and farming.



Figure 36: Pascoe Vale in 1915. Source: Coburg Historical Society and Picture Victoria.

¹⁶⁶ Lemon, pp. 111–112.

¹⁶⁷ Lemon, p. 112.

¹⁶⁸ Broome, p. 199.

¹⁶⁹ Faulds, J., *A Time to Till: A History of Box Forest and Glenroy in the Nineteenth Century*, J. Faulds, Glenroy, 1990, p. 16; Allom Lovell & Associates, *City of Moreland Heritage Review*. Vol. 2, p. 324.

5.4 (Re)connection with the land

By the mid twentieth-century much of the traditional large scale agricultural activity in Moreland was gradually giving way to the pressure of growing urbanisation, increasing land values and demand, deregulated markets and overseas competition, as well as a growing conservation awareness and concerns over a more sustainable future. Since the late 1990s/early 2000s, there has been an emergence of farmers markets and community gardens in Moreland underpinned by conservation awareness and a desire to grow and promote local, seasonally-based produce. In place of large farming estates, smaller hobby farms look to contemporary responsible farming methods rather than mass-production and year-round supply. These methods or practices can include being pesticide free, growing organic produce, having small animal holdings - particularly dairy and free-range chickens - all of which espouse a more mindful 'paddock to plate' approach.

Today, East Brunswick's CERES Park (Centre for the study of Environmental Research and Education Strategies) continues the theme of farming in Moreland, albeit as a contemporary response to urban living. Established in an old stone quarry in Stewart Street, CERES focuses on environmental and social issues affecting urban areas and provides opportunities for the community to be involved in a range of projects and opportunities. It provides a farm experience for children and adults living in the inner suburbs, enabling them to participate in environmental and conservation-oriented activities and also connect with Moreland's farming past. The site has displays and functional demonstrations on a range of environmental issues to show what can be achieved at household, community and global levels. These include energy generation, waste re-cycling, permaculture and ways to reduce impact on the environment.

A market garden originally established in the 1840s on Merri Creek by Chinese gardeners, later owned by Jimmy Loch, was bought from Loch by the Italian family, the Garitas in 1945. Son Joe kept the family garden going with his wife, Jean, and family of seven children. As the neighbouring market gardens and dairies eventually turned into houses, Joe's Market Garden (also known as Harding Street Market Garden) was the last market garden in inner-Melbourne. In 1978, the Melbourne and Metropolitan Board of Works bought it off Joe and owned the land from July 1978 to September 1992. Council subsequently became the owner from 2 September 1992 to present. This place is now leased off by CERES. Joe was continued to be involved with his garden as a caretaker from 1978 until his death in 2015. Today, Joe's Market Garden is CERES second certified organic farm with its produce sold through its fair food enterprise.¹⁷⁰

As well as CERES, there are other similar places in Moreland today including Harding Street Market Garden and Merri Murnong Community Garden (established by former Merri and Edgars Creek Confluence Area Restoration Group). There is also Pepper Tree Place a community-powered garden, nursery and café that was initially established by Kildonan Uniting Care on land owned by the Uniting Church as a venue for small scale community programs.



Figure 37: CERES Park. Source: Extent Heritage Pty Ltd, 2020.

170 Ennis, Chris, "Remembering Joe Garita" CERES Joe's Market Garden, March 2015.

6

Building Moreland

The City of Moreland's buildings span the entire period of Melbourne's European settlement and demonstrate a range of building materials and styles. While they represent the principal phases in Melbourne's development, they also uniformly reflect the City of Moreland's distinctive settlement patterns and working-class character that has predominated since the middle of the nineteenth century. This theme particularly focuses on the residential development of Moreland, with the commercial, industrial, public and other buildings covered under other relevant themes.



The first houses built in Moreland can be viewed in two ways – as reflecting the British traditions of the pastoral idyll of a house and plot, as well as dictated by locally available materials. So too, housing estates, villages and other settlements reflected British models in which the owner/investor has the prominently placed grand house and the tenants the simple cottages surrounding it. Other models include where the church is the focal point or where the settlement has been driven by and centres around a local industry.

In early days of colonisation, different settlements depended on the personal desires, capabilities, capacities and values of the individuals who owned the land rather than government policy. Later, housing would reflect the next generation of settlers who had been born in Australia and therefore had developed different ideas and tastes to those imported by their ancestors. Following from that are the different cultures that came to Moreland, bringing with them more international styles and different priorities in their housing design, and later again was the more sensitive response to local conditions, growing environmental awareness and new technologies.

Moreland Themes and Sub-themes

6. Building Moreland

- 6.1 Early Settlements
- 6.2 Second Phase of Housing and Settlements
- 6.3 Building During the Boom
- 6.4 Building Houses in the Twentieth Century
- 6.5 Government Assistance in Housing
- 6.6 A Changing Built Environment

State (HV) Themes and Sub-themes

6. Building Towns, Cities and the Garden State

- 6.3 Shaping the suburbs
- 6.7 Making homes for Victorians

National (AHC) Themes and Sub-themes

4. Building Settlements, Towns and Cities

- 4.1 Planning urban settlements

8. Developing Australia's Cultural Life

- 8.12 Living in and around Australian homes
- 8.13 Living in cities and suburbs

6.1 Early Settlements

First Houses

Moreland's first European building could have been the hut of the squatter, Hyatt. It stood near Newlands and was noticed by Robert Hoddle while he and his surveying party were measuring their way along the banks of the Merri Creek in June 1837. Moreland's first sales of Crown land occurred shortly after, and within a few years Coburg and Brunswick had a scattering of farmhouses built from wattle and daub, wooden slabs or unhewn stone. The census of March 1842 recorded 362 people living in the area between the Merri Creek and Moonee Ponds Creek, and many were living in houses that were still half-finished. Peter Mansergh and James Rolleston and their families, who had settled in Pentridge, were in the process of building a wattle and daub hut, while Titus Knight and four other single adult male agriculturalists had already completed their wooden house. Thomas Sidebottom's house, now the site of the present City Oval, was more permanent building of stone and wood.¹⁷¹

Andrew Murray and his children lived in Oakwood Cottage, a house that he built by the Moonee Ponds Creek.¹⁷² Thomas Wilkinson, one of Brunswick's earliest settlers, erected a timber and slab dwelling with a log fence on Sydney Road just south of Albert Street around 1841.¹⁷³ John Fawkner chose to build his homestead in wood when he moved to Pascoe Vale in 1840. Stylistically, it was typical of early colonial houses, rambling on one level with French windows opening to a long veranda. The interiors were noted for their plasterwork, and there were large iron gates and many outbuildings.¹⁷⁴ By contrast, the first stage of Dr Farquhar McCrae's house La Rose, which was built in 1842–43, comprised five rooms, all solidly constructed with walls two-feet thick made of uncut brownish volcanic stone.¹⁷⁵ The residence is known today as Wentworth House (see citation for 'Wentworth House', 22 Le Cateau Street, Pascoe Vale South, HO103).

171 Broome, p. 41.

172 Broome, p. 41.

173 Nicholson, p. 51.

174 Lemon, p. 17.

175 Broome, p. 44.



Figure 38: The rear of Wentworth House, formerly La Rose, corner of Le Cateau and Mitchell Streets, Pascoe Vale South. Photograph by John Collins, November 1967. Source: J.T. Collins Collection, Pictures Collection, State Library of Victoria.

These examples demonstrate that all sorts of construction methods were used in the very early years of Moreland’s settlement. Easily available local materials were used, from uncut stone to wooden slabs and palings, and wattle and daub. Roofs were frequently made of split shingles and sometimes thatch.

Parish Villages

In Parish Villages, the Church was the focal point and those who settled there were only of that particular faith. The village reserve of Pentridge was set aside to the north of the parish when the Jika Jika land was initially surveyed during 1837–39. However, it was not subdivided until the late 1840s due to a greater demand for farmland over village blocks. Some settlers still gravitated to the vicinity of the village reserve and by the mid-1840s the Pentridge hub was beginning to assume some permanency with a small cluster of buildings lining the Sydney Road near Bell Street.¹⁷⁶

Estates/Allotments

The name ‘Brunswick’ is associated with early settler, Thomas Wilkinson. He and his business partner, Edward Stone Parker, bought land along Sydney Road in 1841 and proceeded to subdivide it into allotments for sale or lease. They also developed two roads to service the allotments, naming them Victoria Street and Albert Street.

Wilkinson was a social worker and religious instructor, and Parker was the colony’s official Protector of Aborigines, and both were ardent Methodists and promoted Methodism in the Brunswick district. However, Wilkinson is probably better known for being the ‘Father of Brunswick’. He was an active campaigner for the rights of Caroline, Duchess of Brunswick, the estranged wife of King George IV of England, and named his Brunswick estate in her honour. When the area’s first post office opened in 1846, it adopted the name of Wilkinson’s estate, establishing the name for the broader locality.¹⁷⁷ He donated land for a Wesleyan chapel and also erected a printing office for the local newspaper, the Brunswick Record, setting the course for Brunswick’s hub to develop between Albert Street and Glenlyon Road–Dawson Street. Today the Sortino furniture shop at 366 Sydney Road stands on the site of Wilkinson’s timber and slab dwelling and a plaque on the building exterior commemorates his place in Brunswick’s history.

Privately Sponsored Villages

Some speculators attempted to establish privately sponsored villages that were driven by making money not just from land speculation but also from establishing and/or capitalising on local industry, agricultural potential and a ready-made labour market – the residents.

John Pascoe Fawkner, who had purchased land in both Jika Jika and the neighbouring parish of Will Will Rook, attempted to create the village, Pascoeville, later Pascoe Vale, where he subdivided his land following the government system of hierarchy, allowing for a village as well as areas for cultivation. Advertising in 1839–40 declared that Fawkner’s land was ‘a place where fancy and elegance of taste will create a paradise’¹⁷⁸, while:

*the ROMANTIC, RUSTIC and SYLVAN scenery of Casurinae Vale, will be much heightened by the beautiful village of PASCOE to which it leads, and which is about being laid out under the superintendence of a gentlemen whose acute judgement and correct taste in these matters is admitted.*¹⁷⁹

¹⁷⁶ Broome, p 47.

¹⁷⁷ Nicholson, p. 51.

¹⁷⁸ O’Callaghan, p. 7.

¹⁷⁹ Port Phillip Patriot and Melbourne Advertiser, 12 September 1839, cited in Lemon, p. 16.



Figure 39: Thomas Wilkinson outside his house on Sydney Road, c.1860s. Source: Moreland City Libraries.

Fawkner was one of only two people to build at his village. The other was Edward Butler, who built the Young Queen Inn on the Pascoe Vale Road to Broadmeadows in 1839. Nevertheless, Fawkner pursued his dream of constructing his perfect village, reserving sites for a church, market place and police office at Pascoeville, while planting orchards, gardens and nurseries at his own property, which was claimed on advertising posters to be a part of the village.¹⁸⁰ Even the lease to his father declared that the lessee, John Fawkner:

*shall and will fell cut grub up and otherwise destroy and remove all the native indigenous trees wood scrub and underwood whatsoever growing or to grow upon any said land or any part thereof except fruit trees or such trees as are or shall be marked... for ornament hedgerows or boundary marks.*¹⁸¹

What Fawkner's leasing terms clearly illustrate is the British colonists' values not only imposed on building styles but also the cultural landscape; that land was cultivated by the introduction of exotics and the removal of the indigenous flora which was not valued. This quote is particularly pertinent in relation to later Sub-themes that talk of changing community attitudes to the environment, the fact that the early colonists did not either see or either acknowledge the traditional land management practices and interventions of the Indigenous people (*terra nullis*) and also the rise of conservation awareness in the local community.

¹⁸⁰ Lemon, p. 17.

¹⁸¹ Lease, 3 January 1843, in Titles Application No. 3456, cited in Lemon, p. 17.

¹⁸² Barnes, *It happened in Brunswick*, 1837-1987, p. 15.

Fawkner's own house, Belle Vue, was located between Pascoe Vale Road and Moonee Ponds Creek in what is now Oak Park, where he lived from 1840. He moved to Collingwood in 1855, still visiting the farm on weekends until his death in 1869. Much of the district was sold as a 'Paradise on Earth', developing a line of rhetoric that would serve land agents well nearly a half-century later in the 1880s land boom.

Fawkner proposed another village, Box Forest, on a third land portion he subsequently purchased in the study area, in 1850, in the Will Will Rook parish. Landowners, Stewart and Brown, also proposed the village of Sweethope on land to the west of Sydney Road on Albion Street, and Frederick Duckett proposed the Wigglesworth estate in 1858, on the south side of Sweethope. Neither Wigglesworth nor Sweethope was realised.¹⁸²



Figure 40: An engraved portrait of the late John Pascoe Fawkner (Illustrated Australian News, 11 October 1869). Source: Pictures Collection, State Library of Victoria.

Irishman, Michael Dawson, who acquired an entire subdivision to form his Phoenix Park estate in 1842, surveyed the village, Phillipstown, on part of the land in 1852. Located in Brunswick's south-west, it centred around Union Street and the burgeoning pottery and brickworks industry.

An idea of how Phillipstown appeared in 1858 or 1859 is provided in an etching by J.J. Hodges.¹⁸³ The foreground of the oblique aerial portrays Union Cottage, as a modest two-room farm dwelling with a central doorway, a garden each side of its front path, a stable and outbuildings at the rear, all surrounded by neat paling fences. In the background, the farm's orchard stretches into the distance, and just on the horizon across the cleared, flat landscape is the shape of Dawson's elaborate house standing in marked contrast to the humble cottage.



Figure 41: Union Cottage, Phillipstown, Brunswick, c.1858. Source: Moreland City Libraries.

The illustration above presents an ordered and harmonious picture of yeoman farming, of the British notion of the pastoral idyll that reminded them of home, that was both familiar and understood unlike the strange lands surrounding them. Scenes like this were used to promote the sale of further Phillipstown land, and similar visions were presented in real estate advertisements. One of 1840 described land in Moreland Road, Brunswick West as:

*The Land of Promise! A Paradise in miniature, verily, verily! Eden resuscitated! A Home for the Chosen People! The Most Perfect Sites of Rural Beauty to be found in Great Australia! Aesthetic Nature's Celestial Rendezvous! The Fairy Land of Marvellous Melbourne! 140 feet above sea-level, and commanding view of City, Sea and Mountain, almost oppressive of their Magnificence! Sale in picturesque bungalow! Refreshments ad libitum!*¹⁸⁴

183 J.J. Hodges, Union Cottage, Phillipstown, reproduced in Johnston, C., 'From the clay beneath our feet', in Penrose, H. (ed.), *Brunswick: One History, Many Voices*, Victoria Press, South Melbourne, 1994, p. 69.

184 *Port Phillip Gazette*, 8 February 1840, cited in Nicholson, p. 49.

185 Context Pty Ltd, p. 16.

6.2 Second Phase of Housing and Settlements

At the onset of the gold rushes in 1851, thousands of immigrants poured into the colony of Victoria and Moreland's population rapidly expanded. Sydney Road became one of the major routes to the goldfields, exacerbating its poor condition, and a host of services catering to travellers developed along the way. The local district's population increased twenty-fold, from 146 in 1846 to 3,000 in 1865.¹⁸⁵ The influx caused pressure on accommodation and there were shortages of building materials and labour throughout the colony, particularly at the height of the gold rush in the early to mid-1850s.

From the 1850s, local governments were starting to be established throughout Victoria that would also result in a shift in the development of housing and settlements. No longer determined only by the aspirations and speculations of the wealthy landed gentry or entrepreneur, all the regulations and statutory requirements that came with local government started to exert significant influence on all types of development from residential, commercial, rural and industrial as well as areas for public open space and recreation. Application of predetermined density of development would ultimately dictate what developers, landowners and homeowners could build. Local governments would also facilitate improvements in public and civic spaces that would make their local areas more attractive and desirable: constructing roads, footpaths and kerbs; looking after road reserves and street verges; providing public parks, and installing services such as lighting, drainage and signage.

Prefabricated Houses

Some enterprising individuals swiftly capitalised on the accommodation shortage by importing prefabricated buildings. Melbourne's earliest residents had brought the first wave of portable houses. Charles La Trobe and his family (Jolimont, City of Melbourne), and the Pomeroy Greenes near Bulla (City of Hume) brought prefabricated bungalows made of wood. Less conventional construction materials such as papier mâché were also used during this period, and three such houses were erected in Coburg. They probably originated from the factory of C.F. Bielefeld in England.

Wheelwright and ironmonger Daniel Harding first lived in a papier mâché house but by the 1870s had moved to an iron dwelling.¹⁸⁶ It is known that papier mâché houses were also erected in East Melbourne and Geelong.¹⁸⁷

During the 1850s the revolutionary material corrugated iron replaced timber as the primary fabric for portable houses. It provided the structural frame, the walls and roof cladding and in some cases the windows as well. Some portable houses imported during the gold rushes were relatively large and some were still made of timber, but the majority arriving in the 1850s were smaller, basic dwellings made of mass-produced corrugated iron components.

There are two extant examples of early, prefabricated housing in Brunswick. A group of four iron cottages in Brunswick Road was imported by architect James Blackburn in 1854. Although one has been demolished, the other three have been restored and are included in the Victorian Heritage Register (H1151-1153). The other example is the two-storey Lyndhurst Hall, a wooden house that originally stood at the north end of Nicholson Street in c.1855 and owned by Edward de Carle, a property speculator, agent and auctioneer.¹⁸⁸ The residence was relocated in c.1870 to Walhalla Street, Pascoe Vale South, and is thought to be one of the houses originally imported, probably from Switzerland, for erection on Lieutenant Governor La Trobe's land in Jolimont.¹⁸⁹ It too is included in the Victorian Heritage Register (H0964). It is quite probable that a number of prefabricated timber and corrugated iron buildings were also erected within the Pentridge gaol complex. Importation of prefabricated houses peaked in 1853, when an astonishing 6,369 houses were brought into the colony, mainly from Britain.



Figure 42: Lyndhurst Hall photographed in Brunswick before its relocation to Pascoe Vale South. Undated. Source: Coburg Historical Society and Picture Victoria.

Stone Houses

Although there was a local, readily available supply of bluestone in Moreland, it was little used before the 1850s.¹⁹⁰ Stone had been used, but it was mainly in the form of uncut boulders or basalt 'floaters'. This kind of stone was used to build La Rose (see citation for 'Wentworth House', 22 Le Cateua Street, Pascoe Vale South, HO103) in 1842–43, but it was more commonly used in drystone walls. However, once the quarries were opened along the Merri Creek to provide hewn blocks it became more important as a building material within the municipality as well as throughout Melbourne.

The hard, dense blocks of quarried bluestone allowed masons and builders to shape plinths and build solid foundations, bridges and roads. Initially its primary use was mainly for public buildings, churches, warehouses, bridges and street works but this soon extended to private residences as well.

By 1865 there were a total of 312 houses in Coburg, including 95 built of local bluestone. Several were made of corrugated iron, and there were others constructed of brick (20), wood (153), paling (24), wattle-and-daub (6), slab (4) and papier mâché (3).¹⁹¹

186 Broome, p. 136.

187 Lewis, M., 'Those Elusive Paper Houses', *Heritage Australia*, IV, 4 (1985 Summer), 1985, pp. 36–39; cited in Timothy Hubbard Pty Ltd, p. 29.

188 Context Pty Ltd, pp. 14–15; Hubbard, p. 30.

189 Timothy Hubbard Pty Ltd, p. 125. According to Hubbard tenders were called and application made in 1856 for erecting six imported houses on the land in Jolimont, which was being administered after La Trobe's departure by Alexander Smith.

190 Johnston, 'From the clay beneath our feet', p. 70.

191 191 Broome, p. 64.

The stone houses would have included the cottage at 82 Bell Street built in 1864 for Irish immigrants; James and Marion Smith, who came from Portland to work at HM Prison Pentridge. It was one of seven stone and timber cottages owned and occupied by prison warders.¹⁹² Some stone farmhouses in the study area were built with attics and dormer windows, as typified by the Grange in Belgrave Street, Coburg. Scots farmer, merchant and open-air preacher, Peter Virtue, built the house in 1854. Gowrie, another attic farmhouse, was built a year later in Glenroy.

In Brunswick there were 51 bluestone houses in the 1860s, most comprising two to three rooms with external bathing and kitchen areas. Today, Brunswick still has some small bluestone cottages surviving from the 1850s and 1860s. Most are in the south-east close to where the stone was cut from quarries such as Wales' Quarry in Albert Street and Dixon's Quarry in Stewart Street. The random coursed bluestone house at 130 Barkly Street was probably built in the 1850s by its owner Matthew Birkett, a local quarryman.¹⁹³ The cottage is included in the Victorian Heritage Register (H0594) for its association with Melbourne's building trades (also see citation for 'Cottage', 130 Barkly Street, Brunswick, HP17). A similar stone dwelling at 151 Barkly Street probably dates from the 1860s (see citation 'Cottage', 151 Barkly Street, Brunswick, HO18). A blacksmith and a quarryman occupied two 1860s stone cottages in the early 1870s which still stand at 189–191 Edward Street.¹⁹⁴ Another bluestone dwelling stands at 119 Lygon Street (corner Edward Street) and is now occupied by the retail business, Lygon Cycles.

The Mayor of Brunswick in 1866 was Cr Thomas Stranger, a local contractor and quarryman. A photograph held by the State Library of Victoria indicates that he was living in Yeo House, a solid bluestone house with a slate roof and front veranda in Barkly Street east. A few doors away, a larger stone house standing on the edge of a quarry, was probably the home of the quarry proprietor (refer to Figure 43).

As demonstrated by the quarry owner's residence in Barkly Street east, Brunswick, not all bluestone houses were modest dwellings occupied by farmers or workers. David Moore, a merchant and politician, erected a twelve-room, two-storey Tudor-style stone homestead, Moorefield, in 1856 near the Merri Creek, Coburg. It was possibly the largest house in the area, and even the outbuildings were large two-storey structures.¹⁹⁵ It was near the stone house on the Merri Creek owned by market gardener, John Cole.¹⁹⁶ These buildings no longer survive, but another bluestone house remains in Craigrossie Avenue (see citation for 'Glencairn', 6 Craigrossie Avenue, Coburg, HO53). Scots businessman, Robert Mailer, built the first section in about 1859–60 comprising a large kitchen, four smaller rooms and a hall, with more rooms added later. Mailer was one of the petitioners who agitated to change the area's name from Pentridge to Coburg. The house is included in the Victorian Heritage Register (H0375) for its architectural and historical significance. The Mailer family subdivided Glencairn's original curtilage of thirty-five acres in 1912 and 1920 and some of the new streets were given Scottish names, providing a link to the original property.¹⁹⁷



Figure 43: Two bluestone houses in Barkly Street, Brunswick, in 1866. The house in the foreground is Yeo House, occupied by the Mayor of Brunswick, Cr Thomas Stranger, a local contractor and quarryman. Source: Pictures Collection, State Library of Victoria.

192 192 Allom Lovell & Associates, *City of Moreland Heritage Review*, Vol.2, p. 90.

193 193 Allom Lovell & Associates, *City of Moreland Heritage Review*, Vol.2, p. 70.

194 194 Allom Lovell & Associates, *City of Moreland Heritage Review*, Vol.2, pp. 704, 260.

195 Broome, p. 64

196 Broome, p. 49.

197 Allom Lovell & Associates, *City of Moreland Heritage Review*, Vol. 3, p. 85.



Figure 44: 130 Barkly Street, Brunswick. The house was probably constructed in the 1850s by local quarryman, Matthew Birkett. Photograph by C Wilmsen, February 2010. Source: Moreland City Council.

By the 1870s the proportion of houses being built in stone dropped considerably. Timber and brick now predominated due to the cheaper costs associated with these materials.¹⁹⁸

Wooden Houses

Despite the predominance of Brunswick's brickmaking and quarrying industries, the majority of houses built in the study area during this period were timber-framed. They were popular because they were quick to build and the materials were light and easy to handle. They were also more affordable than stone and brick houses and suited the demographic of this increasingly working-class suburb.

During the 1840s and 1850s the English tradition of timber framing was overtaken by the new technology of machine-made nails, stud walling and the availability of machine-sawn timber, and wooden houses proliferated. Some early timber cottages were even attached in pairs or short terraces. The pair at 247–249 Albert Street, Brunswick, was built in about 1865, probably by the owner, carpenter Michael Sedgman (see citation for 'Cottages (pair), 247-249 Albert Street, Brunswick, HO3). His father was a pioneer of Brunswick and a builder who worked in both stone and timber construction. At one time he also operated a quarry.¹⁹⁹

Each cottage has timber-framed sash windows either side of a central door, and while the side and rear walls are made of weatherboard, the fronts are blocked to resemble ashlar stone. This design feature became popular throughout Brunswick and Coburg and endured into the twentieth century on Edwardian houses.

Albert Street is one of the oldest routes crossing Sydney Road and was one of the first streets to be made after the newly formed Brunswick Council assumed responsibility for its upkeep in 1857.²⁰⁰ Further along Albert Street are three attached cottages possibly dating from the 1860s. Numbers 361 and 363 were probably built as a pair with number 365 added a decade later (see citation for 'Cottages', 361-367 Albert Street, Brunswick, HO6). Richard Gillard, who was variously described as a quarryman or brickmaker, owned and probably built them.²⁰¹ Just like the stone and brick buildings of the same period, timber houses were relatively undecorated during the 1850s and 1860s.



Figure 45: Pair of timber cottages with wood-block facades on the north-west corner of Albert Street and Frith Street. They were probably built for Michael Sedgeman and date from c.1865. The Sedgeman family originated from Cornwall and came to Brunswick in 1848. Photograph by C Wilmsen, February 2010. Source: Moreland City Council.

198 Johnston, 'From the clay beneath our feet', pp. 71–72.

199 Allom Lovell & Associates, *City of Moreland Heritage Review*, Vol. 2, p. 24.

200 Allom Lovell & Associates, *City of Moreland Heritage Review*, Vol.2, p. 24.

201 Allom Lovell & Associates, *City of Moreland Heritage Review*, Vol.2, p. 26.



Figure 46: Workers' cottages photographed in Prowse Street, Brunswick, in c.1940–60. Source: Harold Paynting Collection, Pictures Collection, State Library of Victoria.

Brick Houses

Brunswick's brickmaking dates from the 1840s, when presumably local bricks were used in local construction. Cornishman, Thomas Manallack, made the first bricks on a site in the Phillipstown area near Union Street and by the late 1840s other brickmakers had joined him. Butcher, John Heller, upgraded his accommodation and business with a seven-room brick house, shop and stable at 145–147 Union Street in 1863 after occupying the site from 1852 (see citation for 'Union Street Butcher's Shop and Dwelling', 145-147 Union Street, Brunswick, HO231). The early bricks of the house and shop can still be discerned in the cream and brown-patterned chimneys, but the brick walls have since been painted white.²⁰²

John Glew started making bricks in Phillipstown's Hodgson Street and then moved to Barkly Street east in 1857 when his clay pit was worked out. His bricks included 'fancy white bricks' (light cream-coloured) and shaped bricks for copings and string courses, which he stamped with 'J.G'.²⁰³ The cream bricks in the distinctive spire on the 1865 bluestone Presbyterian Church at 212 Sydney Road are from his yard.²⁰⁴

While the heritage survey associated with this thematic history has identified examples of stone and timber construction in the fabric of Moreland's early houses, there is a conspicuous absence of building citations relating to early brick houses.

²⁰² Allom Lovell & Associates, *City of Moreland Heritage Review*, Vol.2, p. 648.

²⁰³ Johnston, 'From the clay beneath our feet', p. 73.

²⁰⁴ Johnston, 'From the clay beneath our feet', p. 72.

²⁰⁵ Nicholson, p. 50; Barnes, *It happened in Brunswick, 1837-1987*, p. 16.

Some of these early brick houses may have not survived owing to rudimentary construction and the fragility of bricks or that they are unrecognisable under later additions and accretions. However, given the importance of the local brickmaking industry, it must be assumed more examples exist but that the heritage value of these generally modest dwellings is yet to be recognised. Nearly all of the brick houses identified in the study date from the 1870s and demonstrate the second phase of the local brickmaking industry when mechanisation and mass-production proliferated and which also led to more uniform brick quality and less imperfection or variation.

Some of Moreland's large estate houses of the 1850s and 1860s were substantial, rendered structures that probably had brick construction underneath. Michael Dawson's rendered two-storey Italianate mansion stood near Dawson Street until the estate was subdivided in the 1880s.

One large, early house that still survives today is Whitbyfield House, now known as Whitby House (see citation for 'Whitby House', 28 Whitby Street, Brunswick West, HO197). Edward Whitby bought the land in 1849 and in the next few years built an eight-room, two-storey, rendered brick house in the Gothic revival style. It is included in the Victorian Heritage Register (H0546). Theodotus Sumner's Stony Park, an elaborate two-storey mansion of twenty-one rooms, commanded an extensive estate in East Brunswick that extended from Nicholson Street to St George's Road. It was subdivided in 1924 and the house later demolished.²⁰⁵



Figure 47: Brick row housing for workers in Wilkinson Street, Brunswick. Photograph by C Wilmsen, March 2010. Source: Moreland City Council.



Figure 48: T.J. Sumner's mansion, Stony Park, in 1866.
Source: Pictures Collection, State Library of Victoria.



Figure 49: Stony Park when it was home to Mrs Sumner.
Undated. Source: Pictures Collection, State Library of Victoria.

6.3 Building During the Boom

Victoria's expanding economy and prosperity during the 1880s was a period that saw increased land speculation, wealth and growth of the greater Melbourne as it matured on the back of the money made during the gold rush years of the 1840s and 1850s – both for individuals as well as government and businesses.

This boom generated an upsurge in construction and land subdivision in Moreland. The boom activity in Brunswick and Coburg followed the development of major transport lines, a trend that typifies the development of most of metropolitan Melbourne during this period. The Coburg railway line (opened in September 1884) and the Sydney Road cable tram route (from 1887) both greatly facilitated land subdivision and development.

The rush to subdivide and resell land brought about the demise of many farms and large estates in Brunswick and Coburg and dramatically increased the number of new domestic dwellings, the majority of which were built as modest rows of terrace houses, freestanding cottages and villas. Small pockets of large, architect-designed residences were also built but they could hardly be described as mansions. Between 1865 and the 1880s, the population of Brunswick tripled to over 14,000, reaching 24,000 by just after the turn of the century.²⁰⁶ In Coburg, where the blocks of land were slightly larger, the housing stock grew from 398 to 1,278 dwellings. Most were built as weatherboard freestanding houses, comprising three to six rooms, on land close to Sydney Road.²⁰⁷ Despite this increase, Coburg still remained predominantly rural in appearance and was described in the Victorian Municipal Directory of 1890 as:

*a very pretty suburb with country lanes and charming little valleys ... The district is strictly dairy and poultry farming, with cultivated paddocks and farm houses, giving it an English rural appearance.*²⁰⁸

In spite of an attempt by developers to stimulate a housing estate boom in Glenroy, the northern part of the municipality, including Pascoe Vale and Fawkner, remained a quiet rural backwater until well into the twentieth century. When a catastrophic economic depression descended on the economy in the early 1890s, it caused many prominent land speculators to go bankrupt. Some, including architects, builders and other artisans, and even the working classes, left to seek their fortunes in Western Australia which had just started its gold boom. The depression was to quell virtually all construction in Victoria until the turn of the century.

206 Context Pty Ltd, p. 16.

207 Broome, p. 148.

208 Broome, p. 152.

Architects and Builders Represented in Moreland

The rise of architecture as a profession in the nineteenth century would have significant influence on the design of houses and the built environment more generally. With many architects and builders arriving from overseas, the majority from Britain taking advantage of the economic booms, they brought with them the latest international architectural styles such as Gothic, Italianate, Tudor, Romanesque and Georgian. The economic booms of the 1850s and 1880s also afforded landowners the luxury of having an architect designed house that expressed their status and wealth. There was a healthy local industry centred around brickmaking and stone quarrying, and with rails and roads now in place fabric from outside could also be transported in. Further to the residence itself, there was also more focus on formal garden settings for these new houses rather than gardens being merely utility spaces, with architects including landscaping in their designs.

Important architects such as Thomas Crouch, William Salway, John Beswicke and Lloyd Tayler designed houses in Brunswick and Coburg during the boom years, and many of these remain (see individual datasheets). Waugh and Co. designed a substantial brick villa in Moreland Road (1886); William Salway built a villa in Hudson Street (1887–88) for J.T. Vincent; John Beswicke designed a wooden villa in Rose Street on the La Rose estate in 1888; while Lloyd Tayler designed two villas in Disraeli Grove, Pascoe Vale South.²⁰⁹ Built in 1885, American Cottage (see citation for 'The American Cottage', 21 Station Street, Moreland, HO146), was built in Oregon pine in the Carpenter Gothic style for American immigrant, A.T. Thompson, and was prefabricated in the United States of America.

Other notable or substantial houses were built on Lobb's Hill, Brunswick (Blyth Street, Stewart Street and adjoining streets), Brunswick Road, Melville Road and Park Street. Some of Melbourne's most northern two-storey terraces were erected in Moreland Road, Coburg, in 1889, prompted by the railway opening. Another row of grand two-storey terraces was built in Coburg's Hudson Street, with one occupied by the 1898 Shire President, Abel Greenwood.²¹⁰

Owners of local industrial enterprises also built larger houses during this period or moved into grander existing houses after becoming successful. Brickmaker James Stroud in c.1890 built the towered Italianate mansion Prestonia in Brunswick Road, which went up at the same time as its neighbouring residence, the Italianate mansion Hazeldeane built for local landowner, Caleb Burchett (see individual citations).

In 1888, brickmaker Alfred Cornwell built a two-storey polychrome brick mansion at 33 Saxon Street, Brunswick, overlooking his pottery works in Phoenix Street (see individual citation). The same year, North Melbourne engineer and implement manufacturer, John Buncle, built Milano, a prominent landmark in Cohuna Street, Brunswick West (see citation for 'Milano (the Harbour)', 20 Cohuna Street, Brunswick, HO49). This ornate two-storey rendered brick, towered Italianate mansion stands in an elevated position above the Moonee Ponds Creek and operated as a Salvation Army maternity home by 1897. Some of the original garden and outbuilding elements survive including the stables. This brick structure at the rear of the property is currently being considered for adaptive reuse as a residence.



Figure 50: Rear view of Milano, 20 Cohuna Street, Brunswick West, showing outbuildings. Pre-1910. Source: Moreland City Libraries and Picture Victoria.

There are many other significant architects that were either local or had arrived during the gold boom or the subsequent 1880s economic boom and who designed significant buildings throughout Moreland – not just housing but also many commercial, public and civic buildings.

209 Argus, 2 October 1886, p. 12; Australasian Builder and Contractor's News, 19 November 1887; Australasian Builder and Contractor's News, 14 April 1888; and the Building, Engineering and Mining Journal, 25 August 1888, supplement, p. 7; all cited in Timothy Hubbard Pty Ltd, p. 36.

210 Broome, p. 146.

Many of these are mentioned under other Themes throughout the report, including:

- Evander McIver who was practising from offices in Brunswick, especially during the 1880s boom, and designed the Brunswick Council chamber
- Local architect Charles Heath who designed the new Coburg offices, a town hall and memorial hall. The same month
- Messrs Purchas and Swyer diocesan architects responsible for the 1857 Christ Church on Glenlyon Road
- J.M. Robertson who designed St Ambrose's Church which opened in 1869
- Percy Oakden who won the commission in a competition for his French-inspired, Gothic polychrome church at 340 Sydney Road built in 1872
- Alfred Dunn, the architect for the red brick model school building in 1888.
- Charles Vickers who designed the Holy Trinity Anglican Church built in 1850.

Moreland Park Estate

In 1882 businessmen Montague Dare and Edward de Carle purchased Jean Rennie's sixteen-hectare (40 acres) farm occupying the area bounded by today's Rennie Street, Moreland Road, Sydney Road and Nicholson Street. They named it the Moreland Park Estate and commissioned architect, Thomas Crouch, of the renowned architectural partnership Crouch & Wilson, to subdivide twelve hectares (30 acres) of the land into 147 residential lots (19 m x 48 m) with smaller shop allotments along Sydney Road. Moreland Grove (later The Grove), De Carle and Rennie Streets were planted with elms and a covenant was placed on the land, preventing construction of hotels and shops, or houses under the value of £400.²¹¹ Buyers were offered a choice of five three-bedroom designs, and William Tibbits illustrated some of these on an accompanying advertising poster. They were quoted at between £865 and £1000 if built in brick or £200 less if built in wood. By 1890 twenty-four houses were constructed, twenty-one of them owned by Dare and occupied by bankers, merchants, manufacturers, accountants and other professionals, who were also able to use a specially built timber pavilion, tennis court and bowling rink.

²¹¹ Broome, p. 144.

²¹² Broome, p. 146.

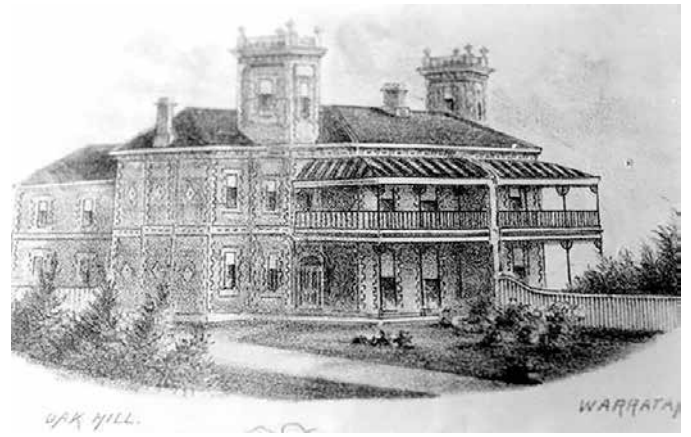


Figure 51: Numbers 45 and 47 The Grove, c.1893. Houghton Real Estate Map. Source: Coburg Historical Society and Picture Victoria.

The Depression halted further development of the Moreland Park Estate until the turn of the century, when three more houses were erected. Several survive including the pair of two-storey, semi-detached 'mansionettes', Koorali and Kalimna (see citation for 'Koorall & Kallimna (polychrome brick residences), 23 and 25 The Grove, Coburg, HO174). Both were built in 1887 and feature polychrome brickwork, slate roofs and French pavilion roofs, and cast-iron verandas. Oak Hill and Waratah were built also in 1887 with polychrome brickwork and display three-storey towers, cast iron verandas and balconies (see citation for 'Oak Hill & Waratah (Manumbar)', 45 and 47 The Grove, HO174). Holyrood, built c.1891, is a single-storey double-fronted Italianate villa, also with a tower and decorative ironwork (see citation for 'Holyrood', 22 The Grove, HO173). Unlike the earlier houses, it is built of timber that is crafted in imitation of ashlar, a less costly material that perhaps reflects the onset of harder times (see also The Grove Heritage Overlay Precinct citation). 'Block-fronted' (ashlar timber) houses of more modest proportions are a strong feature throughout Moreland's late nineteenth and early twentieth-century streetscapes. The effects of the Depression lingered, and in 1900 The Grove, Coburg's most prestigious street, still had only twenty-seven houses. For some years later, the Moreland Park Estate had uninterrupted views over to Pentridge and the Coburg Cemetery, with only a few houses standing in between.²¹²

One of them would have been Arundel House, a two-storey slate-roofed timber building in Ross Street, Coburg (see citation for 'Arundel', 42 Ross Street, Coburg, HO242). Constructed by Arthur Gravatt in c.1889, it served as a boarding house for HM Prison Pentridge warders who were required to live within earshot of the prison bell. Arundel is included in the Victorian Heritage Register (H1948).

Subdivisions in Brunswick

Money could be made quickly during the 1880s and land subdivision increased dramatically as larger blocks were carved into affordable, small suburban allotments. Most of the study area's boom period houses were built as cottages and small villas to accommodate the growing number of workers employed in the expanding industries in the south of the municipality. Large subdivisions for houses were built near Brunswick's brickworks. Albert Street was the central brickmaking district and workers lived nearby in Prentice Street, Talbot Street and adjoining streets.²¹³

The major brickworks themselves held large areas of land and often provided employee housing. Hoffman Patent Steam Brick Co. acquired a large part of Michael Dawson's estate west of the railway line when the first subdivisional sale of Phoenix Park was held in February 1882.²¹⁴ It was used for industrial purposes as well as for employee housing in Munro and Albert Streets. A double-fronted, brick manager's house of eight rooms stood at 373 Albert Street, and was occupied by Abraham Collings until 1887, and subsequently by Joseph Corbett, James Murdock, Stephen England and John East (see citation for 'House', 373 Albert Street, Brunswick, HO7).

Another single-storey, double-fronted eight-room brick house, at 120 Stewart Street, Brunswick, is representative of the varied skills practised by many of Brunswick's workers during Melbourne's boom period (see citation for 'Residence', 120 Stewart Street, Brunswick, HO147). Built in 1887, the villa was of rather modest proportions, but it is the interior that tells an important story. The interior was painted with views of Melbourne's Botanic Gardens and Government House, Hobart and Mt

Wellington, and other painted 'postcard' scenes. The first owner, Cornelius Crow, was possibly a tradesman skilled in interior decoration or had a close association with Brunswick's building contractors. Evidence linking Crow to the murals can be found in the initials 'C.C.' painted on the wall above a door.²¹⁵ Building and artisan skills are also evident in other similarly modest houses across Brunswick, in unexpected and distinctive carpentry details, terracotta ornamentation, and ironwork. However, aside from the skills of the artist, the significance of the artwork done by Crow is that it is depicting scenes of Australia, therefore indicating that settlers were starting to value the local landscape over the English idyll. The fact that Crow painted local scenes signifies a shift in local mindsets, that 'settlement' was maturing, and the next generation of settlers who were born in Australia were looking to Australia as home rather than Britain. This also connects to other broader stories of the arts. This period coinciding with the emergence of the Heidelberg School in Victoria whose artists were capturing the Australian aesthetic and landscape, as well as writers such as C J Dennis and Henry Lawson who nurtured an Australian idiom; its landscape, cities and people.

The process of land subdivision advanced rapidly through Brunswick's farms and large estates, providing additional allotments for worker housing. Blocks in the Evans Estate, which extended east of Blair Street, along Evans Street to Lygon Street, were auctioned in September 1882.²¹⁶ The subdivisional sale of the Lygon Estate in October 1887 extended along the side of Bladen Avenue (north of Stewart Street).²¹⁷ Land subdivision brochures typically emphasised the convenience of Sydney Road's public transport and other suburban amenities such as metalled streets. An advertisement for the Moorabinda Estate allotments north of Blyth Street, Brunswick, boasted that 'all the streets [were] metalled and channelled, footpaths asphalted and rights-of-way pitche'.²¹⁸

Lilburn's Paddock, also in Brunswick's north, was first subdivided in 1881 but the land around Davies Street, which was owned by David Mitchell, a builder and contractor, was not built upon until the late 1880s.

