



REGISTER OF HERITAGE PLACES

Permanent Entry

1. **NUMBER** 2186
2. **NAME** *Old Swan Brewery Precinct*
3. **DESCRIPTION OF ELEMENTS INCLUDED IN THE ENTRY (GENERAL)**

The Old Swan Brewery Precinct, Mounts Bay Road, Perth, being the whole of Reserve C39880 comprising Perth Lots 985, 986 & 708 and portion of Reserve A1720 being Perth Lots 469 & 470 on Original Plan 13905 and the buildings thereon.

4. **LOCAL GOVERNMENT AREA** Perth
5. **LOCATION** Mounts Bay Road, Kings Park
6. **OWNER**

7. **STATEMENT OF SIGNIFICANCE OF PLACE (ASSESSMENT IN DETAIL)**

RELATIONSHIP TO, AND ASSOCIATION WITH THE CULTURAL HERITAGE OF THE STATE

1 PRINCIPAL SIGNIFICANCE

1.1 The place is prominent in early Western Australian history as where European settlers PIONEERED:

- Colonial boat building and the first use of jarrah for boat building
- Friendly co-operation methods with Aborigines
- The first Aboriginal school
- The first use of steam power for flour and timber milling
- One of Perth's convict guard quarters and convict hiring depot.

(AHC criteria - A4)

(HCWA criteria - 2.2)

1.2 The place has historical archaeological significance because of its potential to reveal information about the above and other past uses.

(HCWA criteria - 3.1)

1.3 The Swan Brewery, established there in 1879, grew by the 1890's to be the 'crack brewery' in Western Australia. During the Edwardian period it produced 25-40% of beer produced in Western Australia. By 1924 it controlled some 50% of the beer market. From c.1950 the Swan Brewing Co had a monopoly in beer brewing in Western Australia and until the 1960's was (along with WA Newspapers) the State's largest employer of labour.

(AHC criteria - A4)

(HCWA criteria - 2.2)

1.4 During the period 1900-1930 the Swan Brewery was the most TECHNOLOGICALLY PROGRESSIVE brewery in Western Australia in its implementation and/or adaptation of overseas and interstate derived technology.

(AHC criteria - A4, F1)

(HCWA criteria - 2.2, 3.3)

1.5 The growth and development of the structures on the brewery area of the place is representative of the process of rationalisation and TECHNOLOGICAL CHANGE in the Australian brewery industry during the early twentieth century.

(AHC criteria - D2, A4, F1)

(HCWA criteria - 3.1)

1.6 The same parts of the buildings retain PHYSICAL EVIDENCE by way of floor and wall mountings and marks on internal surfaces of the brewing equipment now removed and some spaces as follows are still evocative of their former use:

- Building D1 and D2 - cellars
- Space D3F - malt storage room
- Space D4AG - delivery bay
- Space D5AG - electrical room and substation
- Space D5F - brew house
- Space D8G - brine tank room.

(AHC criteria - A4, D2, F1)

(HCWA criteria - 2.2, 3.2)

1.7 The brewery retains a small number of MACHINERY PIECES which are representative of early to mid-twentieth century technology. The machinery relics are significant in illustrating the various processes used in the brewing: the mash tun as an important step in the brewing of beer or ale; the grist mill in the process of cracking the germinated barley prior to malt extraction; the bag hoist in the delivery of bagged raw materials by road transport; and the brine pipes in the use of coolant throughout the works. The significance of this equipment is considerably enhanced by its association with the Swan Brewery.

(AHC criteria - D2)

(HCWA criteria - 3.1)

1.8 The place contains, albeit partially demolished, the FINEST CONNECTED GROUP OF LATE-VICTORIAN AND EARLY 20TH CENTURY BREWERY BUILDINGS IN AUSTRALIA in a red brick and tile Federation style idiom.

