Recommendation of the Executive Director and assessment of cultural heritage significance under Part 3, Division 3 of the *Heritage Act 2017*

<table>
<thead>
<tr>
<th>Name</th>
<th>GMH Fishermans Bend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>221–261 Salmon Street, Port Melbourne, City of Melbourne</td>
</tr>
<tr>
<td>Provisional VHR Number</td>
<td>PROV H2399</td>
</tr>
<tr>
<td>Provisional VHR Categories</td>
<td>Registered Place, Registered Objects Integral to a Registered Place</td>
</tr>
<tr>
<td>Hermes Number</td>
<td>2882</td>
</tr>
<tr>
<td>Existing Heritage Overlay</td>
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</tr>
</tbody>
</table>

**EXECUTIVE DIRECTOR RECOMMENDATION TO THE HERITAGE COUNCIL:**

- That GMH Fishermans Bend be included in the categories of Registered Place and Registered Objects Integral to a Registered Place in the Victorian Heritage Register under the *Heritage Act 2017* [Section 37(1)(a)].

**STEVEN AVERY**  
Executive Director  
**Recommendation Date:** 20 November 2019  
**Advertising Period:** 26 November 2019 – 24 January 2020

This recommendation report has been issued by the Executive Director, Heritage Victoria under s.37 of the *Heritage Act 2017*. 

Name: GMH Fishermans Bend  
Hermes Number: 2882
BACKGROUND
Three nominations have been accepted for this place.

Nomination 1 and 2
The first two nominations were accepted on 2 July 2019. One nomination included the Social Centre, Plant 3, Plant 5 and the Technical Centre. The other included the Administration Building and Parts Building. The separate nominations were based on separate ownerships. The extents of nomination were limited to individual buildings and a small margin of land around them.

Nomination 3
On 31 October 2019, the Executive Director made and accepted a nomination for the place. This nomination consolidated the original nominations into one and included areas of land between and around the buildings. This nomination enabled a fuller assessment of the place.

EXTENT OF NOMINATION 1
Date that the nomination was accepted by the Executive Director
2 July 2019

Name
General Motors-Holden Fishermans Bend, Social Centre, Plants 3 & 5 and Engineering Technical Centre

Written extent of nomination
Immediate vicinity [of the buildings]

Nomination extent diagram
The nominator included the following diagram with the nomination:
EXTENT OF NOMINATION 2
Date that the nomination was accepted by the Executive Director
2 July 2019

Name
General Motors-Holden Fishermans Bend Head Office and Parts building

Written extent of nomination
Immediate vicinity [of the buildings]

Nomination extent diagram
The nominator included the following diagram with the nomination:
EXTENT OF NOMINATION 3

Date that the nomination was accepted by the Executive Director
31 October 2019

Name
GMH Fishermans Bend

Written extent of nomination
All the land indicated on the attached aerial diagram consisting of all of Lot 21 on Plan of Subdivision 300001; part of Common Property 1 on Plan of Subdivision 300001C; all of Lot 1 on Plan of Subdivision 300001; part of Lot 2 on Plan of Subdivision 517280.

Nomination extent diagram
The Executive Director included the following diagram with the nomination:
RECOMMENDED REGISTRATION

All the place shown hatched on Diagram 2399 encompassing all of Lot 1 and Lot 21 on Plan of Subdivision 300001; part of Lot 2 on Plan of Subdivision 517280 and part of Common Property 1 on Plan of Subdivision 300001C. The registration also includes objects integral to the place which are two murals painted on boards and attached to either side of the stage in the Social Centre.

![Diagram 2399](image)

The recommended extent of registration of GMH Fishermans Bend in the Victorian Heritage Register (VHR) affects the whole place shown on Diagram 2399 including the land, buildings (including the exteriors and interiors) and other features. The registration also includes all fixtures attached to the building at the time of registration.

RATIONALE FOR EXTENT

The recommended extent includes a variety of building typologies and other features that demonstrate the former uses and phases of development of the place. It includes sufficient land around buildings and other features to protect, conserve and understand the place.

The area recommended for inclusion in the VHR is a remnant portion of what was a much larger site. Although much of the built form of the larger site has been demolished, the area in the extent of registration includes buildings and features from early and significant phases of the place’s development. They are emblematic of the former scale of the place. Plants 3 and 5 are indicative of the design and scale of Plant 1, the original assembly plant, which has now been demolished.

Name: GMH Fishermans Bend
Hermes Number: 2882
AERIAL PHOTO OF THE PLACE SHOWING PROPOSED REGISTRATION

Aerial photo showing approximate area formerly occupied by manufacturing facilities (red) and recommended extent of registration (yellow).
BACKGROUND
WHAT IS AT THE PLACE?
GMH (General Motors-Holden) Fishermans Bend is a factory complex in Port Melbourne. It occupies a large flat site and is bounded by Salmon Street to the east and Lorimer Street to the north. Central Boulevard, Bayside Avenue and Caprice Avenue run east to west through the site. The Moderne style Administration Building and Parts Building (1936) both have a prominent Salmon Street frontage which includes a low fence (1936) and landscaping. The Technical Centre (1964) also fronts Salmon Street and is integrated with the east elevation of Plant 3 (c.1942), a large saw-tooth roof factory building. The Moderne style Social Centre (1945) to the west of Plant 3 is highly intact and contains two murals painted by GMH employee Eileen Robertson for the opening of the centre. Plant 5 (c.1948) lies to the west of the Social Centre. It is similar in scale and construction to Plant 3.

WHAT IS THE HISTORY OF THE PLACE?
In 1926, major US automotive manufacturers General Motors established a presence in Australia and in 1931 merged with Holden’s Motor Body Builders Ltd to become what was then called General Motors-Holden’s Ltd. GMH’s first Victorian office and assembly plant was in City Road in South Melbourne. In 1935, GMH selected the site in Fishermans Bend for its national headquarters and new Victorian manufacturing facility. The new factory complex was opened by Prime Minister Lyons on 5 November 1936. It consisted of an Administration Building, Parts Building (which included a parts warehouse to the rear, now demolished), Plant 1 (demolished) and Plant 2 (demolished). Manufacturing initially consisted of the assembly of completed cars such as Chevrolets from a combination of imported and locally produced parts. In the 1940s, Plant 3 was added to accommodate wartime production. The period of wartime manufacturing spurred efforts to produce an Australian made car for the local market. The Social Centre was constructed in 1945 to provide facilities for the expanding workforce. Plant 5 was constructed to accommodate production of engines for the Holden 48-215, the first wholly Australian made, mass-produced car. The first assembly-line Holden 48-215s were completed at the Fishermans Bend plant and launched by Prime Minister Chifley on 29 November 1948 at an event held at the Social Centre. The Technical Centre was constructed in 1964. The site continued to expand until the early 2000s. Sale of large portions of the site was announced in 2015.

WHO ARE THE TRADITIONAL OWNERS/REGISTERED ABORIGINAL PARTY(IES) FOR THIS PLACE?
This site is part of the traditional land of the people of the Kulin Nation. Traditional owners have not been formally recognised for this area. A Registered Aboriginal Party under the Aboriginal Heritage Act 2006 has not been appointed.
STATEMENT OF CULTURAL HERITAGE SIGNIFICANCE

WHAT IS SIGNIFICANT?
The GMH Fishermans Bend complex including the Parts Building, Administration Building, Plant 3 and the Social Centre. The Technical Centre and Plant 5 are of contributory significance.