213 Context Pty Ltd, p. 15.

214 Barnes, *It happened in Brunswick, 1837-1987*, p. 26.

215 The house at 120 Stewart Street is included in the Victorian Heritage Register, H1219.

216 Barnes, *It happened in Brunswick, 1837-1987*, p. 26.

217 Barnes, *It happened in Brunswick, 1837-1987*, p. 30.

218 Johnston, 'Large estates to subdivision', p. 62.

Sale of the Manchester Park Estate in October 1887 allowed development to proceed quickly in the area between De Carle and Grant, and Moreland Road and Mitchell Street. The Thule Estate, in the north-east corner of Brunswick, and Daly's Hill Farm in Brunswick West, were subdivided the same month. The following year saw the Brunswick Park Estate, centred on Dorothy Street, on the north side of Blyth Street, go under the auctioneer's hammer, followed by the O'Connor Estate (vicinity of O'Connor Street); the O'Connor Paddock Estate (Ewing and Bruce Streets); and the Centennial Estate (Hickford Street). One of the last subdivisional sales before the economic crash was for the Royal Estate, in November 1889, which included Royal Crescent, and Rose, Thistle and Shamrock Streets north of Albion Street west.²¹⁹ By the time the Hopetoun Estate in the north-west corner of Brunswick came on the market in 1892, there were no buyers. Many new houses in Brunswick were without tenants and land was left undeveloped until the early twentieth century. The Hopetoun subdivision was renamed the Brunswick Estate and was later acquired by the government as part of the Closer Settlement Scheme, which made allotments available to working men on a purchase lease arrangement.



Figure 52: Late nineteenth-century cottages in Cornwall Street, Brunswick. Photograph, early twentieth century. Source: Moreland City Libraries and Picture Victoria.



Figure 53: A turn-of-the-century block-fronted, timber cottage at 40 Belfast Road (near Edward Street), Brunswick. Photographed in 1926. Source: Reproduced courtesy of Museum Victoria.

Parts of Brunswick remained as farm or industrial land well into the twentieth century and resisted suburban development. A substantial area to the west of Pearson Street was held by the Hoffman Land and Investment Company for its potential to yield clay and hedge out competitors. It included the area west of Melville Road around Hoffman Street.

Subdivisions in Coburg

Early estates were often named after the owner and labelled on more literal terms such as 'The Paddocks'. However, later developers and speculators realised that names that had a more stately or romantic association would be more attractive to buyers such as Bellevue, Balmoral, La Rose and Young Queen. Other names linked to other aspects that would attract potential buyers and pointed to its modern services such as The Tramway Estate and Railway Estate.

Effusive descriptions were provided for the Moreland Township Estate, the Bell Street Reserve No. 2 Estate, and the Service Street Estate, which was 'almost opposite' the railway station.²²⁰ Some claims, however, seemed to have very little to do with the truth.

219 Barnes, *It happened in Brunswick, 1837-1987*, pp. 32-33.

220 *Service Street Estate*, 29 November 1884.

The Balmoral Estate was apparently serviced by trams every few minutes²²¹, the Railway Station Estate had 'perfect drainage'²²², as did the Bell Street Reserve No. 2 Estate²²³; Rosedale Estate was 'surrounded by Four Railway Stations' (Coburg, Moreland, Pascoe Vale and Essendon);²²⁴ the Stranksville Estate was offering to sell land at 'nominal remunerative Prices'.²²⁵ The Moreland Township Estate, which claimed 'expansive and charming views', was opposite the Curing Factory.²²⁶

Housing estates were plentiful after the contract was let to build the Coburg Railway in 1881, particularly near the stations. Four early estates were known as Hudson's Paddock (1882), Blair's Paddock (1883), Pigdon's Paddock (1883) and Baxter's Paddock (1884). However, the developers soon realised the advertising potential of a pretty name and stately associations, and later estates included Maybank Estate (1884), Bellevue Park (1885), Balmoral Estate (1886), La Rose and Mayfield Estates (1887), Bay View Estate (1888) and View Hill Estate (1888). Others were more practically named, such as Dean's Paddock and the Railway Estate, Bell Street Reserve No. 2 Estate (1888) and Tramway Estate (1888).

There were endless subdivisions during the land boom period; between 1882 and 1892 there were 80 estates, with 31 in 1888 alone, partially due to the new Pascoe Vale Railway Station (1887).²²⁷ Further north in Coburg in the suburb now known as Pascoe Vale South, advertisements for the La Rose Park Estate subdivision declared that the purchasers would have no need for hospitals or 'Dr Cure', as 'fresh air, charming scenery and drainage almost ideally perfect are nature's prophylactic medicines dispensed daily, hourly, and almost minutely throughout the whole of LA ROSE'.²²⁸

With the economic downturn in the early 1890s, many estates remained unsold and some estates, such as Railway Station and Young Queen, were converted back into farming allotments.²²⁹ Coburg's greatest period of subdivision was in 1888–89 at the very peak of the land boom, and only a small portion was completed before the crash in 1890, and was arrested for years. The housing blocks, like Coburg's streets, were typically more spacious compared to those situated in the industrial, working-class heartland of Brunswick.

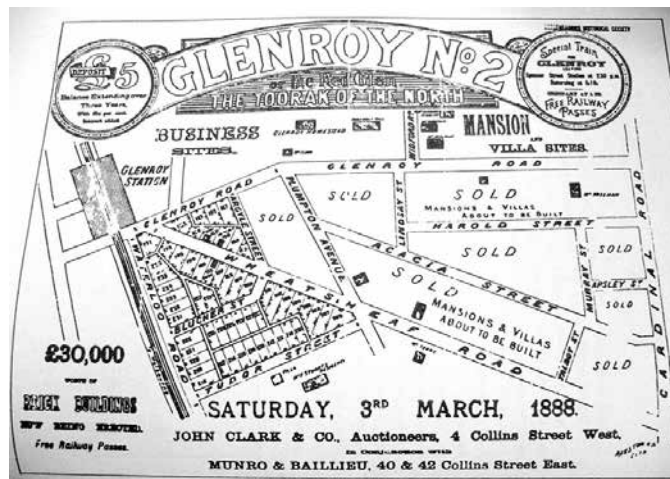


Figure 54: Auction notice for the Glenroy Estate, March 1888. The estate was subdivided from Glenroy Farm. Source: Toorak of the North.

The Land Boom in Glenroy, North Coburg and Fawkner

Glenroy Farm, which covered most of Glenroy, Broadmeadows and Westmeadows, was originally owned by the Kennedy brothers, Duncan and Donald. After Donald's death in 1864 the land passed through successive owners until a syndicate under the name of the Glenroy Land Co. purchased the property in 1886. The Glenroy Estate took the farm's name and was promoted as 'the Toorak of the North'.²³⁰ The allusion to Toorak was important as Toorak was already a well-established and affluent area, hence its desirability to be compared to.

221 Balmoral Estate, 27 November 1886.

222 Railway Station Estate, 4 October 1888.

223 Bell Street Reserve No. 2 Estate, 8 September 1888.

224 Rosedale Estate, October 1888.

225 Stranksville (Coburg Heights) Estate, 3 October [year not included].

226 Moreland Township Estate, 20 October 1886.

227 Burchell, L., 'Where were all those old estates?', *The Coburg Historical Society Journal*, 32 (March), 1993.

228 *La Rose Gazette*, 16 April 1887.

229 Burchell, 'Where were all those old estates?'

230 O'Callaghan, p. 20.

The Essendon Chronicle noted that:

*We understand that a powerful syndicate is paying the government to build a station at Glenroy ... and is further about to erect a number of houses there. When this is an accomplished fact, there will be sufficient traffic to warrant the government, with a local subsidy, in running light trains from Glenroy to Essendon ... Should these remarks bear fruit, we doubt not a stimulus will be given to the pretty but salubrious district lying between Essendon and Broadmeadows, at present but little known...*²³¹

The company's principals built mansions on the estate to promote sales, as well as three two-storey shops on Wheatsheaf Road, a butcher shop, a bakery and a general store. Roads were metalled for the first time and the government was paid to build a railway station. Arthur Wiseman, of the Glenroy Land Co., built Sawbridgeworth (later renamed Wiseman House) on a fifteen-acre (6-hectare) block in 1887–88. The large two-storey house still stands today and is now owned by the Anglican Church (see citation for 'Wiseman House (Sawbridgeworth), 30–32 Widford Street, Glenroy, HO236). Its rendered brick external walls, slate roof, and ornamental cast iron balustrade were also a feature of Ashleigh, the neighbouring house built at the same time by Arthur's brother, Albert. It also occupied a fifteen-acre block, but does not survive today.²³² Arthur's son-in-law, Edward Strickland, built the single-storey Italianate villa, Taringa, in Salisbury Street in 1888, which still stands along with some of the other villas built by the company, including the relatively modest house known as Buangor in Tudor Street (see citations for 'Taringa', 6 Salisbury Street, Glenroy, HO225 and 'Buangor', 11 Tudor Street, Glenroy, HO230).²³³

James Chapman purchased over 1,500 acres (615 hectares) of the vast Glenroy Farm on the western side of Pascoe Vale Road from Duncan Kennedy in 1887 and laid out streets between Belair Avenue and Stanley Street. He named the subdivision the Forest Hills Estate and erected at least five villas there before the Depression halted the project in 1893.

Greystanes and Glenlyn were probably built for James Chapmen in c.1888 (see citations for 'Greystanes', 58 Belair Avenue, Glenroy, HO267 and 'Glenlyn', 34 Finchley Avenue, Glenroy, HO222). A renewed attempt to sell blocks was made in 1916 when the land was advertised as the Tiverton Estate.

The Glenroy Estate Co. was formed by a second group of speculators who planned to profit on the success of the first subdivision, advertising:

*The pleasantest spot to be found within half-an-hour's journey of the city is undoubtedly the hamlet – destined at no distant day, to become a fashionable and popular suburb – of Glenroy... Once past Newmarket the traveller is soon entranced by a delightful panorama of cosy cottages, snug farm houses, palatial mansions, surrounded by corpse [sic] and hedge, by garden and orchard, and varied by breaks of hill and dale, belts of indiginous [sic] timber, and ever-running pellucid watercourses.*²³⁴

As with other land companies trading during the boom period, the Coburg and Campbellfield Land Co. relied upon the railway line to maintain interest and high prices for their land. The company, founded in 1888, declared their investment to be the safest for three reasons:

- it is now universally admitted that land is the safest and surest investment;
- those persons have been most easily and certainly enriched who have invested their money in freehold land in the city and suburbs of Melbourne; and
- a deposit in the savings bank will earn its careful owner 4 per cent per annum, while investors in land, through the medium of Land Companies, have been making for years past profits ranging from 20 to 100 per cent.²³⁵

After the recession hit in the early 1890s many land companies were left with most of their land unsold. The Coburg Reserve Estate Co. ceased sales at Fawkner after only a couple of weeks, while the Glenroy Land Co. went into liquidation in 1890 having sold only a portion of their land, and for most of which they had received only the deposit.²³⁶

231 Lemon, p. 82, cited in the Essendon Chronicle, September 1886.

232 Allom Lovell & Associates, City of Moreland Heritage Review, Vol.2, p. 728.

233 Allom Lovell & Associates, City of Moreland Heritage Review, Vol.2, p. 644.

234 Lemon, p. 82.

235 Lemon, p. 86.

236 Lemon, p. 91.

One interesting house built in c.1890 on the cusp of the Depression is Huntingtower House surrounded by a number of mature trees (see citation for 'Kingsley College (Huntingtower)', 21 South Street, Hadfield, HO226). This substantial two-storey, towered mansion built of red and cream brick is one of the largest residences in the district. Unfortunately, little is known of its early history.

6.4 Building Houses in the Twentieth Century

Early Twentieth Century Estates and the Model Suburbs

In the wake of the post-industrial age, growing urbanisation and the devastation of the First World War, the emergence of international trends and new philosophical approaches to suburban development manifested with movements such as the garden suburb movement, the model suburb and even later movements such as the park and playgrounds movement.

Private development resumed slowly in Brunswick after the 1890s depression and continued to follow transport lines and major roads. Some large housing subdivisions were made in the north-west of Brunswick, notably the Irvine Estate with its curved streets, near Melville and Moreland Roads. Scottish joiner, Robert Irvine, who arrived in Coburg c.1911, created the estate as well as others in Brunswick and Coburg. His work included the Nicholson Street tram depot sheds built in 1915 for the Coburg Tramways Trust, 178 War Service houses on the La Rose Estate (initially subdivided in the 1880s), as well as many other major projects. By the late 1920s he employed forty-five carpenters and owned his own joinery shop.²³⁷ Subdivision of Coburg's Glencairn Estate in 1912 and 1920 created a minor boom.²³⁸

Newer subdivisions in Brunswick, Coburg and Pascoe Vale tended to have larger allotments and had nature strips and street trees reflecting the garden suburb ideals of the period. In 1919 Captain D.S. Bain bought the 32-hectare Station Heights Estate, which he renamed Merlynston, and subdivided it into 200 blocks.

Here Bain created a (second) 'Toorak of the North' with individually designed brick houses.²³⁹ The estate was advertised in 1922 as a model suburb, in which only houses of approved design would be permitted. The land was said to be the cheapest in the district. At the same time, Pascoe Vale was being promoted as the 'future Garden suburb of the north', photographed with green fields merely scattered with houses.²⁴⁰ Mrs Findlayson, a local resident, recalled that:

While all this activity was going on, the railway was coming along, and it went as far as Fawkner cemetery. There wasn't even a station called Merlynston. You just picked up a red flag and waved it, and it pulled up for you. It was the Second World War that opened up Pascoe Vale. It was just fields, undulating fields of onion grass, with nice little flowers in the Summertime.²⁴¹

After World War Two, more land in Glenroy and Oak Park was subdivided, including the remainder of Fawkner's homestead and an area bounding the Fawkner Cemetery (est. 1906). Here, the Ford Factory Housing Estate was established. This residential estate was built in 1959-61 by A.V. Jennings, with the significant assistance of the State Government, primarily for employees of the Ford Motor Company. Its single storey detached houses formed a homogenous character with their uniform materials, forms and detailing but with slight variations to avoid blandness and give points of interest and highlights, and the front gardens were setback with some featuring a low front fence. The estate also had its own group of shops. The Ford Factory Housing Estate is a fine example of a housing estate constructed primarily for employees of one company and represents the important role of the Ford Motor Company in consolidating the settlement of this area of Fawkner. Another similar housing estate was established in 1946, when the Australian National Airways purchased land in Glenroy to construct a model village of 275 homes for the use of their employees.

237 Broome, pp. 208, 210, cited in Timothy Hubbard Pty Ltd, p. 30.

238 Cannon, M., *The Land Boomers*, Melbourne University Press, Carlton, 1966, p. 165, cited in Timothy Hubbard Pty Ltd, p. 23.

239 Cannon, p. 209, cited in Timothy Hubbard Pty Ltd, p. 24.

240 City of Coburg, *The Inception of a new City, Coburg, 1922*, pp. 24, 39, 42, cited in Timothy Hubbard Pty Ltd, p. 24.

241 'The Toorak of the North', Hadfield High School. [unpaginated].

Inter-war Housing

This period reinforced new international architectural styles with the arrival of architects and artisans not just from Britain but also now from Europe. There were new fabrics available and improved construction methods. In addition to individual houses, further residential estates were developed, and it was also a time when flats and apartments started appearing on the landscape.

Another change was in relation to home ownership. Houses had traditionally been regarded as either expressions of wealth and status or to provide shelter and protection. But from here-on, houses were now reflecting a new generation of homeowner: the emergence of the white-collar worker (e.g. doctor, architect, lawyer, clerk, banker) who had disposable income, a car and more leisure time. As roads became busier with more vehicular traffic, houses were now being set further back on the Lot, creating more generous front yards. With many households no longer needing to be self-sufficient, these gardens became places for pleasure and recreation.

The outlying parts of Brunswick were subdivided between the 1920s and 1940s. These areas generally have larger house allotments, less rigid street plans, nature strips and street trees, features that reflect the influence of garden suburb ideals, though in a much-diluted form.

With private car ownership starting to become more prevalent, many new houses were built with a single freestanding garage. These were mostly accessed from rear lanes, which were originally constructed to service night pan collections. These rear lanes continued to be constructed in most parts of the municipality until the early 1930s after which time the service was able to be discontinued as Brunswick had been connected to the Metropolitan Sewerage in 1929. If the building block was sufficiently wide, they could incorporate driveways entered from the front street. The Scottish builder, Robert Irvine, who worked extensively in Brunswick and Coburg, developed the large Irvine Estate in Brunswick West during this period. The estate extended on both sides of Melville Road and also included the three parallel curving streets, Irvine, Mattingley and Appleby Crescents, on the east side of Melville Road. The inter-war development followed the tramline through West Coburg up to Bell Street. Many of the subdivisions comprised straight streets, such as the Coles Estate in Coburg, which included 100 blocks in Darlington, Glenora, Huntington, Rennie and Harding Streets.

The Sumner family's Stony Park, which extended from Nicholson Street, East Brunswick, to St George's Road, Northcote, was another notable estate that was broken up during this period. One of its subdivisions formed Alister Street in the very south-east corner of the Moreland municipality.

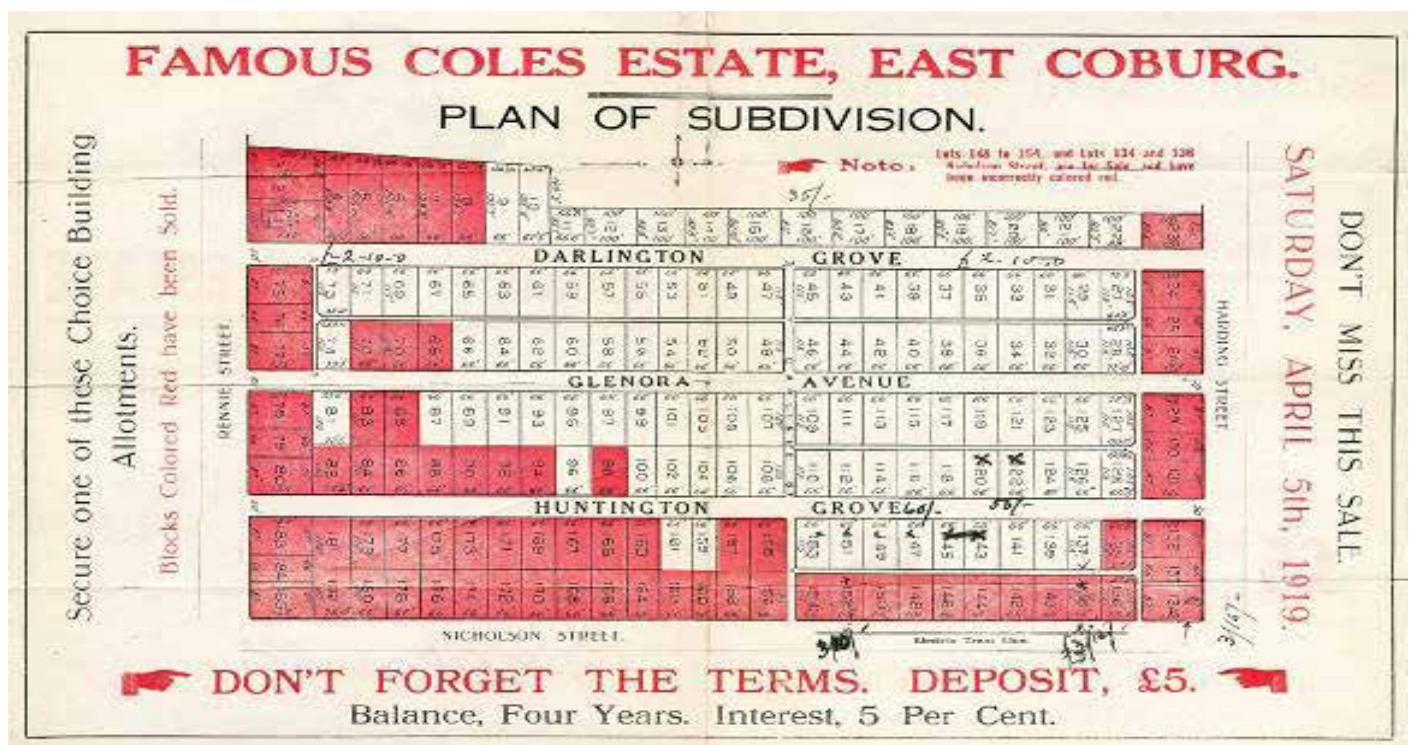


Figure 55: Coburg's Coles Estate, April 1919. Source: Coburg Historical Society and Picture Victoria.

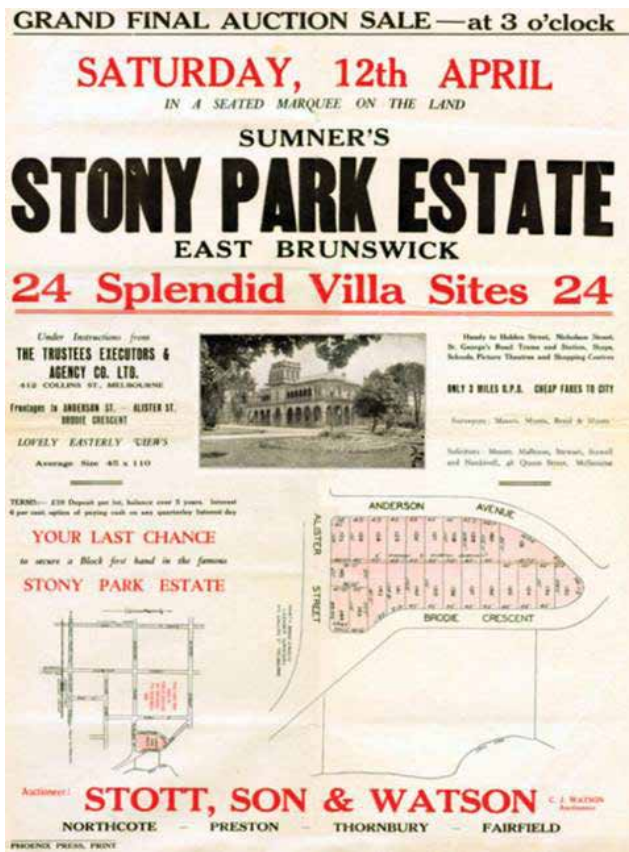


Figure 56: Stony Park auction notice, c.1929.
Source: Moreland City Libraries and Picture Victoria.

Weatherboard Californian bungalows with roofs made from sheets of galvanised iron or terracotta tiles predominated during the 1920s. A number of larger brick bungalows were also built, such as the house for Brunswick Town Clerk, Ralph McGregor Dawson, at 154 Blyth Street, Brunswick – a street that attracted the suburb’s more affluent residents. Typical features of bungalows were timber sash windows, a solid veranda, a broad-hipped roof and a front fence made of hairpin wire, wrought iron or brick. Californian bungalows often incorporated arts and crafts influences such as timber detailing, stucco, leadlighting on the front windows, and perhaps a bay window clad with shingles. Whole estates of timber bungalows were built in Coburg and Brunswick West. Pascoe Vale, Oak Park and Glenroy remained sparsely populated with few houses built during this period. The weatherboard bungalow at 15 Station Street, Oak Park, is one of the few ‘one-off’ examples.



Figure 57: Coburg Heights subdivision, 1923.
Source Coburg Historical Society and Picture Victoria.

In the 1930s builders in Victoria started erecting homes in brick veneer, a system that Melbourne builder Joe Clift claims to have invented in 1928. An early example in the Moreland municipality is the clinker brick, Tudor-style attic house built for Maurice Blackburn when he moved to Coonan’s Hill after winning the federal seat of Bourke in 1934 (see citation for ‘Blackburn House’, 16 Louisville Avenue, Pascoe Vale South, HO105).²⁴² Brick or rendered brick houses built in the English Revival style were popular during the 1930s, and many examples can be seen in the Irvine Estate (see citations for Brunswick Road West Precinct, HO33, and Grantham Street Precinct, HO89). Spanish Mission or Mediterranean-influenced styles made an appearance also, and examples were built on the elevated allotments on Brunswick Road, Brunswick West. Some of the municipality’s inter-war houses were styled on modernist lines with smooth geometric shapes typical of the Functionalist style (see citation for Brunswick Road West Precinct, HO33).

242 Timothy Hubbard Pty Ltd, p. 30.



Figure 58: An example of the Spanish Mission style built in c.1938 at 16 Budds Street, Coburg. Source: Coburg Historical Society and Picture Victoria.

A very small number of blocks of privately owned flats were built in Brunswick during the inter-war years. They are situated on main roads such as Park Street and are close to public transport.



Figure 59: Inter-war flats in Lygon Street, East Brunswick. Photograph by C Wilmsen, March 2010. Source: Moreland City Council.

Sporadic train services, inefficient (or non-existent) 'essential' services such as sewerage, electricity and water and the lack of sealed roads meant that the rate of settlement in Glenroy and Fawkner remained slow until after World War One.

243 Lemon, p. 116.

244 Lemon, p. 118.

245 Lemon, p. 156.

246 'The Toorak of the North', Hadfield High School. [unpaginated].

The house is a rare example of an Edwardian-style house built in about 1910 in Glenroy (see citation for 'House', 9 Grandview Street, Glenroy, HO212). Between 1907 and 1914 approximately twenty houses were erected in Glenroy, and fewer in Fawkner and Pascoe Vale. The price of housing blocks fell, and as result, people bought property with the intention of moving onto the land in the future.²⁴³ Some of the houses erected in this period were also cheaper and the image of the suburb fell short of expectations. In the following years the Glenroy State School (1908), the Glenroy Progress Association (1913) and the Northern Golf Club (c.1913) opened. The golf club in particular was considered to be an 'incentive to settlement on the part of desirable residents'.²⁴⁴

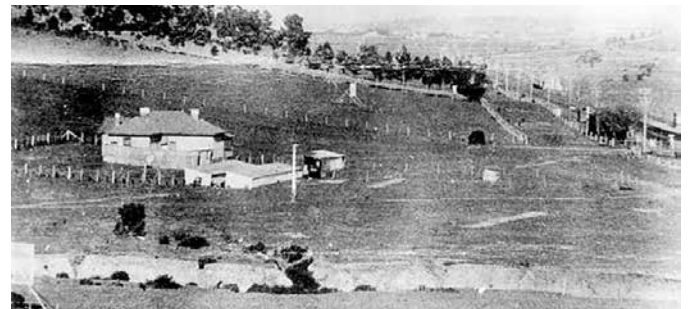


Figure 60: Pascoe Vale, 1920. The area was still sparsely settled in this period, as was Glenroy. Source: Coburg Historical Society and Picture Victoria.

In 1925 the Broadmeadows Council approved the construction of the Sylvania Estate, comprising 100 small houses, at Fawkner. They decided that 'as healthy, convenient homes they are immeasurably ahead of thousands [of] hovels called 'homes' in the inner suburbs'.²⁴⁵ The area was considered to be a pleasant place to live. Charles Mutton, a local resident, recalled:

*There was community spirit around Fawkner and Glenroy and it showed itself by co-operation between people. The co-operation as people looking after people. There was communal spirit among the people. Our world was different and I would prefer to live in the world of the horse drawn vehicle. I prefer the world that I have lived in. My opportunities were struggle, struggle all the time, there were no opportunities like there are today. I got a penny to go to the football match and a penny for a bag of peanuts.*²⁴⁶

Post-war Modernism and Expansion

Migration increased after World War Two and led to a great demand for housing with consequent shortages occurring in many areas. New migrants shared houses with other families through necessity and brought their own culture, language and perceptions to a largely working-class community. The 'Mediterranean idiom' is an Australia-wide sub-style of the post-war years that is prominent across Moreland as a feature of houses adapted by European immigrants. Architectural historian Alan Willingham has been documenting examples of this tradition across Melbourne that are apparent in the heavily modified facades of older houses, as well as in grandiose Italianate villa designs of new houses squeezed onto standard building blocks. Although Greek and Italian examples display slightly different colours and characteristics, they generally feature facades stripped of detail and modified with larger steel-framed windows; rendering; wrought iron, stone, terrazzo and concrete paving; cast concrete classical columns and concrete figures such as lions and eagles; concrete balustrades; pipe frame pergolas and Mediterranean plantings such as olive and fig trees and grape vines.²⁴⁷



Figure 61: Modified nineteenth-century terrace houses in Brunswick. Photograph by C Wilmsen, February 2010. Source: Moreland City Council.

In Glenroy, Oak Park, Pascoe Vale, Pascoe Vale South and Fawkner land was still being developed in the 1950s and 1960s. A local resident, Mr Reddan, recalled that:

I bought my block of land for c.200 in 1952. When I bought this block it was just paddocks and everything was barren. There was no gas, no electricity, no water, nothing. The easiest way to get up here was by horse. In the Hadfield area, about 1955 or 56 we had a road scheme built in the west of West Street ... What I remember about Hadfield was mud ... Hadfield was flat and barren with no trees.²⁴⁸

Many of these were double and triple-fronted cream brick houses with metal or timber-framed windows. Their style was generally a stripped, rather austere version of the inter-war Moderne or Functionalist style that is visually well documented in local historian, Laurie Burchell's *Recognising House Styles, 1880s–1990s* (2nd edition 1996). Similar versions were also built in more affordable weatherboard. A sophisticated example can be seen in Villa Italia, a cream brick, triple-fronted house with a flat roof, steel-framed windows, wrought iron balustrade and gates and matching brick front fence (see citation for 'Villa Italia', 610 Sydney Road, Coburg, HO169). Due to the popularity of rendered surfaces in current house designs of the early twenty-first century, the original brickwork of post-war houses is becoming an endangered stylistic feature.

The introduction of strata title legislation in Victoria in the 1950s allowed for the development of larger blocks of flats and increased density in residential living. Flats proliferated in all of Melbourne's suburbs, and numerous blocks were built in the older, established parts of the Moreland municipality as well as in its developing northern suburbs. Motel accommodation came to Melbourne in early 1957, with the opening of the Oakleigh Motel at 1650 Dandenong Road, Oakleigh, and more motels followed, some closer to the Melbourne city fringe in southern parts of Brunswick and Parkville. Two were constructed in the 1960s in Park Street, Brunswick, close to Royal Parade – the Parkville Motel at 759 Park Street, and the Princes Park Motor Inn on the corner of Royal Parade and Park Street – and they continue to operate today, having changed little from their original built forms. While motels are not strictly defined as housing, they are mentioned here to illustrate a new form of accommodation that arose in the post-war years.

247 Willingham, A., 'Immigrant Transformations: The Mediterranean idiom', in Yule, P. (ed.), *Carlton: A History*, Melbourne University Press, Carlton, 2004, p. 473–483.

248 'The Toorak of the North', Hadfield High School. [unpaginated].

6.5 Government Assistance in Housing

Settlement schemes

The government responded to the 1890s depression with various measures. One was to provide ordinary people with greater opportunities to settle and establish a livelihood. *The Brunswick Land Purchase Act 1900* enabled the purchase of the Hopetoun Estate (later known as the Brunswick Estate) of ninety-one acres (37.5 hectares) in Brunswick West under the 'Closer Settlement Scheme'. The land was subdivided into fifty-six allotments of between one and two acres, which were made available to 'working men' on a lease purchase arrangement. The Brunswick Estate was the first Closer Settlement in metropolitan Melbourne, and the second in Victoria (the first being in Whitfield). It was developed in three stages and by 1905 was extended twice to cover an area stretching from Moreland Road south to Hope Street, and from Moonee Ponds Creek east to Melville Road.

The Dal Campbell Estate (18 acres or 7.5 hectares), purchased in 1904, was divided into forty-two allotments (see citation for the Queen Anne Style house at 47 Cumming Street and 37, 43 and 51 Waxman Parade, Interim HO540), and the Cadman Estate (45 acres or 18.5 hectares), purchased in 1905 included sixty-three allotments.

A further estate named the Phoenix Estate after Michael Dawson's property was created in the vicinity of Allard and Passfield Streets (see citations for weatherboard houses at 19 and 23 Passfield Street and 10 Allard Street, Interim HO540). Interestingly some of the land originally reserved as a railway easement through all three estates remains as parkland, while the Tullamarine Freeway (Citylink) follows another section.²⁴⁹ The estates developed cohesive communities, forming the Moonee Vale Association and later the Brunswick West Progress Association. In 1910 they built a public hall at 484-486 Victoria Street and replaced it in 1931 with the current Spanish Mission-style hall, which is now owned by the Monte Lauro Social Club (see citation for 'West Brunswick Progress Association Hall', 484-486 Victoria Street, Brunswick, HO185).

Post World War One: War Service Homes

The First World War and its wake of disruption and renewal brought many changes to the quiet northern suburb of Coburg. Returned ex-servicemen were seeking not just work but a home of their own. Swathes of home sites around Melbourne were purchased by the War Service Commission, and some hundreds were set aside in Coburg. With land cheap and readily available, Coburg was poised for subdivision, development and growth. Rural allotments bordering its Sydney Road heartland were carved up for house blocks, and street after street began to mushroom with compact, double-fronted weatherboard bungalows. Electric trams after 1916 were proving to be popular and efficient and by 1920 motorised buses and the new electrified rail line further reduced the suburb's northern isolation to new residents and workers. The influx of people and businesses into Coburg saw the rise of pro-development progress associations, which along with the influential Labor Party and the Returned Servicemen's League (RSL), vigorously lobbied the Council for initiatives that would advance the municipality as well as their members.

After World War One, the State Savings Bank of Victoria, being the first in Australia to have a *Crédit Foncier* department, was responsible for a greater component of housing development. By using long-term liabilities, it enabled *Crédit Foncier* to lend for much longer periods and at lower rates to small farmers, shopkeepers, homebuyers and returned servicemen. By 30 June 1918, its *Crédit Foncier* department had made over 300 loans for houses and shops by at a cost of over £68,000.²⁵⁰ During the 1920s, thousands of Californian Bungalows built with *Crédit Foncier* loans came to dominate the architectural streetscapes of what were then Melbourne's outer suburbs. By 1934 the State Savings Bank's *Crédit Foncier* housing loans in Coburg amounted to 436, totalling about £262,000.

249 Johnston, 'From the clay beneath our feet', p. 63.

250 Timothy Hubbard Pty Ltd, p. 24.

In 1919 the War Service Homes Commission had acquired 12 hectares of land west of Reynolds Parade, which had previously been a part of the popular La Rose Estate (see the Gallipoli Parade Heritage Overlay Precinct). Houses were built slowly and sold then to returned servicemen, at a low interest rate. The streets in the area were named after the first AIF campaigns: Heliopolis, Gallipoli, Peronne, Somali, Gexireh, Moascar and Lemnos. By 1930 several hundred houses had been built; however, 100 blocks were still vacant at the end of the decade. The Commission also built 32 houses in Glenora Avenue in 1920, 24 in Glengyle Street, and 34 immediately west of Merlynston Station (see citation for Lorensen Avenue Precinct, HO433), and seventy elsewhere in the suburb.²⁵¹

Land in Brunswick also was subdivided for War Service estates. The State Government purchased the Nicholson Street northern section of Alexander Stewart's farm, which the family had owned since the 1870s and the War Service Homes Commission in association with the Northern Timber Mills erected a number of timber bungalows on several standard designs between 1921 and 1924 (see citation sheet for 1 Waihi Avenue and 1 Timaru Avenue, Brunswick East, HO542). The Northern Timber Mills were a local business operating c.1920s to 1960s from a site between Nicholson Street and the Merri Creek. Brunswick's other War Service estate containing mostly red brick homes was established in Hall and Westbourne Streets (see Precinct datasheet).

Post World War Two: Meeting Housing Shortages

In 1940, the newly created Housing Commission of Victoria bought the 25.5 hectares of what was to become the Elizabeth Street or Spring Meadows Estate, East Coburg, where they intended to build 370 houses. By 1944 the Commission had also purchased the Newlands, Roslyn and Dunville estates in the Elizabeth Street area to make a total of 71 hectares. Over the next five years a number of houses were built, as well as a small shopping centre, recreational areas, roadways and drainage.²⁵²

In contrast to the post-World War One government assisted housing that was predominantly constructed of timber weatherboard, these new Commission homes were mostly brick veneer.

The Newlands Estate Shopping Centre in Elizabeth Street (corner Murray Road) was the first to be built by the Commission, and consisted of eight shops with dwellings attached, estate administrative offices, and medical and dental clinics.²⁵³ The Commission built 113 houses after 1949 to the south of Fawkner.²⁵⁴ By mid-1950 the Commission had built 714 houses in Coburg; however, only seven more were completed in the following year.²⁵⁵

The Commission's estates in Coburg were virtually complete in 1953, with the number of buildings being:

Coburg Housing Commission Units in 1953	
Dunville Estate	81
Newlands Estate	398
Roslyn Estate	90
Springmeadows Estate	201
Eric Street Estate	Nil
Nicholson Street (Coburg East) Estate	Nil
Total	770 Units

By 1954 there were 49 Commission flats in Coburg.²⁵⁶

In 1958–60 the Housing Commission also built a town of their creation at Jacana. With Melbourne having just hosted the 1956 Summer Olympics, the streets were named after Olympians: Hendricks Street (John Hendricks), Fraser Court (Dawn Fraser) and Lorraine Crescent (Lorraine Crapp).²⁵⁷

251 Broome, pp. 208–209, cited in Timothy Hubbard Pty Ltd, pp. 24–25.

252 Broome, pp. 303–304, cited in Timothy Hubbard Pty Ltd, p. 26. —Broome gives the number of houses built by 1949 as 777, but this is greater than the total number in 1950 and 1951.

253 Housing Commission of Victoria, *Seventh and Eighth Annual Reports*, Melbourne, 1946, p. 3, cited in Timothy Hubbard Pty Ltd, p. 26.

254 Lemon, p. 174.

255 Quoted from Housing Commission of Victoria, *Thirteenth Annual Report*, Melbourne, 1951, p. 9, cited in Timothy Hubbard Pty Ltd, p. 26.

256 Quoted from Housing Commission of Victoria, *Sixteenth Annual Report*, Melbourne, 1954, p. 21, cited in Timothy Hubbard Pty Ltd, p. 26.

257 Lemon, p. 200.

The number of Housing Commission houses built in the area of the former City of Broadmeadows - now in the City of Moreland - between 1949 and 1960 were:²⁵⁸

Year	Houses	Location
1949–50	113	Fawkner
1953–54	10	Glenroy North
1954–55	191	Glenroy North
1955–56	580	Glenroy North
1956–57	510	Glenroy North
1957–58	428	Glenroy North, Jacana
1958–59	688	Jacana, Broadmeadows East
1959–60	530	Jacana, Broadmeadows East, Fawkner
1960–61	504	Broadmeadows East, Fawkner, Dallas

Post-war Prefabs and Housing Estates

After World War Two the Commonwealth Government was faced with a national housing shortage and a surplus of munitions factories, so it sponsored the factory building of metal houses. The Beaufort Home was designed in 1946 by the technical staff of the Beaufort Division of the Department of Aircraft Production, and was developed through the Victorian Housing Commission.²⁵⁹ The Commission had already decided in August 1945 to investigate in conjunction with the Commonwealth Experimental Building Station, the types of innovative building techniques that might help to meet the housing shortage. It was then that the Beaufort proposal was examined and selected from among others and the Beaufort Division was asked to proceed with the construction of a prototype. The Commonwealth Government's Department of Works and Housing financed the project.²⁶⁰

The architect responsible for the design was Arthur Baldwinson.²⁶¹ It was at first intended to use aluminium, but zincanneal sheet was substituted, as it was easier to obtain.²⁶² It was intended to build a prototype Beaufort House in the Treasury Gardens, and by June 1946 the Commission was planning to order 11,500 houses over a three-year period.²⁶³ A promotional brochure issued at the time stated:

The Beaufort Home is the culmination of intensive research in design, durability, insulation and equipment by the Beaufort Division of the Department of Aircraft Production in association with the Victorian State Housing Commission and the Commonwealth Department of Works and Housing through the Experimental Building Station. The project was financed by the Commonwealth.

The house is essentially of steel construction, comprising floor members, walls, roof structure and sheeting, and is mounted on concrete foundation stumps. Wooden flooring is used except in the bathroom, which is covered with a special waterproof slab.

Wood is also used for doors and built-in wardrobes and cupboards.

Plaster ceilings are used and wall linings are of the same material, except in the bathroom and laundry, where Masonite has been chosen.²⁶⁴

258 Lemon, p. 200.

259 'The Beaufort Home – Prefabricated in Steel', *Architecture*, XXXVIII, 4 (Oct–Dec 1950), pp. 132–33, cited in Timothy Hubbard Pty Ltd, pp. 32–33.

260 Housing Commission of Victoria, *Seventh and Eighth Annual Reports*, pp. 26–27, cited in Timothy Hubbard Pty Ltd.

261 Archer, J., *Building a Nation*, Melbourne 1987, p. 187, cited in Timothy Hubbard Pty Ltd, p. 32.

262 'The Beaufort Home – Prefabricated in Steel', pp. 132–33, cited in Timothy Hubbard Pty Ltd, p. 33.

263 Howe, R (ed.), *New Houses for Old*, Melbourne, p. 56, cited in Timothy Hubbard Pty Ltd, p. 33.

264 Beaufort Division, Department of Aircraft Production, *Beaufort Homes*, June 1946, cited in Timothy Hubbard Pty Ltd, p. 32..



Figure 62: Beaufort Home, on display in the Treasury Gardens, Melbourne in 1946, Volume 5: Beaufort Home construction photographs / Arthur Baldwinson collection. Source: Mitchell Library, State Library of New South Wales.

The Victorian Government gave its approval for the purchase of the first 5,000 two-bedroom houses at a cost of £1,050 each, to be delivered over three years. It was proposed to develop a three-bedroom house later, or if this proved infeasible, then to boost the number of conventionally constructed three-bedroom houses so as to maintain the Commission's ratio of 60% of three-bedroom houses.²⁶⁵ However, metal was in such short supply that the project was terminated by the Commonwealth Government in 1947.

The greatest concentration of Victoria's Beaufort Houses appears to be in Moreland's Pascoe Vale South, although two others have been identified in Maidstone. The only Beaufort Home not in Victoria is known to exist in Ainslie (Canberra).²⁶⁶ Of the 30 Beaufort Houses initially erected in Pascoe Vale South, 22 were identified in 1990 by Hubbard in the 'City of Coburg Heritage Conservation and Streetscape Study'. Since then three have been included in a heritage overlay (see citation for Gallipoli Parade Precinct, HO80) and twelve demolished:

Beaufort Houses	
• 17 Fontaine Street (Heritage Overlay)	• 13 Moascar Street
• 15 Gallipoli Parade (demolished in 1996)	• 15 Moascar Street
• 19 Gallipoli Parade (demolished in 1999)	• 7 Reynolds Parade
• 25 Gallipoli Parade (demolished in 1999)	• 13 Reynolds Parade
• 27 Gallipoli Parade (demolished in 1995/96)	• 17 Reynolds Parade
• 31 Gallipoli Parade (demolished in 1999)	• 27 Reynolds Parade
• 35 Gallipoli Parade (demolished in 1999)	• 15 Somali Street (heritage overlay)
• 16 Heliopolis Street (demolished in 1999)	• 21 Somali Street (demolished 2007)
• 9 Le Cateau Street (demolished in 1999)	• 5 Vaux Street (modified)
• 13 Le Cateau Street (demolished in 1999)	• 11 Vaux Street (demolished in 1999)
• 3 Moascar Street (demolished in 1999)	• 15 Vaux Street
• 9 Moascar Street (modified in 1999)	• 19 Vaux Street

After the war a campaign was organised to attract migrants from the United Kingdom to work in the Victorian railways. A shortage in housing and building materials necessitated the importation of pre-cut houses under 'Operation Snail'. The Coburg prefabs were part of an order for 1,500 houses placed with W.V. Simms, Sons and Cooke Ltd of Nottingham, England in 1949.²⁶⁷ Most of the material in these houses apparently originated in Scandinavia and special permits were required from the Melbourne Metropolitan Board of Works (MMBW) and Coburg City Council to enable the unconventional construction and non-standard fittings to be used.²⁶⁸ About half the houses were allotted to British migrants and the remainder provided to local railway workers. Examples of railway prefabricated houses dating from the post-war years can be found at 2 and 4 Bradley Street, Pascoe Vale; at 15, 21, 22, 23, 24, 25, 26, 30 and 32 Dale Avenue, Pascoe Vale; and 8 to 52 Lorensen Avenue, North Coburg.²⁶⁹

²⁶⁵ Housing Commission of Victoria, *Seventh and Eighth Annual Reports*, pp. 26-27, cited in Timothy Hubbard Pty Ltd, p. 32.

²⁶⁶ Verbal advice from former Moreland Heritage Advisor, David Wixted, October 2008.

²⁶⁷ Harrigan, L.J., *Victorian Railways to '62*, Melbourne 1962, p. 148, cited in Timothy Hubbard Pty Ltd, p. 31.

²⁶⁸ Timothy Hubbard Pty Ltd, p. 31.

²⁶⁹ Timothy Hubbard Pty Ltd, p. 31.

The other example of prefabrication is the Myer house, one of which is located at the corner of Moreland Road and Johnson Street in Pascoe Vale South (see citation for 'Myer House', 659 Moreland Road, Coburg, HO120). Myer houses were prefabricated by the Commonwealth Aircraft Corporation Pty Ltd at Fisherman's Bend for the Myer Emporium Ltd. The house in Pascoe Vale South is an example of the 'A L' model, with two bedrooms, dining and living rooms and provision for the addition of an extra bedroom, with a side entry into the hall.

6.6 A Changing Built Environment

Today a major continuing trend for the municipality's residential development is the adaptive reuse of redundant industrial sites and other large complexes such as the former HM Prison Pentridge and the Kodak factory site. The trend is consistent with the Victorian Government's 2030 plan, a 30-year plan that aims to increase housing density and provide for the sustainable growth and development of the metropolitan area while also protecting and enhancing the liveability of established suburbs. East Brunswick Village is an excellent example of a model for urban renewal. Built on the former Sidney Cooke Fasteners factory site in East Brunswick dating back to the 1840s, the site is being transformed into an urban village offering a range of apartments that have retained some of the distinctive brickwork of the former industrial buildings, set amongst tree-lined laneways, public break-out spaces and public/interpretive art installations.

The increase in high density development, proliferation of stratas and subdivisions in the last 20 years is particularly changing the face of the older suburbs. This is not just in terms of the loss of individual historic buildings but also in the make-up of the built environment, the suburban landscape, the traditional aesthetics and the views and vistas. In Moreland, urban consolidation and development differs in the north from the south. In the northern parts, such as in Glenroy, the pressure is mainly on residential land and basically driven by land economics. In the south, mainly in Brunswick, the pressure is more focused on commercial strips and former industrial land to develop high density developments, with medium density occurring on some of the traditional single housing lots (i.e. townhouse style development).

Another physical transformation on the horizon for Coburg is the Coburg Activity Centre with an Activity Centre Zone and place framework plan. The zone is tailored to the Coburg Activity Centre, directing heights and uses in different aspects. This includes high rise apartment buildings in and around the core retail strip of Coburg along Sydney Road. There is also current work underway responding to the Level Crossing Removal Project that is part of the larger Skyrail Project.

The higher density has also brought with it greater appreciation of public parkland and contemporary public spaces especially in areas with older housing stock. There is also a move for new housing to start responding to the local environment and conditions, becoming more mandatory with the introduction of passive energy requirements in the Building Codes Australia. These areas are both explored further in Theme Ten under Parks Reserves and Ovals (for example the City of Moreland's 'A Park Close to Home' plan) and Environmental and Ecological Awareness (the examples of passive energy/sustainable new and retrofitted housing).

7

Administering Moreland

The theme of Administering Moreland investigates the activity of governing in the municipality. It focuses on the establishment of self-government through the emergence of local identity and the formation of local councils in response to the introduction of, and changes to, government legislation. It also reflects on the role local government has played in shaping the development of the community, suburbs and landscape by providing services, utilities and planning, as well as the nomenclature of the area derived from the names of Mayors/Councillors (streets, parks, facilities etc.)



The way in which Moreland has been administered and planned goes back to the early local councils of Brunswick and Coburg in relation to who were the driving forces on setting them up, as well as what were the differences in what and who they were servicing and administering and the priorities. For example, Brunswick Council was historically made up of a mixture of the elite (the wealthy landowners to the north) and working class (connected to industry mainly located in the south). In contrast, Coburg Council was more comprised of farmers. Brunswick was therefore dominated by industry and commerce; Coburg was dominated by agriculture.

The theme also recognises the role of the State and its services and institutions in shaping the municipality, particularly in relation to policing and dispensing justice, and the establishment and then closure of HM Prison Pentridge.

Moreland Themes and Sub-themes

7. Administering Moreland

- 7.1 Establishing Local Government in Brunswick
- 7.2 Establishing Local Government in Coburg
- 7.3 Providing Essential Services: Water, Gas and Electricity
- 7.4 The Creation of the City of Moreland
- 7.5 Opening and Closing HM Prison Pentridge

State (HV) Themes and Sub-themes

7. Governing Victorians

- 7.1 Developing institutions of self-government and democracy
- 7.3 Maintaining law and order

National (AHC) Themes and Sub-themes

7. Governing

- 7.2 Developing institutions of self-government and democracy
- 7.6 Administering Australia
- 7.8 Establishing regional and local identity

7.1 Establishing Local Government in Brunswick

With the introduction in Victoria in 1853 of legislation whereby local Road Districts could be established, the drive to form local government in Brunswick began to emerge and gain momentum. After several months of debate within the community the new municipality of Brunswick was declared in September 1857. In October the first meeting of the Council was held at the Cornish Arms Hotel, which still operates today at 163A Sydney Road, although the appearance of the original building has since changed.



Figure 63: Cornish Arms Hotel, Sydney Road, Brunswick, in the late 1850s, when it was under the licence of Thomas Manallack. It is where the Brunswick Council held its first meeting. Source: Moreland City Libraries.

The 'Father of Brunswick' Thomas Wilkinson (1799–1881), a local Wesleyan church instructor, newspaper proprietor, politician and land holder, had pushed to establish the area as a Municipal District by presenting a petition to the government in January 1857. The broader district population was then estimated to be 5,000 and the area supported a range of activities such as farming, brickmaking and quarrying, as well as businesses along Sydney Road that were thriving from the gold rushes. A total of 581 local ratepayers voted on 20 October 1857 and elected seven councillors. The candidates represented both the working class from the south, and the influential, richer landowners from the north.²⁷⁰ Wilkinson headed the poll with 300 votes and was elected as the first chairman of the municipality, serving from 1857 to 1867, and from 1866 to 1867 as Brunswick's first mayor. Early councillors of the south tended to be brickmakers, such as John Breese, of Union Street, who polled 281 votes and was mayor in 1873–74. Other early names included Edward de Carle, John Rollo, James Tinning, who held his seat for thirty-three years and served as mayor three times. Many of Moreland's streets and reserves are named after its former councillors.

In November 1857 the council meeting rooms moved from the Cornish Arms Hotel to another temporary site at the Wesleyan school room, and adopted the motto 'Unity is Strength', which reflected the uniting of all the original individual estates, villages and other settlement hubs that had been established in East and West Brunswick and which the City of Moreland still bears. The first purpose-built council chamber opened in 1859 on Lobb's Hill in Sydney Road near Albion Street in a small bluestone and sandstone hall near the location of the present police station and courthouse. New premises were required by the mid-1870s and the Council was able to acquire land on the corner of Sydney Road and Dawson Street from Mrs Emma Dawson at a reduced price. The move shifted the civic heart of Brunswick from the north back to the south. This reflected both a sentimental and historic impetus, as it was not only closer to where their first meeting was held at the Cornish Arms Hotel, but as also where the diggers on their way to the goldfields had spent the first night out of Melbourne at a large camp not far from the Retreat Hotel.²⁷¹

Architect Evander McIver, who was practising from offices in Brunswick, designed the new 1876 town hall/council chamber in a classical style (see citation sheet for 'Town Hall and Municipal Offices', 233 Sydney Road, Brunswick, HO153). McIver was also a town surveyor and engineer for Brunswick and a number of other municipalities, including the Shire of Broadmeadows.



Figure 64: Brunswick's first council chamber near Albion Street, built in 1859. Source: Moreland City Libraries.

In 1888, Brunswick Municipal District with a population of 14,792, was declared a Town in accordance with the *Local Government Act 1874*. The Town of Brunswick comprised the suburbs of Brunswick West, Brunswick and Brunswick East and bounded by Moonee Ponds (west), Merri Creek (east), Moreland Road (north) and Park Street (south).

In January 1908, Brunswick gained City status reflecting its burgeoning population of around 30,000 and growth in revenue of the council.

Needing to expand their council premises, a two-storey wing was added to the northern side by architect Sydney H. Wilson. In 1926 Wilson designed a matching wing to the south that reproduced McIver's original design elements, in association with local architect Charles R. Heath.

²⁷⁰ Jackson, E., 'Brunswick's first Council', in Penrose, H. (ed.), *Brunswick: One History, Many Voices*, Victoria Press, South Melbourne, 1994, p.57.

²⁷¹ Jackson, p.57.

Wilson designed other buildings in Brunswick and for the council, including the Electricity Supply offices opposite, in Dawson Street in 1926 (since demolished), and he may have been responsible for the first and second versions of the Brunswick Baths built in 1914 and 1929, which also share the civic precinct in the heart of Brunswick.

These works were all part of a series of municipal improvements that included electric light extension, quarry extension, drainage, purchase of land for a technical school, purchase of a stream roller (for roadmaking) and erection of a new town hall and office accommodation.²⁷² They reflected a considerable commitment by the Council and the importance it placed on providing community facilities. The Council expanded and improved the baths and reopened them in November 1929 as the landmark civic structure we see today. Other buildings in this precinct reinforce the civic prominence of Brunswick's historic hub. They include a number of historic churches (Christ Church built between 1857–75; two Presbyterian Churches built in 1865 and 1884; St Ambrose's Catholic Church built between 1869 and 1873; and Wesleyan Church built in 1872), the Mechanics Institute (built in 1868–70, rendered in 1926) and the Retreat Hotel (Brunswick's first hotel built in 1842, rebuilt in 1892).



Figure 65: The 1876 Brunswick Town Hall designed by Evander McIver. This postcard of c.1906 shows the newly erected Boer War Memorial, which now stands in Hooper Reserve. Source: Pictures Collection, State Library of Victoria.

272 Brunswick City Council Minutes, 2 October 1913.

273 Broome, p. 92; Burchell, L., *Coburg More of Our History*, Moreland City Council and Coburg Historical Society, Coburg, 1995, p.11.

274 Broome, p. 93.

Brunswick's post office, courthouse and police station were established further along Sydney Road, reflecting the district's earlier municipal development centred on Lobb's Hill and Thomas Wilkinson's land. The Brunswick fire station in Blyth Street is also in this area. Designed by the architectural firm of Seabrook and Fildes in a distinctive modernist style and opened in 1937, the complex continues to operate as a fire station although the freestanding residential block is now privately owned (see citation for 'Fire Station and Flats', 24 Blyth Street, HO26 and Victorian Heritage Register H0916).

7.2 Establishing Local Government in Coburg

North of the Brunswick municipality was the Pentridge Village, originally named Jika Jika Village. Local Pentridge residents resisted incorporating with the new Brunswick Municipal District in 1857. Some members of the community met the following year in Sydney Road's Golden Fleece Hotel and voted to form their own local government. But with too few households the matter was forced to lapse. In 1859 they again met and resolved to form a District Road Board and for the next eight years the seven elected board members convened in private houses. The majority were farmers, including Irishman William Anketell (1821–88), who was perhaps the wealthiest board member. He owned four stone houses, a paling hut on the Sydney Road and a thirty-five-acre farm and stone farmhouse near today's Munro Street.²⁷³ Local historian, Laurie Burchell, has identified a bluestone cottage at nearby 20 Anketell Street as one of the houses owned by Anketell. Although taking in a larger geographic area than Brunswick, in its early years it was not as densely populated or built up owing to the large farming estates.

In May 1861 the residents of Newlands incorporated into the Pentridge District Road Board, but the following year the district lost Oak Park and Pascoe Vale north and west to Broadmeadows.²⁷⁴ Land was eventually granted on the Pentridge village reserve in 1866 for municipal offices near the present civic complex and in July 1867 a bluestone hall with wooden offices opened, also serving as a courthouse. Two years later the Pentridge volunteer rifle corps built a weatherboard public hall next door and this became the municipal hall when the corps disbanded, perhaps in the early 1870s. Extensions were made to the municipal chamber and courtroom in 1874, and the hall in 1909.

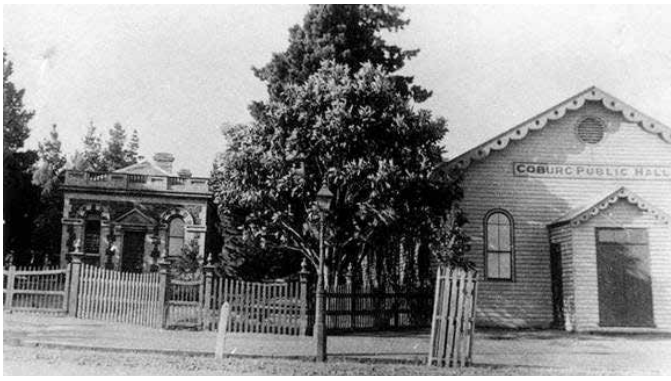


Figure 66: Former Coburg Shire Offices and Public Hall. Undated. Source: Coburg Historical Society and Picture Australia.

Interestingly, in 1854 the government had stopped selling land in the Pentridge Village reserve with Bell Street frontages to allow for expansion of the Stockade, which soon claimed 275 of the 327 acres of the reserve.²⁷⁵ Local residents were initially unaware of the claim because the existing penal buildings were well behind the churches and occupied twenty of the allocated forty acres. However, in September 1857 the Select Committee on Penal Discipline recommended that Victoria's central penitentiary be developed on the reserve (see Thematic History section 2.5.5). Local residents protested and petitioned for it to be confined to its original site, and in 1859 succeeded in having the prison reserve reduced to 143 acres. The public and press soon began referring to the prison simply as Pentridge much to the dismay of local residents. It impelled Father Charles O'Hea in 1867 to organise a public meeting calling for a change to the name of the district.

Irish-born residents proposed names such as Tipperary, Donegal and Limerick. Others suggested Merrivale, after the Merri Creek, but it was Coburg, with its royalist associations that won, and the decision, led by Robert Mailer of Glencairn, was 'carried amidst general rejoicing'.²⁷⁶ The choice coincided with the impending visit of the Duke of Edinburgh, a member of the House of Saxe-Coburg. A petition signed by 191 local male residents and landholders was forwarded to the Chief Commissioner of the Board of Land and Works in December 1867, though the change was not officially made until March 1870. The various changes in its status illustrate the periods of growth of Coburg, becoming a Shire in December 1874, a Borough in January 1905 and a Town in September 1912.

²⁷⁵ Broome, p. 94.

²⁷⁶ *Australasian*, 25 July 1891, cited in Broome, p. 96.

The First World War and its wake of disruption and renewal brought many changes to the quiet northern suburb of Coburg. Suddenly ex-servicemen were seeking work and a home of their own as were newly arrived Australians, following the government's resumption of assisted immigration. Industries also were looking for cheap land. The influx of people and businesses into Coburg (as well as Brunswick) saw the rise of pro-development progress associations, which along with the influential Labor Party and the 700-strong Coburg branch of Returned Servicemen's League, vigorously lobbied the Council for initiatives that would advance the municipality as well as their members.

From 1919 the Returned Servicemen's League had been seeking to establish clubrooms in the civic precinct. By February 1920 they had reached an agreement with Council that a new town hall, when eventually built, would include a memorial hall and ex-servicemen's clubrooms.



Figure 67: Coburg Town Hall c.1940–60. Rose Stereograph Co. Postcard. Source: Pictures Collection, State Library of Victoria.



Figure 68: Truby King Baby Health Centre, Elm Grove, Coburg, opened in July 1926. Photograph by C Wilmsen, February 2010. Source: Moreland City Council.

Replacement of the original bluestone chamber and offices and wooden town hall became more important as Coburg's prospect of city status gained momentum. At the council meeting of 12 October 1921, plans drawn by local architect Charles Heath were adopted for a complex that included new offices, a town hall and memorial hall.²⁷⁷ The design was for a red brick and rendered brick, stylised classical building with a concrete dome over the entrance. Heath also designed the furniture for the new mayoral chamber as well as landscaping for the formal front gardens on Bell Street. The foundation stone was laid on Saturday 1 April 1922, the day that Coburg was proclaimed a city by the Governor of Victoria, His Excellency, The Right Honourable George Edward John Mowbray Rous, 3rd Earl of Stradbroke, who was accompanied by his wife Helena, Lady Stradbroke.²⁷⁸

Mayor councillor Cash proudly outlined the progress of the district from some 300 people to the present city of 25,000. The civic buildings were completed the following year and formally opened on 31 October 1923 by the mayor, councillor George Brown, who declared that the new hall was 'the largest in the suburbs with the exception of St Kilda'.²⁷⁹ The building was altered and extended in several campaigns over the years to meet the demands of the growing council and to provide new facilities that would also serve a number of community uses (see citation for 'Municipal Offices and Forecourt', 88–92 Bell Street, Coburg, HO204).

The establishment of a Truby King Baby Health Centre in Coburg was a further civic initiative by the City of Coburg following World War One. The Baby Health Centre opened on 4 December 1919 as the first centre in Victoria to practise Dr Truby King's mothercraft methods. A growing population and an increasing awareness of the service offered by the centre soon led to overcrowding and the need for better-equipped quarters. In 1925 Dr Sir Truby King laid the foundation stone for a new building that was designed to house the mothercraft centre and also serve as the headquarters for the Coburg City Band. It opened in Elm Grove in the municipal precinct in July 1926 and survives as the first purpose-built Truby King Baby Health Centre to be erected in Victoria (see Victorian Heritage Register H2042).

Other buildings erected within the limited space of the village reserve on its west and south edges included the first and second Wesleyan Methodist churches (1849 and 1857), the Holy Trinity Anglican church (commenced 1855), school (1859) and hall (1918), St Paul's Catholic church (1894) and the former St Paul's School (1867), all fronting Sydney Road (see citations for 'Holy Trinity Anglican Church Complex, 520 Sydney Road, HO66 and 'St Pauls Roman Catholic Church and Parish Hall', 562 Sydney Road, Coburg, HO168). HM Prison Pentridge subsumed all the land in the reserve allocated for recreation purposes in the early 1850s, with the exception of five acres on Bell Street (north side) that were gazetted in 1867 and used for a cricket pitch.²⁸⁰ Land for police purposes was set aside in the reserve in the north-west end of Drummond Street in 1854. A wooden lockup was brought up from Brunswick and was used until a two-room bluestone station was built in 1857. The station later moved to a more central location on Sydney Road near Munro Street and moved to new premises in Bell Street, along with a new courthouse close by. Both the police station and the courthouse still remain at Bell Street (between Main Street and Service Street) but are no longer used.

Over the years HM Prison Pentridge gradually relinquished land for community purposes. This included ten acres in 1872, which are now occupied by the present swimming pool on Murray Road, three acres of its willow plantation for the Lake Reserve in 1913, a further ten acres now forming the de Chene Reserve, in 1924, and forty acres for the Newlands High School and Coburg Teachers College in 1959.²⁸¹ The Council secured land on the southern side of Bell Street, opposite the civic area, for an oval, gardens and Victoria's first Higher Elementary School, in 1912. The new public park increased Coburg's parkland from five to fifty-four acres, but the suburb was still way behind others in the percentage of land devoted to parkland.²⁸² An interesting feature of the park is the Rogers Memorial Fountain dedicated to local identity and Parks and Gardens Committee Chairman Harry Rogers.²⁸³

277 Coburg Council Minutes VPRS 011314, Units 00020 and 00021, Aug–Oct. 1921.

278 G.E.J.M Rouse, 3rd Earl of Stradbroke (1862–1947), Governor of Victoria 1921–26.

279 *Brunswick and Coburg Leader*, 1 November 1923, p. 1. Also see Michael Taylor Architects and Conservation Consultants, 'Coburg Town Hall, Bell Street, Coburg, Conservation Management Plan', prepared for Moreland City Council, Melbourne, 2003.

280 Broome, p.90.

281 Broome, p. 96.

282 Broome, pp. 182–183.

283 Burchell, *Coburg More of Our History*, p. 29.

Unveiled in 1935, it is designed in the art deco style and made of synthetic freestone. According to Laurie Burchell, forty-eight streets, thirty-four reserves, three pavilions and at least one building commemorate councillors who served the former municipality of Coburg.²⁸⁴

7.3 Providing Essential Services: Water, Gas and Electricity

Essential community services to Brunswick and Coburg, particularly those associated with health, were established as early as possible. The Yan Yean Reservoir, which diverted water from the Plenty River, was Melbourne's first planned water supply system, commencing in 1857. Set up by the Board of Commissioners of Sewers and Water Supply established four years earlier, the system piped water to Melbourne via a closed pipeline. From 1858 Yan Yean water was piped along Sydney Road and sold to the public from standpipes while nearby premises succeeded in obtaining reticulated water within the year. Properties beyond Sydney Road had to wait until 1880 for reticulation, when expansion of the system reached development further out. During Coburg's expansion in the 1920s reticulated water was in great need although many residents saving to pay for their houses were unable to afford the Board of Works connection fees. Instead they made do with water from tanks and standpipes.²⁸⁵

In 1890 the Melbourne City Council established the Sanitary Commission, which included a representative from both Brunswick and Coburg. Each municipality was responsible for the construction of its own branch and reticulation sewers, an expensive exercise for both areas, as both municipalities cut through bluestone bedrock.²⁸⁶ Sanitation was a constant issue and, as one Melbourne councillor noted, 'if typhoid or diphtheria broke out at Brunswick or Brighton it would be just as dangerous to the community at large if it originated in Collingwood to Collins Street'.²⁸⁷

The Sanitary report of 1890 reported that:

The Moonee Ponds Creek is a shallow tidal creek with sandy bed, covered thickly (a foot or two deep) with sewage sludge, and forming a main trunk outlet for sewerage from ... Brunswick ... [This] foul [creek is] bubbling with decomposition, and [it is] notorious for the insufferable stench which arises from [it].²⁸⁸

Brunswick's connection to the metropolitan sewerage service came around 1910, while outlying areas had to wait longer. The first connection was to the Brunswick Mechanics Institute. The MMBW opened a depot in Victoria Street in 1912 to facilitate further connections, which were complete enough by 1929 for Brunswick to discontinue its night pan collections. However, the last sewerage connection was not made until 1962 in the north-west corner of Brunswick.²⁸⁹

By the 1920s Brunswick, once an outlying suburb, had become a part of the inner suburbs, while Coburg was now seen as an outer suburb. Coburg's low population density made it more expensive to sewer.²⁹⁰ In the 1920s Coburg, and the other 'outer' suburbs including Box Hill, Camberwell, Oakleigh and Heidelberg, increased their proportion of Melbourne's population from a quarter to more than a third, doubling in size.²⁹¹ The MMBW was criticised for favouring the wealthier eastern suburbs; Parliamentarian Lemmon (Labor, Williamstown) complained that more money was spent in 'Malvern, Toorak and South Yarra than in Footscray, Williamstown, Brunswick and Coburg', noting that 'the nature of the land may have something to do with this ... but the lives of the people in the Western are just as important as the lives of those in other districts in the metropolitan area'.²⁹²

Around Glenroy and Oak Park, residents were not so fortunate, having to rely on dam water, until the dams dried up, when water had to be carted from the MMBW standpipe at Fawkner Cemetery. In 1918 the lack of water was still an issue and a Parliamentary Committee identified its lack as the primary reason for population stagnation.

284 Burchell, *Coburg More of Our History*, p. 29.

285 Broome, p. 201.

286 Dingle, T. & Rasmussen, C., *Vital Connections: Melbourne and its Board of Works, 1891-1991*, McPhee Gribble, Melbourne, 1991, p. 26.

287 Dingle & Rasmussen, p. 26.

288 Dingle & Rasmussen, p. 36.

289 Barnes, *It Happened in Brunswick, 1837-1987*, p. 43.

290 Dingle & Rasmussen, p. 58.

291 Dingle & Rasmussen, p. 129.

292 Dingle & Rasmussen, p. 130.

While the Shire had discussed a scheme in 1913–14, work was halted by World War One and lack of funds. Finally work began in 1924 and proceeded relatively quickly.

Gas lighting had been introduced early to Sydney Road, Brunswick, by 1860. However, it wasn't until 1890, with the establishment of the Brunswick Gas & Coke Company, that street lighting was generally available in the Brunswick area (see citation sheet for 'Former Brunswick Gas and Coke Company', 21 Hope Street, Brunswick, HO94 and Victorian Heritage Register H2027). The company was troubled by the 1890s Depression and in 1904 sold out to the Metropolitan Gas Company.²⁹³ During 1912 and 1913, the Brunswick City Council commenced setting up its own distribution network for managing electricity and providing to the municipality. It would be purchased in bulk from one of two major power-generating companies, which obtained their supply from Melbourne's Spencer Street Power Station until the larger Newport facility was built between 1913 and 1918. Brunswick was not alone in this venture; other councils that set up their own distribution networks included Footscray (1911), Preston (1912), Nunawading (1912), Northcote (1912), Port Melbourne (1912–13), Coburg (1914), Heidelberg (1914), Williamstown (1915–16) and Doncaster (1916).²⁹⁴ Brunswick's electricity supply commenced on 22 May 1914.

After initially providing electric power for street lighting and some industries, the Brunswick service was extended to houses and additional factories from 1916, when the City of Brunswick Electricity Supply established its new offices on the Dawson Street land formerly allocated for a market operated by the Brunswick Council. The site was next to the Brunswick Municipal Baths (opened in 1914) and adjacent to the Town Hall. A new complex on the site replaced this electricity supply building in 1927.

The establishment of the City of Brunswick Electricity Supply resulted in a network of smaller transformer stations (generally known as substations) built across the municipality throughout the inter-war years. Many survive today, and some continue to operate. Their most recognisable characteristic is a bellcast tower on the roof, ventilated by louvres.

One of the oldest and most intact of the Brunswick examples stands at 25A Stewart Street. Brunswick's largest, extant substation is a rectangular, two-storey building located at 199 Brunswick Road. It is constructed in both red and manganese bricks, with the words 'City of Brunswick Electric Supply' displayed within the rendered gable end. These and other surviving examples of Brunswick's electricity infrastructure demonstrate the important role that local councils assumed in the supply and distribution of power prior to the formation of the State Electricity Commission in 1918, with output following from Yallourn in the La Trobe Valley in 1924. Further substations survive at Dawson Street, Victoria Street, Methven Street, Albion Street, Colebrook Street, Gray Street, Frith Street, Russel Street and Stewart Street, Brunswick; Walker Street, Brunswick West; and Lygon Street and Ryan Street, Brunswick East (see serial listing citation for 'Brunswick Electricity Supply Substations', Interim HO600).

The City of Coburg followed Brunswick's example and initiated its own supply scheme in 1914, which commenced in 1919 following the First World War. It too formed an agreement to purchase electricity in bulk from the Melbourne City Council generating plant, with power initially connected to central Coburg and then extended throughout the municipality over subsequent years, along with other services. From 1925 it switched to purchasing electricity from the State Electricity Commission and by 1930 most of the Coburg municipality was connected. The Coburg Electricity Supply Building was located within the Harding Street Depot, which was constructed in about 1934. Both Brunswick and Coburg municipalities were forced to sell their electricity supply businesses when the councils amalgamated in mid-1994.²⁹⁵ The Moreland City Council sold the Harding Street Depot to the Salvation Army in June 1998. The site was converted into an aged person's hostel known as Gilgunya Village, with the Depot building retained and converted into a chapel (see citation for 'Former Coburg Electricity Supply Building', 23–25 Harding Street, Coburg, HO309).

By comparison, Glenroy and surrounds were much more rural and displayed little urgency in obtaining electricity.

293 Johnston, 'Large estates to subdivision', p. 67.

294 McCredden, T., 'The Impact of Electricity in Victoria 1880–1920', B. Com. Thesis, University of Melbourne, 1977, pp. 22–23, 26; cited in historical information in City of Moreland heritage citations.

295 Broome, p. 356.

Areas close to the Coburg municipal boundary, such as Fawkner, were supplied after 1920 by the City of Coburg's electricity department. The newly formed State Electricity Commission (1918) constructed a transmission line from the Gippsland coalfields to Yarraville, which ironically passed straight through the City of Broadmeadows, but it was unable to supply power to the district. In June 1925 eight homes in Glenroy were connected from the line at a cost of £5,000. The local newspaper reported that 'immediately all the street lights and the home services that had been connected, sprang to life, and the prevailing darkness was vanquished'.²⁹⁶ An additional handful of Glenroy homes were connected before the economic depression halted further progress in 1929, with connections gradually resuming through Glenroy and district from 1935.

7.4 The Creation of the City of Moreland

A State Government initiated review of inner Melbourne municipal boundaries was announced in 1993 after the election of the Kennett Liberal government in 1992. Coburg held discussions with Preston, Essendon and Brunswick, after which Coburg submitted to the review panel that it opted to join Preston, with Brunswick as second choice. However, Brunswick preferred Coburg, and after some vigorous lobbying and negotiations between stakeholders, a settlement was reached, with Coburg and Brunswick merging to form a new municipal region that also picked up the southern section of Broadmeadows that included the suburbs of Oak Park, Glenroy, Fawkner, Hadfield and part of Pascoe Vale.

On 22 June 1994, Coburg Council merged with Brunswick Council to form the new City of Moreland. The choice of the name Moreland gave the new merged council a fresh start but with historic connections to a name which been associated with the municipality since 1839. The adoption of the motto "Unity is Strength" from the Brunswick Council seemed appropriate for the new unified council while also drawing on its long, combined history. Council elections for the new Moreland municipality were not held until 15 March 1996 and in the interim, three government-appointed commissioners set about rationalising capital, equipment and services.

²⁹⁶ Lemon, p. 148.
²⁹⁷ Broome, p. 357.
²⁹⁸ Broome, p. 357.

Being more centrally located and with room for expansion, Coburg's municipal offices were chosen as Moreland's new civic precinct, and on 27 March 1996, the Moreland City Council held its first 'ceremonial' meeting before a large crowd in the Coburg Town Hall. Redevelopment of the council offices was also an opportunity to venture into contemporary building approaches and also set a standard for the community with regards the growing environmental awareness. This included 'using environmentally-sound design concepts and materials, reflecting the Merri Creek and the area's heritage'.²⁹⁷ Architects Perrott Lyon Mathieson Pty Ltd undertook the work, which was completed in 1998, and the Theatre Organ Society of Australia completed the installation of a Christie Theatre Pipe Organ in 2000.

The proposal to include the organ in the hall was planned some years previously by the Coburg Council with architectural advice provided by Keith Reid & John R. Reid.²⁹⁸

The former Brunswick municipal offices became secondary offices for the new Council as well as retaining a library service and providing a gallery and community venue. Despite almost being demolished in the 1970s, stopped only by community opposition, the now heritage listed buildings are still a prominent landmark on Sydney Road and are a vestige from the time when Brunswick had its own local government (see citation for 'Town Hall and Municipal Offices', 233 Sydney Road, Brunswick, HO153).



Figure 69: Brunswick Town Hall and former Municipal Offices. Photo taken by Dan O'Brien, 2007. Source: Moreland City Council.

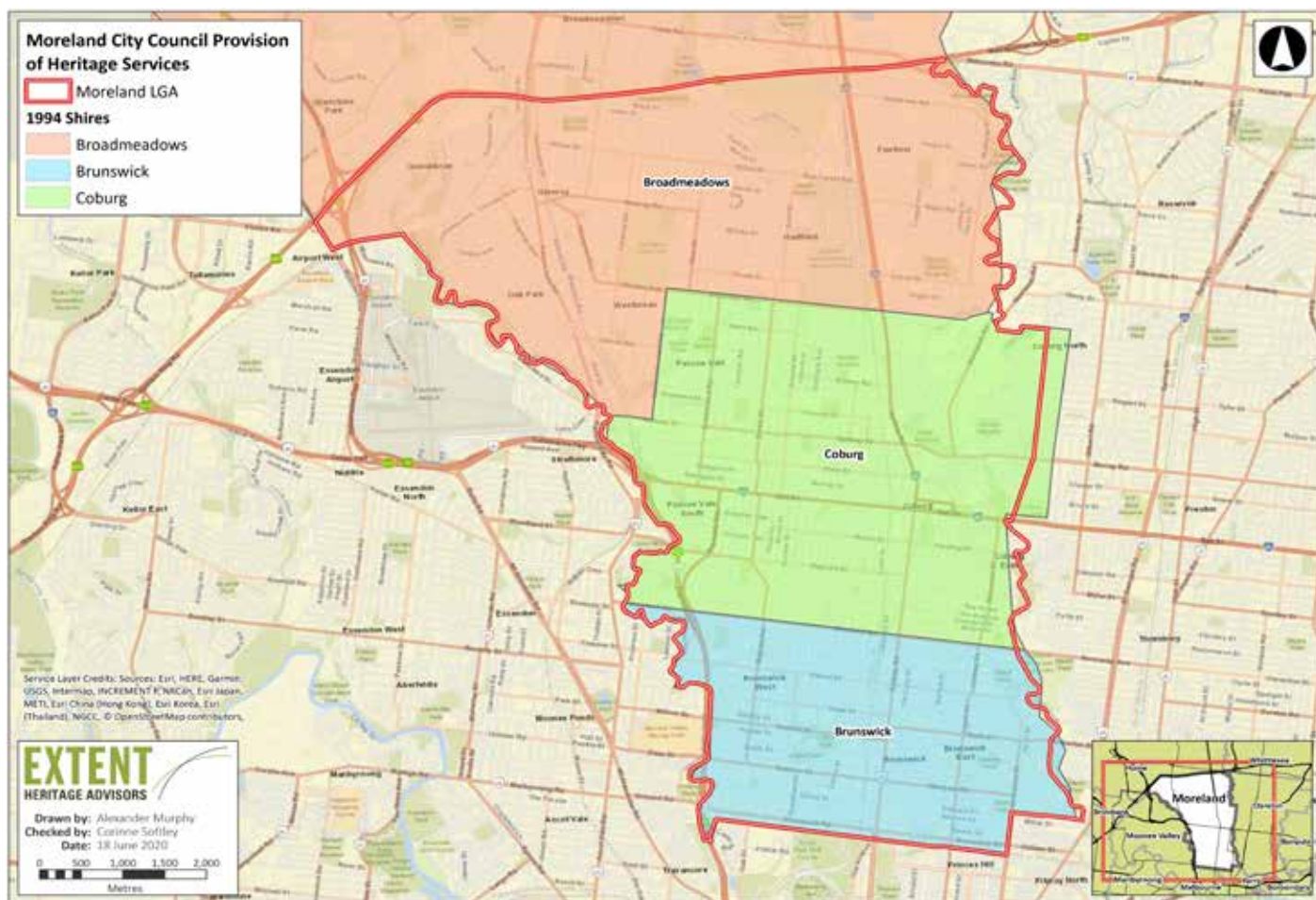


Figure 70: Overview of Moreland municipality showing the former municipal boundaries. Source: Extent Heritage Pty Ltd, 2020. NearMap.

7.5 Opening and Closing HM Prison Pentridge

The changes brought about by the creation of the new Council wouldn't be the only change for the local community, ratepayers and businesses. The closure of the HM Prison Pentridge would also result in another significant shift in the broader perceptions of the area, particularly for Coburg, and the way it could now promote and brand itself.

A month after the Kennett Government announced the amalgamation of Victoria's municipal councils in late 1993, 'it made another astonishing announcement'²⁹⁹; it declared that HM Prison Pentridge was to close as soon as alternate accommodation could be built. On 1 May 1997, the prison was decommissioned, and it closed on 24 November after 147 years of operating firstly as a Stockade and then a Penitentiary.

The 'Pentridge Village' subdivision was reborn and 23 housing sites sold on the first day they were released in February 2000. While the major heritage structures have been retained including the monumental towers, some alterations have been allowed to the walls mainly to allow access.



Figure 71: HM Prison Pentridge, Champ Street Walk, c.1920. Source: Coburg Historical Society and Picture Australia.

299 Broome, p. 360.

From January 1845, most prisoners were accommodated in the Melbourne Gaol, but until 1850 those convicted of serious offences were sent to penal establishments in New South Wales.³⁰⁰ Faced with the inevitable separation of Port Phillip, plans were made for the removal of these prisoners from New South Wales back to Port Phillip. Despite numerous protests from local residents³⁰¹, a convict Stockade was established at Pentridge Village in August 1850. On 5 December 1850, sixteen prisoners were marched to the new Stockade from the Melbourne Gaol.³⁰²

The government's intention was for the Stockade to protect the populace from society's most dangerous criminals, while simultaneously providing the labour required to build and repair the Sydney Road connecting Pentridge with Melbourne. The stockade was to be portable, relocating along the road as required, a fact that may well have increased local fears of convicts escaping its flimsy walls to terrorise local residents. The nature of the buildings on the site and the way in which the Stockade operated meant that the chances of escape were much higher than in more conventional gaols.³⁰³

The complex was greatly enlarged with most of the buildings being constructed by prison labour. Pressure on the penal system increased greatly following the discovery of gold and the population at the 'Main Depot' at Pentridge increased four-fold over a period of two years. A number of new buildings were hastily constructed around the site.

Some distance away from the main building complex, and separated from it by a paddock (near the site of the current main gates to HM Prison Pentridge), was the 'Crystal Palace', so named because the roofs bore 'some fancied resemblance to the dome of the Crystal Palace [exhibition building in London] and [had] skylights'.³⁰⁴

The Pentridge Stockade was thought to be the ideal location for the proposed penitentiary, and in 1857 the new complex was completed.

In 1859 work began on the main prison, the Panopticon, based on the silent and separate system, which was seen to be pivotal to the new complex. In 1866 a model complex of new buildings was built by contract labour. The decision to use contract labour on the new prison complex was taken 'with a view to its completion in a shorter period than would be possible if convict labour only were employed'.³⁰⁵ By 1885 the government had agreed to provide funds for a separate women's prison at the southern end of the Pentridge reserve.

In the early 1920s, the closure of the Melbourne Gaol resulted in the relocation of its prisoners to HM Prison Pentridge. This marked the establishment of a separate male facility at the prison and marked the relocation of Melbourne's principal remand centre to Pentridge. In 1924 the new Metropolitan Prison at Coburg was opened at HM Prison Pentridge. To the horror of many Coburg residents, following the closure of the Melbourne Gaol, Pentridge prison became the designated venue for all future hangings. Between 1932 and 1967, ten prisoners were hanged at the prison and their remains buried within the grounds.

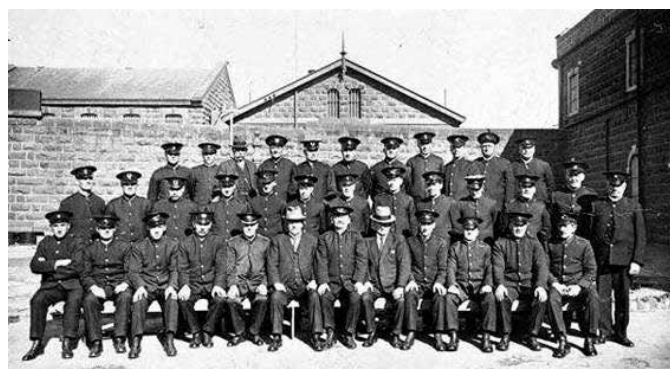


Figure 72: HM Prison Pentridge prison wardens, undated. Source: Reproduced courtesy of Museum Victoria.

300 Riddett, R. & Down, G., *The Old Melbourne Gaol [Guidebook]*, National Trust of Australia (Victoria), Melbourne, 1991, p. 6, cited in Allom Lovell & Associates, *HM Prison Pentridge & HM Metropolitan Prison (Coburg Prison Complex) Conservation Management Plan*, 1996, p. 14.

301 Argus, 21 August 1850, cited in Allom Lovell & Associates, *HM Prison Pentridge & HM Metropolitan Prison (Coburg Prison Complex) Conservation Management Plan*, p. 14; Broome, p. 98.

302 Lynn, P. & Armstrong, G., *From Pentonville to Pentridge: A history of prisons in Victoria*, State Library of Victoria, Melbourne, 1996, p. 26, cited in Allom Lovell & Associates, *HM Prison Pentridge & HM Metropolitan Prison (Coburg Prison Complex) Conservation Management Plan*, p. 14.

303 Allom Lovell & Associates, *HM Prison Pentridge & HM Metropolitan Prison (Coburg Prison Complex) Conservation Management Plan*, p. 15.

304 Argus, 4 April 1857, cited in Allom Lovell & Associates, *HM Prison Pentridge & HM Metropolitan Prison (Coburg Prison Complex) Conservation Management Plan*, p. 18.

305 Victoria. Penal Department. *Report of the Inspector-General*, 1859, p. 3, cited in Allom Lovell & Associates *HM Prison Pentridge & HM Metropolitan Prison (Coburg Prison Complex) Conservation Management Plan*, p. 25.

In the period immediately after World War Two, there were renewed public discussions on the future of HM Prison Pentridge. Many Coburg residents wanted to see the prison closed. Realising that any significant expenditure on the buildings would make closure less likely, the Coburg and Brunswick Councils joined forces with the local press. The Melbourne Sun, the newly formed Penal Association of Victoria, and the Psychological Association of Victoria lobbied the government. Citing the evidence of ex-prisoners, Coburg Mayor, Robert Hutchison, claimed that most of the animals in the Melbourne Zoological Gardens are housed under better conditions, at least their living enclosures are kept free from vermin and lice, 'and that the outmoded building and lack of educational and recreational facilities [at Pentridge Prison] simply served to keep prisoners resentful and villainous'.³⁰⁶

In the 1960s a steady works program at Pentridge Prison was established. Almost all of the projects were carried out using prison labour under the supervision of the Public Works Department. In 1964 a program to 'beautify the prison frontage' was begun. Carried out by prisoners, this project involved the construction of the crazy paving and sculptural features currently on the site. The demolition of the original cast iron picket fence and gates and stone gate piers is thought to have occurred earlier, possibly during World War Two.

Work began on the construction of the new high security unit at Pentridge, K Division (Jika Jika), in 1978 and was completed in May 1980. When constructed it was the most modern maximum-security facility in Australia. In the early 1980s, the management structure at Pentridge was altered with the establishment of two separate prisons, HM Metropolitan Reception Prison and HM Prison Pentridge. Four new prisons – Tarrengower, the Melbourne Remand Centre, Barwon Prison and Loddon Prison near Castlemaine – were constructed between 1987 and 1990, all of which were based on the unit management philosophy.

However, in the midst of all these improvements and upgrades to Pentridge in an attempt to improve its operations and management of the prisoners, there was still unrest within the prison walls and outside the prison walls the local community still just wanted it gone. From at least the mid-1980s, concerted efforts by the City of Coburg to have the prison closed started gaining traction.