HOW IS IT SIGNIFICANT?
GMH Fishermans Bend is of historical and architectural significance to the State of Victoria. It satisfies the following criterion for inclusion in the Victorian Heritage Register:

Criterion A
Importance to the course, or pattern, of Victoria’s cultural history.

Criterion D
Importance in demonstrating the principal characteristics of a class of cultural places and objects.

WHY IS IT SIGNIFICANT?
GMH Fishermans Bend is significant at the State level for the following reasons:

GMH Fishermans Bend is historically significant as one of Victoria’s most important automotive manufacturing facilities, being instrumental in the development of the industry in the State. It was the Australian headquarters of major automotive manufacturer, General Motors-Holden’s Ltd, from 1936 and is emblematic of the optimism and expansion of automotive manufacture in this period. GMH Fishermans Bend made valuable contributions to Australia’s war effort, demonstrated by Plant 3 which provided for increased volume and sophistication required of manufacturing during this period. GMH Fishermans Bend was instrumental in the development of the Holden 48-215, Australia’s first locally made, mass-produced car. The Social Centre was constructed in 1945 to accommodate the expanding workforce and the murals in the Social Centre, depicting the progress of transport, demonstrate the forward-thinking vision of the company in this period. Plant 3 was used for functions associated with the development of the Holden 48-215 and Plant 5 was erected to enable manufacture of its engines. Prime Minister Ben Chifley launched the Holden 48-215 at a ceremony held at the Social Centre in November 1948. This event was a major step in the development of Victoria’s and Australia’s manufacturing capacity, signalling that Australia had achieved a level of industrial sophistication and independence. [Criterion A]

The GMH Fishermans Bend is architecturally significant as a notable example of an automotive factory complex. It demonstrates the principal characteristics of the class through its variety of buildings types which are indicative of their former uses, including the landmark corporate buildings, quality staff facilities for a sizeable workforce and extensive manufacturing areas. The variety of buildings demonstrates important phases in the expansion of GMH and their manufacturing capacity. The Administration Building, Parts Building and Social Centre are notable examples of Moderne-style architecture in Victoria. [Criterion D]
RECOMMENDATION REASONS

REASONS FOR RECOMMENDING INCLUSION IN THE VICTORIAN HERITAGE REGISTER [s.40]
Following is the Executive Director’s assessment of the place against the tests set out in The Victorian Heritage Register Criteria and Thresholds Guidelines (2019).

CRITERION A
Importance to the course, or pattern, of Victoria’s cultural history.

STEP 1: A TEST FOR SATISFYING CRITERION A

The place/object has a CLEAR ASSOCIATION with an event, phase, period, process, function, movement, custom or way of life in Victoria’s cultural history.

Plus
The association of the place/object to the event, phase, etc IS EVIDENT in the physical fabric of the place/object and/or in documentary resources or oral history.

Plus
The EVENT, PHASE, etc is of HISTORICAL IMPORTANCE, having made a strong or influential contribution to Victoria.

Executive Director’s Response
GMH Fishermans Bend has a clear association with the development of automotive manufacturing in Victoria in the 1930s and 1940s. This is a phase of historical importance, having made an influential contribution to Victoria’s manufacturing ability and capacity. The 1930s was an era of increased car ownership and expansion of the automotive industry. GMH Fishermans Bend was home to the national headquarters of major automotive manufacturer General Motors-Holden’s Ltd from 1936. This is evident in the scale and prominence of the Administration Building and Parts Building, both of which demonstrate the optimism and expansion of the company and the industry during this period. It is also evident in their Moderne styling, a popular choice for buildings associated with the automotive industry for its connotations of speed and modernity.

GMH Fishermans Bend has a clear association with manufacturing during World War II. This association is evident in Plant 3 which was constructed to accommodate the increased volume and sophistication required of manufacturing during this period and laid the foundation for the place’s post-war expansion.

GMH Fishermans Bend has a clear association with the development, production and launch of the Holden 48-215 (the FX Holden) the first Australian made, mass-produced car. Australian automotive manufacture had previously been reliant on overseas imports. The launch of the Holden 48-215 was an event of historical importance, signalling that Australia had achieved a level of industrial sophistication and independence. This association is evident in the physical fabric of the place including Plant 3, which housed facilities including engineering and toolroom areas. It is also evident in the Social Centre, which was constructed in 1945 to provide for the needs of the expanding workforce and was the site of the launch of the Holden 48-215 by Prime Minister Ben Chifley in November 1948. It is evident to a lesser degree in Plant 5 which was constructed to provide for engine manufacture associated with the Holden 48-215 but has subsequently had equipment and infrastructure associated with this use removed.

The Technical Centre was constructed in 1964 and is associated with a later period and further expansion and refinement of the industry. This building contributes to an understanding of the
development of the site but is not associated with the formative period of the place. It has also been substantially altered.

The place’s association with these phases is also evident in documentary resources.

Criterion A is likely to be satisfied.

**STEP 2: STATE LEVEL SIGNIFICANCE TEST FOR CRITERION A**

| The place/object allows the clear association with the event, phase etc. of historical importance to be **UNDERSTOOD BETTER THAN MOST OTHER PLACES OR OBJECTS IN VICTORIA WITH SUBSTANTIALLY THE SAME ASSOCIATION.** |

**Executive Director’s Response**

The inter-war, wartime and immediate post-war years were a period of expansion and transformation of the automotive industry in Victoria. GMH Fishermans Bend retains elements associated with all these periods. As such, it allows the phase to be understood better than most other places in Victoria with substantially the same association. Its historical associations are similar to the Ford Motor Company Complex, Norlane (VHR H2305), which is included in the VHR. It has the distinction of being the site of the launch of the first Australian made mass-produced car.

Criterion A is likely to be satisfied at the State level.

**CRITERION B**

Possession of uncommon, rare or endangered aspects of Victoria’s cultural history.

**STEP 1: A TEST FOR SATISFYING CRITERION B**

| The place/object has a clear **ASSOCIATION** with an event, phase, period, process, function, movement, custom or way of life of importance in Victoria’s cultural history. |

Plus

| The association of the place/object to the event, phase, etc **IS EVIDENT** in the physical fabric of the place/object and/or in documentary resources or oral history. |

Plus

| The place/object is **RARE OR UNCOMMON**, being one of a small number of places/objects remaining that demonstrates the important event, phase etc. |

OR

| The place/object is **RARE OR UNCOMMON**, containing unusual features of note that were not widely replicated |

OR

| The existence of the class of place/object that demonstrates the important event, phase etc is **ENDANGERED** to the point of rarity due to threats and pressures on such places/objects. |

**Executive Director’s Response**

GMH Fishermans Bend has a clear association with the development of the automotive industry in Victoria in the 1930s and 1940s. This association is evident in the physical fabric of the place and in documentary resources. However, many places share this association. The growth of the automotive industry in this era necessitated a range of new building types. These included service stations, parking garages and showrooms. Many such places are included in the VHR and in Heritage Overlays. GMH Fishermans Bend cannot be considered rare or uncommon on the basis of its association with the phase.

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Name: GMH Fishermans Bend
Hermes Number: 2882
GMH Fishermans Bend is one of few major automotive factory complexes dating from the 1930s and 1940s. A feature of this phase was the centralisation of automotive manufacture. It is to be expected that there would be few similar facilities in the same State.

Criterion B is not likely to be satisfied.

**CRITERION C**
Potential to yield information that will contribute to an understanding of Victoria’s cultural history.

**STEP 1: A TEST FOR SATISFYING CRITERION C**

<table>
<thead>
<tr>
<th>The:</th>
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<tbody>
<tr>
<td>• visible physical fabric; &amp;/or</td>
</tr>
<tr>
<td>• documentary evidence; &amp;/or</td>
</tr>
<tr>
<td>• oral history,</td>
</tr>
</tbody>
</table>
relating to the place/object indicates a likelihood that the place/object contains physical evidence of historical interest that is not currently visible or understood.

Plus
From what we know of the place/object, the physical evidence is likely to be of an integrity and/or condition that it could yield information through detailed investigation.

**Executive Director’s Response**
It is unlikely that GMH Fishermans Bend contains physical evidence of historical interest that is not currently visible or understood. The former functions of the place are evident in the fabric of the place or are well documented. There is unlikely to be any evidence associated with the cultural heritage significance of the place that is not currently visible or understood.

Criterion C is not likely to be satisfied.

**CRITERION D**
Importance in demonstrating the principal characteristics of a class of cultural places and objects.

**STEP 1: A TEST FOR SATISFYING CRITERION D**

| The place/object is one of a class of places/objects that has a clear association with an event, phase, period, process, function, movement, important person(s), custom or way of life in Victoria’s history. |

Plus
The event, phase, etc is of historical importance, having made a strong or influential contribution to Victoria.

Plus
The principal characteristics of the class are evident in the physical fabric of the place/object.
Executive Director’s Response

The GMH Fishermans Bend complex is in the class of automotive factories. This class has a clear association with the phase of the development of the automotive industry in Victoria in the 1930s and 1940s. This phase is of historical importance, having made a strong and influential contribution to Victoria’s manufacturing capacity. This is evident in the physical fabric of the place, through:

- the substantial size of the site and buildings
- site layout, including prominent public-facing position of administrative buildings and the central location of the Social Centre
- a combination of different building types that provided for various corporate, staff and manufacturing functions in one location
- architectural distinction and landmark qualities of the administrative buildings
- factory buildings optimised to mass produce large, heavy items and provide high quality working conditions, including abundant natural light
- high quality staff amenities, that reflect the size of the workforce.

The surviving buildings are indicative of the former scale of the complex. The variety of the surviving buildings demonstrates important stages in the expansion of GMH and the automotive industry in the inter-war, wartime and post-war years. Although all buildings have been altered to varying degrees, these characteristics are still evident.

Criterion D is likely to be satisfied.

STEP 2: STATE LEVEL SIGNIFICANCE TEST CRITERION D

The place/object is a NOTABLE EXAMPLE of the class in Victoria (refer to Reference Tool D).

Executive Director’s Response

Under the definitions provided in Reference Tool D, GMH Fishermans Bend can be considered a notable example of its class because it is a fine and pivotal example.

Fine

GMH Fishermans Bend is fine because it displays:

- a range of characteristics that is typical of the class, as indicated in Step 1.
- architectural characteristics that are of a higher quality than are typical of the class, including in the prominent and substantial Moderne style Administration Building and Parts Building. Both of these buildings demonstrate key characteristics of the style, including symmetrical composition, cubic forms, decorative fins and fluted detailing. The elegant, Moderne style staff Social Centre demonstrates a more restrained variation of the style. The intactness of both the exterior and interior of the Social Centre demonstrates its former use. Its murals demonstrate the forward-thinking vision of the company. The architectural characteristics of the place are of equal or higher quality than other similar places in the VHR.
- characteristics that are of higher historical relevance than are typical of the class, including inter-war elements.

Pivotal

GMH Fishermans Bend is pivotal because it encapsulates a key evolutionary phase in the development of the class. With its extant buildings and features from the pre-war, wartime and immediate post-war periods it demonstrates how the class evolved during this important period.

Criterion D is likely to be satisfied at the State level.
CRITERION E
Importance in exhibiting particular aesthetic characteristics.

STEP 1: A TEST FOR SATISFYING CRITERION E
The PHYSICAL FABRIC of the place/object clearly exhibits particular aesthetic characteristics.

Executive Director’s Response
The Administration Building, Parts Building and Social Centre exhibit particular aesthetic characteristics associated with Moderne architecture. The mural in the Social Centre representing the future of transport also exhibits particular aesthetic characteristics associated with the Moderne period.

Criterion E is likely to be satisfied.

STEP 2: STATE LEVEL SIGNIFICANCE TEST FOR CRITERION E
The aesthetic characteristics are APPRECIATED OR VALUED by the wider community or an appropriately-related discipline as evidenced, for example, by:
- critical recognition of the aesthetic characteristics of the place/object within a relevant art, design, architectural or related discipline as an outstanding example within Victoria; or
- wide public acknowledgement of exceptional merit in Victoria in medium such as songs, poetry, literature, painting, sculpture, publications, print media etc.

Executive Director’s Response
The aesthetic characteristics of the Administration Building, Parts Building and Social Centre and the murals are appreciated and valued by individuals and groups with a particular interest in Art Deco or Moderne design and architecture. However, there is no known evidence of critical recognition or wide public acknowledgement of the place’s aesthetic characteristics.

Criterion E is not likely to be satisfied at the State level.

CRITERION F
Importance in demonstrating a high degree of creative or technical achievement at a particular period.

STEP 1: A TEST FOR SATISFYING CRITERION F
The place/object contains PHYSICAL EVIDENCE that clearly demonstrates creative or technical ACHIEVEMENT for the time in which it was created.

Plus
The physical evidence demonstrates a HIGH DEGREE OF INTEGRITY.

Executive Director’s Response
GMH Fishermans Bend contains examples of factory design and construction that were modern and high quality for the time in which they were constructed. The designs of Plant 3 (c.1942) and Plant 5 (c.1948) reproduced an earlier design that had been used for Plant 1 (demolished) when it was constructed in 1936. The design of Plant 1 was evidently considered of a quality worth reproducing. The design was efficient, effective and fit for the purpose of mass production of large and heavy items. It includes wide spans, trusses capable of holding loads and provision of ample natural light through large areas of glazing in walls and in the saw-tooth roof design. In 1945, Plant 3 was
commended by the Commonwealth Department of Labour and National Service for the quality of the working conditions provided by the factory design. Plant 3 and 5 are of a degree of integrity to demonstrate this.

Criterion F is likely to be satisfied.

**STEP 2: STATE LEVEL SIGNIFICANCE TEST FOR CRITERION F**

<table>
<thead>
<tr>
<th>The nature &amp;/or scale of the achievement is <strong>OF A HIGH DEGREE</strong> or ‘beyond the ordinary’ for the period in which it was undertaken as evidenced by:</th>
</tr>
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<tbody>
<tr>
<td>• critical acclaim of the place/object within the relevant creative or technological discipline as an outstanding example in Victoria; or</td>
</tr>
<tr>
<td>• wide acknowledgement of exceptional merit in Victoria in medium such as publications and print media; or</td>
</tr>
<tr>
<td>• recognition of the place/object as a breakthrough in terms of design, fabrication or construction techniques; or</td>
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<tr>
<td>• recognition of the place/object as a successful solution to a technical problem that extended the limits of existing technology; or</td>
</tr>
<tr>
<td>• recognition of the place/object as an outstanding example of the <strong>creative adaptation</strong> of available materials and technology of the period.</td>
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</tbody>
</table>

Plant 3 and 5 exhibit high quality factory design for the period in which they were undertaken. However, no evidence has emerged that the design or construction of Plant 3 or 5 can be considered a creative or technical achievement beyond the ordinary for the 1940s. Although the design was well regarded in its contemporary context, it is similar to many factory buildings constructed in this period.