Finally, in December 1993 the Victorian Government confirmed its intention to close Pentridge and free Coburg from the shackles of being known as the place with the prison.³⁰⁷ In April 1995 the Office of Corrections ordered that the six main towers at Pentridge be closed, since most of the high-security prisoners from the gaol had been relocated as part of the downgrading of Pentridge to a medium-security prison.³⁰⁸

A conservation management plan was prepared in 1996 and a subsequent Master Plan to guide the redevelopment of the State heritage-listed site (see citation for 'Champ Street', HO47, and Victorian Heritage Register H01551).



Figure 73: One of the panopticon's unearthed at Pentridge Prison. Photograph taken by Sue Hodges Pty Ltd. Source: Archaeology: A publication of the Archaeological Institute of America, September/October 2014.

Since its closure Pentridge has been open to the public and tours have been extremely popular. Particular interest has been generated by archaeological excavations in which sites of heritage interest including the unmarked graves within the grounds and also remnants of the 1859 bluestone panopticon have been revealed. Large parts of the former prison reserve have also since been redeveloped for domestic housing and commercial purposes.

306 Allom Lovell & Associates, H M Prison Pentridge & H M Metropolitan Prison (Coburg Prison Complex) Conservation Management Plan, p. 54; Broome, pp. 282–83.

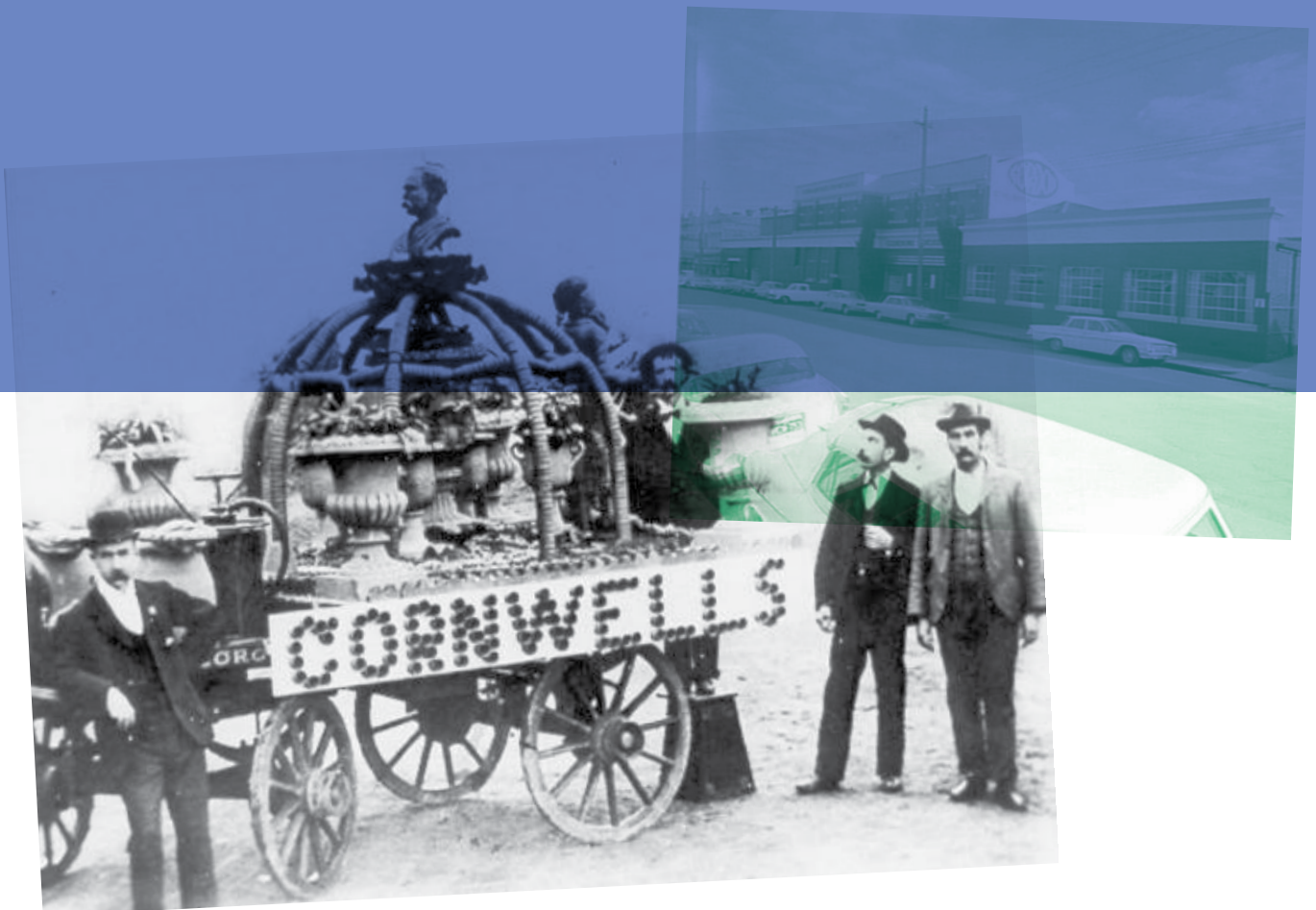
307 Allom Lovell & Associates, H M Prison Pentridge & H M Metropolitan Prison (Coburg Prison Complex) Conservation Management Plan, p. 63. Quoted from the Age, 16 October 1993.

308 Allom Lovell & Associates, H M Prison Pentridge & H M Metropolitan Prison (Coburg Prison Complex) Conservation Management Plan, p. 63; Sunday Age, 16 April 1995.

8

Building Moreland's Industries and Workforce

The abundance of clay and bluestone in Moreland set its course from an early stage as an industrial centre for brickmaking and quarrying. By the end of the nineteenth century, Brunswick was being described as the nation's new 'Birmingham' – the workhouse of Melbourne.



Beyond the brickmaking and quarrying, the opening of the Upfield railway in 1884, an established local labour market, accessible land and the availability of electricity from the early twentieth century also attracted a host of diverse manufacturing enterprises, from ropemaking and textiles, engineering and metalworking to large-scale confectionery factories and other processing operations. Off the back of this industrial and manufacturing growth also came the establishment of other services and opportunities for employment such as in hotels and retail. It also saw the growth of housing and distinctive settlement hubs and attracted many wealthy and/or entrepreneurial settlers whose names would become synonymous with the municipality.

Industrial activity expanded northwards into Coburg during the twentieth century and continued to grow in the post-war years when government immigration programs provided a ready workforce and opportunities for Moreland's newest members of the community. Although the earlier industries were largely male dominated, what these later industries brought were employment opportunities for women, particularly in the textile and confectionary factories, and an associated childminding support network such as day-care centres established next to the factories.

Moreland Themes and Sub-themes

8. Building Moreland's Industries and Workforce

- 8.1 Brickmaking and Pottery Production
- 8.2 Quarrying
- 8.3 Expansion into Manufacturing
- 8.4 Textile Manufacturing
- 8.5 Wartime and Post-war Manufacturing

State (HV) Themes and Sub-themes

5. Building Victoria's Industries and Workforce

- 5.1 Processing raw materials
- 5.2 Developing a manufacturing capacity
- 5.7 Working

National (AHC) Themes and Sub-themes

3. Developing Local, Regional and National Economies

- 3.4 Utilising natural resources
- 3.6 Recruiting labour
- 3.13 Developing an Australian manufacturing capacity

Tariffs and quotas supported Australian industry until these were gradually phased out in the late twentieth century, when economic necessity precipitated the regrouping and even closure of many factories. A great number of Moreland's long-standing industries shut down, and the links between work and social life, a strong aspect of working-class identity, have since faded. New, sustainable uses have been found for some of Moreland's historic, industrial buildings, ensuring their presence as tangible links to a proud, dynamic past when industry shaped this municipality and its community.

The other side to the story of industrial development was the devastating impacts and effects on the landscape and natural resources of the area which would later stir environmental consciousness and awareness in the local community as explored in Theme Ten. Some scars have since been healed through rehabilitation, redevelopment or repurposing. Industrial infrastructure has been repurposed into new contemporary uses for the local community and businesses or redeveloped into attractive housing estates with some historic remnants left as reminders of its industrial past.

8.1 Brickmaking and Pottery Production

The Brunswick area has long been an important centre of industry associated with the building trades, especially in the historic village of Phillipstown, with quarrying and brick manufacturing predominating. As early as the 1840s and 1850s it was recognised that the district contained some of Victoria's best clay and stone resources in close proximity to Melbourne. By the 1860s most of Brunswick's workers were employed locally in either the brickmaking or bluestone quarrying industries.³⁰⁹ In addition to brickmaking, the valuable clay deposits of Brunswick enabled all kinds of pottery to be manufactured locally. This tapped into a growing demand for clay towards the later part of the nineteenth-century. With the introduction of government services (e.g. sewerage) along with the emerging trend towards architect-designed houses and advancements in indoor plumbing, the rising middleclass could integrate contemporary bathrooms and toilet fittings and even add purely decorative features to their houses as well as their hotels and shops.

309 Victorian Gazeteer 1865 cited in Laffan, p.93.

Early Brickmaking in Phillipstown

Brickmaking in Brunswick commenced in the 1840s. Cornishman, Thomas Manallack, is said to have made the first bricks from a site in Phillipstown near Union Street. He then went off to the gold diggings in 1851 and when he returned a couple of years later he opened another yard in Albert Street. The Wesleyan Chapel, which opened in 1853, was built with his bricks. He also built the Cornish Arms Hotel in Sydney Road, which was licensed in 1854.³¹⁰ At the onset of the gold rushes in 1851, thousands of immigrants poured into Victoria. For the next few years, development was rapid and frenetic, and until the late 1850s building materials were scarce and couldn't keep up with market demand. Fortunes could be made not just from gold but also from supplying goods and services. Some enterprising colonists made money from importing prefabricated buildings, while in Brunswick several hardworking men sought their fortune in brickyards.

John Glew, who had learnt the trade from Thomas Manallack, opened a yard in Phillipstown's Hodgson Street in June 1849, and intensively worked the clay pit until it was exhausted in 1857.³¹¹ He moved to another site in Barkly Street east and erected a row of imported prefabricated iron houses in Brunswick Road for his employees (see citation sheet for 'Iron House', 181–189 Brunswick Road, Brunswick, HO40). Glew produced bricks and tiles, including his trademark cream bricks, which he branded 'JG'. He retired in 1884 and his business continued in Weston Street until 1907 as the 'New John Glew Pottery Works'.



Figure 74: John Glew's house Harrowgate in Barkly Street in 1866. The image shows his adjoining pottery yard and items being stacked into the kiln. Source: Pictures Collection, State Library of Victoria.



Figure 75: John Glew's clay pit near Hodgson Street, Brunswick, which operated between 1849 and 1857. Undated. Source: Moreland City Libraries.

Jenkin Collier and John McKenzie Barry, who opened Brunswick's fourth hotel, the Sarah Sands on the corner of Sydney and Brunswick Roads in 1854, commenced a partnership building railway stations in 1857 and opened a brickyard and clay pit in Phillipstown at a site that would later become Collier Crescent.³¹² Another hotelkeeper, Thomas Martin, opened a brickyard alongside his premises, the Cumberland Arms Hotel, and constructed a terrace of houses for his employees forming what came to be Martin's Lane. They were demolished in the 1880s.³¹³ Brunswick's first municipal council of 1857 included two brickmakers, Cr Pascall, who lived in Barkly Street, and Cr John Charles Breese of Union Street, who was an employee of John Glew. Other names associated with Brunswick's early brickmaking include William Barnes, who established the Norfolk and Egerton Brick and Tile Works with John Stroud; and James Stroud and James Hill, who worked in the vicinity of Barkly and Hodgson Streets.³¹⁴ Temple Park, established in 1922, is situated on the site of the tipped clay-pits of Phillipstown. It is named after Brunswick town clerk G.F. Temple.³¹⁵

³¹⁰ Barnes, *It happened in Brunswick, 1837-1987*, pp.12, 13.

³¹¹ Barnes, *It happened in Brunswick, 1837-1987*, p.10.

³¹² Barnes, *It happened in Brunswick, 1837-1987*, p.14.

³¹³ Barnes, *It happened in Brunswick, 1837-1987*, p.4.

³¹⁴ Johnston, 'From the clay beneath our feet', p.68 & 73.

³¹⁵ Barnes, *It happened in Brunswick, 1837-1987*, p.50.

Brunswick's 'Little Staffordshire'

When the clay became scarce in Phillipstown, brickyards moved further east along Barkly Street and north to Dawson, Prentice, Albion and Victoria Streets. Les Barnes mentions a 'Gray's brickyard' operating in 1859, which was recorded in the *Melbourne Morning Herald* as the 'largest in Australia'. It was probably associated with William Gray (Grey), who also launched the Barkly Brickyard in 1860 and sold out to Barningham and Lacey in 1868. This large yard gradually absorbed other nearby pits and operated until 1972.³¹⁶

Alfred Cornwell launched the Brunswick Potteries and Brickworks in 1861. The works on the corner of Albert Street expanded rapidly along Phoenix Street for about a quarter of a mile and production peaked in 1889.³¹⁷ The Harding family of Prentice Street also began brickmaking in the 1860s, opening at least two pits from 1863.³¹⁸ One remained until 1928, when it was filled in and later used as a Board of Works Repair Depot. The year 1863 also saw Collier and Barry purchase a large block of land between Gardener and Pearson Streets. They transferred their plant from the worked-out pit in Collier Crescent and introduced a new Hoffman Patent Steam Brick Kiln and renamed their firm the Hoffman Patent Brick and Tile Company in 1870. Their enormous No.1 pit was filled in 1947 to create the M.W. Clifton Reserve. It took seventeen years to fill the pit and a further seventeen years to settle.³¹⁹ Undeterred by the competition, more yards opened in the 1860s, including the large Royal Brickyards established by the Birmingham family on Sydney Road in 1864. Their intensive operation exhausted the pit by 1869, and Brunswick's post office later moved to the site.

John Mills also opened a yard in Victoria Street and ran it until the economy slumped in the early 1890s.³²⁰ In 1901 he opened the Federal Pottery on the site of the former Barningham and Lacey works at the corner of Victoria and Gordon Streets and it operated until the end of 1964.³²¹

Brunswick's brickmaking and pottery industries were so pervasive in the community that the area was referred to as a 'Little Staffordshire'.³²² By 1871, there were forty-four brickworks and potteries.³²³ The firms expanded after the 1880s land boom to produce a larger range of products including architectural terracotta ware, decorative panels, drainage pipes, wall vents, footpath edging and domestic and decorative pottery ware.³²⁴ The coming of the railway in 1884 was a boon to Brunswick's brickworks and potteries, enabling wares to be transported all over Victoria. A siding was brought up to the side of Cornwell's and a loop also ran right into Hoffman's.³²⁵ Initially local wood was used to fire Brunswick's kilns, but when this ran out coal became the preferred fuel and could be brought in by train. In 1886 the South Brunswick Brickyard opened in Albion Street and was known as Butlers. It was bought by the Clifton Brick Company in 1950 and ran until 1972.³²⁶ The major companies were Brunswick Pottery and Brick Works (est. c.1861), Gillbrook Pottery (est. 1862), Hoffman Brick and Potteries Ltd (est. 1893), Brunswick Terra Cotta Enamelled Brickworks (est. 1886), Brunswick Potteries (est. 1898) and the Victoria Art Pottery (est. 1896). Of these, only the Hoffmans Brickworks site survives to demonstrate the mechanised brickmaking and kiln firing processes.

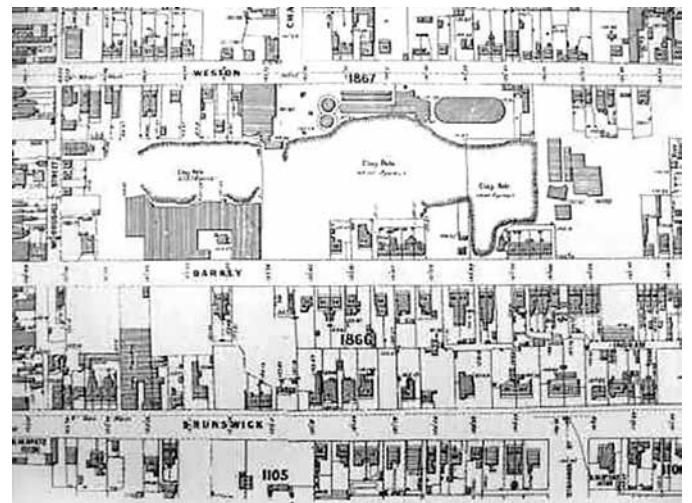


Figure 76: MMBW plan of c.1896 showing the size of clay holes between Barkly and Weston Streets. Source: Map Library, University of Melbourne Education Library.

316 Barnes, *It happened in Brunswick, 1837-1987*, pp.16-17.

317 Barnes, *It happened in Brunswick, 1837-1987*, p. 17.

318 Barnes, *It happened in Brunswick, 1837-1987*, p. 18.

319 Barnes, *It happened in Brunswick, 1837-1987*, pp. 19, 57.

320 Barnes, *It happened in Brunswick, 1837-1987*, p. 19.

321 Barnes, *It happened in Brunswick, 1837-1987*, pp. 37, 60.

322 Graham, M. et al, *Australian Pottery of the 19th and Early 20th Centuries*, David Ell Press and National Trust of Australia (N.S.W.), Women's Committee, Sydney p. 57, cited in Allom Lovell & Associates, *Former Hoffman's Brickworks Conservation Management Plan*, 1997, p. 8.

323 Vines, G. & Churchward, M., *Northern Suburbs Factory Study, Part One*, Historic Buildings Council & Melbourne's Living Museum of the West, Highpoint City, 1992, p. 66.

324 Vines & Churchward, p. 68.

325 Barnes, *It happened in Brunswick, 1837-1987*, p. 29.

326 Barnes, *It happened in Brunswick, 1837-1987*, pp. 30, 59.

Alfred Cornwell: Brunswick Pottery and Brick Works

A civil engineer from Cambridge, Alfred Cornwell came to Victoria in 1857 and by 1861 was employing about four people at his Brunswick Pottery and Brick Works located at the corner of Phoenix and Albert Streets. By the 1880s he employed around 120 people and while pipes of all sizes were his specialty, he also produced flower pots, chimney pots, terracotta work of every description, and bricks of all classes, which were turned out at the rate of 120,000 a week.³²⁷ He established another pottery in Launceston, Tasmania in 1876, and took over the local Victoria Patent Steam Works in Barkly Street in 1885. Built in 1888, his large two-storey, polychrome brick residence, which overlooked his pottery works, still stands today (see citation for 'House', 33 Saxon Street, Brunswick, HO142). He died in 1890 and was succeeded by his two sons and the works eventually closed in 1965.



Figure 77: Alfred Cornwell's Pottery, corner of Phoenix and Albert Streets, c.1866, showing the pipes produced at his works. Source: Pictures Collection, State Library of Victoria.

Graham Ferry: Brunswick Terra Cotta Enamelled Brickworks

In 1887 Graham Ferry (1847–1924), formerly a sculptor at Cornwell's, opened the Brunswick Terra Cotta Enamelled Brickworks at the Harding family's former yard at 310 Albert Street. The works closed after Ferry retired in 1916 and the City of Brunswick purchased the site in 1928 filling in the clay pits and demolishing all buildings other than the pottery office, which was re-used for housing the scale for a public weighbridge. The small structure is one of the few buildings associated with the industry to survive and is historically and architecturally important for its unusual design, which creatively incorporates a range of late nineteenth-century terracotta building products into the fabric for both decorative and promotional purposes (see citation sheet for 'Former Ferry Terra Cotta and Enamelled Brickworks Office', 310 Albert Street, Brunswick, HO5 and Victorian Heritage Register H1285). Graham's brother William Ferry established the Victoria Art Pottery Company around 1901 at Albert Street and was solely concerned with the manufacture of decorative and domestic wares. The company was associated with his brother's works and produced Majolica jardinières, pedestals and vases until 1912 when it appears to have been taken over by Hoffman's Brickworks.³²⁸

Luke Nolan: Gillbrook Pottery

Luke Nolan, a former Staffordshire potter, established the Gillbrook Pottery in Brunswick Road, East Brunswick, in 1862. Initially the small works manufactured pipes, but expanded into architectural terracotta, pottery and decorative earthenware including Majolica and Rockingham wares, and supplied sewerage pipes for the State Government, following their relocation to the corner of Park and Hodgson Streets, Brunswick West, in about 1867. The company closed in 1909.³²⁹

327 Sutherland, A., *Victoria and Its Metropolis*, McCarron Bird & Co., Melbourne, 1888, p. 631; also quoted in O'Hoy, D., 'Working class gold', in Penrose, H. (ed.), *Brunswick: One History, Many Voices*, Victoria Press, South Melbourne, 1994, p. 109.

328 O'Hoy, p.110.

329 O'Hoy, p.110.

Friedrich Hoffman: Hoffman Brick and Potteries Ltd

The Hoffman Brick and Potteries Ltd, which was established in 1870 as the Hoffman Patent Steam Brick Company, introduced large-scale brickmaking to Victoria. Central to this process was the Hoffman kiln for which the company had patent rights. Developed by Friedrich Hoffman in Stettin, Prussia, in 1859, this type of kiln revolutionised the brickmaking process by allowing a continual process of loading 'green' bricks and was much more economical with fuel. The Hoffman company subdivided many streets near the Dawson Street site after purchasing land from the Phoenix Estate in 1882–83 for industrial and residential purposes (see citation for Brickworks and Barry Street Precinct, HO30). It also owned clay reserves off Melville Road; however, in 1933 the Council prevented it from opening new clay pits on the land. As a consequence, the land became the Hoffman Estate housing subdivision.³³⁰



Figure 78: Hoffman Brick Company's works, Brunswick, c.1900–30. Source: Pictures Collection, State Library of Victoria.

Hoffman's became a public company in 1883 and opened new works and a claypit on the south side of Albert Street. The new yard boosted employment to over 400 men and production to over 40 million bricks a year, making it the biggest manufacturer of bricks in Melbourne during the building boom of the 1880s. The expansion of the firm at this time (both in terms of the new site and the development of new technology) was directly related to the dramatic growth of Melbourne [and] according to Professor Graeme Davison 'probably no other industry underwent such an intensive programme of innovation and expansion, or shared as fully in the profits and perils of the Melbourne land boom'.³³¹

The company diversified its range of products to include terracotta pipes and sanitary ware, which they first manufactured in 1886 to meet the demand created by the sewerage of Melbourne.³³² The pottery works ceased for a while in 1892 due to the economic depression, but by 1900 the company had returned to manufacturing a wide range of products including pedestal pans, urinals, bathroom basins, demijohns, baking dishes, preserving jars and bottles, paving and garden edging tiles, grease traps, fire bricks and drainage pipes. By 1902 their pottery works were the largest in the state, and by 1908 they were also making tessellated tiles, terracotta finials, gargoyles, chimney pots, as well as household pottery wares from about 1912.³³³ Products included Bristol-glazed bread crocks, jars, teapots and decorative or artistic pottery, canisters, ginger beer bottles, cordial containers and wine jars. When World War One prevented the importation of Marseilles-patterned roofing tiles from France, the company commenced production in 1917 to meet local demand.³³⁴ In the 1930s the company's most popular pottery was its range of Melrose Australian ware, and the 'Mel-rose' trademark was registered in 1932. Predominantly blue and green, Melrose ware featured distinctive Australian motifs such as moulded gum leaves, kangaroos, koalas, possums and cicadas, and included vases, bowls and jugs.

330 Barnes, *It happened in Brunswick, 1837-1987*, p. 56.

331 Victorian Heritage Register Statement of Significance for the Hoffman Brickworks, VHR H 0703.

332 O'Hoy, pp.110–111.

333 Graham et al., p. 66.

334 Allom Lovell & Associates, *Former Hoffman's Brickworks Conservation Management Plan*, p. 9.

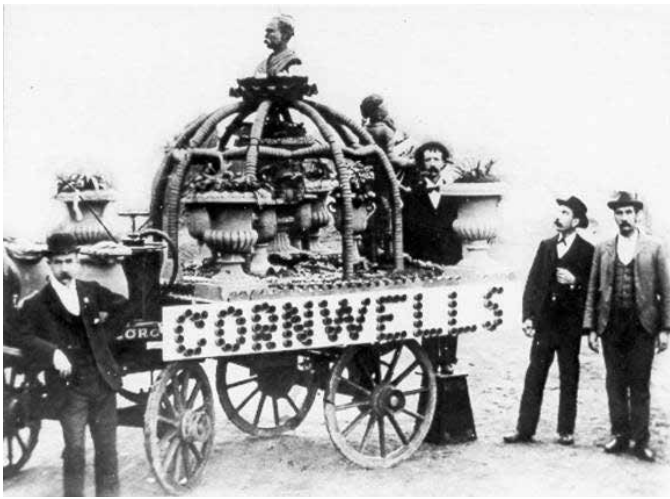


Figure 79: An exhibition of Cornwell's pottery pre-1939 showing the company's diverse range of wares. Source: Moreland City Libraries and Picture Victoria.

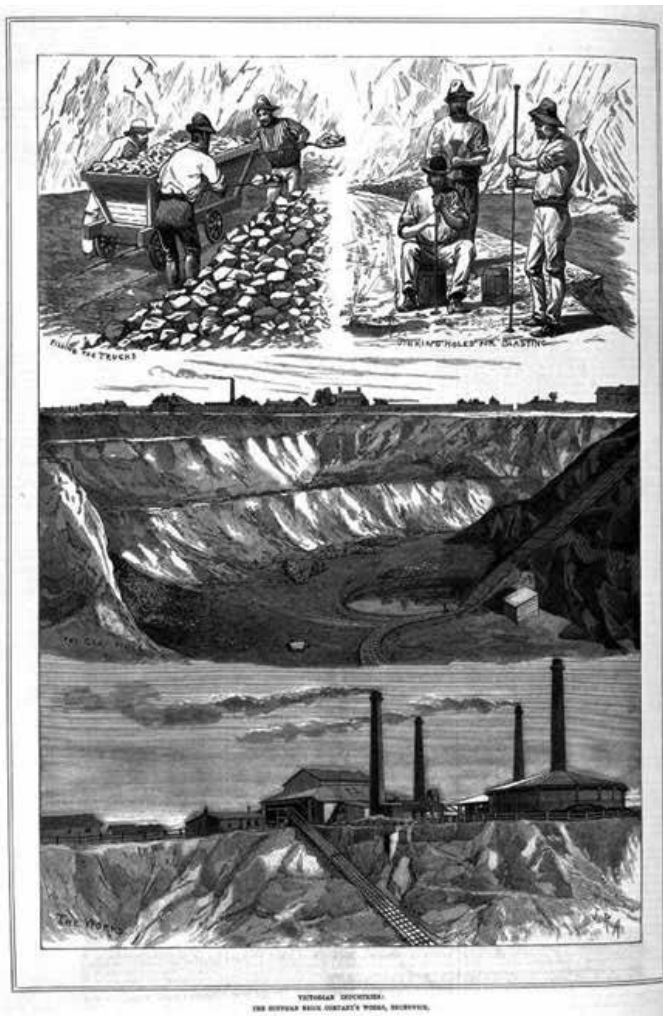


Figure 80: Hoffman's Brickworks, Brunswick, Australasian Sketcher, 19 November 1881. Source: Pictures Collection, State Library of Victoria.

On 21 September 1960 the Clifton Brick holdings took over Hoffman's and phased out the production of domestic wares over the following decade. The drainpipe division ceased operation in 1962, the pottery works closed in 1969 and the Albert Street No. 1 Works of c.1870 were demolished.³³⁵ Nubrik purchased the complex in 1986 and brickmaking operations ceased in 1993. New owners, the Sungrove Corporation, proposed a redevelopment of the site that required the demolition of two of the historic kilns. It was approved in 1997 on the condition that only one of the kilns would be demolished and the chimney left in situ. Since then, heritage permits have allowed for parts of the surrounding land to be redeveloped for domestic and commercial purposes, including reuse and interpretation of the historic buildings and equipment. Various structures including the two kilns, a brick-pressing shed, brick presses, coal conveyor, engine house, grinding shed, gatehouse and ancillary sheds remain at the Dawson Street site; however, more recently the developer has applied to demolish more of the structures including the gatehouse. The complex is the sole survivor of the clay manufacturing industry, which was central to the history of Brunswick, which was in turn a major centre for these trades for Victoria. It is the last collection of Hoffman kilns and associated technology operative in the metropolitan area and the most important in the state and possibly Australia (see citation for 'Former Hoffman Brick Works', 72–106 Dawson Street, Brunswick, HO63 and VHR H0703).

8.2 Quarrying

From the early years of post-colonial settlement in Victoria, bluestone rock, or basalt, was a sought-after building material particularly during the gold rush of the 1850s. It came to define much of Melbourne's architectural character, a style which was different to other cities in Australia. It was also important for its use as ballast in ships returning to Europe, and which could then be used as a building material there. The abundance found in Brunswick and Coburg made these areas amongst the most significant supply centres in Victoria. Initially the stone was used in the form of uncut bluestone boulders, which were easily collected without the need for quarrying.

³³⁵ Barnes, *It happened in Brunswick, 1837-1987*, p. 24.

For higher-quality building, the stone needed shaping and cutting, and a number of pits were opened at sites along Merri Creek where it was easier to quarry at the edge of the basalt flow. Smaller cut bluestone was used for kerbs, gutters and laneways, many examples of which are still prevalent in Moreland, and the crushed variety used for road making.

Barkly Street started as a track to the stone quarries in the late 1840s and the Council constructed the road in 1859. Most of Brunswick's accessible quarries were in this area, but the bluestone could be found all along the Merri Creek, as promoted by the *Brunswick and Pentridge Press* in 1858:

*The bluestone, in other localities, found in blocks of every size, runs parallel with the Merri Creek and its tributaries, through Pentridge to a considerable distance. Already has the metropolis drawn largely upon this district for both materials; and for the erection of substantial stores, durable bridges, impregnable fortifications and other massive erections, the bluestone is unsurpassed in this colony or in any part of the world.*³³⁶

Brunswick's Quarries

In 1857 the Quarry Hotel opened on the corner of Brunswick's Weston and Lygon Streets right in the heart of the quarrying activity.³³⁷ Wales Quarry at the eastern end of Albert Street near Kirkdale Street was opened by the Wales family in the 1860s and operated for about 100 years. After the First World War it was the largest Victorian producer of road stone. Although most of the district's quarry sites have now been filled, the Wales quarry (later Whelan the Wrecker's depot) is the only remaining Brunswick quarry where a section of the rock face remains exposed. Other quarries known to have operated along the creek include the Excelsior Steam Crushing and Pavement Works, operated by Joseph Gamble from 1879.

The large house that he built overlooking his quarry no longer survives, although his name is perpetuated in East Brunswick's Gamble Street. Another quarry was worked by Charles Dixon and was situated at the end of Stewart Street. After its acquisition by the Council in 1889 it served as the Council Stone Quarry until 1940.³³⁸



Figure 81: Wales Quarry, Brunswick East, c.1866–67, with bluestone houses in the background. Source: Pictures Collection, State Library of Victoria.

There were stone quarries on the north and south sides of Barkly Street, and the Warburton Quarry in Barkly Street East was entered from Miller Street. The Warburton family lived in a double-fronted timber house at 1 Barkly Street (see citation for 'House, 1 Barkly Street, East Brunswick, HO16). Richard Gillard, described variously during the 1870s as a quarryman and a brickmaker, also owned three cottages in Albert Street (see citation for 'Cottages (pair)', 247–249 Albert Street, Brunswick, HO3). David Methven, another enterprising quarryman (and municipal councillor), was also involved in establishing the East Brunswick Omnibus Company, which ran from 1889 to 1916, and in 1889 he was also chairman of the Brunswick Gas Company.³³⁹ Methven Park was once a quarry site, as was Fleming Park, which formerly served as a council stone-crushing works. It moved into private hands and was later filled in and opened as a park in 1919. Fleming Park was the first Brunswick park opened on a quarry and was named after councillor John Fleming. Many of Brunswick's parks are former clay pits or bluestone quarries and their spaces indicate the concentration and pattern of this former land use.

³³⁶ *Brunswick and Pentridge Press*, 29 October 1858, cited in Johnston, 'From the clay beneath our feet', p. 71.

³³⁷ Barnes, *It happened in Brunswick, 1837-1987*, p. 15.

³³⁸ Barnes, *It happened in Brunswick, 1837-1987*, p. 21.

³³⁹ Barnes, *It happened in Brunswick, 1837-1987*, p. 33.

Coburg's Quarries

Coburg had replaced Brunswick as the quarrying epicentre by the 1890s. By 1865 there were five quarries operating in Coburg, which had increased to forty-one by 1875: nineteen in Reynard Street, nine in Moore's Road, five near Nicholson and Harding Streets and eight near Bell Street West and Sydney Road.³⁴⁰ Together the companies employed forty-four men and quarried 30,000 cubic yards of stone per annum. The number had declined to twenty-three in 1890 because of the Depression; however, those remaining had generally become larger operations, which employed a total of eighty-five men to quarry 50,000 cubic yards of stone.³⁴¹ Robert Brown, who started business in Coburg in 1863, seems to have been a pioneer of the use of basalt for paving, but he expanded into general quarrying, and by 1888 owned several quarries in Brunswick and Coburg, and employed about two hundred men.³⁴²

By 1900 the number of quarries had dropped significantly, employing only thirty-six men and quarrying 14,000 cubic yards of stone.³⁴³ Bluestone quarries in Newlands and North Coburg supplied metal for sustenance roadworks through the 1930s depression. Andrew Howie purchased the old Queen Hill Quarry in Shorts Road (now Keady Street) in about 1930 and worked it for about fifteen years, after which the site became the Parker Reserve.³⁴⁴



Figure 82: Quarrymen at Newlands, Coburg in the 1920s.
Source: Coburg Historical Society and Picture Victoria.

³⁴⁰ Broome, pp. 66, 184.

³⁴¹ Broome, p. 131.

³⁴² Sutherland, p. 631.

³⁴³ Broome, p. 157.

³⁴⁴ Broome, p. 246.

³⁴⁵ Nicholson, p. 53.

³⁴⁶ Barnes, *It happened in Brunswick, 1837-1987*, p. 26.

8.3 Expansion into Manufacturing

Other industries also thrived in the district in the wake of the burgeoning brickmaking and quarrying industries. During the economic boom that flowed on from the gold rushes, there were predictions that Brunswick would emerge as the new Birmingham of Australia.³⁴⁵ The opening of the railway in 1884, the availability of electricity from May 1914, accessible land and an established labour market attracted a host of new manufacturing enterprises to the district in the late nineteenth and early twentieth centuries.

These new enterprises ranged from timber yards and grain stores, textile production, rope and twine making, confectionary and brewing and electrical/white goods. As well as many of these being significant manufacturing enterprises, there were also some that were discreet, niche enterprises and even for providing more luxury goods and products for the local community. Importantly too, these new trades provided significant employment opportunities for women and new migrants.

Ben Cooke and Sons, timber merchants, established their business in Sydney Road and sold timber to the brickyards and building contractors. The Crooke and Swinburne Timber Yard operated from 1883 to 1893 on a large site fronting Sydney Road in the vicinity of Ballarat Street, and traded as the Grundy Timber Yard until 1929. Metal and engineering works such as John Pender's horseshoe nail factory also gravitated to Brunswick. Pender's manufactory in Tinning Street became the largest of its type in the southern hemisphere before it closed in 1926 due to the rise of the motor car. The original tin shed building remained on the site until 1983.³⁴⁶

Other large enterprises included Melville's grain stores (see citation for 'Former Melville Grain Store', 1-7 and 9-17 Colebrook Street, Brunswick, HO50 and Victorian Heritage Register H0705), the Gas and Coke Company works (see citation for 'Former Brunswick Gas and Coke Company', 21-25 Hope Street, Brunswick, HO94 and VHR H2027), the Lux Foundry (later Craig and Seeley), Oakely's Foundry in Weston Street; the Crucible Steel Works

in Michael Street; the Australian Licorice Company (see citation for 'Former Australian Licorice Factory Chimney and Fire Tunnel Remains', 342–348 Victoria Street, Brunswick, HO183 and VHR H1289); Sampson Rope Works (see citation for 'Downs and Sons Rope and Cordage Works', 64–72 Tinning Street, Brunswick, HO177); George Jones' Rope and Twine Makers in De Carle Street, Brunswick; the F.J. Wolfe Cordage Manufacturers in Albion Street, Brunswick; and the Brunswick Ice Works in Russell Street, Brunswick, which operated between 1917 and 1975.³⁴⁷

During the 1920s and 1930s import duties placed on imported manufactured goods further stimulated the boom in the development of local manufacturing and created employment. Confectionery firms such as the Licorice Factory in Victoria Street and Murray's (later Rowntree's) in de Carle Street also expanded during this period, as did the Taraxdale Brewing Company at 190 Union Street, Brunswick West, and engineering firms such as John Welsh in Miller Street, the Crucible Steel Works in Michael Street and Gordon Brothers in Union Street opposite the Union Hotel. Gordon Brothers, a refrigeration and air-conditioning firm, moved from Port Melbourne to 110 Union Street in 1919 and gradually expanded over the block buying up nineteenth-century workers' cottages.



Figure 83: R.S. Murray and Co. Confectioner, 74 de Carle Street, Brunswick. C1940 Source: Harold Paynting Collection, Pictures Collection, State Library of Victoria.

Robert Bugg on Sydney Road near Moreland Road operated one of the earliest rope factories in the district from 1875.³⁴⁸ The Downs Cordage Works, which were established in 1888, occupied several premises in Brunswick and Coburg, including a site on Sydney Road until 1900. In 1903 the company took over the Sampson Rope Works in Tinning Street, Brunswick. The business expanded and replaced earlier timber structures with brick buildings and a new ropewalk. While its competitors including Kinnears, Millers and Donaghys have all closed, the Downs Works continue to operate from the same historic site (see citation for 'Downs and Sons Rope and Cordage Works', 64–72 Tinning Street, Brunswick, HO177). Millers had moved to Dawson Street from Yarraville in 1928 and by the mid-1930s was one of the largest rope and cordage manufacturers in Victoria, employing over 500 workers. By comparison, Downs employed 96.

The rope and textile industries were heavily protected by tariffs and weathered the effects of the 1929 economic depression without any severe decline, whereas the building and construction industries, brickworks and potteries suffered setbacks and job losses. That year the *Brunswick and Coburg Gazette* reported that:

*Brunswick with a population of 56,490 and having brick, pottery and textiles as its major industries, is evidently bidding fair to occupy a position as the chief manufacturing suburb in the state.*³⁴⁹

347 Vines & Churchward, p. 128; Allom Lovell & Associates, *City of Moreland Heritage Review*, Vol.2, p. 636; Barnes, *It happened in Brunswick, 1837-1987*, p. 47.

348 Broome, p. 151.

349 *Brunswick and Coburg Gazette*, 19 April 1929, p. 5, cited in Trioli, C., 'Industry and identity 1900-1939', in Penrose, H. (ed.), *Brunswick: One History, Many Voices*, Victoria Press, South Melbourne, 1994, p. 126.

8.4 Textile Manufacturing

In the latter half of the 1920s, 'the pride of the suburb's industry was to be in the burgeoning hosiery and textile sector', with thousands of local residents depending on it for their livelihood.³⁵⁰ Textile industries were not new in the suburb; firms such as the Henderson Shirt Factory in Brunswick Road, the Lattner Hat Factory at 20 Dawson Street (now occupied by the Victoria Police Road Safety Task Force), Stephens & Co. clothing factory in Grey Street and Hodgson Street, H.H. Mann (Peerless) Silk Mills in Manallak Street, the Lane Shirt Factory in Union Street, and the Olsen Clothing Factory in Victoria Street were just some of the firms operating from the late nineteenth century and early years of the twentieth century.³⁵¹ The new mills and manufactories, however, were modern, employing both women and men, and they introduced work practices and management strategies that were designed to improve productivity and output, and some also provided welfare-capitalist conditions, offering workers a canteen, clinic and social activities. Miller's Rope Works were possibly the first firm to have a canteen for their workers. Former textile worker, Anne Shepherd, who contributed to the local history publication, *Brunswick: One History Many Voices*, recalled that 'good, hot meals were available at very reasonable prices [and] the canteen was used after working hours for badminton and dances'.³⁵²

Prestige and Holeproof

By 1930 there were 300 factories in Brunswick employing over 6,000 workers. The two largest textile mills were Prestige and Holeproof. Prestige Limited commenced in 1921 as a venture started by George Foletta and Andrew Staley. The two men parted company in 1924, with Staley starting up Staley and Staley Ltd in new premises in Edwards Street. Staley introduced the brand name 'Holeproof' and the firm grew from ten employees in 1925 to over 300 in 1929, most being Brunswick and Coburg residents. Foletta continued with Prestige and bought new machines from the United States, and by 1930 employed 1,200 mainly women workers.³⁵³

According to historian, Airlie Worrall, 'the company became the first Australian knitter to make fully-fashioned silk stockings, outselling the best imported brands and giving Prestige dominance of the local hosiery market'.³⁵⁴ In the 1960s Prestige took over its major competitor, Staley's Holeproof Industries Ltd, and by 1968 the Prestige-Holeproof group was the largest knitter in the country, producing a complete range of men's, women's and children's clothing. Soon after, however, Foletta and his board reluctantly sold the firm to Dunlop Australia Ltd, and he retired as chairman and governing director.³⁵⁵



Figure 84: The former Staley and Staley Holeproof textile mill, built in 1926 in Merri Street, Brunswick. The building is now used for office and residential purposes. Photograph by C Wilmsen, February 2010. Source: Moreland City Council.



Figure 85: Beau Monde Silk Spinning Mills, Moreland Road, Coburg, September 1961. Source: Harold Paynting Collection, Pictures Collection, State Library Victoria.

350 Trioli, p. 127; *Brunswick and Coburg Gazette*, 25 January 1929, p. 4.

351 Vines & Churchward, p. 128.

352 Trioli, p. 131 (citing oral source Anne Shepherd).

353 Trioli, pp. 128–130.

354 Worrall, A., 'Foletta, George Gotardo (1892–1973)', *Australian Dictionary of Biography*, vol. 14, Melbourne University Press, Carlton, 1996, p. 193.

355 Worrall, p. 193.

Coburg's Lincoln Mills

The Lincoln Mills was the biggest local employer of labour with over 1,000 workers, two-thirds being women and most of them living in Coburg. The Council was actively encouraging industrial development with offers of lower land rates and cheap power from their municipal supply that came from the Melbourne City Council. The Lincoln Knitting Company bought five hectares of land on Gaffney Street, Coburg, in May 1916, but the firm did not open until 1919. It started with 500 employees, doubling its workforce in the first year of operation.³⁵⁶ The Council noted in 1922 that:

*With the start of the Lincoln mills ... an entirely new phase of industrial life was introduced to the municipality. There had been various small factories, and a fair amount of retail business of the ordinary suburban kind, but the Lincoln mills was the birth of a big industrial enterprise within the boundaries of the town. From its inception ... the industry has been a veritable growing concern ... The mills now occupy an area of twelve acres [5 hectares], and still there is expansion. As a natural consequence of their existence there is sprung up quite an industrial suburb within a suburb, for a very large number of the employees.*³⁵⁷

The Lincoln Mills had its own railway siding and Council even supported the firm's attempt in 1920 to change the name of the Batman railway station to Lincolnville or Lincoln, but the bid was unsuccessful. Two years later when Coburg became a City the Council adopted a new city crest featuring a town hall and also a factory closely resembling Lincoln Mills with its twin towers.³⁵⁸ The Mills were 'for a number of years ... more or less the landmark in the district. When the wind came from the south you got smoke from the Lincoln Mills. It was from the first war right through to the second'.³⁵⁹ The works were modern and efficient, and like other large, progressive manufacturers, the Lincoln Mills provided a dining room with heaters and fostered clubs, such as the choir that sang at the laying of the town hall foundation stone in 1922.