Criterion F is not likely to be satisfied at the State level.

**CRITERION G**

**Strong or special association with a particular present-day community or cultural group for social, cultural or spiritual reasons.**

**STEP 1: A BASIC TEST FOR SATISFYING CRITERION G**

<table>
<thead>
<tr>
<th>Evidence exists of a community or cultural group.</th>
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<tbody>
<tr>
<td><em>(A community or cultural group is a group of people who share a common interest, including an experience, purpose, belief system, culture, ethnicity or values.)</em></td>
</tr>
<tr>
<td>Plus</td>
</tr>
<tr>
<td>Evidence exists of a strong attachment between the COMMUNITY OR CULTURAL GROUP and the place/object in the present-day context.</td>
</tr>
<tr>
<td>Plus</td>
</tr>
<tr>
<td>Evidence exists of a time depth to that attachment.</td>
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</table>

*Executive Director’s Response*

The Holden Retirees Club is an organised group of former employees who hold regular events and manage a website that archives and promotes the history of the company and its manufacturing plants. There is a strong attachment between this group, and potentially other similar groups, and GMH Fishermans Bend as a former place of employment and socialising. Pride in what was achieved by those who worked at GMH Fishermans Bend is evident and the group maintain an attachment to
the place. Evidence exists of a time depth to this attachment; many former employees of GMH Fishermans Bend worked at the site for several decades. It is likely there also exists an attachment between the place and more recent and current employees of Holden in Victoria.

There are also many car clubs and similar groups with members who appreciate and value the output of GMH Fishermans Bend, particularly iconic Holden models. This appreciation is focused more on the cars themselves than GMH Fishermans Bend as one of the sites of their production.

Criterion G is likely to be satisfied.

**STEP 2: STATE LEVEL SIGNIFICANCE TEST CRITERION G**

- Evidence exists that the social value resonates at a State Level, that is across the ‘broader Victorian community’.
  
  (‘Resonance’ means the extent to which the social value of a place/object can be demonstrated to exert an influence. The social value must resonate beyond a particular local, social or cultural community into the ‘broader Victorian community’).

  **Plus**
  
  Evidence exists that the social value is part of an event or story that contributes to ‘Victoria’s identity.’

**Executive Director’s Response**

There is a strong and enduring association between GMH Fishermans Bend and former employees, however the same could be said of other large and longstanding places of employment. The evidence suggests that the social value is confined to the employees and their former place of work. There is no evidence that this social value resonates across the broader Victorian community at a State Level.

Criterion G is not likely to be satisfied at the State Level.

**CRITERION H**

Special association with the life or works of a person, or group of persons, of importance in Victoria’s history.

**STEP 1: A TEST FOR SATISFYING CRITERION H**

- The place/object has a **DIRECT ASSOCIATION** with a person or group of persons who have made a strong or influential **CONTRIBUTION** to the course of Victoria’s history.

  **Plus**
  
  The **ASSOCIATION** of the place/object to the person(s) **IS EVIDENT** in the physical fabric of the place/object and/or in documentary resources and/or oral history.

  **Plus**
  
  The **ASSOCIATION**:
  
  - directly relates to **ACHIEVEMENTS** of the person(s) at, or relating to, the place/object; or
  - relates to an **enduring and/or close INTERACTION** between the person(s) and the place/object.

**Executive Director’s Response**

GMH Fishermans Bend has a direct association with prominent GMH employees such as Sir Laurence Hartnett and Sir John Storey and many others who made important contributions to the automotive industry in Australia. Both Hartnett and Storey were highly involved in the establishment of GMH Fishermans Bend, and the achievements that followed. Although both made an influential...
contribution to GMH, it cannot necessarily be said that they made a strong and influential contribution to the course of Victoria’s history more broadly.

Criterion H is not likely to be satisfied.
PROPOSED PERMIT POLICY

Preamble
The purpose of the Permit Policy is to assist when considering or making decisions regarding works to a registered place. It is recommended that any proposed works be discussed with an officer of Heritage Victoria prior to making a permit application. Discussing proposed works will assist in answering questions the owner may have and aid any decisions regarding works to the place.

The extent of registration of GMH Fishermans Bend in the VHR affects the whole place shown on Diagram 2399 including the land, all buildings (exteriors and interiors), roads, trees, landscape elements and other features. Under the Heritage Act 2017 a person must not remove or demolish, damage or despoil, develop or alter or excavate, relocate or disturb the position of any part of a registered place or object without approval. It is acknowledged, however, that alterations and other works may be required to keep places and objects in good repair and adapt them for use into the future.

If a person wishes to undertake works or activities in relation to a registered place or registered object, they must apply to the Executive Director, Heritage Victoria for a permit. The purpose of a permit is to enable appropriate change to a place and to effectively manage adverse impacts on the cultural heritage significance of a place as a consequence of change. If an owner is uncertain whether a heritage permit is required, it is recommended that Heritage Victoria be contacted.

Permits are required for anything which alters the place or object, unless a permit exemption is granted. Permit exemptions usually cover routine maintenance and upkeep issues faced by owners as well as minor works or works to the elements of the place or object that are not significant. They may include appropriate works that are specified in a conservation management plan. Permit exemptions can be granted at the time of registration (under s.38 of the Heritage Act) or after registration (under s.92 of the Heritage Act). It should be noted that the addition of new buildings to the registered place, as well as alterations to the interior and exterior of existing buildings requires a permit, unless a specific permit exemption is granted.

Conservation Management Plans
It is recommended that a Conservation Management Plan is developed to manage the place in a manner which respects its cultural heritage significance.

Aboriginal cultural heritage
If works are proposed which have the potential to disturb or have an impact on Aboriginal cultural heritage it is necessary to contact Aboriginal Victoria to ascertain any requirements under the Aboriginal Heritage Act 2006. If any Aboriginal cultural heritage is discovered or exposed at any time it is necessary to immediately contact Aboriginal Victoria to ascertain requirements under the Aboriginal Heritage Act 2006.

Other approvals
Please be aware that approval from other authorities (such as local government) may be required to undertake works.
Archaeology
Any works that may affect historical archaeological features, deposits or artefacts at the place is likely to require a permit, permit exemption or consent. Advice should be sought from the Archaeology Team at Heritage Victoria.

Cultural heritage significance
Overview of significance
The cultural heritage significance of GMH Fishermans Bend lies in the GMH factory complex, including buildings and other features that relate to the development of GMH and the automotive industry in Victoria in the 1930s and 1940s. The Administration Building, Parts Building, Social Centre, Plant 3, and original low fence along Salmon Street are of primary heritage significance. The Technical Centre and Plant 5 are of contributory significance. The new warehouse building at the rear of the Parts Building is of no cultural heritage significance.

a) All of the buildings and features listed below are of **primary cultural heritage significance** in the context of the place. They are shown in **red** on the diagram. A permit is required for most works or alterations. See Permit Exemptions section for specific permit exempt activities.
   - Parts Building
   - Administration Building
   - Low fence in front of Parts Building and Administration Building
   - Plant 3
   - Social Centre
b) Buildings and features that are listed below are of **contributory cultural heritage significance**. These buildings are less intact and/or substantially altered but contribute to an understanding of the original scale, former use and subsequent development of the place. They are shown in **blue** on the diagram. A permit is required for most works or alterations. See Permit Exemptions section for specific permit exempt activities:
   - Technical Centre
   - Plant 5

c) The following buildings and features are of **no cultural heritage significance**. These are shown in **purple** on diagram. Specific permit exemptions are provided for these items:
   - New warehouse attached to the rear of the Parts Building
EXECUTIVE DIRECTOR RECOMMENDATIONS FOR EXEMPTED WORKS OR ACTIVITIES (PERMIT EXEMPTIONS)

It should be noted that Permit Exemptions can be granted at the time of registration (under s.38 of the Heritage Act). Permit Exemptions can also be applied for and granted after registration (under s.92 of the Heritage Act).

Under s.38 of the Heritage Act 2017 the Executive Director may include in his recommendation categories of works or activities which may be carried out in relation to the place or object without the need for a permit under Part 5 of the Act. The Executive Director must not make a recommendation for any categories of works or activities if he considers that the works or activities may harm the cultural heritage significance of the place or object. The following permit exemptions are not considered to cause harm to the cultural heritage significance of GMH Fishermans Bend.

**General Condition 1**
All exempted alterations are to be planned and carried out in a manner which prevents damage to the fabric of the registered place or object.

**General Condition 2**
Should it become apparent during further inspection or the carrying out of works that original or previously hidden or inaccessible details of the place or object are revealed which relate to the significance of the place or object, then the exemption covering such works shall cease and Heritage Victoria shall be notified as soon as possible.

**General Condition 3**
All works should ideally be informed by Conservation Management Plans prepared for the place. The Executive Director is not bound by any Conservation Management Plan, and permits still must be obtained for works suggested in any Conservation Management Plan.

**General Condition 4**
Nothing in this determination prevents the Heritage Council from amending or rescinding all or any of the permit exemptions.

**General Condition 5**
Nothing in this determination exempts owners or their agents from the responsibility to seek relevant planning or building permits from the relevant responsible authority, where applicable.

**Specific Permit Exemptions**

**Exteriors**
- Painting of previously painted surfaces in the same colour, finish and type provided preparation or painting does not remove or alter earlier paint finishes or other decorative schemes.
- Minor patching, repair and maintenance which replaces like with like without large-scale removal of or damage to the existing fabric or the large-scale introduction of new materials. Repairs must maximise protection and retention of fabric and include the conservation of existing details or elements. Any new materials used for repair must not exacerbate the decay of existing fabric due to chemical incompatibility, obscure existing fabric or limit access to existing fabric for future maintenance.
• Removal, replacement or upgrading of existing air conditioning systems, water and sewerage systems, security systems, ducting, wiring, antennae, aerials etc.
• Removal or replacement of existing external signage provided the size, location and material remains the same.
• Maintenance, replacement, removal and installation of electrical and fire services and security lighting.

**Interiors**

• Painting of previously painted walls, ceilings and other elements in the same colour, finish and type provided that preparation or painting does not remove or alter evidence of earlier paint or other decorative schemes. No unpainted timberwork is to be painted.
• Removal of paint from originally unpainted or oiled surfaces including ceilings, joinery, doors, architraves and skirtings by non-abrasive methods.
• Installation, removal or replacement of safety devices such as smoke detectors, alarms, emergency lights, exit signs, luminaires and the like.
• Installation, removal or replacement of carpets and/or flexible floor coverings, window dressings, and devices for mounting artworks and noticeboards.
• Replacement of existing services such as cabling, plumbing, electrical wiring and fire services that uses existing routes, conduits or voids, and does not involve damage to or the removal of significant fabric.
• Installation of plant within the roof space, providing that it does not impact on the external appearance of the building or involve structural changes.
• Installation, removal or replacement of bulk insulation in the roof space.

**Administration Building and Parts Building**

*All the permit exemptions for buildings of primary and contributory significance, plus:*

• All non-structural works to the interiors. Any substantial 1930s fabric, fixtures or fittings uncovered while undertaking works to the interior are not included in this permit exemption.

**Plant 5**

*All the permit exemptions for buildings of primary and contributory significance, plus:*

• Removal, alteration or works to post-1940s items such as stud/partition walls, glazed screens and cubicle partitions.

**Technical Centre**

*All the permit exemptions for buildings of primary and contributory significance, plus:*

• All non-structural works to the interior. Note: the foyer and theatrette are not included in this permit exemption.

**New warehouse at rear of Parts Building**

*All the permit exemptions for buildings and features of primary and contributory cultural heritage significance, plus:*

**Exterior**

• All works and alterations to the existing building where they are within the existing building footprint and envelope and do not impact on 1930s fabric. If the building is to be demolished a permit may be required where building fabric intersects with the 1930s fabric. This permit exemption does not include construction of new buildings.
**Interior**

- All works to the interior.

**Landscape**

- The processes of gardening, including mowing, removal of dead shrubs and replanting, disease and weed control, and maintenance to care for existing plants.
- Repairs and maintenance to existing hard landscape elements such as paths, steps, gutters, car parking areas, driveways and road ways.
- Installation, removal or maintenance to features required for car park operations such as bollards, speed humps, wheel stops and boom gates.
- Subsurface works involving the installation, removal or replacement of watering and drainage systems or other services provided there are no visible above ground elements. Landscaping, paving etc. is to be returned like for like on the completion of works.
- Erecting new signage, and repairing and maintaining existing signage (directional signage, road signs, speed signs). Signage must be located and of a size which does not obscure or damage heritage fabric, and must be able to be later removed without causing damage to significant fabric. The development of signage must be consistent in the use of format, text, logos, themes and other display materials. New signage must not be illuminated. Note: Interpretive signage requires a permit.
- Management and maintenance of established trees and shrubs including formative and remedial pruning, removal of deadwood, pest and disease control.
- The removal of dead or dangerous trees and emergency tree works to maintain safety.
- Removal of cyclone wire fencing.
- Vegetation protection and management of possums and vermin.

**Public Safety and Security**

- The erection of temporary security fencing, scaffolding, hoardings or alarm and surveillance systems to prevent unauthorised access or secure public safety which will not adversely affect the significant fabric of the place provided that temporary structures are removed within 12 months of erection.
- General maintenance for the purposes of safety and security including the removal of broken glass, the temporary shuttering of windows and covering of holes providing this work is reversible.
- Works or activities, including emergency stabilisation, necessary to secure safety in an emergency where a structure or part of a structure has been irreparably damaged or destabilised and poses a safety risk to its users or the public. It is acknowledged that in some instances additional damage to significant fabric may be required to stabilise and make safe. In these instances every attempt must be made to conserve and retain as much significant fabric as possible. The Executive Director, Heritage Victoria, must be notified within seven days of the commencement of these works or activities.
**RELEVANT INFORMATION**

Local Government Authority: City of Melbourne  
Heritage Overlay: No  
Other Overlays: ESO1 (Environmental Significance Overlay), over part of the place.  
Victorian Aboriginal Heritage Register: The place is in proximity to areas of Aboriginal cultural heritage sensitivity associated with coastal dune deposits.  
Other Listings: National Trust of Australia (Victoria), Place ID 66657  
Other Names: General Motors-Holden  
GMH

**Comments**

Heritage Victoria was not able to access the upper level of the Social Centre on their site visit. Access and photography were restricted in areas of the Technical Centre and Plant 3.