Items made at the Lincoln Mills included hosiery, sports coats, underwear and sweaters and during World War Two they made greatcoats, uniforms and blankets for the forces. Manufacturing industries in the 1970s and 1980s were affected by the economic recession and import competition, and many closed or restructured during this period. The Lincoln Mills closed in 1980 and all the buildings, with the exception of a chimney and one other structure, were recently demolished to allow for redevelopment of the site.

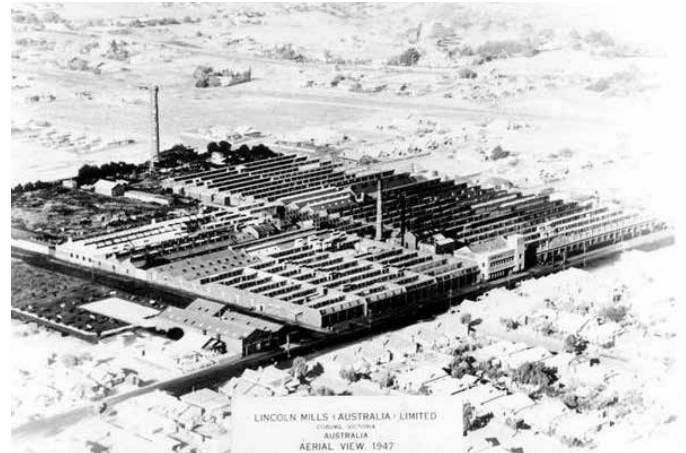


Figure 86: Aerial view of the former Lincoln Knitting Mills, Gaffney Street, Coburg, 1947. Source: Coburg Historical Society and Picture Victoria.

Other Textile Mills and Factories

Another competitor was Worth's Hosiery Mills located off Lygon Street in St Phillip Street, East Brunswick. Mills were also moving to Coburg and by the early 1930s they were employing about 2,000 workers, most of whom were local women of Coburg and Brunswick.³⁶⁰ Some of the mills were on Sydney Road, such as the Moreland Mills and Belworth Hosiery, and North Coburg's Beaucaire, which opened in 1927. The Union Knitting Mills started in Munro Street in 1936 and remained in operation until the late 1980s (see citation for 'Union Knitting Mills 1936', 37–43 Munro Street, Coburg, HO121). Beau Monde Hosiery began in Moreland Road east in 1930. Within two years the firm expanded from employing 15 to 350 workers who were provided with landscaped gardens, a lunchroom and a nursing sister.

³⁵⁶ Broome, p. 203.

³⁵⁷ City of Coburg, *The Inception of a City*, 1922, p. 17.

³⁵⁸ Broome, p. 205.

³⁵⁹ 'The Toorak of the North', Hadfield High School. [not paginated].

³⁶⁰ Broome, p. 245.

Some employees left to operate their own firms, including Harry Anderson, who set up with his own machines for knitting socks in 1930, establishing the Nightingale hosiery business near Batman Station, which grew to employ over a hundred people by 1940.³⁶¹ One of the earliest textile factories was Fitware Hosiery Factory at 11 Thomas Street Brunswick which was established in 1912. By the end of the 1930s Brunswick and Coburg had become the centre of the Australian hosiery industry and the district maintained this position for over thirty years.³⁶²

8.5 Wartime and Post-war Manufacturing

Unlike other periods of industry and manufacturing, what was different in this period was that workers did not necessarily now have to live in the area or next to where they worked. The rise of private car ownership, improvements in public transport and roads meant that they could live further away – either in places that they liked or conversely in places that they could afford. This had implications or changes for the urban development as factories and other industrial operations no longer had to provide staff housing (at least in close proximity). Further to this, the social environment also changed in that people didn't necessarily walk to work nor socialise locally as much anymore.

Another important story in this sub-theme is the diversion of some industries to the war effort which also led to greater employment for women.

Pascoe Vale

The Second World War diverted the activities of many of Moreland's industries into production of equipment and supplies for the war effort. The Steel Company of Australia (SCOA) was one of several local firms that flourished during this period. The company, which produced steel by smelting pig iron, scrap steel and alloying elements, had initially set up its foundry in Frith Street, Brunswick in about 1900, employing moulders, ironworkers, patternmakers, engineers, crane drivers, electricians, carpenters and office staff.

Purchase of a new furnace in the mid-1930s allowed for higher-quality steel production and generated more orders. The company expanded, and during the war made casings for bombs, tanks parts and other armaments (see citation for 'Former Street Company of Australia', 14 Frith Street, Brunswick, HO301).

The Steel Company of Australia obtained a former quarry site comprising twenty acres of land in Sussex Street, Pascoe Vale, and built a larger, additional factory during the Second World War. Some of this land was subsequently subdivided in 1966 for light industrial allotments, and the land known as Martyn Reserve was donated to the community. Production at the Pascoe Vale works commenced in March 1942, and both old and new foundries worked twelve-hour shifts seven days a week. The Brunswick site closed after the war and production focused on large contracts for the Victorian Railways, the MMBW and the Snowy Mountain Hydro-Electric Authority. The company changed ownership in 1964 and 1974 and was closed down by the ANI Corporation in 1990.³⁶³

Coburg

The First World War brought many changes to Coburg with the return of ex-servicemen seeking work, as well as the newly arrived Australians following the government's resumption of assisted immigration. Cheap land was poised for industrial development and growth. Coburg Council defined three industrial areas by 1922, one between Gaffney and Sussex Streets, Shorts Road and the railway line, another just east of Batman Station, and a third, never developed area, was bounded by Gaffney, Sussex and O'Hea Streets and Cumberland Road.³⁶⁴

Coburg's textile mills were joined by a host of other new industries during the inter-war years in Gaffney Street and broader parts of Coburg, including:

- Rawling & Co. and Invicta Manufacturing Co., both from 1922;
- Passfields;
- the Dawn Manufacturing Co.;

361 Broome, pp. 218, 245.

362 Broome, p. 245.

363 Burchell, *Coburg More of Our History*, p. 38.

364 Broome, p. 205.

- the Bullengarook slate finishing works;
- the Coburg Plasterboard Company; Green's Timber Mill;
- Spicers Paper Mills (see citation for 'Former Spicer Paper Mills', 1–9 Moreland Road, Coburg, HO117);
- McNeilage Bros bottle factory; confectioner Fred Allen;
- Dawn Vices (which manufactured vices, fans, axles and engineering equipment);
- Hanks Brothers iron foundry in Hossack Avenue (off Gaffney Street).³⁶⁵

In 1923 Coburg was declared 'the most progressive Industrial Suburb in the Metropolitan Area', not in the least because it offered workers the opportunity 'of offering a home site convenient to their work in fine open health-giving surroundings'.³⁶⁶

Textiles and garments remained Coburg's main outputs well into the post-war years. Coburg Technical School was opened in 1954, five years after the College of Textiles commenced, and both helped to consolidate the suburb's industrial importance. The Australian Government Clothing factory set up in Gaffney Street in 1970 after moving from South Melbourne, where it had commenced in 1911 with a staff of 39. When the government eventually sold the Coburg factory in 1981, it was employing around 800 workers and nearly closed, but operations continued until 1994, when the factory relocated to Bendigo and Sydney.³⁶⁷

There was also complementary production by a small number of other established firms in the post-war years and which remained constant such as Cash's Plumbing Supplies, David Galt & Co.'s wadding firm and Spicer's paper products. Many new factories also opened throughout Coburg, notably Tibaldi Smallgoods established in 1952, Golden Top Bakeries in 1957, J. Gadsden's can-making division in Charles Street in 1957, Berger Lewis and Sons (Berger Paints) in Charles Street in 1959, Armitage Shanks Potteries in 1959, John McIlwraith's Plumbing in 1961, the Davies and Baird steel foundry in 1962, and in 1965, Malley's whitegoods warehouse and Hull's Engineering.³⁶⁸



Figure 87: Berger Paints, Charles Street, Coburg, 15 November 1954. Source: Harold Paynting Collection, Pictures Collection, State Library Victoria.

In 1961, Kodak Australasia, which employed over 2,000 people, moved from Abbotsford where it been operating since 1884 to establish its national headquarters in Elizabeth Street, Coburg where it could realise its business expansion plans. The spacious, modernist-style complex included a large administration block, laboratories, canteen and gatehouse. The Coburg plant was one of only nine major Kodak manufacturing plants worldwide when Kodak was at its height of global dominance in the photographic market, and was Australia's sole photographic goods manufacturer, producing Ektacolor paper, film and photographic chemicals.³⁶⁹ Operations at the Kodak site were wound down from around 2000 to 600 as digital photography overtook the use of photographic film, and the factory eventually closed at the end of 2004. The 20-hectare site, located in the north of Coburg and near to Edgars Creek, was earmarked for a new residential redevelopment known as Coburg Hill. All manufacturing and warehouse buildings were demolished as part of the remediation of the site and replaced with townhouses, houses and a shopping centre and adopting names linking the site to its history such as Camera Walk, Aperture Street, Focus Drive and Snapshot Drive. The landmark multi-storey administration block is the only remaining building on the site but is also proposed to be demolished as part of the redevelopment.

³⁶⁵ Broome, pp. 218–219.

³⁶⁶ Broome, p. 208.

³⁶⁷ Broome, pp. 308, 344.

³⁶⁸ Broome, p. 308.

³⁶⁹ Photo Review, 16 September 2004, photoreview.com.au



Figure 88: The Kodak Administration Building, 1964. Photograph by Wolfgang Sievers. Source: Pictures Collection, State Library of Victoria.

Brunswick

Many Brunswick industries expanded during the war and flourished during the 1950s and 1960s. Refrigeration engineers, Gordon Brothers in Union Street, made cordite mixers, bullet-testing ovens, blood bank equipment and portable ice-making plants during the war, and their employees also dug several air raid trenches in the factory yard. Afterwards the company went back to manufacturing installations for cool rooms, meat rooms, dairy chambers, ice storage rooms, and installed: refrigeration and air-conditioning in hospitals, suburban dairies, department stores, hotels, and other large complexes. When Australian manufacturing declined in the 1970s, Gordons restructured its operations and moved to a smaller factory in Michael Street formerly owned by the Charles Steele & Co. engineering firm (see citation for 'Gordon Brothers Refrigeration', 9–17 Michael Street, Brunswick, HO386). The large Union Street site has been cleared of its factory buildings and is currently being redeveloped into housing after remaining unoccupied for some years.

The heavy-duty work wear manufacturer, Yakka, is another local company that did well during the war and post-war years. Starting as a small backyard business in 1922 in Edward Street, the business quickly expanded moving to its first industrial premises in Weston Street in the 1930s. During the war it won government contracts to make air force uniforms and in the post-war years built new manufacturing plants, one of which opened in Ballarat Street, Brunswick, in 1955.

After Yakka moved to larger premises, the building continued its long association with the clothing industry, transferring to Fletcher Jones and then to the shirtmaker, Perucci (see citation for 'Perucci Shirt Factory (former)', 2–6 Ballarat Street, Brunswick, HO385).



Figure 89: Brunswick factory formerly occupied by clothing manufacturer Fletcher Jones. Photograph by C Wilmsen, February 2010. Source: Moreland City Council.



Figure 90: Gordon Brothers in Union Street, Brunswick, 1965. Source: Harold Paynting Collection, Pictures Collection, State Library of Victoria.

A number of firms were newcomers to Brunswick in the post-war years, attracted to the area by affordable land and a good labour supply. Craig and Seeley, makers of Chef gas cookers, Crestair space heaters, Convair coolers and Lux slow combustion stoves, secured the five-acre site at the corner of Hope and Percy Streets in 1962 and built a new factory and office complex, which was officially opened by the Premier of Victoria, Henry Bolte MLA on 4 July 1963.

Clearly impressed by the size and optimism of this post-war enterprise, Mr Bolte remarked that 'the organisation should be proud of its part in absorbing a record number of immigrants coming to Australia' – four hundred of the employees were 'New Australians' from the Brunswick area.³⁷⁰ The company was eventually taken over by Southcorp and Email Whitegoods Pty Ltd, who closed down the factory's operations and sold the property in 2001. The site has since been redeveloped for residential purposes and the distinctive offices, which were designed by émigré architect Theodore Berman, have been incorporated into the new complex along with the adjoining gas retort building. Both historic buildings have been added to the Victorian Heritage Register and the whole site interpreted (see Victorian Heritage Register H2027 for the former retort house, and H2026 for the former Craig and Seeley offices).

The redevelopment of industrial buildings and spaces for residential and commercial purposes is a trend common to many redundant factory sites across the municipality – Northern Bakeries (Tip Top Bread) in Edward Street (see citation for 'Former City of Brunswick Electricity Supply', 170 Edward Street, Brunswick, HO295); Hoffman's Brickworks (see citation for 'Former Hoffman Brick Works', 72–106 Dawson Street, Brunswick, HO63), various knitting and silk mills, notably Staleys in Merri Street, Hilton Hosiery in Albion Street, the Henderson Shirt Factory (see citation for 'Houses and Former Henderson's Shirt Factory', 333–335 and 337–339 Brunswick Road, Brunswick, HO42); Ferry's Pottery (see citation for 'Former Ferry Terra Cotta and Enamelled Brickworks Office', 310 Albert Street, Brunswick, HO5) and Rawleigh and Co. in Dawson Street, to name just a handful, have been transformed or are ear-marked for major change. Some factories such as Hilton Hosiery in Albion Street and Gordons in Union Street, Brunswick, have been demolished completely.



Figure 91: The Craig and Seeley Administration Building after restoration in 2008. The enamel finishes on the exterior remain in excellent condition, a testament to the durability of Craig and Seeley's well-known 'Chef' brand kitchen stoves. Source: Moreland City Council.



Figure 92: Interpretation panels at the Craig and Seeley Building. Source: Moreland City Council.

Glenroy and Fawkner

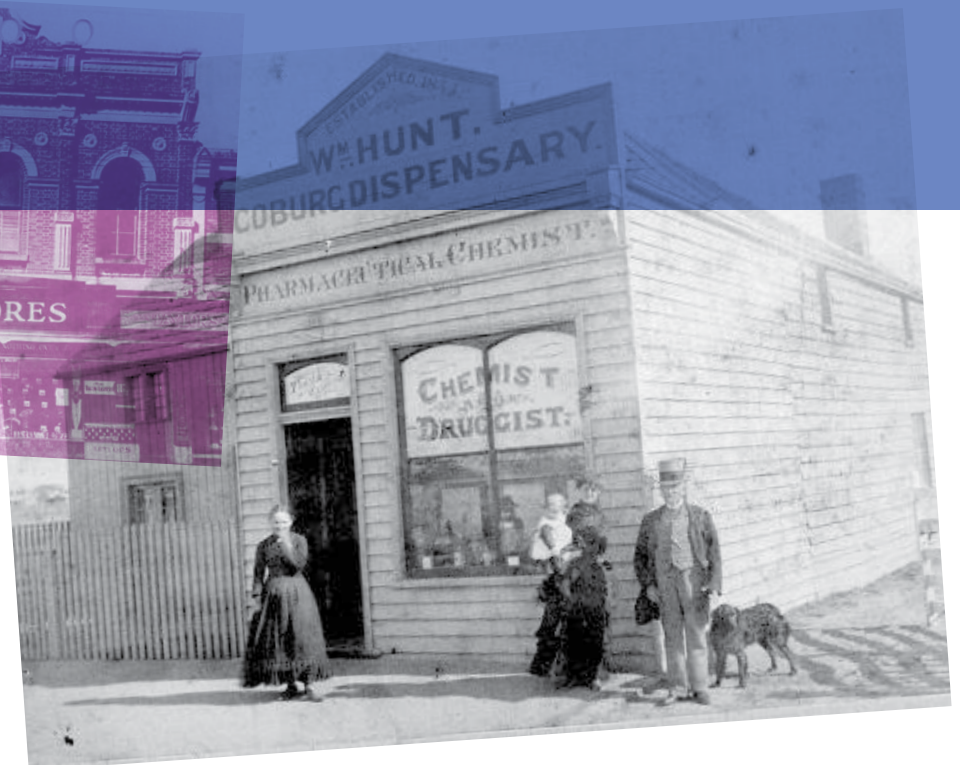
Subdivision and new development in the Glenroy and Fawkner area after World War Two attracted small-scale industry to the Glenroy area in the 1950s and 1960s. There were firms such as the Baltic Timber Mill in Westbreen, Davey and Almy Pty Ltd in Fawkner, R.K. Morgans in Pascoe Vale Road, and Leighton Constructions in the Moomba Park Estate in Fawkner.

³⁷⁰ Leader Budget, 10 July 1963.

9

Shopping and Retailing in Moreland

Shopping is a necessary part of the daily life of a community and shops give their customers a sense of continuity and tradition. They are a very visual attribute of Moreland's streetscapes, particularly the major thoroughfares of Sydney Road and Lygon Street. The municipality has a proud and colourful retail heritage that spans from the earliest days of settlement – from small stores to specialist shops, banks, markets, emporiums, and shopping malls and plazas.



Many local retail outlets were established in response to the successful industrial and manufacturing activities in Moreland, which diversified with the arrival of new cultures into the area. Retail also changed and expanded according to the changing socio-economic makeup of the local community. Early shops were about survival and were therefore mainly set up to provide basic goods, supplies, foods and medicines. Later retail shifted to meet the demands of a more consumerist society where people desired, and could afford, luxury items such as fashion, furniture, decorative items, music, and gourmet foods.

All of these retail outlets have grown to meet and create shoppers' needs and are a significant part of Moreland's history and heritage, lending character and distinctiveness to its streets.

Moreland Themes and Sub-themes

9. Shopping and Retailing in Moreland

- 9.1 Establishing the First Shops
- 9.2 Shopping on Sydney Road
- 9.3 Shopping Strips and Villages
- 9.4 Opening Culturally Diverse Shops
- 9.5 Changing Tastes and Trends

State (HV) Themes and Sub-themes

5. Building Victoria's Industries and Workforce

- 5.3 Marketing and retailing
- 5.5 Banking and finance

National (AHC) Themes and Sub-themes

3. Building Victoria's Industries and Workforce

- 3.19 Marketing and retailing

9.1 Establishing the First Shops

Early shops developed first in and around Brunswick, then later up to Coburg, and then further north as those suburbs grew. During the early 1840s when Sydney Road was an 'almost impassable' track used mainly by local residents³⁷¹, there was just Mr Blyth's general store and the Retreat Inn near Dawson Street³⁷², serving the needs of the small, scattered settlement. By the time Henry Search opened his butcher shop on the south-west corner of Albert Street in 1850, Sydney Road was poised to change considerably. Developments were occurring that would change the status of the road from a track to a major thoroughfare. That year saw the penal establishment shift to Pentridge and in December prisoners were put to work on constructing the road. The gold rushes commenced in 1851, and local quarrying and brickmaking industries began expanding as the construction industry boomed. All relied on Sydney Road, which from this point on developed as the main north route out of Melbourne and the focus of commercial and community life.

Gold Rush Businesses

During the gold rush, businesses proliferated to capture the passing trade of diggers and carters. It was a time of economic confidence, and 'new chums' who had arrived in the colony to try their luck on the diggings often found that prosperity could also be made from settling down and working in their trade or opening a business.³⁷³

A Rag Fair started up next to the Methodist Church offering second-hand clothing and suitable provisions for travellers. The Ford brothers opened a bakery on the corner of Weston and Ewing Streets to cater to brickmakers and their business flourished for forty years.³⁷⁴ From 1850 another local butcher shop traded from 367 Brunswick Road and was there until 1917, at one stage being owned by Ebenezer Rosser, Brunswick's first mayor. It then became a fish shop run by the Dudley brothers until 1982. It was demolished in 1985 and replaced by a new newsagency.³⁷⁵ Heller's butcher shop, which started in 1852, was just around the corner.

371 Cooke, p. 65.

372 Nicholson, S. & Marshall, J., 'A name for a business', in Penrose (ed.), *Brunswick: One History, Many Voices*, Victoria Press, South Melbourne, 1994, p. 116.

373 Miles, p. 16; cited in Nicholson & Marshall, p. 116.

374 Barnes, *It happened in Brunswick, 1837-1987*, p. 12.

375 Nicholson & Marshall, p. 118.

9.2 Shopping on Sydney Road

During and after the goldrush, Sydney Road flourished. A proliferation of commercial enterprises increasingly appearing in the landscape with pockets of retail interspersed with public/civic buildings, commercial offices, hotels, cultural venues. Many of these enterprises and their significant buildings would endure into the following periods of development and growth of Moreland.

Bencroft's Hay and Grain Store, which stood at what is now 376–378 Sydney Road, was built in 1860 on another of Wilkinson's allotments using bricks from John Glew's new Barkly Street brickyard. Edward Glew bought the business three years later. By 1926 the store had become Hannaford's Music Shop and by 1932 was selling gramophone records, the latest in-home entertainment. Harness maker and saddler, J. Clark, opened his business in a weatherboard shop opposite Edward Street. A photograph taken in about 1860 shows a proud Clark and an employee standing in front of the shop with examples of their trade.³⁷⁷ Another photograph of 1863 records R. Davison's Family Grocer shop, a two-storey building with both levels of its brick and glass façade covered in eye-catching advertisements promoting a range of candles, soaps, matches, milk, rice and teas. Sebastiano Donnelly and his family, who came from Milan, specialised in spaghetti. They established their Sydney Road pasta business in 1869 and were among the first Italians to live in the area.

The Australia House shops, on the corner of The Grove and Sydney Road, Coburg, were built in 1888 and feature a concrete kangaroo on the façade to commemorate the centenary of European settlement in Australia (see citation for 'Moreland park Buildings', 148–164 Sydney Road, Coburg, HO363). Bates Buildings at 400–404 Sydney Road were erected in 1886 for the carrier, Henry Bates, incorporating stables and two small shops on either side, with a hall upstairs (see citation for 'Former Bates Building', 400–404 Sydney Road, Coburg, HO159 and Victorian Heritage Register H1290). Local contractor, Robert Irvine, refurbished the building for the variety store chain, G.J. Coles in 1932.³⁷⁸



Figure 93: Tierney's Hardware shop on Sydney Road, Brunswick, in the 1860s. Source: Moreland City Libraries, Brunswick.

By 1852, the influential Thomas Wilkinson was operating an unofficial post office, newsagency and printery from his house on Sydney Road. Next door his daughter Sara, who would go on to become the first qualified female chemist in the colony of Victoria, established the first Brunswick chemist in 1853.³⁷⁶ Wilkinson went on to finance six other commercial properties in the area.



Figure 94: Coburg Dispensary operated by pharmaceutical chemist, William Hunt, in the nineteenth century. Source: Coburg Historical Society and Picture Victoria.

³⁷⁶ Nicholson & Marshall, p. 117.

³⁷⁷ Photograph from the Brunswick Library collection reproduced in Nicholson & Marshall, p. 117.

³⁷⁸ Broome, p. 211.

Congleton's Hardware Store on the south corner of Munro Street was another prominent feature of Coburg's shopping hub. After operating from 1884 to 1915 from a two-storey shop, the business moved to a new purpose-built store at 376–380 Sydney Road, which had a large gable roof supported by eighty-foot long beams, and a long cantilever veranda. Although the business closed in 1971, the building survives behind a new façade.³⁷⁹

The oldest surviving structure in the Sydney Road, Coburg, streetscape is the brick shop and house that storekeeper M. Moltine erected in 1883 at the corner of Victoria Street (see citation for 'Shops & Residence', 431–433 Sydney Road, Interim HO534). He then let it to Robert Shakell, a chemist who promoted himself as a 'tooth extractor and real estate agent'.³⁸⁰ Six years later, Moltine made alterations to the building, which has changed little since that time.

Another familiar shop was the Bradley Brothers' fish shop, which they established in 1917 in a former butchery on the corner of Sydney Road and Albert Street, taking advantage of ice from the nearby Brunswick Ice Works.³⁸¹ They were in business until 1962 and the shop continued until at least 1983 in the same trade.

The historic shops built during Moreland's periods of economic prosperity in the late Nineteenth Century, 1920s and 1930s continue to line the Sydney Road corridor, many with facades still intact. More intact shops stand on street corners tucked away from main thoroughfares, providing clues to former centres of high activity, such as brickyards and other industries that once sustained them. There is also the occasional corner milk bar, a fading phenomenon of the 1950s and earlier, some still with original shop windows, doors and vestiges of original signage.



Figure 95: A shop built in the nineteenth century on the corner of Weston and Ewing Streets. Photograph by C Wilmsen, February 2010. Source: Moreland City Council. The shop was listed for sale at the time this report was in preparation.

Draperies

One of the first draperies was established in one of Thomas Wilkinson's buildings. This was Johnson's Drapery, which had opened by 1852 at 386 Sydney Road, on the corner of Albert Street.³⁸² By 1880, Ben Cooke's Auction Rooms, also known as the Brunswick Furnishing and Auction Arcade, were operating out of Johnson's.³⁸³

Perhaps 'the finest business premises' of its day was J.A. Hutchinson's drapery in Brunswick at what is now 429–431 Sydney Road. It opened in 1884 and like many of Brunswick's businesses its orientation was purely local:

*Its stock is of the best description, which a passing glance at the window display will at once confirm. Mr Hutchinson, the proprietor of the establishment, and owner of the property, may be fairly claimed to be a purely local product. As a lad he learned his business as a draper in Brunswick ... We can recommend all who want drapery and clothing in its infinite variety not to go outside Brunswick to make purchases, for they will find in Mr Hutchinson's stock not only ample variety, but quality and price that will challenge competition ...*³⁸⁴

379 Coburg Historical Society, *Coburg Historic Markers* (pamphlet).

380 Brunswick Community History Group and Coburg Historical Society, *Historic Sydney Road* (pamphlet).

381 Barnes, *It happened in Brunswick, 1837-1987*, p. 47.

382 Nicholson & Marshall, p. 117.

383 Nicholson & Marshall, p. 117.

384 *Port Phillip Gazette*, 26 August 1839, cited in Nicholson & Marshall, p. 118.

In the late nineteenth-century the general drapery store was to be found in any street of shops. Commenting on Melbourne's fine collection of draperies, English writer and tourist, Richard Twopeny found that:

*A large Melbourne draper will sell you anything, from a suit of clothes to furniture, where he comes into competition with the ironmonger, whose business includes agricultural machinery, crockery and plate. The larger firms in both these trades combine wholesale and retail business, and their shops are quite amongst the sights of Australia.*³⁸⁵

Competition between the local drapers must have been fierce. Also jostling for the Sydney Road trade was J. Burton's Drapery at 130–132 Sydney Road, Bergstrom's Drapery at number 255, J. Boswardick's Tailoring Establishment at 117–119, J. Fraser's Drapery at 145, Miss Kitchen the dressmaker was at 337, the Temple Ladies Draper was at 391,³⁸⁶ and further north there was Mrs Humphrey's drapery at 875 Sydney Road, which carried 'a well assorted stock of ladies and children's clothing of every description at moderate prices'.³⁸⁷

One of Coburg's most popular drapery businesses was Walker's Store, founded in 1899 by Elizabeth May Walker neé Air (1862–1937). The store traded from various rented premises until 1923 when the family built a two-storey, reinforced concrete store at 471–475 Sydney Road. By 1930 it boasted an internal pulley and rail system to facilitate transactions and the façade featured a large neon sign.³⁸⁸ As business grew, they expanded the store, adding an arcade on the south side and extensions at the rear. The family also purchased an adjacent house and land in the hope that G.J. Coles would be interested in building a new store on the site, which they did in 1954.

In about 1904, another competitor entered the scene. Footscray drapery Hooper & Co. also decided to open a branch and set up shop at 359–361 Sydney Road, where 'trams would pass the door every minute or two'.³⁸⁹ The arrival of the well-known Hooper name on the local drapery scene undoubtedly pitched competition to an unprecedented level.



Figure 96: Hooper's Store c.1908. Postcard.
Source: Pictures Collection, State Library Victoria.

Emporiums, Chambers and Shopping Complexes

By the early twentieth century a multitude of commercial enterprises were vying for trade along the busy strip, confirming Brunswick's reputation as a thriving business centre. Larger stores were also beginning to appear. In 1903 Love and Pollard opened at 429 Sydney Road, just south of Victoria Street, 'selling manchester, fabric and an opulent range of clothing' throughout its seventy-one years of operation.³⁹⁰

Hooper's drapery business proved to be so successful that in 1906, he made plans for a new and larger drapery premises to be erected on four street frontages at 459–475 Sydney Road. In August 1907 *The Draper of Australasia* reported that Hooper & Co. 'are building a large, modern retail and warehouse complex in Sydney Road'.³⁹¹ With a frontage of 120 feet, and a depth of 150 feet, the building was to rank among the most up-to-date commercial premises in the state, having 50 feet of show windows along each side street. In addition, there were to be no partitions used, as the whole freestanding building was to be held up by steel pillars. The exclusion of veranda posts was another departure from standard retail design. Instead, iron bands attached to steel girders would support the awning, allowing an unobstructed view to the large plate glass windows.

385 Twopeny, R., *Town Life in Australia*, Penguin, Harmondsworth, 1973, p. 12.

386 Miles.

387 Advertisement from *Brunswick Medium*, 1901, reproduced in Nicholson & Marshall, p. 118.

388 Broome, p. 221.

389 Sands & McDougall Directory, 1904; *The Footscray Advertiser*, 7 March 1908.

390 Nicholson & Marshall, p. 119.

391 *The Draper of Australasia*, 27 August 1907, p. 268.

Although the store was designed to be two storeys high, the foundations were constructed to carry four storeys. The architects for the handsome structure were the firm H.W. & F.B. Tompkins, who were beginning to receive a number of commissions to design progressive, multi-storey city buildings for clients such as the Commercial Travellers Association and the Myer Emporium. The firm was the first to use steel frames in Melbourne in 1912–14 after their introduction to Sydney in 1910, and London in 1904.³⁹² The Hooper building of 1907–08 is a pioneering example of this technology in its use of a partial steel frame.³⁹³ The store is included on the Victorian Heritage Register and was recently refurbished (see citation for 'Former Hoppers Store', 463–475 Sydney Road, Brunswick, HO161 and VHR H1296). In 1906 the Brunswick Council had decided that all new building on the road should be of brick, so as to create 'a handsome business thoroughfare'.³⁹⁴

There was also Milligan Chambers, built in 1891 and comprising three shops and first-floor offices at 291–295 Sydney Road; and Dare's Building containing shops and offices right in the heart of Brunswick, between Albert and Victoria Streets. In the early 1900s Wilson's 'The Fair' occupied the site selling clothes, followed by Coles in 1925.³⁹⁵

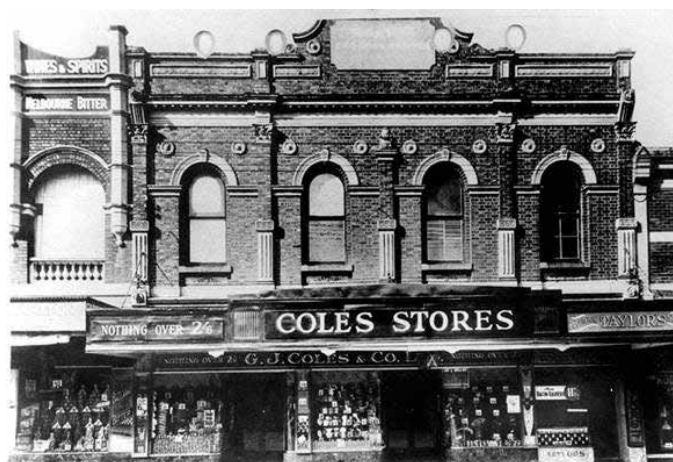


Figure 97: Coles Stores in the Bates Building, Sydney Road, Coburg, 1932. Source: Coburg Historical Society and Picture Victoria.

Markets and Fresh Produce

Patrick Dunne built four two-storey shops and upstairs dwellings in 1891 on the site of his father's original grocery store that he commenced in 1852 (see citation for 'Dunne's Building', 436–442 Sydney Road, Coburg, HO366). Dunne conducted a grocery business from one of them then let it to Moran and Cato, whose painted sign is still visible on the rear wall. This chain of grocers also had a shop in Brunswick on the corner of Victoria Street, which operated until 1971.³⁹⁶ The building's balcony and veranda were removed in 1938.³⁹⁷

The Brunswick Council originally set aside land in Dawson Street, near the town hall, for a municipal market, but in 1913 chose to use the site for a swimming pool. At least two private markets subsequently opened along Sydney Road, but the largest and costliest to build was the eye-catching market built in the Spanish Mission style in Ballarat Street, near the rear of Hooper's Store. Designed by architect I.G. Anderson it comprised seventy-one shops and reputedly Melbourne's first self-service grocery shop, operated by the Geelong firm of S.E. Dickens. State Labor MLA for Brunswick, James Jewell, opened the building on 19 September 1930. These were the lean years of the Depression and not surprisingly, the new market failed to compete with nearby Sydney Road traders. A liquidator was appointed in 1933 and the building was subsequently used for storage. In 1996 the former market was added to the Victorian Heritage Register and has since been subdivided into apartments (see citation for 'Former Brunswick Market', 1–9 Ballarat Street, Brunswick, and VHR listing H1307).

In 1930, Coburg Market was established by Messrs A. and J. E. Bush, the third market of its type built in Moreland. Originally planned to be built on Bell Street, Sydney Road was finally chosen at the ideal location. As a municipal marketplace which was opened during the Great Depression and remains in use for this purpose, Coburg Market has been a source of local produce for the community for 90 years, with produce largely supplied by local market gardeners (see citation for 'Coburg Market', 415–425 Sydney Road, Coburg).

³⁹² Information obtained from Dr Miles Lewis 13 August 1996 for Heritage Victoria's significance assessment report on 463–475 Sydney Road, Brunswick compiled by Robert Green & Michele Summerton.

³⁹³ The partial steel frame is evident in drawings dated 26 August 1907, by architects H.W. & F.B. Tompkins, now in the collection of Tompkins, Shaw & Evans, East Melbourne.

³⁹⁴ Broome, p. 179.

³⁹⁵ Barnes, *It happened in Brunswick, 1837-1987*, p. 35.

³⁹⁶ Barnes, *It happened in Brunswick, 1837-1987*, p. 38.

³⁹⁷ Brunswick Community History Group and Coburg Historical Society, *Historic Sydney Road* (pamphlet), 2002; Broome, p. 151



Figure 98: Coburg Market. Source: Extent Heritage Pty Ltd, 2020.

In 1932 another fresh produce market opened. The Moreland Market at 68-74 Sydney Road was built by James Scrimgeour at a cost of £6000 and originally contained 42 stalls.³⁹⁸ Although some of the interior layout and features have since been modified to accommodate contemporary services, the original pressed tin ceiling is still intact as is the original Spanish Mission façade parapet with raised lettering and pilasters that gave what was basically a simple gabled shed a flourish of the popular Inter-war architectural styling. There are also other more contemporary examples including the Community Grocer in Fawkner as well as community farmers' markets that are operating in Moreland such as the Coburg Farmers' Market.

Cake Shops, Patisseries and Bakeries

Thomas Passfield, who emigrated from Essex in 1888, opened a pastry shop the same year on the site known today as the Brunswick fruit market, and then expanded with bakeries in Moonee Ponds and Coburg.³⁹⁹ In 1891 he joined with a partner to open the Hygienic Bread Factory (see citation for 'Former Hygienic Building', 27-33 Sydney Road, Coburg, HO362) and commissioned Talbot Chinchin of Coburg to design the two-storey bread factory and shop, which was reputedly the largest of its type in the southern hemisphere, boasting five large ovens, a well, cool store, egg pits and huge flour room.⁴⁰⁰ Although the rear factory has since been rebuilt, the shop and its signage remain on Sydney Road. Another local pastrycook was Mr Chisholm, who launched his business on the corner of Albion and Breese Streets in 1898, with three generations of his family continuing the trade until 1972.⁴⁰¹

398 *The Age*, 9 January 1932, p. 13.

399 Barnes, *It happened in Brunswick*, p. 31.

400 Broome, p. 151.

401 Barnes, *It happened in Brunswick, 1837-1987*, p. 37.

402 Unglik, A., *Ferguson Plarre Bakehouses*, Wilder Ghostwriters, Toorak, 1997, pp. 28-29; Burchell, *Coburg More of Our History*, p. 22.

Pastrycook, Percy Ferguson, started in the business as a caterer in 1913 catering for parties as well as mayoral balls in Brunswick for up to 600 people at the town hall. Business was steady and by 1920 he opened a third shop at 381 Sydney Road, Coburg, and then in 1927 moved into one of six recently completed shops at Warren's Corner, on the south-west corner of Bell Street and Sydney Road. The site had previously served as L. & H. Warren's bakery, which started in the 1860s, and the name although currently obscured by contemporary signage was retained in the 1920s buildings when they replaced the earlier bluestone and brick structure. Ferguson's became one of the busiest cake shops in Melbourne and Percy moved his family to the house Ismalia, on a large block at 35 The Grove.⁴⁰² Today the cake shop continues to trade as one of many outlets for the successful Ferguson-Plarre Bakehouse chain.



Figure 99: Phil Evans in front of his shop 'The Dairy Junction' at 871 Sydney Road, Brunswick, c.1934-36. Source: Pictures Collection, State Library of Victoria.



Figure 100: Congleton's Hardware Store, 376-380 Sydney Road, Coburg. Source: Coburg Historical Society and Picture Victoria.



Figure 101: Two of the three shops built in 1888 on Wheatsheaf Road, Glenroy, are included in the photograph of the World War One memorial erected in 1920. Source: Broadmeadows Historical Society and Picture Victoria.

Malls, Plazas and Arcades

Sparta Place and Victoria Street Mall are places that have developed a strong sense of place to local residents for social gathering and also where community and arts events are held.

Victoria Street Mall, or Coburg Mall, a small one-block pedestrian mall in Coburg off 441-449 Sydney Road, is a ‘...bustling micro urban environment’ and centre of Coburg’s shopping precinct’.⁴⁰³ In the 1990s, Coburg Mall was revamped with native trees and bluestone paving. Often inhabited all hours of the day and night, it is a hub for the multiculturally diverse community who enjoy the local cafes and local arts and culture, with buskers making regular appearances, its ‘Music for the Mall’ event, and two award-winning sculptures installed there.

It was the piano that did it. A garish purple instrument had appeared in the Coburg Mall where, since Sidney was born, the women had a weekly routine, strolling to the area where people sat on metal chairs around wobbly tables. Here the two would have morning tea, drinking sweet coffee and sharing pink cubes of Turkish delight.⁴⁰⁴

In the late 1980s, Brunswick’s Talbot Street, off Sydney Road, was renamed Sparta Place and subsequently converted into a pedestrian space. The name Sparta commemorates the sister-city relationship enjoyed by the Greek city of Sparta and Brunswick, and pays tribute to the municipality’s Greeks of Lakonian origin. This small public space abuts two of Brunswick’s heritage-listed buildings, the former Brunswick Market and Hooper’s Store.

Just next to Victoria Street Mall on Sydney Road is the enclosed mall/arcade, Foley’s Mall. Further north along Sydney Road is Walker’s Arcade. The Walkers eventually sold their drapery business in the 1970s and the new owners demolished the store and built this arcade of shops on the site which is still operating today.⁴⁰⁵

Other Shops and Businesses

Many other types of businesses appeared on the landscape to service the growing and evolving Moreland community. There were bike shops, nut shops, music shops, travel centres, newsagencies, florists, gift shops and furniture stores.

Banks were also amongst the numerous commercial businesses established in the late nineteenth and early twentieth centuries. The three-storey, classical-styled Union Bank at 387–389 Sydney Road Brunswick is a fine example. Constructed in 1890, it was one of four branches that opened in Melbourne’s inner suburbs just before the economic collapse. The ornate style of the facade characterises the boom period and the rising commercial prosperity of Sydney Road.

Undertaker, John Allison, set up his funeral business at 170 Sydney Road, Coburg. Joseph Allison expanded his funeral director business, redeveloping the site on the corner of Sydney Road and Mitchell Street, Brunswick.

Today, one of the most common retail business along Sydney Road is the Bridal/Wedding and Formal wear shops. These shops sell bespoke gowns and suits as well as off-the-rack clothing, and they cater for all cultures and all the paraphernalia that goes with weddings and formal events.

403 Holsworth, Mark, ‘Victoria Street Mall, Coburg’ Black Mark Melbourne Culture and Art Critic, 15 October 2009.

404 Krien, Anna, Act of Grace, Black Inc., 2019, p. 288

405 Coburg Historical Society, Coburg Historic Markers (pamphlet), undated.

9.3 Shopping Strips and Villages

The development of local shopping strips and villages particularly resonates with the late nineteenth century and inter-war commercial development of Lygon Street. These strips and villages reinforced the synergy between retail and residential development. For example, the small shopping strips which remain along Lygon Street reflects the key periods of development of housing estates, as the shops that were built along Lygon Street were in direct response to the new housing estates directly abutting Lygon Street. This proximity between houses and shops provided a rich and synergic primary customer base. There are also the rows of the early 1920s shops that were combined dwellings and shops.

Among the numerous one and two-storey shops that lined Lygon Street in East Brunswick, is Messrs King and Godfree's Supply Stores, which by 1896 had branches in Carlton and Preston as well as Brunswick.⁴⁰⁶

There is also Vera's Buildings (1889) on the corner of Barkly Street, Brunswick, comprising three, two-storey shops, one of which operated as Hennessy's Royal Park Bakery between 1889 and 1955.⁴⁰⁷

Over in Glenroy, three two-storey brick shops were constructed in Wheatsheaf Road by the suburb's first speculative developers. Built in 1887 during the boom, they were intended for use as a butcher shop, a bakery and a general store. They were also meant to attract further development, but this only occurred in the post-war years and Pascoe Vale Road was then the preferred location for shops (see citations for 'Glenroy Uniting Church', 92 and 139 Wheatsheaf Road, Glenroy, HO409).

By 1966 a fifth of the Brunswick's population was Italian. Greeks, Lebanese, Turks and more recently people from African countries have followed, all contributing to the diverse mix of businesses along Sydney Road as well as Lygon Street and other smaller shopping strips throughout the Moreland municipality.

9.4 Opening Culturally Diverse Shops

The retail market changed with the arrival of the later migrants who opened specific shops to cater for their local cultural network. Their cultural diversity was not just evident from the products sold but also in the appearance of their shops and signage which was different to the earlier European architecture. Setting up these shops was mostly driven by necessity as their preferred produce and retail experiences were not available. However, these shops would later be embraced and patronised by the broader community as traditional tastes expanded and changed.

About one hundred Italians lived in Brunswick by 1930. Carlson's Pork and Veal Butchers at 425 Sydney Road, which opened in 1907, became a macellaria or continental butcher in 1971⁴⁰⁸, joining the many other Italian and Greek businesses – cafes, fruit shops, delicatessens, hairdressers and clothing shops – that opened in the Moreland municipality from the 1950s onwards. Franco Cozzo, the well-known furniture retailer, opened his third emporium at the former Maples Store on the corner of Sydney Road and Victoria Street, Brunswick, in 1979, where he himself bought furniture as a young man.⁴⁰⁹ The distinctive nineteenth-century Gothic-style building had operated as a bank until taken over by Maples in 1913.⁴¹⁰ A Sicilian barber named Vito came to Australia in the late 1950s and set up a small hairdressing business at 404 Sydney Road, Brunswick. He painted the interior with picture postcard murals of the Vatican and Venice, which remained on the walls until the shop closed in the late 1980s.⁴¹¹

Some of the street's macellaris also featured murals of farmyard scenes, and a variety of other shops, such as the former Nineveh Coffee Shop at 453 Sydney Road, Brunswick, displayed mementos from the owner's homeland. The murals have disappeared, but the mix of shops remains dynamic and diverse, reflecting Moreland's changing cultural demographic.

406 Yule, P. (ed.), *Carlton: A History*, Melbourne University Press, Carlton, 2004, p. 242.

407 Barnes, *It happened in Brunswick, 1837-1987*, p. 32.

408 Barnes, *It happened in Brunswick, 1837-1987*, p. 39.

409 Donati, p. 166.

410 Brunswick Community History Group and Coburg Historical Society, *Historic Sydney Road* (pamphlet).

411 Summerton, M., 'Folk Art and the Street of Shops', Footscray Institute of Technology, Footscray, 1982.

The Greeks who began arriving from the 1930s opened fish and chip shops, milk bars and delicatessens in Brunswick, providing important places for contact within their community.

Frank Tibaldi and Charles Noscenzo migrated to Australia during this period, and in 1934 established their Tibaldi Smallgoods salami business from a single room in Coburg. Initially their business catered almost exclusively to fellow Italians. The post-war boom in Italian migration greatly expanded the market for their goods and the broader community also acquired a taste for Italian food.



Figure 102: Gelobar, Lygon Street, Brunswick East. Photograph by C Wilmsen, February 2010. Source: Moreland City Council.

In more recent years, halal butchers were established to cater to the particular cultural needs of the Muslim community, and some also opened cafes and restaurants along Sydney Road. Coburg's first Turkish cafe, the Turkish Coffee Shop, at number 270 Sydney Road, opened in 1971, followed by the Cedar Restaurant in Brunswick.



Figure 103: Sheikh Taba's grocery and rug shop, Coburg, Photograph by C Wilmsen, February 2010. Source: Moreland City Council.

9.5 Changing Tastes and Trends

Supermarkets and franchises

In 1967-68, Coles went on to redevelop its Coburg store into a new variety store and supermarket. This was followed by Safeway with a new supermarket in 1970, and Woolworths and Venture stores in 1977. Off-street parking areas were developed behind the shops on the east and west sides of Sydney Road during the 1970s and 1980s.

Many of the new supermarkets were also being constructed off the main road which noticeably diverted retail away from traditional locations like Sydney Road. The emergence franchises and the rise in mass production and mass commercialism in the mid to late twentieth century also had significant impact on the built environment and the way people shopped. The result has been pockets of Sydney Road now becoming impoverished with increased vacancies and low range retail, as well as discount shops moving into historic retail spaces where once successful high-end businesses were operating. This has been exacerbated by increased presence of cheap goods franchise stores that have particularly taken away business from original independent and/or family owned stores, and the rise of online shopping.

Upmarket retail

In the twenty-first century as the socio-economic circumstances shifted, traditional working-class areas such as Brunswick gentrified as they became more attractive to middle-class residents. In turn, new upmarket and niche independent shops have started appearing providing cakes, wine, cheese, organic produce, local art/craft products and books. Many of these new stores are being established in heritage buildings. This links to the emergence of a growing heritage consciousness/movement, in which adapting and repurposing historic buildings has become a popular and meaningful endeavour for many young and established entrepreneurs. In many situations this has redressed the former de-valuing of historic buildings (particularly from 1960s period up until end of 20th century) when unsympathetic additions and alterations were made to shopfronts and interiors. Now these elements are being removed to highlight/reveal historic and original elements and features. There is also a growing trend in the conversion of other types of historic buildings into new styled retail spaces.

10

Sustaining Moreland's Community and Cultural Life

Moreland's residents have built and sustained a community life that is reflected in a variety of forms and expressions. They have built and established churches, schools, kindergartens, health and welfare centres, public halls, clubrooms, hotels, theatres, sporting venues, parks, memorials and cemeteries. They have also set up and nurtured a range of groups and clubs for the local community to become involved in, as well as welcoming those from outside who may not have such facilities and opportunities in their own areas.



Harmonic groups, brass bands, rifle, horticultural, tennis, croquet and bowling clubs and many more small associations were formed throughout the municipality. Although often lacking the standard of facilities enjoyed by clubs in more affluent suburbs, they were still valued as places that bring people together, they strengthen and sustain community wellbeing, create social ties, and express Moreland's identity and ways of life.

Moreland Themes and Sub-themes

10. Sustaining Moreland's Community and Cultural Life

- 10.1 Worshipping in Moreland
- 10.2 Establishing Schools and Places of Learning
- 10.3 Caring for Moreland's Community
- 10.4 Providing Hospitality
- 10.5 Joining Clubs and Pursuing Leisure Interests
- 10.6 Enjoying Sport and Recreation
- 10.7 Arts and Culture
- 10.8 Participating in Community Activities
- 10.9 Honouring and Commemorating

State (HV) Themes and Sub-themes

8. Building Community Life

- 8.1 Maintaining spiritual life
- 8.2 Educating people
- 8.3 Providing health and welfare services
- 8.4 Forming community organisations
- 8.5 Preserving traditions and commemorating
- 8.6 Marking the phases of life

9. Shaping Cultural and Creative Life

- 9.1 Participating in sport and recreation

National (AHC) Themes and Sub-themes

6. Educating

- 6.1 Forming associations, libraries and institutes for self-education
- 6.2 Establishing schools

8. Developing Australia's Cultural Life

- 8.1 Organising recreation
- 8.5 Forming associations
- 8.6 Worshipping
- 8.7 Honouring achievement
- 8.8 Remembering the fallen

9. Marking the Phases of Life

- 9.1 Bringing babies into the world
- 9.7 Dying

10.1 Worshipping in Moreland

The early places of worship reflected the first colonists who mainly came from England, Ireland and Scotland, and the next wave of settlers such as from Italy and Greece, and their predominant faiths being Methodist, Anglican, Roman Catholic, Presbyterian and Orthodox. Early churches were also tied to the Parish Village concept which was imported by these colonists. It shaped much of the initial land settlement and allocation of land in which the local community was centred on the Church - both as the faith and in terms of the building itself. As the colony matured and grew, parishioner numbers increased, fortunes changed with economic booms, and many architects and artisans arrived from overseas, many who came during the gold rush, and the emergence of local quarrying and brickmaking. There was a shift from the humble early church buildings with more elaborate and grandiose structures. These structures have often become significant landmarks in Moreland's cultural landscape.

New religions emerged both from the new immigrants in the later post-World War Two period and beyond, as well as those more contemporary brands of faith that have appeared and attained significant popularity in today's society. In some cases, existing buildings had to be utilised (such as halls), until purpose-built buildings were erected for these new faiths. Alternatively, some churches have been deconsecrated/converted to serve new congregations.

Declining parishioner numbers and the rise in secularism as a national/global trend (not just peculiar to Moreland) has led to decreased services and centralisation, the disposal of churches and their conversion into new purposes – from restaurants to residences.

Establishing Congregations

Places of worship were among the earliest community buildings to be erected in Brunswick and Coburg. They started as very humble chapels but were soon replaced by substantial, architecturally designed churches that were major investments of capital and commitment by their congregations and prominent expressions of their faith.

The wattle and daub hut erected by the Wesleyan Methodists in 1840 on land donated by Thomas Wilkinson was probably the first house of worship in Brunswick. In December the following year they laid the foundation stone for a chapel, and in 1853 they built a new church, which served until the present French-inspired, Gothic polychrome church at 340 Sydney Road opened in 1872 (see citation for 'Former Wesleyan Church and Model Sunday School', HO157, and Victorian Heritage Register listing H1144) designed by Architect Percy Oakden. Local brickmaker, John Glew, was an active member of the congregation and no doubt wished to see the best bricks and brickwork showcased in the church.⁴¹² When a new Sunday school was required to accommodate the growing number of pupils, architect, Alfred Dunn designed the new and larger school building completed in 1888.⁴¹³

Methodism was active in Coburg from 1840 as well, although the Pentridge Village was not formally included on the preaching circuit until 1842. A chapel was eventually built in 1849 after the government granted the congregation land in the village reserve. Built of local bluestone and imported Hobart sandstone this modest building still stands on the corner of Sydney Road and Bell Street and is the oldest Methodist church in Victoria and 'one of the first of any sort' to demonstrate bluestone construction (see citation for 'Uniting Church', 512A Sydney Road, Coburg, HO164).⁴¹⁴ It became the Methodist Sunday school when a new, larger Gothic church opened on the site in 1858. Designed by architect Thomas Crouch, who can be attributed to many of Victoria's Methodist buildings during this period, it was increased by additions in 1865 and 1877, both by the firm of Crouch and Wilson.

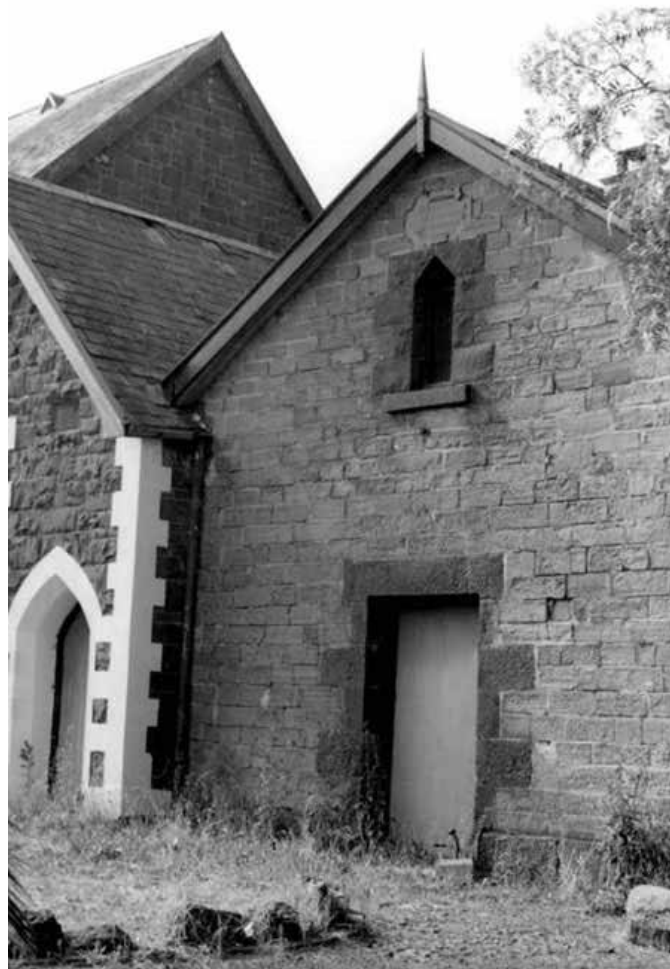


Figure 104: Coburg's Wesleyan Chapel of 1849, built on the corner of Sydney Road and Bell Street. It is the earliest known Wesleyan church in Victoria. Photograph by John Collins, 1964. Source: J.T. Collins Collection, Pictures Collection, State Library of Victoria.



Figure 105: Grade 3B of the Coburg State School in front of the Wesleyan Chapel in 1924. Source: Coburg Historical Society and Picture Victoria.

⁴¹² Allom Lovell & Associates, *City of Moreland Heritage Review*. Vol. 2, pp. 552–553.

⁴¹³ Folk-Scolaro, F., *Faith of our Fathers*, Brunswick Community History Group, Brunswick, 2002, p. 18.

⁴¹⁴ Lewis (ed.), *Victorian Churches*, p. 66.

The Anglicans also were keen to erect a church on the Pentridge Village reserve and were granted a site next to the Wesleyans. Consecrated as the Holy Trinity Anglican Church, the bluestone Gothic building, designed by architect Charles Vickers, opened in 1850 (see citation for 'Holy Trinity Anglican Church Complex', 520 Sydney Road, Coburg, HO166 and Victorian Heritage Register H0959). The Anglican congregation continued to give generously to enable construction of a chancel and transepts by 1855, and then replacement of the original section of the church by a new nave and tower between 1866 and 1869. Sydney Smith designed the Anglican parsonage in 1864 in addition to adding the spire to Trinity Church in 1866.⁴¹⁵ Convicts from the nearby penal establishment rebuilt the northern transept when it collapsed in 1869. An oak tree in the church grounds is said to be the specimen planted by the Rev. William Carter's daughter in about the mid-1850s.⁴¹⁶

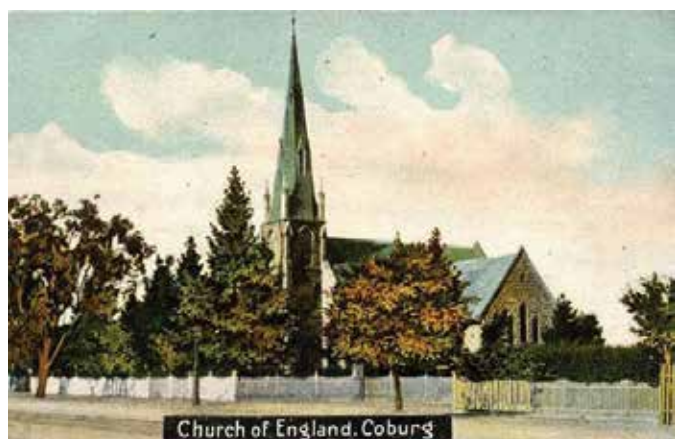


Figure 106: Postcard c.1935 of the Holy Trinity Anglican Church, Sydney Road, Coburg. Source: Coburg Historical Society and Picture Australia.

Anglicans in Brunswick held their first services from 1850 in temporary accommodation and a parish was organised in 1854. Local identities Edward de Carle and Mr Dunn obtained land on Glenlyon Road and the nave of Christ Church was built in 1857 to the design of diocesan architects Messrs Purchas and Swyer. A gallery was added in 1858, along with transepts, vestry and chancel in 1864, and campanile in 1871. The building, which is unusual for its picturesque Italianate character, was stuccoed at a later date (see citation for 'Christ Church', 10 Glenlyon Road, Brunswick, HO83 and Victorian Heritage Register listing H0129).

Catholicism was at first stronger in the northern part of the municipality where the parish of Pentridge was established. The Roman Catholics began building St Paul's in June 1850 on their site in Pentridge Village next to the Anglicans and Methodists. It was designed by architect Samuel Jackson and completed by 1855 but was demolished in 1887 to make way for the existing red brick structure. From 1851 the parish extended to Brunswick and in the 1860s the Rev. Father O'Hea held services in the Brunswick Hotel.⁴¹⁷ A bluestone Gothic church designed by J.M. Robertson was built on land donated by local identity Michael Dawson near the corner of Sydney Road and Dawson Street. It was opened in 1873 and called St Ambrose's Church, although its construction wasn't fully completed until the early 1900s following separation of the parish from Coburg (see citation for 'St Ambrose's Church', 289 Sydney Road, Brunswick, HO248).

Brunswick's Presbyterians had built a bluestone church and manse by 1855 on a site between Park Street and Brunswick Road. The buildings were soon outgrown and a larger, more prominent site offered by William Dodds was accepted. Two imposing former Presbyterian churches of 1865 and 1884 now comprise the St Andrew's Uniting complex (see citation for 'Former Presbyterian Church Buildings', 212 Sydney Road, Brunswick, HO152 and Victorian Heritage Register listing H0756). The earliest, a bluestone Gothic church by Charles Webb, is very distinctive for its cream octagonal spire built with Glew's trademark light-coloured bricks. At the northern end of the site stands the 1884 church built of bichrome brick to the Gothic design of Evander McIver.⁴¹⁸



Figure 107: Brunswick's two Presbyterian churches on Sydney Road. Postcard c.1910. Source: Coburg Historical Society and Picture Victoria.

415 Timothy Hubbard Pty Ltd, p. 34, cited in the *Argus*, 15 March 1864, p. 3 and 6 March 1866, p. 3.

416 Broome, p. 72.

417 Glew, M., 'Brunswick Churches', in Penrose, H. (ed.), *Brunswick: One History, Many Voices*, Victoria Press, South Melbourne, 1994, p. 181.

418 Folk-Scolaro, *Faith of our Fathers*, p. 8.

Baptists have had a presence on Sydney Road since 1859. In that year local residents George Burton and John Wallis left the Sydney Road Methodist Church and commenced Baptist prayer meetings at Burton's house in Albert Street West. The growing congregation soon arranged for meetings to be held in the courthouse on Sydney Road, and then in 1861 Burton donated land and bricks for a church at 491 Sydney Road opposite Blyth Street (see citation for 'Baptist Church', 491 Sydney Road, Brunswick, HO162). A small church opened on the site in June 1862. Substantial extensions and renovations were made between 1874 and 1889.⁴¹⁹

Another independent religious group, the Brunswick Congregationalists, established a church in 1862 at 523–527 Sydney Road, a few doors north of the Brunswick Baptist Church. The building survives behind a shop that was added to the front of the church after it closed in 1888.⁴²⁰ The Salvation Army came to Brunswick in 1883 and occupied a number of premises after two of their halls were destroyed by fire.

Most of Moreland's nineteenth-century churches were built as prominent landmarks on Sydney Road, their handsome architecture contributing to the civic qualities of this increasingly important thoroughfare. Additionally, some smaller churches were built away from Sydney Road, such as the former Independent church of 1888 (see citation for 'Former Independent Church & Lynall Hall', 103A Blyth Street, Brunswick, HO27) and the former Wesleyan Methodist church of c.1877 (see citations for 'Wesleyan Methodist Church', 53 Nicholson Street, Brunswick, HO128).

Churches in the Twentieth Century

As the suburbs now comprising the Moreland municipality developed into the twentieth century their expanding communities built more churches, peaking with larger, more elaborate complexes in the post-war years and then declining. Architect-designed churches from this period include the Holy Trinity church, Pascoe Vale, by Louis Williams, which was commenced in 1932 and completed in 1976 (see citation for 'Holy Trinity Anglican Church', 29 Pleasant Street, Pascoe Vale, HO351).⁴²¹

St Fidelis' Roman Catholic church, presbytery and school was designed in 1937–38 in the Romanesque idiom by Fritsch & Fritsch, a style favoured by this firm (see citation for 'St Fidelis Roman Catholic Church and Presbytery', 35 Clarendon Street, Coburg, HO206).⁴²² St Joseph's Catholic church was designed by an unknown architect and built in 1959 (see citation for 'Church, Manse, School & Convent', 181–185 Hope Street, Brunswick, HO96).

Built in 1961, the St Oliver Plunkett Catholic church was designed by Alan G. Robertson & Associates (see citation for 'Blessed Oliver Plunkett's School', 33 Landells Road, Pascoe Vale, HO316). St Matthews' Anglican church was designed by Gawler and Drummond and opened in 1963 next to Wiseman House in Widford Street, Glenroy. Coburg architect Charles Heath (1867–1948) designed St Linus' church, which was built in 1932. It is the only known example of Heath's church architecture, although he carried out considerable work at the nearby Fawkner Cemetery. Since 1985 the church has housed the historic Moyle Pipe Organ. Made in the early 1850s, it is the earliest known example of organ building in Victoria (see citation for 'Moyle Organ c1855', 21 Glyndon Avenue, Coburg North, HO86 and VHR listing H2159).⁴²³



Figure 108: Former Prime Minister Bob Hawke inspecting the Moyle Organ at St Linus Church, Coburg North, in 1984. Source: Coburg Historical Society and Picture Victoria.

419 Folk-Scolaro, *Faith of our Fathers*, pp. 25–26.

420 Glew, p. 179.

421 Timothy Hubbard Pty Ltd, p. 38. See drawings in the Louis Williams collection, State Library of Victoria.

422 Timothy Hubbard Pty Ltd, p. 38, cited in the *Herald*, 28 September 1938, and drawings held by the Roman Catholic Diocesan Historical Commission.

423 Organ Historical Trust of Australia, *St Linus Anglican Church Merlynston*. Available online at: <http://www.ohat.org.au/organs/organs/StLinus.html>.

Contemporary affiliations and attitudes

Moreland's places of worship have experienced change since the mid-twentieth century due to shifts in its demographic and religious affiliations as well as the emergence of contemporary faiths and organised religions. Some churches have closed and re-opened, such as the former Anglican St Peters in Nicholson Street, which is now used by St Mary's Syrian Orthodox Church. Other former churches have been recycled into private residences or for other purposes. The 1884 St Andrews Church on Sydney Road now serves under the Uniting Church as an Asylum Seeker Welcome Centre providing casework, migration advice and employment assistance to migrants seeking a new life in Australia. The 1862 Baptist Church built by George Burton church still operates under the Baptist faith but also provides for the welfare needs of the municipality's changing demographic with services such as an open kitchen and advice to asylum seekers.

Other faiths expressed in Moreland include the Jehovah's Witnesses (Kingdom Hall, Brunswick Road, Brunswick), the Spanish Baptist Church (El Redenter), the Plymouth Brethren, Buddhism (there is a temple in Lynch Road, Fawkner) and Islam, which is practised by various Muslim communities. One of the newest and largest churches to be built in Moreland is the Russian Orthodox church situated near the Merri Creek in Albion Street, East Brunswick. A synagogue and school commenced at 32 Lord Street, Brunswick East, in 1942 after operating since the 1930s from the Albion Hall in Lygon Street.⁴²⁴ It closed in 1987 after its members gradually moved to other parts of Melbourne. The building, which has a most unusual classical portico, returned to its former function as a private residence (see citation for 'Former Synagogue', 32 Lord Street, Brunswick East, HO104).



Figure 109: Buddhist Temple, Lynch Road, Fawkner. Photograph by S Finch, April 2008. Source: Moreland City Council.

10.2 Establishing Schools and Places of Learning

Early Church Schools

While some children received instruction at home, Moreland's earliest places of organised learning were at schools established by local churches. The Wesleyans opened Brunswick's first school on 1 January 1849 in Sydney Road and by 1852 it had 52 pupils.⁴²⁵ At about the same time a Mr Smith, possibly James Smith the warder at Pentridge Prison and devout Irish Catholic, commenced a school in Albert Street for Indigenous children. Other early church schools in Brunswick included the Presbyterian school, which opened in April 1855 with 34 pupils; the Anglican school in East Brunswick, which opened in 1856 with an enrolment of 63; and a Catholic school in Sydney Road established at the end of 1860 with 27 children.⁴²⁶

424 Allom Lovell & Associates, *City of Moreland Heritage Review*, Vol.2, pp. 373–376; Freeman, L., 'The Jewish community', in Penrose, H. (ed.), *Brunswick: One History, Many Voices*, Victoria Press, South Melbourne, 1994, pp. 182–184.

425 Blake, L. (ed.), *Vision and Realisation*, vol. 3, Education Department of Victoria, Melbourne, 1973, p. 16.

426 Blake, L. (ed.), pp. 16–24.

A year after consecrating their chapel in 1850, the Pentridge Village Wesleyans began using their building as a day school, teaching upwards of fifty children, with the girls also receiving sewing lessons. The Pentridge Anglicans next door commenced their school in April 1854 and in 1859 built a bluestone schoolhouse, which continues to stand today as one of Victoria's oldest surviving, purpose-built school buildings.⁴²⁷ The Anglicans also opened a school at Box Forest (Hadfield) in 1854.⁴²⁸ The Pentridge Roman Catholics built a church in 1851 on Sydney Road along with a weatherboard schoolhouse, which they replaced with a solid bluestone building in 1867. Although the school closed in 1922, this building also stands and currently functions as a restaurant.⁴²⁹



Figure 110: Foundation stone in the bluestone fabric of the Anglican school built in 1859 on Sydney Road, Coburg. Photograph by C Wilmsen, May 2010. Source: Moreland City Council.

Church schools proliferated and competed for pupils. Each new schoolhouse was sponsored by a church denomination and also had the support of the Denominational Schools Board providing that certain minimum average attendances were attained.

Government Schools

In the early days of European settlement, the provision of schools was often driven by the agitations and wishes of local communities and established through their own efforts. Whereas later it was driven by government policies and funding and outside influences such as increased and diverse migration. The introduction of government acts and policies on education, and their subsequent changes and updates, heavily influenced the establishment, location, protocols and even design of school buildings and also influenced the decline and closure of some public schools in the Moreland area in the late twentieth and early twenty-first centuries.

Agitation for a National School in the Pentridge Village started in June 1852 and a reserve of two acres was allocated behind the Wesleyan Church. The first classes were conducted in a large tent erected on 2 May 1853, and a few months later this was replaced by a four-room weatherboard building and assembly hall. A permanent stone building designed by architect Thomas Crouch followed, with John Pascoe Fawkner MLC dedicating the foundation stone on 21 December 1857.⁴³⁰ The new Board of Education, set up under the *Common Schools Act 1862*, funded an additional building in 1867, which was constructed alongside the 1858 National School, and the two became the Bell Street Common School No. 484. A third, single-storey structure was constructed in front of the two older buildings in 1874. These buildings were constructed on the school site occupying the northern side of Bell Street.



Figure 111: Coburg School No. 484 on the north side of Bell Street. It was built in 1874 and was demolished in 1924 to make way for the much larger building that still occupies the site today (see below). Source: Coburg Historical Society and Picture Victoria.

⁴²⁷ Broome, p. 72; Victorian Heritage Register H 0959.

⁴²⁸ Lemon, p. 41.

⁴²⁹ Broome, pp. 73–74.

⁴³⁰ Broome, pp. 75–79; Blake (ed.), p. 37.



Figure 112: Coburg Primary School No. 484. This 1920s building replaced the 1874 structure and incorporated parts of the two-storey wing built in 1884. Source: Coburg Historical Society and Picture Victoria.

The State Government Education Department had introduced free schooling in 1872 and a massive program of building commenced, allowing for the 1874 building as well as the addition of a new two-storey building in 1884. With 1,006 pupils by 1920 the school resolved its accommodation shortage by demolishing most of the early structures in 1924 to make way for remodelling which gave the 1884 building its current appearance (see citation for 'Coburg Primary School No 484 (Northern Section)', 98 Bell Street, Coburg, HO247). The infants building, designed by architect George William Watson, opened in 1910 on a separate site on the south side of Bell Street (see citation for 'Infant Building & Shelter Shed, Primary School No 484', 83–85 Bell Street, Coburg, HO22 and Victorian Heritage Register listing H1709). Comprising a central assembly hall and surrounding classrooms, and a separate, octagonal shelter shed, the building is included in the Victorian Heritage Register because it 'illustrates a change in educational methods in Victoria during the early years of the twentieth century when efforts were made to provide buildings to serve the particular needs of very young children'.⁴³¹

Phillipstown had an infants' school by January 1853 with 35 children in attendance.⁴³² It closed in 1873 along with many schools following the establishment of state primary schools under the Education Act 1872. Some of the older schools amalgamated to form new state primary schools, which is what Brunswick's Presbyterian and Wesleyan schools in Sydney Road opted to do. Both combined their classes of 230 children in May 1873 to form Brunswick State School No. 1213. The renowned head teacher of the Presbyterian school, Edward Lacey Hayden, had organised the merger and stayed at the school until 1905.

Initially the school occupied temporary quarters at the Methodist and Odd Fellows halls in Sydney Road.⁴³³ Hayden introduced night classes for artisans and he 'certainly had an admirable effect on the school, the children and the community'.⁴³⁴ When the school moved to new premises in Albert Street in March 1877, an additional 119 students transferred from the East Brunswick School, taking the enrolment to 1,100 and necessitating use of the Anglican Hall and King's Boot Factory for classrooms.⁴³⁵

The opening of the Brunswick South Primary School in Brunswick Road, in May 1886, had filled an urgent need for more government school accommodation in this booming industrial suburb. The main two-storey polychrome brick building with multiple gabled slate roofs and distinctive fleche (removed 1958) was the last of a group of eleven schools built between 1877 and 1886 on this model. An Edwardian-style single-storey, red brick Infant School with a terracotta roof, was added on the Rathdowne Street side of the grounds in 1914. It was one of 28 built by the State Government between 1900 and 1929 (see citation for 'Brunswick South Primary School No. 2743', 56 Brunswick Road, East Brunswick, HO35). Two other government primary schools were built in Brunswick during the nineteenth century. The Brunswick West Primary opened in 1889 and closed in the 1990s. It has since been converted into apartments (see citation for 'Former Brunswick West Primary School', 490–492 Victoria Street, Brunswick West, HO186).

431 Victorian Heritage Register Statement of Significance for place H 0959; Blake (ed.), pp. 37–38.

432 Blake (ed.), p. 39.

433 The Odd Fellows Hall exterior at 400–406 Sydney Road is not easily recognised in the streetscape. However, its interior survives and currently accommodates a restaurant.

434 Blake (ed.), p. 58.

435 Further information on the former boot factory has not been obtained.

The two-storey bichrome brick Brunswick East Primary School (North Brunswick Primary School) was built in 1892. It incorporated a number of stylistic influences that confirmed a move away from the Gothic designs that prevailed until 1885 (see citation for 'Brunswick East Primary School', 195A–197 Stewart Street, Brunswick East, HO148). These older schools were improved and expanded during the inter-war years.

The North Brunswick State School No. 3585 commenced in a hall off Albion Street in 1909 and moved to new buildings, which opened in September 1925. This school also pioneered innovations and was declared an Experimental School in the 1930s for its program of integrated studies introduced by head teacher James Barling.⁴³⁶ The substantial building is typical of schools of the inter-war period, featuring two-storey red brick construction and a hipped terracotta-tiled roof (see citation for 'Brunswick Primary School', 144 Pearson Street, Brunswick West, HO350). Brunswick South West Primary School No. 4304 was constructed with similar architectural features, although the east elevation has an unusual Tuscan entrance porch. It was built in 1926 on Ogden's Paddock in South Daly Street and admitted its first pupils in May 1927. Further classrooms were added, including two 'Bristol' units in the late 1940s and a new wing in the 1960s (see citation for 5A South Daly Street, Brunswick West).



Figure 113: The former Central Brunswick Primary School 1213, c.1920. It was located on the corner of Albert and Blair Streets, Brunswick. Source: Moreland City Libraries and Picture Victoria.

⁴³⁶ Blake (ed.), pp. 114, 116; Eckersall, p. 215.

⁴³⁷ Broome, pp. 188–89.

⁴³⁸ Blake (ed.), pp. 202–203.

Pascoe Vale Primary School No. 3081 was established in 1891 in Norfolk Road (now Gaffney Street), on the corner of Cumberland Road, as an annexe of the Bell Street Primary School. It became independent in 1911 and was substantially enlarged with red brick buildings.⁴³⁷ In addition, more government primary schools were built as the northern and western parts of the municipality expanded with housing development. They include Fawkner Primary School No. 3690, which opened in 1908 and functions now as a Buddhist welfare centre; the substantial three-storey Coburg West Primary School No. 3941, which opened in 1917 (see citation for 'Coburg West Primary School No. 3941', 185–187 Reynard Street, Coburg, HO360); the Mediterranean-styled Coburg East Primary School No. 4260, which opened in 1926 (see citation for 'Former Coburg East Primary School 1926', 132A Nicholson Street, Coburg East, HO127) and the Pascoe Vale South Primary School No. 4704, at the west end of Reynard Street, which commenced in 1954, to name just a few.

Secondary Schools

High schools or schools of secondary education opened throughout the municipality during the twentieth century.

Coburg High School commenced as the first higher education school in Victoria on 30 January 1912 with 131 pupils. Classes were initially held at the Coburg Primary School until a school opened in a new building in 1916 on Henderson's Paddock, a one-acre site opposite the municipal offices on Bell Street that was reputed to be 'an old Aboriginal burial ground'.⁴³⁸ The buildings were extended in 1926 and 1938, and in 1994 the school merged with Preston Secondary College and both occupied the Coburg site until 1996–97, when they moved to the former Teachers' College to form Moreland City College. The school buildings became redundant and then suffered a fire in 2005 while proposals were pending to redevelop the site and retain the main building façade. The buildings have since been demolished and in 2008 Moreland Council approved a subsequent proposal for a major residential development of the site.

The Oak Park High School, which opened in 1959, moved to a new building in Plumpton Avenue in 1960 and commemorative plantings of oak seedlings from trees originally planted by John Fawkner highlighted the official opening in May 1961.⁴³⁹ The school subsequently closed in 1997, another casualty of the political and population changes in the late twentieth century that have led to a series of government school mergers and redundancies both locally and throughout the State of Victoria. While some of their buildings have re-opened as new schools others have been demolished to allow for redevelopment of their sites or have been adapted to new uses, an example being the apartments that have occupied the former Brunswick West Primary School at 490–492 Victoria Street since 1998.

Trades Schools

Because of Brunswick's standing as a major centre of industry, the establishment of a school specialising in technical education was a particularly important initiative.⁴⁴⁰ This was understood as early as 1913 when land at the corner of Dawson and Fallon Streets was made available by the rope maker James Miller and Company, with Brunswick Council making a substantial donation towards the cost of building the new school. It opened in February 1916 with an enrolment of 221 junior boys. The school was enlarged after the First World War to provide rehabilitation training in pottery and woodworking to returned servicemen, and it continued to work in partnership with the Commonwealth Government on projects such as paper production. The school extended its range of courses and during the Second World War functioned as an annexe for training servicemen in various specific trades, and again ran retraining courses under the government reconstruction scheme. In the 1990s Brunswick Technical School merged with Brunswick Girls School, Brunswick East Secondary School and Brunswick High School to become Brunswick Secondary College (see citation for 'Former Brunswick Technical School', 49 Dawson Street, HO62). It is one of two government secondary schools in Brunswick, the other being the innovative Sydney Road Community School, commenced in 1972 at the former Wesleyan Sunday School building at 350 Sydney Road.

Coburg's industries expanded rapidly in the 1930s and 1940s, particularly those whose production assisted the government during the Second World War. By 1942 there was strong agitation for a second technical school in the district⁴⁴¹, and a large site was selected on Gaffney Street. However, construction of a school did not commence until 1953. Classes began in 1954 with the boys accommodated at the Brunswick Technical School, and Saxon Hall off Dawson Street, Brunswick until completion of the buildings at the end of the year. The school officially opened in October 1955. A major review of technical schools in the 1980s resulted in changes and the school became the Coburg North Secondary College. This school was declared redundant in the mid-1990s and the buildings were pulled down in 2001.



Figure 114: Returned WW1 soldiers training in pottery production at Brunswick Technical School. Source: Australian War Memorial Collection and Picture Australia.

The municipality's textile industries benefited by the opening of the Melbourne College of Textiles in Cumberland Road, Pascoe Vale, in 1955 in the former West Coburg migrant hostel. Moves to establish a textile trades school had commenced during the war in 1943 and the first classes were eventually held in 1949. The Cumberland Road site was allocated in 1953 and new buildings were gradually erected between 1950s and 1970s. The school became the Melbourne Institute of Textiles and in 1992 moved to the former Miller's Rope Works site at 25 Dawson Street, Brunswick, next to Brunswick Technical School, and in 1999 merged with Royal Melbourne Institute of Technology University (RMIT).

439 Blake (ed.), p. 223.

440 A domestic arts school for girls, Brunswick Girls School, opened in Albert Street in 1926 specialising in cookery, dressmaking, laundry and nursing classes. See Blake (ed.), pp. 201–202.

441 The northern metropolitan area had technical schools in Essendon (1939) and Preston (1937) in addition to the earlier school established in Brunswick (1916).

Today the Melbourne Institute of Textiles is an industry-specialist Technical and Further Education (TAFE) Institute and is the only TAFE in Australia specialising in training for the textiles, clothing, footwear, retail and allied industries. RMIT's Textile Facility, which incorporates the Institute of Textiles, occupies a unique three-storey building that uses western red cedar external cladding. Designed by Melbourne architects H2o, it was constructed on the Dawson Street site in 2000, adjacent to RMIT's award-winning Printing Facility, designed by architect John Wardle, and completed also in 2000.

Other Places of Learning

The first local educational facility for Brunswick's fast-growing workforce of tradesmen was the Mechanics Institute, which was set up in September 1861. A series of lectures followed to help raise money for a building after a site was donated by local identity, Theodotus Sumner, who also became the first president and a trustee. The building, which still stands today on the corner of Sydney Road and Glenlyon Road, was constructed in 1868 by local tradesmen. Render applied in 1926 has since concealed its locally made brown and cream bricks. The rooms were used for concerts, lectures, lodge meetings, dances, receptions and trades classes. The Brunswick Mechanics Institute closely avoided demolition after its closure in 1976 and was subsequently renovated. Today it continues its community role as an arts facility.

A small school was also established in HM Prison Pentridge (School No. 4187) in 1924 to improve the low degree of literacy among young offenders.⁴⁴²

Some Mechanics Institutes, including Brunswick's, established schools of design, which served as the main providers of technical education before the State Government took over this role after passing the *Education Act 1910*.⁴⁴³ The Brunswick School of Design offered classes in clay modelling to youths employed in local potteries from at least the 1880s and perhaps earlier.⁴⁴⁴ The Brunswick Institute also provided a library for fee-paying members and by 1873 maintained a collection of 1,150 books.

442 Blake (ed.), page not recorded.

443 Myers, R., 'Schools of Design at the Mechanics' Institutes', in Baragwanath, P. (ed.), *If These Walls Could Speak: A Social History of Mechanics' Institutes of Victoria*, Mechanics Institute Inc., Windsor, 2000, pp. 38–40.

444 *Brunswick and Coburg Medium*, 19 February 1887.

445 Brunswick City Council Minutes, 17 and 23 June 1913.

From 1913 the Brunswick Council jointly managed the Institute and the scope of the library collection widened⁴⁴⁵, particularly after 1926 when the Free Lending Library commenced and 1929 when the children's section opened. After housing the library for 108 years in the hall at the rear of the building the collection moved to the town hall facing Sydney Road in 1976 and then to the art deco -style town hall (built in 1926 and partly rebuilt 1937) on Dawson Street in 1992.

The other major library in the Moreland municipality is the Coburg Library, which was eventually established in the former Coburg Municipal buildings at 90 Bell Street, Coburg, in 1953 after first being mooted in 1905. Since 1983 the Coburg Library has occupied a former supermarket building on the corner of Victoria and Louisa Streets, in the heart of Coburg's shopping district.



Figure 115: Brunswick Mechanics Institute in 1949. Photograph by Colin Caldwell. Source: Pictures Collection, State Library of Victoria.

Innovations and Broadening

In the last years of the nineteenth century an infant school and a sloyd room and cookery centre were added to the Brunswick State School No. 1213, all innovative for their time. From 1904 this Model Infant School became famous under the direction of Miss Emily Pye (1861–1949) and Miss Amy Wallace, who introduced the modern infant 'kindergarten' teaching methods of German educator, Friedrich Froebel (1782–1852).

Victoria's first kindergarten was officially opened at the school in 1907 under Miss Pye, with a ministerial report confidently noting that this experimental move 'will rank with anything yet done in the educational world in Australia'.⁴⁴⁶

During her career at the school in Central Brunswick, Pye commenced writing her highly popular school readers and also developed teacher-training courses at the Victorian Teachers' College, with the Central Brunswick School being its main practising school for laying the groundwork for kindergarten and infant class education in Victoria. The school maintained its innovative role by introducing Victoria's second school library in 1944, as well as art and craft activities, also in the 1940s, and special English language programs for migrant children in the 1960s.⁴⁴⁷ Further activities of interest at the school included installation of a rifle range for a cadet corps during Alexander Hart's period as head teacher (1905–14) and use of the Salvation Army building next door as a canteen for children's meals during World War Two, when many mothers were working shifts in local industries.⁴⁴⁸ The school closed in the 1990s, when many schools across Victoria were either amalgamated or shut down by the State Government.

10.3 Caring for Moreland's Community

Caring for the local community has been a continuing theme in the area's history. This sub-theme also includes the needs of women and children as well as new migrants, and the services initiated by and for them.

The early years of European settlement saw resident William Thomas (1793–1867) foster ties with local Aborigines and act as an advocate for their needs (see the theme Peopling Moreland; Making Contact). Church people in the area also set up charitable organisations to help the needy, and from the 1860s temperance organisations, which were closely associated with the churches, held 'Band of Hope' meetings in the Wesleyan Chapel, Brunswick (see citation for 'Former Wesleyan Church and Model Sunday School', 340-350 Sydney Road, Brunswick, HO157 and Victorian Heritage Register H1144).

A year after establishing a base in Melbourne, the Salvation Army commenced its welfare work in Brunswick in 1883, and then Coburg in 1887. The innovative approaches to teaching demonstrated by Brunswick's progressive schools were reflected also in the social reformist, welfare philosophies underpinning other community organisations such as the Brunswick Crèche, established by the Benevolent Society in 1895. In the early twentieth century it continued in council projects initiated for the public benefit such as baby health centres, municipal baths, parks and the provision of council-owned power supplies. This ethic continues in the local community today through the work of both government and private organisations, such as the provision of services for asylum seekers, community health programs and community action and empowerment initiatives.

Friendly Societies

Friendly societies and lodges, which provided medical and funeral benefits and fraternity to nineteenth-century workers long before there were unions or organised welfare, were established in the area from the late 1850s when industries were proliferating in Melbourne's inner suburbs. The Shamrock Lodge of United Ancient Order of Druids, the Unity Lodge of Independent Order of Rechabites, the St Patrick's Society of Brunswick and Coburg, the Australian Natives Association and the Manchester Unity Order of Odd Fellows were prominent in local workers' lives, offering medical and funeral benefits as well as communal activity that reinforced bonds. After forming in 1858 and conducting meetings at the Edinburgh Castle Hotel, the Odd Fellows built a hall in 1872, which still stands at 404 Sydney Road, Brunswick. A fountain erected in 1908 in front of the former Brunswick Post Office celebrated the twenty-fifth anniversary of the Australian Natives Association, which formed in 1883.

446 Eckersall, K., 'Not a bad place to be: Innovation in Brunswick schools', in Penrose (ed.), *Brunswick: One History, Many Voices*, Victoria Press, South Melbourne, 1994, p. 213.

447 Eckersall, pp. 213–214.

448 Blake (ed.), pp. 58–59.

Welfare and Health Services

Missions have been present in Melbourne since the gold rush when infrastructure was unable to cope with rapid expansion and public systems were unable to support people in need. A prominent early non-denominational mission was the Melbourne City Mission, founded in 1854. Its Brunswick activities commenced during the gruelling 1890s depression and by 1906 its local base was the house at 117–123 Albion Street, with Sister E. Hartnett in charge. This particular address had operated as a place of relief for the poor and homeless from about 1888, when the house was initially acquired by the Salvation Army for use as a shelter for women and children. The present Edwardian-style red brick building is associated with the Melbourne City Mission period of ownership and the organisation continues its activities there today, supporting a diverse range of needs with services that promote community inclusion and reflect the multicultural make-up of the area (see citation for 'Hartnett House', 117–123 Albion Street, Brunswick, HO9).