**HISTORY**

**Fishermans Bend**

In the early years of the establishment of Melbourne, Fishermans Bend described the area formed by a sharp bend in the Yarra River close to its mouth at Port Phillip Bay. With the construction of the Coode Canal in the 1880s, the sharp bend was lost but the area continued to be known as Fishermans Bend. It remained Crown land and developed slowly. In the 1920s and 1930s its proximity to the Yarra, Port Phillip Bay and central Melbourne made it attractive to heavy industry, including GMH. The area played a key role in manufacturing during World War II, including at GMH and the nearby Commonwealth Aircraft Corporation factory. Many women were employed in factories at Fishermans Bend during this time and made major contributions to the war effort. Industrial activity grew significantly after World War II, employing a large number of post-war migrants, particularly from the nearby Fishermans Bend Migrant Hostel.

**Holden/General Motors/General Motors-Holden**

James Alexander Holden established a leather and saddlery business in Adelaide in the 1850s. In 1919, a new company, Holden’s Motor Body Builders Limited, was formed to meet the demand for car bodies for the early Australian car industry. At that time, the Australian automotive industry assembled complete cars using Australian made bodies and imported chassis and mechanical parts. Major US automotive manufacturers General Motors established a presence in Australia in 1926. In 1931, General Motors and Holden’s Motor Body Builders Ltd merged to become General Motors-Holden’s Ltd. After a period of decline during the Depression, Laurence Hartnett was appointed Managing Director and, alongside managers such as John Storey, successfully expanded the company. During the 1930s, major GMH manufacturing facilities could be found in Victoria, South Australia, New South Wales, Queensland and Western Australia. The company expanded again during World War II, taking on numerous Commonwealth contracts. By 1940, all Australian GMH plants were dedicated to wartime manufacture and the company made important advances in manufacturing capacity. In 1954, GMH entered the export market. Iconic models such as the Kingswood, Monaro and Commodore followed in the 1960s and 1970s. Reduced tariff protection and increased popularity of imports led to the gradual reduction of Holden manufacturing in the latter decades of the twentieth century. In late 2013, Holden announced that all Australian manufacturing plants would close by 2017.
Establishment of GMH Fishermans Bend
In the early 1930s, GMH in Victoria was located on City Road in South Melbourne. In 1935, they announced their intention to purchase 50 acres of Crown land in Fishermans Bend for a new manufacturing plant and national headquarters. The area selected was in a key location close to river and road transport. Site layout and building designs were completed by a team within GMH. The complex consisted of the Administration Building which housed the national headquarters of the company in Australia and the Victorian sales office; the Parts Building which provided the office and warehouse for the Australian parts area of the company; Plant 1 for the assembly of vehicle bodies (demolished) and Plant 2 (demolished) for the manufacture of vehicle bodies. The largest was Plant 1 which lay to the west behind the Administration Building and had a floor area of over 30,000 square metres. The new factory complex was opened by Prime Minister Lyons on 5 November 1936.

GMH Fishermans Bend during wartime
The build-up and outbreak of World War II necessitated the rapid expansion of Australia’s manufacturing capacity and sophistication. By 1940 all GMH plants in Australia were dedicated to Commonwealth contracts. Dozens of projects were undertaken at Fishermans Bend. Production included the Gray diesel engine and torpedo engines. Plant 3 and a foundry (demolished) were added to the south of Plant 1 to accommodate wartime manufacturing. Many women were employed at the GMH factory in Fishermans Bend during this time and made major contributions to the war effort. The Social Centre opened in 1945. It could seat over 500 people and foreshadowed the expansion of post-war manufacturing. GMH employee Eileen Robertson painted murals depicting the progress of transport for the opening of the Social Centre. Robertson was an artist employed in the GMH Public Relations Division at Fishermans Bend. She was the recipient of a National Gallery Travelling Scholarship and studied at the Royal Academy in London before commencing work at GMH.

The Holden 48-215 (the FX Holden)
An entirely Australian produced car had been a priority for Hartnett and others at GMH since the mid-1930s. During World War II, GMH had made important advances in the sophistication and capacity of their manufacturing and developed the resources to pursue the project. The Commonwealth government supported the concept of an all-Australian car in the final years of World War II and favoured GMH’s plan. General Motors elected to design and prototype the car in the United States, with assistance from Australian GMH engineers. At Fishermans Bend, Plant 3 housed engineering and toolroom facilities and Plant 5 was constructed to accommodate production of engines for the car. The bodies of the first cars were produced at Adelaide’s Woodville plant. In 1948 the first ‘all-Australian’ car, the Holden 48-215 (also known as the FX), was produced on the assembly line at the Fishermans Bend plant. The new car was displayed at an employee open day at the Fishermans Bend plant on 21 November 1948. The Holden 48-215 was officially launched by Prime Minister Chifley at an event held at the Social Centre on 29 November 1948. The car proved popular with consumers and it provided the basis for subsequent models such as the FJ Holden.

Development of GMH Fishermans Bend post-1950
The factory complex continued to expand as the FX and subsequent models increased in popularity. GMH Fishermans Bend became a major employer of post-war migrants, including those from the nearby Fishermans Bend Migrant Hostel. In the 1950s, GMH established a new assembly plant in Dandenong and the Fishermans Bend plant concentrated on component manufacture. A Technical Centre, designed by Stephenson & Turner, was added to the east end of Plant 3 in 1964. Manufacturing areas continued to be added to the west and south of the site throughout the second half of the twentieth century. At its largest, the site occupied approximately 38 hectares. In the early 2000s, Plant 1 was demolished and the Administration and Parts Buildings were sold. In 2015,
Holden announced it would begin selling off portions of the site. They continue to maintain a presence in Fishermans Bend, and currently occupy leased areas within the recommended extent of registration.

CONSTRUCTION DETAILS
Architect name: General Motors-Holden team
Architectural style name: Moderne
Construction started date: 1936
Construction ended date: 1964

VICTORIAN HISTORICAL THEMES

03 Connecting Victorians by transport and communications
   3.4 Linking Victorians by road in the 20th century

05 Building Victoria’s industries and workforce
   5.1 Developing a manufacturing capacity
   5.8 Working

07 Governing Victorians
   7.4 Defending Victoria and Australia

PHYSICAL DESCRIPTION
GMH Fishermans Bend is a factory complex in Port Melbourne in the area known as Fishermans Bend. It occupies a large, flat site and is bounded by Salmon Street to the east and Lorimer Street to the north. The site is divided by Central Boulevard, Bayside Avenue and Caprice Avenue, which run east to west.

The Moderne style Administration Building (1936) occupies a prominent position on Salmon Street on the south side of Central Boulevard. It is a long, symmetrically composed predominately two-storey building constructed of reinforced concrete. The projecting central bay is three stories with tower above and contains the main entrance. The vast flat roof is hidden behind a parapet and is accessible via internal stairs. Sets of curved fins mark each corner and pilasters with fluted detailing are located between the windows. The architectural detailing is carried around to the rear of the building. The Parts Building (1936) is located to the north of the Administration Building. It corresponds in style to the Administration Building but is the less substantial and developed of the two. A new, single-storey warehouse building lies to the rear. The interiors of both the Administration Building and Parts Building have been converted into office space. Apart from handrails in secondary stairwells there is no visible surviving 1930s fabric internally.

Both the Administration Building and Parts Building are located behind an original low fence that runs along Salmon Street, and more recent landscaping including a row of palms. Both the Parts Building and Administration Building are currently painted dark grey.

The Technical Centre (1964) lies south of the Administration Building across Bayside Avenue. It is a three-storey building that housed a large number of technical, engineering and design staff. Although its foyer and ground-floor theatrette are reasonably intact, it has been substantially altered internally and externally. Plant 3 (c.1942) is attached to the west side of the Technical Centre. It is a largely saw-toothed roof building with extensive areas of glazing. An addition, dating from the of integration with the Technical Centre, runs down the south side. A brick staff hospital is
located on the north-west corner. The interior of Plant 3 is divided by corridors. The building retains timber floors in many areas. It also retains fire doors and other early fixtures and fittings.

The Social Centre (1945) is located to the west of Plant 3. It is a Moderne style brick building. The main entrance is at the north end and features a stepped parapet and large areas of glass brick. A more recent glass entrance and awning is attached. The interior features a parquetry floor, stage and proscenium above the ground floor cafeteria.

Plant 5 (c.1948) lies to the west of the Social Centre. It is a large, saw-tooth roof factory building of similar scale and construction as Plant 3. Internally, there are new office areas and large open spaces.

Registered Objects Integral to a Registered Place
Two murals are located on either side of the stage in the Social Centre. The murals were painted in 1945 by GMH employee Eileen Robertson for the opening of the Social Centre. One depicts the history of transport and features a bullock cart in the foreground and ship in the background. The other depicts the future of transport and features ultramodern cars, trains and flying craft. Both murals are painted on a series of six boards and fixed to the wall.

INTEGRITY/INTACTNESS
Intactness – As a complex, the intactness of the place is good. The intactness of individual buildings varies. The recommended extent of registration includes surviving elements of what was once a considerably larger manufacturing site. It includes buildings and features from early and significant periods of the place’s development. Most of the buildings (apart from the Social Centre) have been altered to varying degrees. Although somewhat altered, as a group they represent the different building types associated with the place and provide an understanding of the activities that once occurred across a much larger complex. The architectural styles of the buildings reflect their various former uses.

The intactness of individual buildings is as follows:

Administration Building and Parts Building
The exteriors are largely intact, although the colour scheme has been changed from a primarily pale scheme with dark detailing to a dark monochrome scheme. Windows have been replaced in all areas except the tower. The original rear warehouse portion of the Parts Building has been replaced. The tower of the Administration Building is intact, but fixtures such as the original neon lighting have been removed. The interior of both buildings has been substantially altered throughout and very few original or early features have survived.

Technical Centre
The external appearance has been substantially altered. The original face brickwork is no longer evident and the horizontal sun shades have been removed. The interior has been substantially altered throughout. Beyond the foyer and theatrette, very few original or early features survive.

Plant 3
The exterior form is largely intact. The east and south elevations have been altered to accommodate integration with the Technical Centre. The interior has been altered over time to accommodate changing use but retains features such as timber floors and fire doors.
Social Centre
The exterior and interior of the Social Centre are substantially intact. The building was refurbished in the 1990s but only minor or sympathetic changes appear to have occurred.

Plant 5
Much of the overall exterior form remains and operable louvre windows to the saw-tooth roof survive. The building has been altered over time on the western elevation. The interior has been cleared of all manufacturing infrastructure and equipment. (October 2019)

Integrity – As a complex, the integrity of the place is good. It contains buildings and features from significant phases of the place’s development that demonstrate its former use. Although its buildings and features have all been altered to different degrees, the cultural heritage values of the place can be read in the extant fabric. (October 2019)

CONDITION
Overall, the place is in very good condition and most buildings are currently in use. The upper level of the Social Centre is reportedly in poor condition (October 2019).
COMPARISONS

Automotive factory complexes in the VHR

Ford Motor Company Complex, Norlane (VHR H2305)
The Ford Motor Complex is of historical and architectural significance to the State of Victoria. The complex consists of two steel-framed factory buildings with attached offices behind red brick and painted render facades. The buildings were constructed in stages between 1925 and 1942. After World War I, the Ford Motor Company opted to establish an Australian headquarters in Geelong. One building provided for the manufacture of car bodies while the other provided for assembly of complete cars. The two buildings were completed in 1926. Both buildings were subsequently extended eastward. The complex is of historical significance as the site of the headquarters and manufacturing arm of the first major overseas motor vehicle manufacturing company to set up operations in Australia. The complex is emblematic of the growth of new manufacturing industries in Victoria from the inter-war period to the immediate post-war period. It is of historical significance as the first headquarters of Ford, a major international vehicle manufacturer and the first large factory complex in the State to be designed to accommodate assembly line techniques. It is of architectural significance as a large-scale factory complex of the inter-war period.

Other twentieth-century factory complexes in the VHR

Fletcher Jones Factory and Gardens, Warrnambool (VHR H2101)
Fletcher Jones Factory and Gardens are of historical, social and aesthetic significance to the State of Victoria. The factory and gardens were established in 1948 in Warrnambool by David Fletcher Jones. The company was noted for the level of staff involvement and excellent employee conditions, which are reflected in the site’s extensive grounds. Fletcher Jones Factory and Gardens is of historical significance for its contribution to Australian manufacturing as one of the largest clothing manufacturers in Australia. The design of the place is unusual, utilising military surplus buildings and materials. Its location in Warrnambool indicates the Federal Government’s support for decentralisation of industry in the post-war period.
Massey Ferguson Complex, Sunshine (VHR H0667)
The Massey Ferguson Complex is of historical significance to the State of Victoria for its association with agricultural implement manufacture for much of the twentieth century. Hugh Victor McKay moved his Sunshine Harvester works from Ballarat to the site in 1907. The Sunshine factory became a part of the international company Massey-Harris Ferguson in the 1950s, and became the second largest plant in the company’s international network. The Massey Ferguson Complex is of historical significance as one of Australia's largest and most active industrial plants and employers of labour and for its association with significant events in Australian labour history. Remnant portions of the former complex remain extant.

John Darling and Son Flour Mill, Albion (VHR H0829)
The John Darling and Son Flour Mill is of historical and architectural significance to the State of Victoria. Construction of the mill began in the 1920s, though the complex included buildings from the 1950s, 1960s, 1970s and 1980s at the time of registration. The mill is historically significant for being representative of the development of the flour milling industry in Victoria. The mill is architecturally significant because of its unusual t-shape plan which demonstrates the requirements of the flour milling process. Later buildings contribute to an understanding of the flour milling process.

Former Bryant & May Industrial Complex, Cremorne (VHR H0626)
The Former Bryant and May Industrial Complex is of historical, architectural and social significance to Melbourne. It is a superb, largely intact Edwardian factory complex. The existing complex was built in 1909 to a design by William Pitt. Further sections were added in the subsequent decades, the 1920s seeing the introduction of many staff amenities. The complex is of historical significance as a rare surviving example of model factory conditions and amenities. The former Bryant and May Industrial Complex is of architectural significance for the quality and cohesion of its architectural development and for its association with the important Melbourne architect, William Pitt.
Places associated with motoring in the VHR

Former Clifton Motor Garage, Fitzroy North (VHR H2380)
The Former Clifton Motor Garage is of architectural significance to the State of Victoria as a notable example of a motor garage in the Moderne style. Art Deco and Moderne architecture became synonymous with places related to automobile ownership during the 1920s and 1930s – including garages and car showrooms. The Former Clifton Motor Garage exhibits a streamlined, symmetrical design through the use of strong horizontal and vertical lines, cubic forms, vertical fins, and decorative brick and tile work.