Benevolent Society ladies Mrs Watson and Mrs Bardin established Victoria's second crèche and day nursery in Brunswick in 1895.⁴⁴⁹ Mrs Sumner of Stony Park, whose husband Theodotus helped establish the Brunswick Mechanics Institute in 1868, met the initial costs. The women were responding to the needs of Brunswick's workers, in this case its growing number of working women, who could now leave their children in responsible care while they worked to provide for their families. After initially operating from a rented cottage, the site at 86 Glenlyon Road was acquired through donations from the Sumner Charitable Trust, and Premier W. Watt opened the purpose-built premises in 1911. The crèche has always been open to all, allowing women who live elsewhere but work in Brunswick also to use its services. It has also kept up to date with childcare standards, moving from nursing to childcare development and parental involvement, while also expanding and adapting its accommodation to these changes (see citation for 'Brunswick Creche', 86 Glenlyon Road, Brunswick, HO84). The Brunswick Ladies Benevolent Society, which was formed in 1861, became the Brunswick Benevolent Society in 1968 and continued to support Brunswick residents until 1994.

449 Eckersall, p. 214.

The welfare of mothers and babies continued as a topic for concern. In the first decades of the twentieth century the focus shifted to the birthing process and neo-natal care. Around the turn of the century, Sir Frederick Truby King of New Zealand began promoting his world-famous methods in mothercraft, and in c.1913 Sister M.V. Primrose of South Yarra inaugurated the movement in Victoria in conjunction with the Trained Nurses' Association. In 1916 a committee of Melbourne medical practitioners also recommended the establishment of clinics in all country and suburban municipalities, which would be controlled by the State Government health department. Such clinics would provide a service for expectant mothers as well as educate new mothers on the feeding, nursing and care of infants. In May 1917 three women volunteers opened the first baby health clinic in Victoria in a shop front offered by Richmond Council and by 1918 a voluntary body, the Victorian Baby Health Centres Association, had been formed to oversee and affiliate new centres. The need for purpose-built baby health centre buildings was not an official priority, and until the 1960s some still operated from municipal and church halls and RSL rooms.



Figure 116: Baby Health Centre in Lygon Street, Brunswick East, which opened in 1939. Photograph by Moreland City Council Activity Centres Team, May 2006. Source: Moreland City Council.

Victoria's first Truby King Centre opened in Coburg on 4 December 1919 and moved to purpose-built premises in Elm Street in 1926 in the Coburg civic precinct (see citation for Elm Grove and Victorian Heritage Register H2042).

The Brunswick Council initiated a new purpose-built baby health centre in Lygon Street in 1937. Suitable land was found between Albert and Victoria Streets, East Brunswick, and the model complex opened in February 1939 as a combination baby health care and community centre, a dual theme rarely explored before 1950. The bold Moderne design, which blended civic as well as domestic values, expressed optimism in the scientific ideas of a culturally progressive caring society (see citation for 'Baby Health Centre', 318–324 Lygon Street, East Brunswick, HO106). Despite the vigorous campaigning of the Victorian Baby Health Care Association for the construction of suitable buildings for baby health care, no subsidies were provided to councils by the government until 1948.

Severe diphtheria and poliomyelitis epidemics spread throughout Melbourne's suburbs in the 1930s. Several children in Brunswick and Coburg died and many required hospitalisation. The crisis prompted the setting up of a temporary after-care hospital in the Shaw Memorial Hall, Lygon Street, in September 1939, and the same month the Missionary Sisters of the Sacred Heart opened the multi-level Sacred Heart Hospital at 275 Moreland Road, Coburg. The much-needed hospital was established and sustained through many donations and patients' fees and received no government funding.⁴⁵⁰ It went on to specialise in midwifery, its wards being the third busiest in Victoria in the post-WW2 'baby boom' years.⁴⁵¹ In 1992 the Sisters sold the hospital to Health Care of Australia, which renamed it John Fawkner Hospital.

Community health services continue in the municipality, most notably through the Brunswick Coburg Community Health Service, which has been instrumental in employing health workers from diverse cultures. Its centre at 11 Glenlyon Road, which was designed by Melbourne architects Ashton Raggatt McDougall between 1985 and 1990, won the Royal Australian Institute of Architects Award in 1990.

In Glenroy, Albert Wiseman's two-storey mansion, Ashleigh, built in 1887–88, became a Salvation Army girls' home from 1902 to 1915, and then was used as a military hospital at the end of World War One. Afterwards it returned to use as a private residence and then was pulled down in the 1960s. Sawbridgeworth, the mansion built by Albert's brother, Arthur, also became a military hospital during World War One and in 1923 the Mission of St James and St John bought it for use as the St Agnes's Girls' Home. The Home was discontinued in 1963 and the house sold to the Anglican Church (see citation for 'Wiseman House', 30–32 Widford Street, Glenroy, HO236).

Other places in Moreland have been repurposed for welfare causes, such as the Fawkner Primary School, originally built in 1908 and now functions now as a Buddhist welfare centre.

Other Community Services

The first Neighbourhood House was set up in Coburg, and like community houses, its purpose was to provide support and education opportunities, particularly for women and children. Initially existing houses were converted into Neighbourhood House, but more recently purpose-built facilities are being constructed for this service as growing support is secured.

Open Tables is a program initiated to provide meals at local halls and other community venues for the homeless, disadvantaged and unwaged. The prompt for this service was directly in response to the noticeable increase in homelessness, drug and alcohol dependency, growing unemployment and also other trends such as the impact of increasing land values in areas that were once more affordable.

⁴⁵⁰ Broome, p. 254.

⁴⁵¹ John Fawkner Hospital website: <http://www.healthscopehospitals.com.au/info/general/Hospital/get/326/itemId/> (accessed 30 April 2010)

10.4 Providing Hospitality

Moreland's hotels have played an important role in the history of the municipality and relate to a number of its historic themes. They have contributed to the development of Sydney Road (refer to themes on Linking Moreland, Shopping and Retailing in Moreland); they are places where community activities and events have occurred (Peopling Moreland), where local government was formed (Administering Moreland), and where workers have socialised (Building Moreland's Industries). Hotels have been providing hospitality from the earliest years of Moreland's settlement and were among the first permanent buildings on Sydney Road. They remain a visually distinctive built form across the municipality, illustrating various design phases and functions, from simple pubs to grand three-storey edifices.

By 1854 the Retreat Inn was competing for custom with the Edinburgh Castle Hotel, Brunswick Hotel and Sarah Sands Hotel, and further along the road were the Nugget and Golden Fleece hotels, each providing stopping points for travellers and meeting places for the growing number of locals. Sydney Road flourished, and a thriving community was also growing in Phillipstown, with its own hotels, the Phillipstown (later Carringbush) and the Union, both in Union Street.

As well as hotels, related places such as teahouses, cafes, restaurants and milk bars have also been important in providing oecumenical places to dine, meet and socialise as well as experience both local and international tastes and trends.

Brunswick's Early Hotels

Brunswick's earliest hotels provided stopping points for thirsty travellers as well as a base for organised meetings and social gatherings of the local community. When Sydney Road developed as a major route to the goldfields during the early 1850s, Brunswick thrived with new hotels. Brunswick's first hotel, the Retreat Inn at 280 Sydney Road, was built in 1842 (and rebuilt in 1892).

Within ten years it was soon competing for custom with the Brunswick Hotel (1852), 140 Sydney Road; Edinburgh Castle Hotel (c.1854), 681 Sydney Road; and Sarah Sands Hotel (1854), now Bridie O'Reilly's, 29 Sydney Road. While all have been renovated, most still retain their original scale and form and include some original fabric.

When the brickmaking and quarrying industries began to expand in the late 1850s and 1860s, local hotels developed as centres for working-class activity, and prior to the erection of trades halls were the major venues for friendly society meetings and trade union organisation, with publicans often keeping a register of unemployed tradesmen. Many of Moreland's hotels still bear the name of the trade or work theme associated with its drinkers, for example the Quarry Hotel, of 1857, at 101 Lygon Street. Today the hotel continues to provide hospitality although the bluestone quarries and the labourers it served have long since gone. It was rebuilt in 1927 and renovated in 1997. The Phillipstown Hotel (later renamed the Carrington) was established in 1855–56 at 158 Union Street, reflecting the early name of this part of Brunswick. Both it and the nearby Union Hotel, built in 1859 at 109 Union Street, were essentially brickworkers' pubs serving a local community. While the Union continues to operate, the Carrington has closed and now houses apartments.



Figure 117: The Retreat Inn, Brunswick's first public house, built in 1842 on Sydney Road. Source: Moreland City Libraries.

Some of Brunswick's hotels also served as early places of worship or as venues for important meetings when there was little else accommodation. In October 1857 the first council meeting of the new municipality of Brunswick was held at the Cornish Arms Hotel, which still operates today at 163A Sydney Road, although the appearance of the original building has since changed. Constructed of bluestone in about 1872, the relatively modest Caledonia Hotel at 211 Weston Street, Brunswick East, which served local quarrymen, was rebuilt in brick in 1925, when many metropolitan hotels were directed to upgrade their premises or risk losing their licence.

The poorer hotels including the Union (Union Street), True Briton (Ewing Street), Phoenix (133 Sydney Road), Caledonia (211 Weston Street), and Butchers Arms (Union Street; rebuilt in 1927 and genteelly named the Carrington) became the target of campaigns waged against alcohol by temperance groups and were singled out during the 1920s sittings of the licensing court.⁴⁵²



Figure 118: The bluestone Caledonia Hotel in Weston Street, Brunswick, served local quarrymen. It was later rebuilt in brick. Source: Moreland City Libraries.

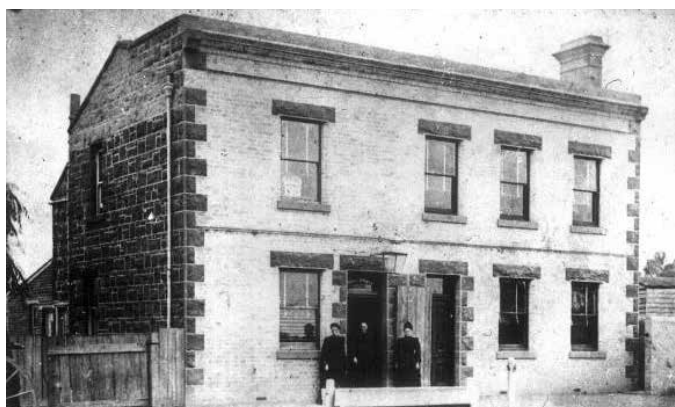


Figure 119: True Briton Hotel in Ewing Street, Brunswick. Built in 1866, it closed in 1929 and was later demolished. Source: Moreland City Libraries.

Coburg and Fawkner Hotels

Pentridge's first hotel was the Golden Fleece Inn. Located on the corner of Victoria Street and Sydney Road, it catered to the interests of local farmers when it opened in 1842.⁴⁵³ The gold rush brought competition with the arrival of the Nugget Hotel in 1851, later known as the Nugget and Woolpack, to reflect the activities of its broader clientele. For a time, it even had its own racetrack.⁴⁵⁴ By 1909 it had been redesigned in the American Romanesque-style and was renamed the Woodlands Hotel. Today it is known as the Palm Avenue Hotel (see citation for 'Palm Avenue Hotel', 84–92 Sydney Road, Coburg, HO150) perhaps in reference to the Canary Island palm that stands beside the building. Another early Pentridge hotel was the Stockade Inn on the south-east corner of Sydney Road and Bell Street. It soon became known as the Pentridge Hotel and then the Corner Hotel in about 1900. There was also the Victoria Arms Hotel on Sydney Road, perhaps frequented by the Pentridge Rifle Corps established in 1859, and further north at Boundary Road there was another farmers' hotel, the Wheatsheaf (now the First and Last), which opened in about 1865 along with the post office on the corner of Reynard Street and the Travellers' Rest on the Gaffney Street corner.



Figure 120: Coburg's first hotel, the Golden Fleece, was built in 1842 and altered in 1865. Later known as the Village Belle Hotel, it was delicensed in 1921 and demolished in 1954 to make way for more shops on Sydney Road. Source: Coburg Historical Society and Picture Victoria.

452 Hankin, T., *Union Hotel 1859–2002*, Brunswick Community History Group, Brunswick, 2003, p. 15.

453 It was destroyed by fire in May 1860. See Broome, p. 81.

454 Broome, p. 80.

Boom Period Hotels

In addition to the early public houses on Sydney Road and the community hotels in working areas, there are six grand hotels within Brunswick that were built during the end of the 1880s land boom. Often three storeys in height and rendered with embellishment, their designs reflect the optimism and progress of the times. The large Railway Hotel, built in 1890, was designed to address both Albert Street and the rail line that opened in 1884, providing for commuters as well as workers from the adjoining brickworks (see citation for 'Railway Hotel', 291–293 Albert Street, Brunswick, HO4). Others include the East Brunswick (1888–89) at 280 Lygon Street, which catered for local quarry workers; the Grandview Hotel at 47 Pearson Street, Brunswick West; the Lyndhurst Club Hotel (1890; see citation for 'Lyndhurst Club Hotel', 513 Lygon Street, Brunswick East, HO107) and the Lomond Hotel (225–231 Nicholson Street, Brunswick East). Existing hotels were pressured to compete and some such as the Duke of Edinburgh, which was initially built in 1868 (see citation for 'Duke of Edinburgh Hotel', 430 Sydney Road, HO160) and the c.1858 Cumberland Arms Hotel (see citation for 'Cumberland Arms Hotel', 337–341 Sydney Road, HO156), were renovated or completely rebuilt during the boom and then updated again in the 1920s.

In an effort to reduce the level of alcohol use in the community, new licensing laws introduced in 1916 required hotels to close at six o'clock each day. The change limited the function of hotels as venues for evening activities and entertainment, and also established the tradition of the 'six o'clock swill'. The law was abolished fifty years later and since then opening times have gained further flexibility, enabling hotels to reclaim their former roles as evening entertainment venues.



Figure 121: The grand three-storey Lomond Hotel, at 225–231 Nicholson Street (corner Blyth Street), Brunswick East. In 2009 it operates as an unpretentious pub providing live music and old-style counter meals. Photograph by John Collins, 1964. Source: J.T. Collins Collection, Pictures Collection, State Library of Victoria.

Hotels in Contemporary Society

Today many local hotels provide a different style of service to reflect the municipality's changing community and tastes in entertainment. While a few, such as the Union Hotel, continue to operate in the tradition of their working-class origins, others readily adapt and change in response to the current trends and tastes of the day. The original Phoenix Hotel on Sydney Road became the Candy Shop Tavern in the 1980s and accordingly painted pink, then in 2009 underwent another makeover to become the Spot Bar and Bandroom. Then there are others that have permanently transformed into more intimate wine and cocktail bars or adapted into family orientated places or places in which contemporary and fine dining is the focus of its service. A small number of pubs have also been completely repurposed, for instance the Carrington which has been converted into apartments.

These later changes are symbolic of the municipality's transition from a predominantly working-class community to one that is increasingly culturally diverse, middle-class and gentrified.

Cafes and restaurants

Over recent years, Moreland's coffee shops and restaurants have proliferated to serve the eclectic culinary tastes of Melbourne's affluent inner-urban residents.

From nineteenth century tea houses and coffee houses to twentieth century cafes and coffee shops, casual dining has been an important part of Moreland's community. They also offered an alternative to the hotels, especially for both single and married women and mothers as places to meet up and socialise. They have been places to experience local community, local culture and local produce, and from the mid twentieth-century they have also become important places for the exotic and new tastes and trends brought by its migrant communities and imported from around the globe. The Hoi Gee Cafe, which opened in the Dunne building at 442 Sydney Road in 1956, has been one of Coburg's longest tenancies, still serving meals there today. Coburg's first Turkish cafe, the Turkish Coffee Shop, at number 270 Sydney Road, opened in 1971, followed by the Cedar Restaurant in Brunswick.

Milk bars were a particular phenomenon of the post-World War Two years, reflecting the growing influence of American culture in Australia through the movies and also the American forces that had been based there during the war. New migrants, such as the Greeks, who began arriving from the 1930s, opened milk bars in Sydney Road. The milk bar was also important as social hubs where the youth – male and female - of the community could gather and interact in the more relaxed times that came with the post-war years especially for the growing middle-class. A fading phenomenon today, there are still a few examples of the corner milk bar, some still with original shop windows, doors and vestiges of original signage. One example is the former Dairy and Milk Bar opened by the Lazarus family in 1930 at 136 Nicholson Road, East Brunswick.



Figure 122: A milk bar in a nineteenth-century shop on the corner of Victoria Street, Brunswick. Photograph by C Wilmsen, February 2010. Source: Moreland City Council.

Major strips such as Lygon Street and Sydney Road have always been thriving eating and drinking hubs from the time of the gold rushes and which surged again in the 1880s boom. The last 20-30 years has also seen a significant rise and shift in café and casual dining culture aligning with changing tastes, cultural diversity and demographics. Today, café and contemporary dining culture is alive and buzzing not just along Lygon Street and Sydney Road but also along its smaller surrounding streets, laneways and hubs.

10.5 Joining Clubs and Pursuing Leisure Interests

Membership and involvement in local organisations have been an important community activity for young and old throughout the municipality. Some community groups including citizen pressure groups, political associations, friendly societies and their places of association have already been mentioned in this thematic history. Also worthy of mention is Freemasonry, a worldwide organisation that promotes to its male-only members a way of life that combines ethics, philosophy, personal development and community service. While those outside the fraternity rarely witness its ritual, the presence of Freemasonry in the community, particularly since the 1920s, is made apparent by the Masonic lodges its followers have erected. Prominent local architect, Charles Heath, who was also a mason, designed the red brick lodge in Davies Street, Brunswick, which was built by fellow mason W.H. Cooper in 1923 (see citation for 'Masonic Temple', 2-6 Davies Street, HO57).

Five years later another lodge, the Coppin Masonic Lodge, was built on the site of the United Free Methodist Church (see citation for 'Coppin Masonic Lodge', 191 Weston Street, Brunswick, HO233). Another lodge opened in January 1926 at 265 Brunswick Road and is now owned by the Jehovah Witnesses (see citation for 'Former Masonic Lodge', 265 Brunswick Road, Brunswick, HO290). The overall fall in Masonic membership since the 1960s reflects the wider decline in mainstream religious organisations.

The well-known Brunswick Club, a private organisation traditionally comprising businessmen, councillors and officials of the council, also started in the 1920s. It set up its rooms on the first floor of the former State Savings Bank building at 211 Sydney Road in 1921 and in 1927 moved to larger premises at the Lyric Hall on the corner of Michael Street, where it continues today (see citation for 'Former Lyric Theatre', 199–201 Sydney Road, Brunswick, HO151). The rooms above the bank became the headquarters for the Communist Party when a local branch formed in 1931. Other workers' and allied groups that were active during the years of the Great Depression included the Unemployed Workers Movement, which met at the old boxing gymnasium at the Lyric Hall, the International Class War Prisoners Aid, which met in the old Empire (Theatre) Billiard Room and the Central Unemployed Committee, an affiliate of the Labor Party and Trades Hall Council, which had a membership of 870 by 1935.⁴⁵⁵



Figure 123: The Brunswick Club, corner Sydney Road and Michael Street. Formerly the Lyric Theatre and Hall, the building has been an important venue for community activities. Photograph by C Wilmsen February 2010. Source: Moreland City Council.

Scouting was formally established in Melbourne in 1908, one year after the publication of Sir Robert Baden Powell's *Scouting for Boys* established the movement in Britain. It was introduced to Brunswick, Moreland and Coburg a year later when District No. 5 was formed. More groups followed in 1910 and by 1930 local scouting was thriving, with the outdoor expanses near the Moonee Ponds Creek and Royal Park used as ideal settings for their activities.⁴⁵⁶ A scout hall in Weston Street, Brunswick, continues to serve as District No. 5's headquarters.

Rifle clubs have a long history and probably descended from volunteer defence corps. A local Pentridge Corps operated between 1859 and the 1870s and rifle clubs followed in 1900 in Brunswick and Coburg. By 1914 the Brunswick club had its premises on the site of the swimming pool in Dawson Street and today it continues to occupy a building in Phoenix Street at the rear of the pool complex. The club's survival is rare in the inner metropolitan area.

Multicultural clubs established in the area play an important role in the social lives of the many migrants who have made Moreland their home. These clubs, such as Vizzini Social Club at 322 Sydney Road Coburg and the Abruzzo Club at 377 Lygon Street Brunswick East, provide places for gatherings, dances and meetings and for sharing traditional language and food (see citation for 'Abruzzo Club', 377 Lygon Street, Brunswick East). These clubs, however, are not just important for the individual migrant groups but also for Moreland's cultural identity more broadly, especially with their often distinctive architectural styles, as well as for the music and other cultural traditions that are carried out within these clubs but then permeate throughout the community.



Figure 124: Abruzzo Club. Source: Extent Heritage Pty Ltd, 2020.

⁴⁵⁵ Barnes, *It happened in Brunswick, 1837-1987*, p. 55; Trioli, C., 'The impact of the Depression', in Penrose, H. (ed.), *Brunswick: One History, Many Voices*, Victoria Press, South Melbourne, 1994, p. 137.

⁴⁵⁶ Penrose, H., 'Building community', in Penrose, H. (ed.), *Brunswick: One History, Many Voices*, Victoria Press, South Melbourne, 1994, p. 166.

10.6 Enjoying Sport and Recreation

Parks, Reserves and Ovals

Coburg Lake was restored and beautified in the 1970s, following a successful campaign to save it by the Pascoe Vale Naturalists' Club. The history of the lake's surrounding parkland dates to about 1905 when the *Coburg Leader* and the Pascoe Vale Progress Association began a campaign for recreational land that eventuated in the purchase of the late Monsignor O'Hea's estate north-east of HM Prison Pentridge in 1912 as well as an additional paddock and three acres from the prison willow plantation to form the twenty-five-acre reserve on the Merri Creek.



Figure 125: Coburg Lake c.1930. Source: Moreland City Libraries and Picture Victoria.

In the same year, the Council also purchased Henderson's Paddock, comprising sixteen and a half acres on Bell Street. Two acres were allocated for the state's first Higher Elementary School (Coburg High) and the rest developed as an oval and gardens, forming an ideal setting adjacent to the civic precinct. A grandstand, designed by local architect Charles Heath, was built in 1925 on the oval. The grounds, which are now known as Bridges Reserve and City Oval (see citation for 'Bridges Reserve', Bell Street, HO31), also feature the Rogers Memorial Fountain dedicated to the memory of Harry Rogers, who apart from being a councillor and member of local sporting committees was chairman of the Council's Parks and Gardens Committee and an advocate for public parklands.⁴⁵⁷

⁴⁵⁷ Rogers Reserve, Cumberland Road, Pascoe Vale, also perpetuates the name of Harry Rogers.

⁴⁵⁸ Broome, p. 183.

The unusual art deco-style fountain was erected in 1935. Despite increasing its parkland from five to fifty-four acres, Coburg 'was still ranked in the bottom third of Melbourne's suburbs' for recreational space.⁴⁵⁸ Further parkland was set aside in the 1920s, and the number of reserves also increased in the north of the municipality as farms were replaced by urban settlement.

Brunswick was similarly deficient in parkland, and like Coburg, no provision for open space was made until the early years of the twentieth century, when residents initiated campaigns. Agitation for Brunswick's first park commenced in 1905 and resulted in the Brunswick Park and Oval of thirteen acres on Victoria Street opening in October 1907 as part of Brunswick's jubilee celebrations. Cricket, football, bowls and croquet were soon accommodated, gardens were established along walks and borders and a band rotunda built in 1923. Warr Park was initiated at the same time but the land in de Carle Street was not officially transferred to Brunswick Council until 1912. This smaller park behind Sydney Road was laid out with lawn, elm trees and garden beds and included a playground by 1911. It was popular for Salvation Army meetings and the Brunswick Band used its rotunda (demolished in the 1970s) for recitals. Originally known as North Park, it was renamed Warr Park in 1940 after Councillor Ben Warr, who served between 1926 and 1940.



Figure 126: Brunswick Park opened in October 1907. The gardens and lawns provided a welcome contrast to the surrounding brickyards and clay holes. Source: Moreland City Libraries.

Fleming, Methven and Temple Parks occupy former quarry holes and were laid out between 1911 and the 1920s, with the council surveyor, Mr Smith, guiding most of the work. Named after Councillor John Fleming, Fleming Park, between Albert and Victoria Streets, was formerly a stone quarry and was the first Brunswick park opened on a quarry. It once included tennis courts, band rotunda and conservatory and today continues its association with Fleming Park Hall and the Brunswick Council Nursery.⁴⁵⁹ Methven Park, named after quarryman and councillor, David Methven, also once featured a band rotunda and today retains many fine elm trees and much of its original layout. Temple Park was created on a former clay pit and it too features elm avenues and paths. Its former band rotunda was converted into a 'Pioneers' Social Club' in 1947 and the building became the headquarters for Brunswick's Trugo Club. Gilpin Park in Albert Street occupies the site of a gigantic clay pit dug by the Hoffman Brickworks and was still an astonishing feature in the 1960s. The pit was gradually filled with rubbish and the site eventually planted with native species, the informal layout reflecting more recent approaches in park design. The distinctive Jacobs Reserve in Melville Road was developed from land purchased from Miss Flora Melville in 1936 and the Irvine estate in 1940 (see citation for 'Jacobs Reserve and Scout Hall', 180E Melville Road, Brunswick West, HO326). The Melvilles were well known locally, particularly the politician and wool and grain broker, Donald Melville, who owned a large bluestone warehouse by the railway line (see citation for 'Former Melvilles Grain Store', 1-7 and 9-17 Colebrook Street, Brunswick, HO50). Jacobs Reserve was named after Councillor Jacobs, a local advocate for parklands, and the park's evergreen plantings reflect the tastes of the inter-war period when many of the surrounding houses were built.

The development of parks and open/green spaces is an ongoing area of concern for local government. In December 2017, Moreland City Council endorsed the 'A Park Close to Home' plan for its local community. This new initiative is a commitment by the Council to identify and fill open space gaps in areas in the community where residents are not within walking distance to their closest park, thereby creating and improving access to open space in the areas that need it most.

The plan is acknowledgement that these spaces are not just about aesthetics but have proven benefits to a community's mental and physical health and well-being, particularly as urban development intensifies. Having a plan in place also means that instead of being reactive and relying on the community agitating to get a new park, Council can pre-empt and be proactive in recognising needs and acting to address these needs accordingly and in order of priority.



Figure 127: Methven Park, Brunswick, in 1918. Filling of the site commenced in 1906 and the gardens were laid out in 1916. The park was named after quarryman and councillor, David Methven. Source: Moreland City Libraries.

Cycling

Cycling became popular in Australia from at least the 1880s as a competitive sport and social pastime. In Moreland both amateur and professional cyclists were accommodated, not just for road racing but also track racing with the establishment of several velodromes, such as at Roberts Reserve, Brunswick and Richards Reserve Coburg. Valued not just by locals but the broader Melbourne community, it remains in use today (see citation for 'Brunswick Velodrome', 50-72 Harrison Street, Brunswick East).

⁴⁵⁹ Brunswick Community History Group, *Brunswick Green: Historic Parks in Moreland*, prepared for the Brunswick Heritage Festival 2005 and Moreland City Council, 2005, unpaginated.



Figure 128: Brunswick Velodrome, date unknown. Source: Brunswick Cycling Club, A brief history of racing at Harrison Street, 2018.

Bike racing was also, for the most part, a sport that attracted both genders from its earliest days. The membership of Methodist Sydney Road Bicycle Club in the 1890s, for example, included both men and women.

Many bike manufacturers were established in both Brunswick and Coburg, including the well-known Hillman, White Star and Flyer brands, and their makers were invariably champion cyclists as well. One company, Hillman Cycles, continues to operate from Grantham Street and have traded from shops in the Union Street vicinity for many decades.

More recently the Bicycle User Club has formed and its members take advantage of the trails included as part of the rehabilitated and renewed landscape along the creeks lines and the bike repair stations installed along the way.

Cycling is not just limited to sport and recreation but also ties in with Theme Four: Linking Moreland, particularly to the resurgence in bicycle use for commuting in the last 20 years and provision of a network of bike/dual use paths for the growing number of health and environmental conscious commuters.

Swimming

Brunswick's first purpose-built baths opened in November 1886 at the rear of the Brunswick Mechanics Institute. By February the Institute was able to report that 'the baths have proved a great boon to the district, forty boys having learned the art of swimming in them during this season'.⁴⁶⁰ The baths were an ambitious undertaking that few if any other institutes had ventured into.⁴⁶¹ The initiative parallels the rise of recreational swimming during this period, and sadly this was overshadowed by a rise in drownings. Brunswick was pitted with enormous clay holes dug by pottery and brickmaking companies, and boys were using them as 'swimming holes'. This prompted the Institute to build a pool principally for teaching swimming to local youths. Unfortunately their program ceased in 1893 with the closure of the baths due to the economic depression. In 1913 the Brunswick Council announced a proposal to build new municipal baths. They opened on the current Dawson Street site in 1914 with a series of swimming carnivals. Swimming lessons continued, and by 1915 some groups including the Brunswick scouts were receiving free evening instruction.⁴⁶² Women increasingly used the baths, and by the late 1920s it was apparent that the facilities needed altering to take this shift into consideration. In 1928 major additions and alterations were undertaken to the design of architects Peck & Kemter in association with City Engineer Dave Bonar. They included a new, indoor heated pool for women and spectator gallery, alterations to the outdoor pool and diving tower for men, a gymnasium for men, committee rooms, showers and other innovations such as the pools' filtration and purification system, all behind an imposing yet restrained two-storey classical façade that incorporated separate entries for males and females. Opened in 1929, they were praised as 'the best inland Baths in the Southern Hemisphere'.⁴⁶³

⁴⁶⁰ Brunswick and Coburg Medium, 19 February 1887.

⁴⁶¹ Pam Baragwanath, a historian of Mechanics Institutes, knows of no other Institute providing baths. Email of 27 April 2007.

⁴⁶² BCC Public Works Committee Minutes, 29 March 1915.

⁴⁶³ Brunswick and Coburg Gazette, 1 November 1929.

The baths enjoyed high status as a venue for Victorian championships and played a central role in the State's 'Learn to Swim Campaign', which had started in 1929. Their prominent location in the heart of Brunswick's civic precinct made them very accessible to other popular venues such as the Dance Hall across the road (since converted to the Brunswick Municipal Library), the Mechanics Institute and town hall, with the tram and train nearby. In 1992 the baths became the focus of media attention when various women's groups made requests for women-only swimming sessions on Friday afternoons and evenings. Local male residents objected to the Council's proposal to allow the sessions on the grounds of discrimination and won their case after it was heard by the Equal Opportunity Board. The issue received intense media coverage and protest erupted in the wider community. An exemption to the ruling was subsequently granted in 2003. The case confirmed the continuing importance of the baths to the local community and highlighted its changing needs (see citation for 'Brunswick Baths', 10 Dawson Street, Brunswick, HO61).

Coburg's Lake Reserve became another popular swimming venue after Coburg Council purchased land along the Merri Creek and constructed a weir to form a lake, adding diving boards, a kiosk and gardens. Two concrete wading pools were added in 1928 and a model boat club also had a pool. The lake became 'one of the most popular summer spots of inner Melbourne' during the early 1930s not just for recreation but also for sport, fostering champion swimming and water polo teams.⁴⁶⁴ Mounting concerns about the quality of the lake water led to the construction of a concrete, filtered swimming pool in Rogers Reserve, Cumberland Road, Pascoe Vale. Former swimming champion, Frank Beaurepaire, who was then Lord Mayor of Melbourne, opened the pool in 1941 now known as the Pascoe Vale Outdoor Pool.

Eventually Coburg Lake pool was closed due to pollution although locals continued swimming there. A tragic turn of events would however shake the community. In the late 1950s, two children drowned in the creek at East Coburg and a campaign began in earnest to build a proper pool complex in Coburg that would be a safe place for locals to socialise and swim.

⁴⁶⁴ Broome, p. 250.

⁴⁶⁵ Heritage Alliance, *Survey of Post-War Built Heritage in Victoria: Stage One. Vol.2*, p. 92.

The Coburg Olympic Pool complex in Murray Road opened in 1965 and featured many modern facilities of its time, including an Olympic size pool, diving towers, stadium seating, toilets and a kiosk and its high modernist entranceway became a local icon (see citation for 'Coburg Olympic Swimming Pool', 50 Murray Road, Coburg). The local Lions Club donated the Lions Clock shortly after the pool opened. Today the pool is an excellent and increasingly rare example of 1960s suburban Olympic pool architecture set in an attractive informal landscape setting overlooking the Merri Creek. The site has been upgraded and become a multipurpose facility, but apart from the removal of the diving towers, many of its historic elements remain virtually intact.

Only a year after the Coburg Olympic Pool opened, in 1966, the Oak Park Pool opened on Pascoe Vale Road. This complex featured a kidney-shaped toddlers' pool and fountain.⁴⁶⁵ The Oak Park Pool's continuing value to the local community resulted in it being completely redeveloped in 2018 as the Oak Park Sports and Aquatic Centre. The centre has new facilities including outdoor heated swimming and play pools, gymnasium, multipurpose fitness spaces and a sports pavilion.



Figure 129: Coburg Swimming Pool. Extent Heritage, 2020.

Other Sports

Cricket was probably the earliest organised sport in Brunswick and Coburg. The Pentridge Cricket Club was formed in about 1855 and its requirements for a suitable pitch were a major preoccupation of the Shire Council. Brunswick's cricketers, which included the Wilkinson boys, were playing matches on land behind the Retreat Hotel as early as 1857 and Michael Dawson donated a pavilion.

For other sports, however, the first decades of settlement saw a lack of publicly owned ground and shared facilities which set back the participation of many local clubs in more serious competitions. An oval was eventually obtained in the 1890s for Brunswick footballers in Royal Park, however, this was outside the municipality. The Coburg football team also had problems securing an oval and was denied use of the local cricket reserve. Eventually provision of public sporting grounds within the municipality came about with the establishment of Brunswick Park and Oval in 1907 and Coburg Lakes Reserve in the 1920s. Both these reserves provided facilities such as courts, ovals, grandstands and greens for popular sports such as cricket, football, bowls and croquet.

Both private and public tennis courts were installed in Moreland, such as in the Moreland Park Estate in the 1890s, and in Fleming Park in the 1920s. Between the 1940s to 1970s, local Brunswick tennis players Ashley Cooper and Frank Sedgmen went on to win Australian, American and Wimbledon titles.

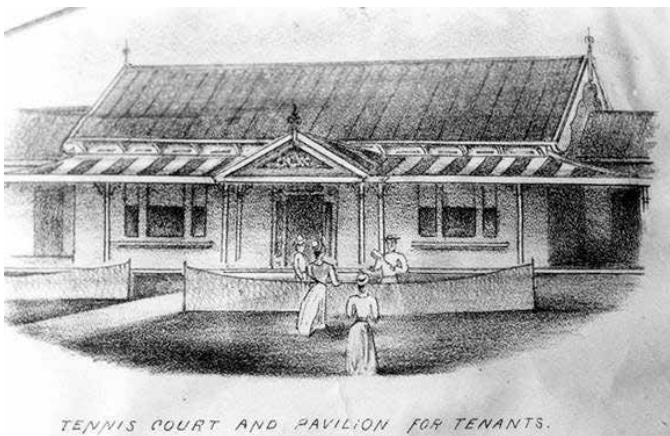


Figure 130: Sketch of the tennis pavilion proposed for the Moreland Park Estate, 1890. Houghton Real Estate Map. Source: Coburg Historical Society and Picture Victoria.



Figure 131: Tennis pavilion in Harding Street, Coburg. The building was occupied by the Coburg Trugo Club until c.2000. Photograph by C Wilmsen, February 2010. Source: Moreland City Council.

Some sporting and recreation clubs were also formed on the factory floor. Photographs held by the Coburg Historical Society record the Lincoln Mills 'iron pipe' hockey team of the late 1920s and the Prestige Mills women's basketball team of 1935. Football followed with the formation of the United Brickyards and Potteries Club in 1865, which became the Brunswick Football Club in 1879. The employees of Miller's Rope Works in Dawson Street also had their own football team as did some of the friendly societies.



Figure 132: Brunswick Football Club of c1910. Source: Moreland City Libraries.

Trugo was a game invented by workers at the Newport railway workshops in about 1925. It is played with wooden mallets and rubber rings on either a hard rink or lawn surface rink and is similar to croquet and bowls. The unique game developed a small network of teams throughout Melbourne's working suburbs, with Brunswick and Coburg included from the 1960s. The Brunswick team based itself at clubrooms and a rink in Temple Park, off Gold Street and new brick premises were built in 1967 and extended in 1975. The Coburg club, which occupied a former tennis pavilion and court in Harding Street, became defunct in c.2000. An Italian pensioners' club now occupies the c.1929 tennis pavilion and the former tennis court and trugo rink area has been transformed into a garden. Trugo membership in most of the suburban clubs is dwindling.

Billiards enjoyed a resurgence in popularity after 1909, when Frederick Lindrum held the title of professional Champion of Australia. The Empire Theatre and the Lyric Theatre opened billiard rooms in 1914, and the purpose-built Albert Billiard Room in Albert Street followed a year later. Several hotels also introduced their own billiard tables at this time.⁴⁶⁶

10.7 Arts and Culture

Dancing and Skating

Popular entertainment in Moreland mainly centred on Sydney Road and Lygon Street in Brunswick and Coburg, where people had traditionally gathered to meet and socialise. From the late nineteenth century onwards, dance halls were established, and dances, community singing, recitals and celebratory events were often held in existing all-purpose halls including the town halls of Brunswick and Coburg. In 1913 Thomas Crisp's Palais de Danse, which was similar to the St Kilda Palais, opened in Sydney Road on the corner of Barkly Street. The new 'pay as you dance' venue introduced 'ragtime' to local dancers, but they stopped coming the following year when war broke out and the venue closed.⁴⁶⁷

Other venues for dancing included the Masonic Hall in Davies Street; the scout hall in Victoria Street near Sydney Road, which opened in 1926 and was succeeded as a venue a year later by the town hall; the Broadway Dance Palace in Lygon Street, which opened in 1930 next to the Lyndhurst Hotel and closed in 1932; and the Modern Dance, which opened in Williams Hall on the first floor of a building on the north corner of Sydney Road and Ballarat Street. It was so popular with younger dancers that it soon had to move the venue to the Lyric Hall at the Lyric Theatre.⁴⁶⁸

Further afield in Glenroy, William McCulloch's bull shed in Glenroy had been converted into a hall in the 1880s and used for dances and balls. However, with the exception of McCulloch's hall, it would seem little else occurred for many decades in these more northern suburbs.⁴⁶⁹

Roller-skating also enjoyed a short burst of popularity in the boom years of the late nineteenth century. In 1887–88 Henry Bates, a furniture remover and general carrier, erected a two-storey brick building containing two shops and a livery stable on the ground level and a roller-skating rink above. Crisp's other venture, The Alhambra at 828–830 Sydney Road, North Brunswick, also piggy-backed off the popularity of skating, and as well as showing pictures it also had an ice-skating rink.

For a short time, skating rivalled cricket and football as a leisure activity and rinks were installed all over Melbourne, although scant evidence of this phenomenon survives today. The craze soon disappeared and the Coburg roller-skating hall with its large open space and hard floor later became a billiard saloon then a physical culture school. In 1932 it became the short-lived Taj Mahal dance hall, and murals depicting exotic Indian scenes were painted on the walls and proscenium (see citation for 'Former Bates Building', 400–404 Sydney Road, Coburg, HO159).

466 Barnes, *It happened in Brunswick, 1837-1987*, p. 46.

467 Barnes, *It happened in Brunswick, 1837-1987*, p. 44.

468 Barnes, *It happened in Brunswick, 1837-1987*, p. 47.

469 Lemon, p. 81.

Music

Music has always had an important place in the cultural and civic life of local communities. As well as performing in venues such as town halls and theatres, many public parks, included rotundas, were used for music performances for its citizens. Both Coburg and Brunswick had their own community bands, which after the amalgamation of the two local governments became the Moreland Band, which is the only community brass band till within the City of Moreland and retains a membership of about thirty men and women.

Jazz culture thrived between the wars and modern dances featuring jazz music opened in all halls except those owned by the Methodists. The hugely popular Monte Carlo Orchestra played jazz at local music venues and was winner of the 1927 state jazz band contest. Other local bands of note included Hall's Orpheus Dance Band and the Metronome Band that played regularly at the newly built Masonic Hall in Davies Street (see citation for 'Masonic Temple', 2–6 Davies Street, Brunswick, HO57).

In the same way various factories and industries had their own sporting clubs, their employees also formed choirs and bands. The Lincoln Mills had a choir which proudly performed at the official celebrations when Coburg was elevated to City status in 1922.



Figure 133: The Coburg City Band c.1924 outside the Coburg Town Hall. Source: Moreland City Libraries and Picture Victoria.

470 Barnes, *It happened in Brunswick, 1837-1987*, p. 43.

471 Barnes, *It happened in Brunswick, 1837-1987*, p. 46.

Cinema and Stage

Picture theatres enjoyed great popularity in Brunswick and Coburg catering for the early silent pictures and then the first talkies. Following this were the glamorous technicolour Hollywood movies through to the more niche art house and foreign films. One of the first picture theatres in Brunswick was the open amphitheatre called 'Pictureland' that opened in 1908 next to the Retreat Hotel on Sydney Road. A few years later it became Neil Gow's Open Air Theatre. The first silent pictures shown in Coburg were screened in the old Public Hall in Bell Street in 1910, and in the Lake Hall Picture Theatre, which opened in June 1912 but closed in 1921.

In 1912 the grand and elaborate Empire Theatre was constructed on the site of Gow's Open Air Theatre, showing both live vaudeville acts and moving pictures as was common in these early theatres (it was demolished after a fire in 1976). Its competitor was Brunswick's first purpose-built cinema, the plainly designed Lyric Theatre of 1911, built on the corner of Michael Street. It incorporated shops in its front façade and also included a hall. The uncomfortable venue was known as the 'Louso' because of its fleas, but it still drew huge audiences until it closed in 1930 after failing to adapt to new 'talkie' movies. Cyril Bright's Casino Dance Palais opened in the Lyric Theatre in 1935 and operated until 1941 when the building was taken over by the Federal Government for war purposes (see citation for 'Former Lyric Theatre', 199–201 Sydney Road, Brunswick, HO151).⁴⁷⁰

Those with even fewer pennies to spend could see regular films in the less gracious Penders Horseshoe Nail factory behind Sydney Road in Tinning Street (later renamed the Oxford Cinema, demolished in 1983).

The third purpose-built local theatre was the Alhambra at 828–830 Sydney Road, North Brunswick, which opened in 1915. It showed films until 1961 and has since been used for other purposes including an ice-skating rink and car salesroom. The man behind the Alhambra venture was Brunswick's leading real estate agent, Thomas Crisp, who also converted the Palais de Danse into the Palais Picture Theatre (see citation for 'Former Alhambra Theatre', 828 Sydney Road, Brunswick, HO243).⁴⁷¹

Theatre-going boomed with the arrival of the first 'talkies' in the 1920s and a succession of purpose-built theatres followed throughout the municipality. A.P. Howson's Star Theatre (see citation for 'Former Star Cinema Theatre', 66 Brunswick Road, HO36) ran from the early to mid-1920s and lost out to the nearby Lygon Theatre that opened in 1922 and ran for thirty-eight years, and was partially demolished in 1985. The Western Theatre at 41–43 Melville Road opened in 1929 and closed in 1963 after which it was acquired by the Estonian Club in 1971 and renamed Estonian House. Hoyt's Limited opened the ultra-modern Padua cinema theatre in Sydney Road near Stewart Street, in May 1937. In 1969 it became the Metropolitan Theatre, showing Italian films until 1980 and was demolished in 1982.



Figure 134: The former Padua Theatre, Sydney Road, Brunswick. Photographed by Lyle Fowler in 1937. Source: Harold Paynting Collection, State Library of Victoria.

That year saw the Grand open at 324 Sydney Road on the corner of Sheffield Street, which was impressively designed in a Federation Free Classical-style similar to Brunswick's Empire Theatre. Coburg's two other main picture theatres showing 'talkies' were the Plaza (opened 1934 and closed along with the Grand in 1961) and the Town Hall Talkies (opened in the Coburg Town Hall in 1930). Smaller cinemas operated in the West Coburg, Pascoe Vale and Merlynston progress halls. The West Coburg Progress Hall (affectionately known to locals as the 'flea house') opened in 1923 and started showing movies in 1927. It continued as a regular venue until c.1999, when it was the last cinema operating in Coburg. The building with its intact Moderne façade and 'PROGRESS' signage

still stands today (see citation for 'West Coburg Progress Association Hall & Cinema, 234 Reynard Street, Coburg, HO141).

Suburbs such as Glenroy and Pascoe Vale largely missed out on the suburban entertainment boom of the 1920s and 1930s brought on by the popularity of the talking movies. When these suburbs eventually began to expand, the popularity of these entertainment venues in Brunswick and Coburg were in decline.

The introduction of television in 1956 had a devastating impact on all of Melbourne's cinemas, including those in Brunswick and Coburg. Some cinemas began to attract new audiences by specialising in continental films for Melbourne's growing Italian and Greek population. In more recent years many of the former picture theatre buildings have been demolished or converted for new uses.

However, despite the growing popularity of television, a further development in cinema entertainment in the late 1950s arrived on the landscape. This was the advent of drive-in movie venues, which very much grew out of the growing popularity of cars and increasing private car ownership. A drive-in opened at 155 Newlands Road, Coburg North, in 1965 as part of a chain of six drive-ins initiated in the metropolitan area by entrepreneurs Sillman and Sharp. In 1967 it was acquired by the Hoyts cinema company and faced closure and sale in the 1980s when drive-in films began to be superseded by videos. Similar to the impact of television, videos also enabled people to stay in their homes and watch movies rather than go out.

After temporarily closing in 1984 it was re-opened in 1987 as a twin drive-in and a third screen was installed in 1995. Today it is Australia's largest drive-in, and the heritage of the drive-in experience is now a feature of the venue, which retains its original ticket, box, bio box and diner, as well as speakers and signage. It was classified by the National Trust of Australia (Victoria) in 2007 for its historical and social significance to the State of Victoria and is one of only four original drive-ins operating in Victoria. The other examples include Dandenong and Dromana.⁴⁷²

⁴⁷² National Trust of Australia (Victoria), Coburg Drive-In. Statement of Cultural Heritage Significance. Available online at: http://www.natstrust.com.au/trust_register/search_the_register/coburg_drive_in



Figure 135: Advertisement for the opening of the Coburg Drive-in Theatre, Newlands Road, on 25 November 1965. Source: Coburg Historical Society and Picture Victoria.

Not only has Moreland had picture theatres and drive-ins to show movies but was also the setting for the 1990 Australian movie, *Death in Brunswick* which was based on the book of the same name. The movie, which has become a cult classic, showcased many familiar sites in an around Brunswick and Coburg including the iconic Progress Theatre.



Figure 136: The West Coburg Progress Association Theatre in Reynard Street, Coburg seen in the film *A Death in Brunswick*. The theatre showed films from 1927 until c.1999. Photograph by C Wilmsen March 2009. Source: Moreland City Council.



Figure 137: Greek house, Brunswick that also appeared in the film *A Death in Brunswick*. Photograph by C Wilmsen, February 2010. Source: Moreland City Council.

Other Cultural Pursuits

Moreland is host to numerous festivals and carnivals, largely due to the diverse multiculturalism of the area, such as the Coburg Carnivale, the Brunswick Music Festival and the Music of Migration concerts that started in the 1980s. A range of these community events are organised by and for many of the local ethnic communities. They utilise significant places such as Coburg Lake Reserve as well as the malls such as Victoria Street and Sparta Place, and also Sydney Road itself for the annual Sydney Road Street Party.

The arts sector are renowned for utilising vacant and abandoned buildings and converting them into workable and dynamic cultural venues. In particular, the industrial buildings, such as factories and warehouses, in Moreland have become popular venues for local arts studios, performance spaces and galleries, either as permanent or temporary/pop-up ventures. One example is the old Yakka Overalls Factory at 2-6 Ballarat Street Brunswick which now functions as the Fishbowl Studio, a coworking art space. The former Mechanics Institute at 270 Sydney Road built in 1868 has been repurposed as multi-purpose performing venue.



Figure 138: Yakka Overalls Factory. Source: Victorian Heritage Database, Yakka overalls Pty Ltd Factory (former), Place ID 104666.

Moreland's local history is being cared for by two active groups: Brunswick Community History Group and Coburg Historical Society (which also covers Fawkner, Pascoe Vale and Glenroy). Both collect archives, artefacts and memorabilia and lobby on issues relating to historic and heritage buildings. The Coburg Historical Society also runs a museum out of the historic Coburg Bluestone Cottage at 82 Bell Street built by the Smith family in 1864.

Since the closure of HM Prison Pentridge in the 1990s and subsequent redevelopment, it has added substantially to the cultural offerings in Moreland, with the adaptive reuse of the historic buildings, archaeological excavations, interpretive installations and artworks and has become an important tourist destination.

10.8 Participating in Community Activities

The urge to protest and shape change has been an enduring and important community activity within this predominantly working-class municipality. It has been reflected in membership of political organisations such as Australian labour movement, lobbying by the Returned Soldiers' League (RSL), the actions of religious groups and citizen pressure groups and in community campaigns to protect what they value in their municipality, not least of all the natural environment and future sustainability.

Activism

The depression of the 1890s created stress between English Protestant workers and Irish Catholic labourers who dominated Brunswick's brickworks, potteries and timberyards after migrating in large numbers during the 1870s and 1880s. Some Protestants formed a local branch of the Orange Lodge and marched up Sydney Road on the first Sunday in July 1892, starting from the Sarah Sands Hotel. The annual march continued until 1896, when it erupted in conflict between thousands of Irish and Orangemen. The tension simmered for years and affected federal elections and influenced the local anti-conscription campaign during the First World War, whose local lobbyist was John Curtin (1889–1945), later Prime Minister of Australia. St Ambrose's Young Men's Club was their unofficial headquarters. Brunswick Town Hall and the Mechanics Institute have also been popular venues for various political meetings and policy speeches.

Other places associated with political activity include the Upfield railway line and the campaign to save it in the 1980s. The Coburg Pool is also closely linked with the history of community activism in Coburg. The push for a proper pool in the 1950s and 1960s was driven by the close-knit community in the Newlands estate after the drowning of two children in the Coburg Lake pool. The campaign involved many successful community fund-raising efforts such as art shows and baby shows. Local community activism continues to keep the pool going and maintained, ensuring it remains open.

Progress Associations and Pressure Groups

These associations and groups are about providing important support and initiatives with regards the health and well-being of local communities, to lobby for better amenities and services, initiate social change as well as to put on community events and entertainment to create social and creative engagement and as a way to unite and activate local residents and visitors.

The theme of strong community activism is evident in the pressure exerted by progress associations formed during the municipality's suburban expansion during the first half of the twentieth century. The Fawkner and North Coburg Progress Association was formed in 1909 in response to what were seen to be extremely poor conditions in the area. In Glenroy, residents who were concerned about the manner in which the suburb was developing formed their own association in 1913. Then in the 1920s, between the War and the Depression, when money was being spent more easily, progress associations were prevalent, forming in Pascoe Vale, East Coburg, West Coburg and Merlynston, as well as the Pascoe Vale Soldiers' Progress Association.⁴⁷³ The associations, both alone and together, lobbied to gain improvements in water and sewerage, electricity and streetlights, recreation facilities, public transport and road and footpath construction and maintenance.

During the 1920s Coburg community organisations, notably the influential Coburg Baptist Debating Society, initiated many reforms concerning both town planning and slum clearance. The Debating Society also banded with the Progress Association to pressure the Council into setting a minimum size for building allotments, with frontages to be of 40 feet (12.1 m).⁴⁷⁴

The Brunswick West Progress Association was formed just after 1900 to serve the needs of the Brunswick Closer Settlement Scheme residents. They built a hall in 1910 and replaced it with a larger one in 1931 to cater for dances, picture shows and meetings of the Brunswick West branch of the Labor Party, which met there until 1975 (see citation for 'West Brunswick Progress Association Hall', 484 Victoria Street, Brunswick West, HO185).

After the First World War, the RSL became a political force in Coburg, looking after the needs of and providing support to local ex-servicemen as well as ensuring acknowledgement of those who served to the broader community. They successfully lobbied the Council to incorporate facilities for local ex-servicemen in its new town hall, which was opened in 1922 and named the Coburg's Soldiers Memorial Hall.

Despite many more Brunswick families being touched by the conflict, the Brunswick RSL was not as strong as Coburg after World War One. Not all of its residents were patriotic and many were silently anti-war, which was made apparent when Brunswick rejected conscription in 1916–17. When formed, the Brunswick RSL met in the upstairs room of the town hall and prior to World War Two remained a relatively small organisation. It later moved to its own premises in Lygon Street, East Brunswick, and disbanded in 1992.

The Fawkner Ladies Welfare Committee was established in 1927 to help raise funds for those in need, providing food, clothing and firewood. They sponsored work as the Depression deepened and provided food and dole money.⁴⁷⁵

Environmental and Ecological Awareness

Just as important as history is to a sense of community and identity, so too is the appreciation of the natural environment, and concerns for a sustainable, 'green' future'. This concept has generated a new type of community activism with the formation of groups concerned with the environment and ecology. From the early 1970s, but gaining more momentum and broader endorsement in the twenty-first century, there has been a growing global awareness and concern over the conservation and management of the natural environment, of its enduring and finite resources, of more sustainable practices and ways of living and development and use of alternative/passive energy alternatives. These concerns have stemmed from the growing impacts of pollution, climate change, loss of habitats and depleting resources.

473 Broome, p. 204.

474 Broome, pp. 208–209.

475 Lemon, p. 159.

The rise in environmental and ecological awareness also has resonance across many other Themes such as the notion of 'reconnection with the land' explored in Theme Five with the emergence of more sustainable and organic food practices and production, and the growing popularity and patronage of community farmers markets. In the same way, as covered in Themes One and Six, there is the growing endorsement of more environmental and ecological friendly choices in contemporary building design and construction, the rehabilitation and redevelopment of former industrial sites, quarries and clay pits that is influencing many aspects of the cultural landscape and built environment.

In addition, the increase in bike riding for commuting discussed in Theme Four is both a response to improving health and fitness as well as to endeavours by individuals to do their bit in reducing pollution from cars.

The City of Moreland has been active in this space and adopting and implementing a variety of strategies and policies. New parks have been created by Council in line with identified open space gaps. For example, its 'A Park Close to Home' methodology is based on identifying ideal walking distances from local parks with three new parks being developed in Brunswick. In addition to addressing environmental and ecological values, these strategies also acknowledge that improved access to public open space also improves social and health outcomes. All Moreland Council facilities such as libraries, streetlights, pools, gyms, town halls, are now powered sustainably, and its vehicle fleet comprises electric cars. There has also been greater focus on the development of public parkland and recognition of the contribution that communal 'green' spaces make to the community and the environment, such as planting on nature strips, native street tree planting and providing contemporary public spaces in areas with older housing stock, much of which has been captured in the City of Moreland's *Urban Forest Strategy 2017-2027*.

The local community has also been very active in lobbying for and implementing change, in many cases working in close association with Moreland Council and other surrounding local governments and state agencies. Several community and friends' groups have been formed specifically with the remit of initiating and progressing the rehabilitation and revegetation of the natural landscape and the waterways.

Concerns particularly over the health of the local creeks of Moreland and the drive to rehabilitate and revegetate them started taking off in the 1980s and has since gained momentum. This has manifested in the establishment of groups such as Friends of Moonee Ponds Creek, Friends of Merri Creek and Friends of Edgars Creek, and initiatives such as the Chain of Ponds Moonee Ponds Creek Plan, and also major revegetating and rehabilitation programs such as at the former Kodak site. Many revegetation projects also include monitoring and encouraging fish and birdlife and installing trails along the creeks for recreation and to reconnect people back to the waterways.

In the late 1970s, a reclaimed rubbish tip site was transformed into CERES – Centre for the Study of Environmental Research and Educational Strategies – and has successfully operated as a unique community-run park that demonstrates innovative environmental programs.

CERES was one of the first of its kind in Melbourne. It brought the community together, established a nursery to grow organic produce and promote environmental sustainability through action and education. The Victorian Indigenous Nurseries Cooperative (VINC) was also originally located at CERES although this later relocated to Fairfield. However, its presence at CERES embedded knowledge and awareness of native flora that still informs and influences its practices and teachings.

In the 1990s, the Moreland Energy Foundation was established, now called the Australian Energy Foundation, which is one of several similar organisations that assists residents wanting to move to solar power.

In Brunswick West at 19 Murray Street (Melways 29 C5) a 1929 Californian Bungalow was retrofitted as a model for energy and water efficiency including the installation of solar electricity, solar hot water, rainwater tanks and water recycling, all set in a permaculture garden. It was the first grid connected solar house in Victoria. Similarly, a mud brick house was constructed at Warr Park as a demonstration sustainable building.

WestWyck is a developing 'eco-village' which re-uses the building and grounds of the former Brunswick West Primary School and is dedicated to sustainable development and good design.

10.9 Honouring and Commemorating

Dedications and Memorials

Over the years many people have played important roles in the development of the City of Moreland – pioneer settlers, residents, businesspeople, politicians, community activists, sporting champions and heroes and heroines. Many individuals have been commemorated in the naming of public parks, railway stations, streets, buildings and other structures.

In 1915 Sarah George, the last surviving child of the ‘father’ of Brunswick, Thomas Wilkinson, dedicated a memorial drinking fountain to his memory. Some commemorative gestures honour groups of people. Brunswick’s Sparta Place, for instance, pays tribute to the municipality’s Greeks of Lakonian origin and commemorates the sister-city relationship enjoyed by Sparta and Brunswick. Today new names continue to honour people and local history on the signage of public places; for example, Cocoa Jackson Lane, named in 2001, commemorates Fred James, a local boxer trainer. There are names that have also disappeared. In 1973 the Storemen and Packers’ Union bought the historic Phoenix Hotel at 133 Sydney Road, Brunswick. They renamed it the R.J. Hawke Hotel after their trade union leader Bob Hawke. This was well before Hawke became the Federal Minister for Wills (the electorate covering Moreland) and Prime Minister of Australia.

When the newly elected Labor Prime Minister Gough Whitlam ventured out to Brunswick to officially open the renamed hotel in May 1973, he pointed out that it was the only hotel in the southern hemisphere owned by a trade union. Surprisingly, the union sold the hotel during Hawke’s period as Prime Minister, and it was renamed the Candy Shop Tavern in the 1980s and painted pink. In 2009 it is known as the Spot Bar and Bandroom, a name that is likely to change again as trends wax and wane. The changes are symbolic of the municipality’s transition from a predominantly working-class community to one that is increasingly culturally diverse and gentrified.



Figure 139: Rogers Memorial Fountain in Coburg’s Bridges Reserve. The fountain is dedicated to former Parks and Gardens Committee Chairman Harry Rogers.⁴⁷⁶ Unveiled in 1935, it is designed in the art deco-style and made of synthetic freestone. Photograph by C Wilmsen May 2010. Source: Moreland City Council.

Cemeteries

The lives of local men, women and children are commemorated at the historic Coburg Cemetery, where burials commenced in about 1856. Their monuments are not grand like many of those found in the Melbourne General and Boroondara cemeteries. The oldest surviving gravestones date from the 1860s and are found within the Wesleyan section, demonstrating the strength of this faith among district pioneers. The municipality’s main occupational groups are represented – farmers, shopkeepers, merchants, artisans, tradesmen, industrial workers and warders, with a smaller percentage of ‘gentleman’ and larger landholders.⁴⁷⁷ Chinese market gardeners, who maintained gardens along the Merri Creek, are also indicated by a small number of footstones. The more noticeable monuments commemorate Labor members of parliament, trade union leaders and sporting heroes, yet it is the modest graves of ordinary, mostly unknown people that comprise the broad part of the cemetery.

⁴⁷⁶ Burchell, Coburg: *More of Our History*, p. 29.

⁴⁷⁷ Johnston, ‘Suburban Cemeteries: Coburg’, pp. 63–68.

The land set aside for the cemetery was on the eastern edge of the Pentridge Village reserve and its frontage was originally well back from Bell Street before it was extended. Situated on the hill on the east side of the Merri Creek, the land is now just outside the Moreland municipal boundary. The cemetery transferred to the Fawkner Memorial Park Trust in 1971 and is today known as the Pine Ridge Cemetery possibly because of the dramatic avenue of cypress trees that distinguish its hillside setting.



Figure 140: Coburg Cemetery in 1908. Source: Coburg Historical Society and Picture Victoria.

As available burial space became limited, Melbourne's northern suburbs began agitating for a major new cemetery. Land had been purchased in Springvale in 1878 to provide for the anticipated needs of Melbourne's expanding southern suburbs and was permanently reserved for this purpose in 1887, with the first burial conducted in 1902. In 1899 Coburg Council initiated a meeting of northern municipalities and eventually a Trust was appointed to oversee the purchase of a site of 280 acres (113.3 hectares) on Sydney Road at Fawkner. The New Melbourne General Cemetery, now called Fawkner Memorial Park, received its first burial in December 1906. It was conducted by undertaker, John Allison, whose funeral business still operates today from 170 Sydney Road, Coburg. The cemetery's designer was architect Charles Heath (1867–1948) whose 1906 plan for the grounds was based on a series of major and minor axes arranged in a fan-shape or spider web pattern. Also included were designs for a combined residence and office, a railway station, waiting room and toilets, and perhaps the Hebrew Chapel and a caretaker's residence.

The cemetery railway station was served by a siding from the Coburg line, which could bring mourners as well a hearse carriage right into the grounds. It continued as a regular service from 1906 until 1939 and was gradually phased out by 1952.

Heath's subsequent commissions included the non-denominational crematorium designed in 1927 in the Greek Revival style, the Garden of Remembrance in 1931, tearooms and flower kiosk in 1932, columbarium in 1934, administration building in 1935, a new Jewish chapel and a Mohammedan chapel. The tearoom pavilion still serves its original purpose but the other buildings no longer survive (see citation for Tearooms, 1187 Hume Highway, Fawkner). Heath's association with the cemetery lasted for much of his professional career and extended to the role of cemetery manager and secretary to the cemetery board, a matter alluded to in the Coburg Council Minutes for 1923.⁴⁷⁸ He lived within the cemetery grounds until 1922 when he and his family moved to a house he designed in Moreland. A fountain commemorating his work is located in the cemetery where his plan of 1906 proposed a clock tower.⁴⁷⁹

Although Springvale had a single crematorium operating between 1905 and 1926, only 176 cremations were conducted there in that period. It was not until facilities opened at Fawkner in 1926 that the first modern crematorium began to service the people for Victoria. It was around this time that Joseph Allison expanded his funeral director business, redeveloping the site on the corner of Sydney Road and Mitchell Street, Brunswick. The increasing popularity of cremation led to additions at the Fawkner Cemetery crematorium in the 1930s, and two new chapels and other auxiliary services were built by 1943. Heath's crematorium served until the late 1970s and was replaced by the present facilities in 1980.

In 1922 the Old Pioneers section was created at Fawkner when 220 graves dating from the late 1830s were transferred from the Old Melbourne Cemetery, now under part of the Queen Victoria Market. Among these reinterments were the remains of John Batman, who died in 1839, and many other early Melbourne identities.⁴⁸⁰ Seventy historically significant sandstone and slate memorials associated with the graves were sited around a new John Batman memorial, and the new section was dedicated in January 1924.

⁴⁷⁸ Coburg Council Minutes, VPRS 011314/P/001, Unit 00022 (1923, p. 262).

⁴⁷⁹ Michael Taylor Architects and Conservation Consultants, 'Coburg Town Hall, Bell Street, Coburg, Conservation Management Plan', p.13.

⁴⁸⁰ Melbourne General, Boroondara, St Kilda and Cheltenham cemeteries also received a number of the exhumations, which came to a total of 914 bodies.



Figure 141: Relocated historic memorials in the Pioneer Section of the Fawkner Cemetery. Undated. Source: Broadmeadows Historical Society and Picture Victoria.

War Memorials

The announcements of war in 1915 and 1939 drew massive local support. Places associated with stirring speeches, civic farewells and the war effort are numerous throughout the municipality – the Coburg and Brunswick town halls, theatres such as the Lyric, the Brunswick Mechanics Institute, the churches, schools, factories and Sydney Road – are where some of the many patriotic gatherings and volunteer defence activities were held. After the World War One, hundreds and hundreds of memorials were erected in public places in Victoria. These solemn monuments, honour boards, plaques and tree plantings provided a focal point for a community to unite, commemorate and remember the enormity of the conflict. They often serve also to commemorate the later conflicts of World War Two, Korea and Vietnam.

An often forgotten, earlier conflict that involved Australia was the war between the British and the Boers in South Africa between 1899 and 1902. The Australian colonies sent troops and a total of 16,500 men, most of whom were volunteers, fought in the conflict, with 588 losing their lives. Of the small number of memorials subsequently erected, one was placed in front of the Brunswick Town Hall and was subsequently shifted to Hooper Reserve, at the southern entrance to Brunswick. The granite monument was unveiled on 30 May 1903 and its erection was largely due to subscriptions raised by the Brunswick Manchester Unity of Odd Fellows.⁴⁸¹

By the end of World War One, 3,575 Brunswick men had enlisted and 510 had died. A large honour board was placed in the foyer of the Brunswick Town Hall and another at the Primary School in Albert Street.



Figure 142: Boer War Memorial in front of the Brunswick Town Hall, c.1910. Postcard. Additions were subsequently made to the town hall and the memorial shifted to Hooper Reserve at the southern entrance to the municipality. Source: Moreland City Libraries and Picture Victoria.

In the less populated suburb of Coburg, 700 men enlisted, as indicated by the honour board in the Coburg Town Hall. About 162 were killed, as suggested by the number of cypress trees that were ceremonially planted with plaques (none has survived) at Coburg's Lake Reserve on 30 August 1919.⁴⁸² After the war the RSL became a political force in Coburg and sought to establish clubrooms in the civic precinct. At the time the Council was considering its options for a new town hall and agreed to incorporate facilities for local ex-servicemen. Coburg's Soldiers Memorial Hall opened in 1922 and in 1924 the local RSL unveiled a memorial cenotaph in front of the newly built town hall. An avenue of trees was planted in the grounds of the Infants Building of the Coburg Primary School to honour past pupils who lost their lives. A plaque and memorial garden have since replaced the trees. Other war memorials include a monument at Rogers Reserve, Pascoe Vale (which subsequently included WW2, Korea and Vietnam dedications), and a granite obelisk in Wheatsheaf Road, Glenroy erected in 1920.

Despite many more Brunswick families being touched by the conflict, the Brunswick RSL was not as strong as Coburg after World War One. Not all of its residents were patriotic and many were silently anti-war, which was made apparent when Brunswick rejected conscription in 1916–17. When formed, the Brunswick RSL met in the upstairs room of the town hall and prior to World War Two remained a relatively small organisation. It later moved to its own premises in Lygon Street, East Brunswick, and disbanded in 1992.

⁴⁸¹ Barnes, L., 'End of an Institution', in Folk-Scolaro, F. (ed.), *Brunswick Stories and Histories*, Brunswick Community History Group, Brunswick, 1999, p. 24.

⁴⁸² Broome, p. 195.

Select References

NEWS! NEWS! NEWS!

THE BIG SIX PROUDLY ANNOUNCE
THE OPENING OF

MELBOURNE'S NEWEST AND MOST MODERN DRIVE-IN THEATRE

Coburg Drive-in Theatre

Newlands Road, Coburg, on Thurs., 25th November
Two Smash Hits Commencing at 7.45 p.m.

From
ALFRED HITCHCOCK
with
suspense

"MARTIN"

"TIPPI"
HEDREN
SEAN
CONNERY



THEIR FIRST FULL-LENGTH
HIDDEN PICTURE IN COLOR!



McHALE'S NAVY

ERNEST
BORGNINE
JOE FLYNN · TIM CONWAY

ALL ROADS LEAD TO COBURG DRIVE-IN



All proceeds from our opening night will
be donated to Coburg Homes for the Aged, Coburg
Helping Hands Centre for Mentally Retarded
Children, and the Coburg Branch of the Spastic
Children's Society.

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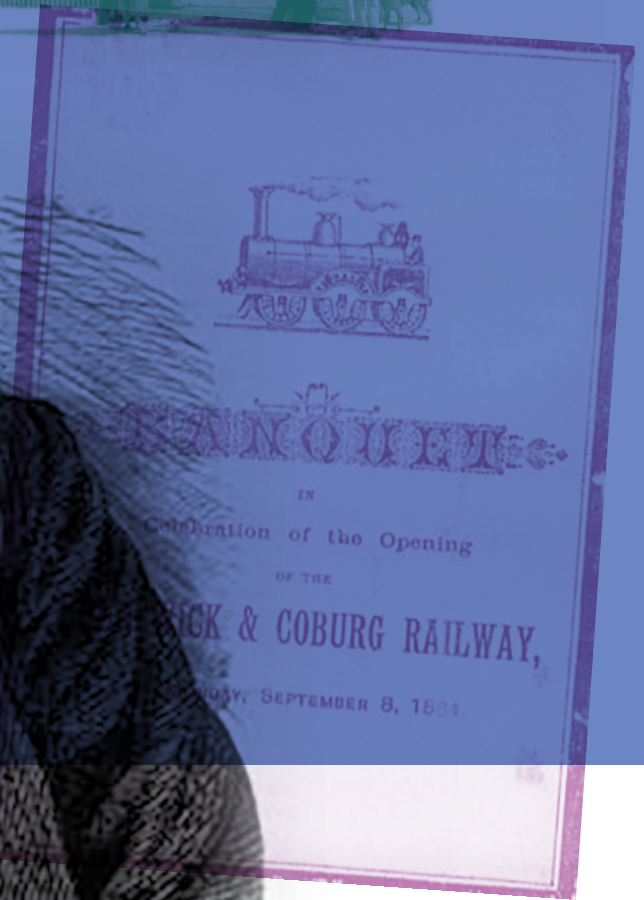
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Appendices



Appendix 1: Australian Heritage Commission's Historic Themes

The AHC themes should be used as a guide only and in a discriminating manner.

1.0 Tracing the evolution of a continent's special environments

- 1.1 Tracing climatic and topographical change
- 1.2 Tracing the emergence of and development of Australian plants and animals
- 1.3 Assessing scientifically diverse environments
- 1.4 Appreciating the natural wonders of Australia

2.0 Peopling the continent

- 2.1 Living as Australia's earliest inhabitants
- 2.2 Appreciating how Aboriginal people adapted themselves to diverse regions before regular contact with other parts of the world
- 2.3 Coming to Australia as a punishment
- 2.4 Migrating
- 2.5 Promoting settlement
- 2.6 Fighting for the land: Resisting the advent of Europeans

3.0 Developing local, regional and national economies

- 3.1 Exploring the coastline
- 3.2 Constructing capital city economies
- 3.3 Surveying the continent and assessing its potential
- 3.4 Utilising natural resources
- 3.5 Developing primary production
- 3.6 Recruiting labour
- 3.7 Establishing communications
- 3.8 Moving goods and people
- 3.9 Farming for commercial profit
- 3.10 Integrating people into the cash economy
- 3.11 Altering the environment
- 3.12 Feeding people

- 3.13 Developing an Australian manufacturing capacity
- 3.14 Developing an Australian engineering and construction industry
- 3.15 Developing economic links outside Australia
- 3.16 Struggling with remoteness, hardship and failure
- 3.17 Inventing devices
- 3.18 Financing Australia: Raising capital, banking, lending, insuring
- 3.19 Marketing and retailing
- 3.20 Informing Australians through newspapers and broadcasting
- 3.21 Entertaining for profit
- 3.22 Lodging people
- 3.23 Catering for tourists
- 3.24 Selling companionship and sexual services
- 3.25 Adorning Australians
- 3.26 Providing health services and caring for people

4.0 Buildings, settlements, towns and cities

- 4.1 Planning urban settlements
- 4.2 Supplying urban services (power, transport, fire prevention, roads, water, lights and sewerage)
- 4.3 Developing urban institutions
- 4.4 Living with slums, outcasts and homelessness
- 4.5 Making settlements and towns to serve rural Australia
- 4.6 Remembering significant phases in the development of towns, suburbs and settlements

5.0 Working

- 5.1 Working in harsh or dangerous conditions
- 5.2 Organising workers and works places
- 5.3 Working in factories
- 5.4 Caring for workers' dependent children
- 5.5 Working in offices
- 5.6 Trying to make crime pay
- 5.7 Working in the home
- 5.8 Surviving as Aboriginal people in a white-dominated economy
- 5.9 Working on the land

6.0 Educating

- 6.1 Forming associations, libraries and institutes for self-education
- 6.2 Establishing schools
- 6.3 Training people for the workplace
- 6.4 Building a system of higher education
- 6.5 Educating people in remote places
- 6.6 Educating people in two cultures

7.0 Governing

- 7.1 Governing Australia as a province of the British Empire
- 7.2 Developing institutions of self-government and democracy
- 7.3 Making City-States
- 7.4 Federating Australia
- 7.5 Governing Australia's colonial possessions
- 7.6 Developing administrative structures and authorities
- 7.7 Defending Australia
- 7.8 Establishing regional and local identity

8.0 Developing cultural institutions and ways of life

- 8.1 Organising recreation
- 8.2 Going to the beach
- 8.3 Going on holiday
- 8.4 Eating and drinking
- 8.5 Forming associations
- 8.6 Worshipping
- 8.7 Honouring achievement
- 8.8 Remembering the fallen
- 8.9 Commemorating significant events and people
- 8.10 Pursuing excellence in the arts and sciences
- 8.11 Making Australian folklore
- 8.12 Living in and around Australian homes
- 8.13 Living in cities and suburbs
- 8.14 Living in the country and rural settlements
- 8.15 Being homeless

9.0 Marking the phases of life

- 9.1 Bringing babies into the world
- 9.2 Bringing up children
- 9.3 Growing up
- 9.4 Forming families and partnerships
- 9.5 Being an adult
- 9.6 Living outside a family/partnership
- 9.7 Growing old
- 9.8 Dying

Appendix 2: Victoria's Framework of Historical Themes

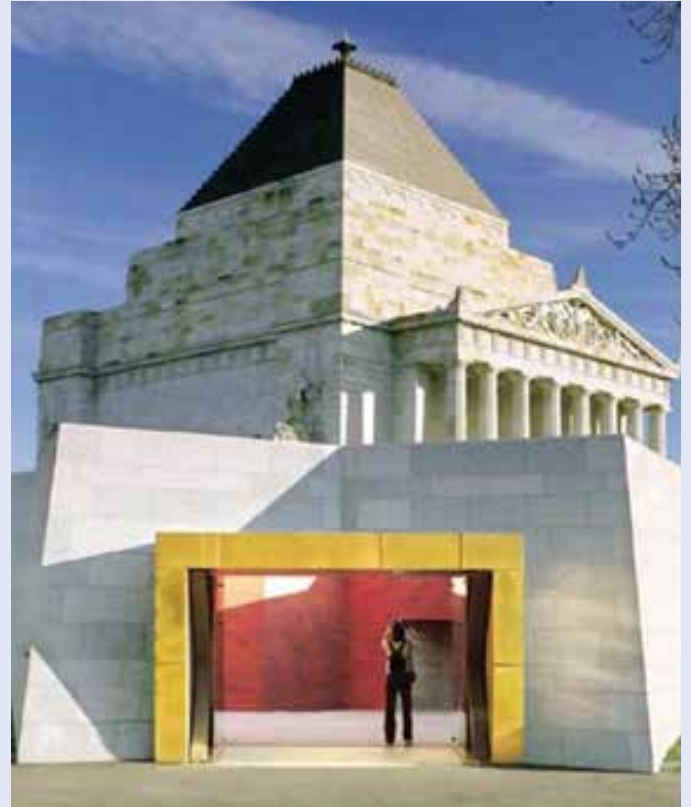
Background

Heritage Victoria commissioned the development of *Victoria's Framework of Historical Themes* in February 2007. The brief was to develop a framework that identifies and describes the themes that are significant and distinctive to the natural and cultural heritage of the State. The selected themes were to correlate with the *Australian Historic Themes* framework, and build upon comparable models developed by other State and Territory government agencies.

The Framework is currently in a draft format, and subject to consideration by the Heritage Council of Victoria.

The Framework is to have practical applicability in several key areas defined by the project brief, including:

- significance assessments of heritage places and objects/collections
- management of community heritage collections, including conservation prioritisation
- interpretation and tourism planning
- development of heritage area studies and
- other uses identified in the course of the project by the Contractor or steering committee.



Specifically, the thematic framework needs to fulfil the relevant key direction set out in the Victorian Government's strategy, *Victoria's Heritage: Strengthening our communities* (July 2006):

Direction 1: Recognise the richness of Victoria's cultural and natural heritage

And the related strategy to achieve this direction: Recognise and celebrate the diversity of Victoria's heritage and acknowledge the places and objects/collections which are special to Victorians.

Using the Framework

Victoria's *Framework of Historical Themes* is designed for use by heritage professionals, local government, teachers, custodians of museum collections, interpreters and others interested in Victoria's natural and cultural heritage.

The framework recognises that thematic approaches are already in use by heritage professionals, for example, in thematic environmental histories of local government areas. It provides a very broad and flexible framework at the State level, so that these local studies can continue to evolve while being linked to State, and, where relevant, national contexts.

The thematic framework provides a practical and comprehensive research tool which can be used at the State or local level to assist in the identification, assessment, interpretation and management of heritage places and objects/collections. In particular, it can help to encourage a comprehensive approach to listings and provide a comparative context for the better understanding of the historical significance of places and objects/collections.

What is a thematic framework?

A thematic framework can be used as a 'how to' tool for those interested in identifying, assessing and interpreting historic values in places.

There are a number of benefits of using themes, including:

- helping to think more widely about historical processes in assessing places
- assisting in structuring research
- assisting in the preparation of interpretive texts
- justifying an assessment of historical significance so as to avoid criticism of 'targeting' certain places for heritage controls

- when used with criteria for assessing heritage significance, helping to clarify the significance of a place through providing its historical context and linkages (for example see Australian Historic Themes pp.6-7)
- showing how specific types of place are commonly associated with a theme to provide an 'aide memoir', making sure these kinds of places are not missed in heritage area surveys and heritage assessments of places and objects/collections.

Themes can also be used to ensure comprehensiveness in the representation of places in heritage registers; they can be used in a similar way with museum collections.

Equally, they can be used as a sieve to select stories and associated places and objects/collections that are significant and distinctive to a State or region.

Purpose of the framework?

The purpose of the framework is to provide a consistent set of themes which highlight what is distinctive about Victoria.

The consistent organising principle for the thematic framework is activity. By emphasizing the human activities that produced the places and objects/collections we value, and the human response to Victoria's environment, places and objects/collections are related to the processes and stories associated with them.

The themes are not intended to follow a chronological order. Rather, they are generic, and designed to be applied and interlinked, regardless of place or period. This is consistent with a number of frameworks that are generic or universal, in that they describe the same aspects of human activity whatever the nation, State or region being examined.

How the framework is structured

Victoria's Framework of Historical Themes consists of nine main themes, with sub themes and prompts to help evoke distinctive aspects and strong stories in Victoria's history.

The themes are designed to easily link with the Australian Historic Themes, with some differences to better accommodate Victoria's particular historical patterns.

What is distinctive about Victoria?

In developing the framework, the focus has been on identifying themes that help us to understand what is distinctive and different about Victoria's history and heritage. The nine themes that comprise the framework are designed to highlight places and objects/collections that express important aspects of our historical development, culture and identity. They cover broad historical processes and activities that link and overlap, creating a richly diverse and multi-layered cultural inheritance of landscapes, places, objects/collections and their stories. Some of these historical processes relate Victoria to a much bigger picture.

International context

As a former British colony, Victoria was part of the worldwide process of European colonial expansion in the nineteenth century. This set the tone of early colonial life and explains many features of the early economy, geared to the export of raw materials to Europe and other parts of the European empires. The transfer and adaptation of European beliefs, ideals and institutions also created a distinctive culture in Victoria.

Gold and its legacy in all areas of life is an example of a story that has a worldwide, or international, context and potential world heritage significance.

Of potential universal significance is the legacy of Aboriginal cultural landscapes and sites in Victoria, as evidence of the oldest living culture in the world. Other aspects of Victoria's heritage may also be of wider significance when comparative studies are undertaken in the future.

National context

At a national level, Victoria's growth and development are symbolic of the rapid expansion of the Australian colonies in the second half of the nineteenth century, built on raw materials especially pastoral products, minerals such as gold, and a growing range of local industries.

The State's heritage provides an insight into its key phases of development from the long Aboriginal occupation of the land to European exploration and settlement, becoming Port Phillip District, part of the colony of NSW, to separation and naming for Queen Victoria. As the colonial capital, Melbourne became a grand Victorian-era city, a thriving industrial and commercial metropolis, and the cultural and political focus of Victoria. It has evolved into a sprawling metropolis of garden suburbs and industrial areas.

The State of Victoria has a rich and diverse natural and cultural heritage that illustrates the historical occupation, use, adaptation and development of the land since the arrival of Aboriginal people. This in turn promotes a greater understanding of the history of Australia as a whole.

Themes and sub-themes

1. Shaping Victoria's environment

The theme includes the evolution of the environment from a scientific point of view and Aboriginal people's traditions about how the land and its features were created. This theme also traces how our understanding and appreciation of the environment has changed over time:

- 1.1 Tracing climate and topographical change
- 1.2 Tracing the emergence of Victoria's plants and animals
- 1.3 Understanding scientifically diverse environments
- 1.4 Creation stories and defining country
- 1.5 Exploring, surveying and mapping
- 1.6 Living with natural processes
- 1.7 Appreciating and protecting Victoria's natural wonders

2. Peopling Victoria's places and landscapes

This theme examines the people who occupied Victoria over tens of thousands of years and the waves of immigration since European settlement:

- 2.1 Living as Victoria's original inhabitants
- 2.2 Adapting to diverse environments
- 2.3 Arriving in a new land
- 2.4 Migrating and making a home
- 2.5 Maintaining distinctive cultures
- 2.6 Promoting settlement
- 2.7 Fighting for identity

3. Connecting Victorians by transport and communications

This theme traces how early pathways often followed Aboriginal lines of travel and were later formalised as road and rail networks:

- 3.1 Establishing pathways
- 3.2 Travelling by water
- 3.3 Linking Victorians by rail
- 3.4 Linking Victorians by road in the twentieth century
- 3.5 Travelling by tram
- 3.6 Linking Victorians by air
- 3.7 Establishing and maintaining communications

4. Transforming the land

This theme explores how occupation and use of the land, and exploitation of its natural resources, have transformed Victoria and shaped its diverse cultural landscapes:

- 4.1 Living off the land
- 4.2 Living from the sea
- 4.3 Grazing and raising livestock
- 4.4 Farming
- 4.5 Gold mining
- 4.6 Exploiting other mineral, forest and water resources
- 4.7 Transforming the land and waterways

5. Building Victoria's industries and workforce

This theme explores how secondary and tertiary industries were developed in Victoria and examines the experiences of those who have worked in them:

- 5.1 Processing raw materials
- 5.2 Developing a manufacturing capacity
- 5.3 Marketing and retailing
- 5.4 Exhibiting Victoria's innovation and products
- 5.5 Banking and finance
- 5.6 Entertaining and socialising
- 5.7 Working

6. Building towns, cities and the garden state

This theme focuses on the development of Victoria's cities, towns and suburbs, including the application of innovative planning ideas which contributed to Victoria's identity as the 'garden state':

- 6.1 Establishing Melbourne Town, Port Phillip District
- 6.2 Creating Melbourne
- 6.3 Shaping the suburbs
- 6.4 Making regional centres
- 6.5 Living in country towns
- 6.6 Marking significant phases in development of Victoria's settlements, towns and cities
- 6.7 Making homes for Victorians
- 6.8 Living on the fringes

7. Governing Victorians

This theme focuses on the role of the State and its institutions in shaping the life of its citizens in all facets of life:

- 7.1 Developing institutions of self-government and democracy
- 7.2 Struggling for political rights
- 7.3 Maintaining law and order
- 7.4 Defending Victoria and Australia
- 7.5 Protecting Victoria's heritage

8. Building community life

This theme covers the ways Victorians have built community life and institutions in a variety of forms and expressions:

- 8.1 Maintaining spiritual life
- 8.2 Educating people
- 8.3 Providing health and welfare services
- 8.4 Forming community organisations
- 8.5 Preserving traditions and commemorating
- 8.6 Marking the phases of life

9. Shaping cultural and creative life

This theme displays Victoria's cultural life in its many facets:

- 9.1 Participating in sport and recreation
- 9.2 Nurturing a vibrant arts scene
- 9.3 Achieving distinction in the arts
- 9.4 Creating popular culture
- 9.5 Advancing knowledge in science and technology

Linking State, National and Local themes

Victoria's Framework of Historical Themes reflects the theme groups set out in the Australian Historic Themes Framework, but are grouped slightly differently.

The Australian theme 'Developing Local, Regional and National Economies' is split three ways, between the themes 3. Connecting Victorians by transport and communications, 4. Transforming the land and 5 Building Victoria's industries and workforce. Although these themes are strongly linked and interdependent, they do stand out separately as significant aspects of Victoria's history.

The Australian theme 'Working' will be divided between the three themes, enabling links to be made more readily between particular industries and Victoria's social development.

The theme 'Educating' forms part of theme 8. Building community life, because of the links that exist between communities and their schools. The Australian theme group 'Marking the Phases of Life' has been included in theme 8. Building community life.

Australian Historic Theme	Victoria Theme	
1. Tracing the evolution of the Australian Environment	1. Shaping Victoria's environment	Local themes
2. Peopling Australia	2. Peopling Victoria's places and landscapes	
3. Developing local, regional & national economies	3. Connecting Victorians by transport and communication 4. Transforming the land 5. Building Victoria's industries and workforce	
4. Building settlements, towns & cities	6 Building towns, cities and the garden state	
5. Working	Covered in 3, 4, 5	
6. Educating	8. Building community life	
7. Governing	7. Governing Victorians	
8. Developing Australia's cultural life	9. Shaping cultural and creative life	
9. Marking the phases of life	Included in 8. Building community life.	

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Moreland Language Link

廣東話 9280 1910

Italiano 9280 1911

Ελληνικ 9280 1912

عربي 9280 1913

Türkçe 9280 1914

Tiếng Việt 9280 1915

हिंदी 9280 1918

普通话 9280 0750

ਪੰਜਾਬੀ 9280 0751

All other languages
9280 1919