Former Melford Motors, Melbourne (VHR H2306)
The Former Melford Motors is of architectural and historical significance to the State of Victoria. It is a Streamlined Moderne style building on prominent corner in inner-Melbourne. It comprises a three-storey wing constructed in 1936-7 with a dominant curved corner and an earlier two-storey portion. Melford Motors, inner-Melbourne’s authorised Ford dealership, was established as a company in 1930. With increasing car sales in the early 1930s, Melford Motors purchased the building and completed a substantial remodelling to include offices and showrooms. It is historical significance for its association with the expansion of the automotive industry in Victoria in the 1930s. It is of architectural significance as a notable example of a motor vehicle showroom, a new building type which appeared in the inter-war period. It is also of architectural significance as a notable example of the Streamlined Moderne style in a commercial setting.
Former Victoria Car Park, Melbourne (VHR H2001)
The Former Victoria Car Park is historically and architecturally significant to the State of Victoria. It was constructed in 1938 in reinforced concrete and is earliest multi-storey car park constructed in Melbourne. Its construction was a direct response to an emerging need and opportunity for large scale parking facilities in the city area prior to World War II when motor car traffic had increased to a point that necessitated off-street parking.

AJ Thomas Motor Garage, Camperdown (VHR H1383)
The AJ Thomas's Motor Garage is historically and architecturally significant to the State of Victoria. It is a motor-garage that consists of elements from the 1910s and 1920s unified by and façade dating from 1932. The building includes a sheltered drive-through service corner and spacious showroom. It is historically significant as an inter-war garage that demonstrates the increase in car ownership and touring. Its exuberant architecture celebrates the growing prominence of the car in society. It is of architectural significance for its unusual adaptation of the Inter-war Mediterranean style for a commercial motor garage.
SUMMARY OF COMPARISONS

Automotive factory complexes in the VHR
GMH Fishermans Bend can be most obviously compared to the Ford Motor Company Complex, Norlane (VHR H2305), a major automotive factory included in the VHR. The Ford Motor Company Complex pre-dates GMH Fishermans Bend, being constructed ten years earlier. However, both the Ford and GMH complexes have the same association with the expansion of the automotive industry in the inter-war, wartime and immediate post-war years. Although GMH Fishermans Bend does not include original manufacturing facilities, it retains its 1930s administration buildings and Plants 3 and 5 which are emblematic of the scale and design of the original manufacturing plant. GMH Fishermans Bend has the further distinction of being the place of the launch of the first Australian-made, mass produced car. GMH Fishermans Bend is comparable to the Ford Motor Company Complex.

Other twentieth-century factory complexes in the VHR
There are many individual factory buildings included in the VHR. There are fewer factory complexes. Of these, most date from an earlier phase of development than GMH Fishermans Bend. Few represent the growth of new forms of manufacturing in the inter-war period, or the effects of World War II and the immediate post-war context as GMH Fishermans Bend does. Examples such as the John Darling Factory Complex (VHR H0829) demonstrate the inclusion of factory complexes with a range of building typologies in the VHR. Fletcher Jones Factory and Gardens (VHR H2101) is an example of an enlightened employer providing quality staff facilities. While Fletcher Jones Factory and Gardens demonstrates this in its landscaping, it is expressed at GMH Fishermans Bend through the Social Centre. GMH Fishermans Bend is equally notable as other factory complexes already included in the VHR.

Places associated with motoring in the VHR
Places such as Former Melford Motors (VHR H2306) and Former Victoria Car Park (VHR H2001) have been included in the VHR largely based on their association with the expansion of motoring in the inter-war period. They demonstrate the extent to which the popularity of the motor car demanded new building types and changed Victoria’s built environment. Places included in the VHR represent other aspects of this phase, such as vehicle sales, the requirement for car parking and service stations. GMH Fishermans Bend shares this historical significance but is distinguished by its ability to demonstrate its manufacturing aspects. It allows this aspect of the phase to be understood better than places already included in the VHR.

KEY REFERENCES USED TO PREPARE ASSESSMENT

Articles and periodicals

GMH, General Motors World
GMH, People
GMH, Pointers
GMH, War Record (1946)
Reports

Biosis (2017) Southbank and Fishermans Bend Heritage Review

Context (2017) Life on the Bend: A Social History of Fishermans Bend, Melbourne

Lardner, Helen & Mills, Peter Former GMH Complex Fishermans Bend Draft Report

Books


Darwin, Norm (2017) Early Australian Automotive Design: the first fifty years 1895-1953


GMH (1980) Holden: the first 25 years

Grow, Robin (2009) Melbourne Art Deco

Websites


**ADDITIONAL IMAGES**

2019, fence and landscaping along Salmon Street.

2019, Parts Building, exterior.

2019, Parts Building, interior.

2014, Administration Building, exterior.

2019, rear of Administration Building.

2019, Administration Building, interior.
Name: GMH Fishermans Bend
Hermes Number: 2882
2019, Plant 3, timber floor.

2019, Plant 3, interior 1960s addition.

2019, Plant 3, interior.

2019, relationship of Plant 5 (foreground), Social Centre and Plant 3 (background).

2019, Social Centre, exterior.

2019, Social Centre, interior.
Name: GMH Fishermans Bend
Hermes Number: 2882

2019, Social Centre, mural.

2019, Social Centre, mural.

2019, Plant 5, exterior.

2019, Plant 5, interior.
HISTORICAL IMAGES

1936, GMH Fishermans Bend under construction, looking east.
Source: State Library of South Australia

c.1938, GMH Fishermans Bend, looking north west. Note Plant 1 (demolished) to the rear of the Administration Building.
Source: State Library of South Australia
c.1938, Administration Building.  
Source: State Library of South Australia

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c.1938, interior, Administration Building.  
Source: State Library of South Australia

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Name: GMH Fishermans Bend  
Hermes Number: 2882
c.1943, Gray Marine diesel engine in the Machine Shop of Plant 3.
Source: War Record

1945, Plant 3.
1946, Christmas party for children of GMH Fishermans Bend staff, held in the Social Centre.

Source: Pointers

1948, Holden 48-215 on display in the Social Centre at an employee open house function. Eileen Robertson’s mural is visible in the background.

Source: State Library of South Australia
1948, the Social Centre on the day of the launch of the Holden 48-215, with Plant 3 in the background.
Source: State Library of South Australia

1948, Prime Minister Ben Chifley launches the Holden 48-215 at a formal event at GMH Fishermans Bend.
Source: National Archives of Australia
1948, Heat Treatment Section in Plant 5.
*Source: General Motors World*

c.1950s, an FJ Holden in front of the Social Centre.
*Source: uniquecarsandparts.com*
c. 1950s, aerial view looking west.
Source: State Library of Victoria

1950, interior of Plant 3.
Source: Early Australian Automotive Design
1964, Technical Centre viewed from Salmon Street.
Source: Adelaide Advertiser

c.1965, aerial view looking south west.
Source: State Library of Victoria