(AHC criteria - D2, B2, F1, E1)

(HCWA criteria - 1.2, 1.3, 2.4, 5.2)

1.9 The place contains albeit substantially modified, the river edge, escarpment and regenerated vegetation that forms part of the KINGS PARK ESCARPMENT that is a principal part of the setting of Perth. Although regenerated the escarpment vegetation adjacent to the place is largely made up of species thought to be native of the escarpment viz. *Callitris preissii* (Rottneest Island Pine), *Spyridium globulosum* and *Grevillea crithmisolia* (Grevillia).

(AHC criteria - A4, E1)

(HCWA criteria - 1.1, 2.1)

1.10 Because of their cohesive architectural quality (red brick, Marseilles tiles, hip roof, arched facade treatment) and their unique isolated siting on the edge of the Swan River against the green backdrop of the Kings Park escarpment, the buildings make a unique contribution to the IDENTIFIABLE LANDSCAPE character of the city of Perth when viewed from both near and afar.

(AHC criteria - G1, E1)

(HCWA criteria - 1.3, 4.2)

1.11 The buildings at the place are an **HISTORICAL LANDMARK** of Perth, physical evidence of the existence of Western Australia's leading brewery at the site for more than 100 years, and marking the location of the first boat building, steam milling industries and the first Aboriginal school in Western Australia.

(AHC criteria - A4, G1)

(HCWA criteria - 2.2)

1.12 Because of its associations with a well known beer and The America's Cup, the Swan Brewery, located on the banks of the Swan River in Perth, is to many interstate Australians a **SYMBOL OF WESTERN AUSTRALIA**.

(AHC criteria - A4, G1)

(HCWA criteria - 4.1)

1.13 The precinct is of significance to Aboriginal people for its historic role in their lifestyle and customs and for its associations with their religious beliefs.

(HCWA 4.1)

2 SECONDARY SIGNIFICANCE

2.1 The place was used for **SHIP BUILDING** by the Colonial Boat Builder, James Smith, just two years after the establishment of a colony in Western Australia in 1829. This industry on this site pioneered the use of jarrah for boat building which was later exported widely around the world for that purpose.

(AHC criteria - A4)

(HCWA criteria - 2.2)

2.2 Europeans created the **FIRST ABORIGINAL INSTITUTION AND SCHOOL** in Western Australia at the place in a genuine effort to build friendly and constructive relations with the Aborigines according to European values.

(AHC criteria - A4)

(HCWA criteria - 2.2)

2.3 The brewery is the site of the first **STEAM DRIVEN FLOUR AND TIMBER MILL** in Western Australia which had hitherto been serviced by only wind and water mills.

(AHC criteria - A4)

(HCWA criteria - 2.2)

2.4 The purchase of the brewery and stables area by a farming family (De Burgh) in 1846 for a **VILLA SITE** reflects the growth of the Perth township in the early colonial period.

(AHC criteria - A4)

(HCWA criteria - 2.2)

2.5 The brewery area was one of the first locations of the **CONVICT AND GUARDS BARRACKS** in Western Australia following the acceptance of convict transportation in 1850.

(AHC criteria - A4)

(HCWA criteria - 2.2)

2.6 The park area was the CONVICT HIRING DEPOT including buildings designed by James Manning and subsequently the Old Men's Home for Perth in the years 1852 to 1908

(AHC criteria - A4)

(HCWA criteria 2.2)

2.7 Between 1853 and 1859 the brewery and stables area was used for a RESIDENCE. Between at least 1856 and 1859 the stable area contained an extensive DOMESTIC GARDEN. Between about 1859 and 1879 a TANNERY was operated in the brewery and stables areas. During this time the area included an increasingly used ROAD between Perth and Fremantle and contained at one time a restaurant for travellers.

(AHC criteria - A4)

(HCWA criteria - 2.2)

2.8 In 1879 the brewery and stables area was chosen as the new location for the SWAN BREWERY which was at the time one of the three substantial breweries in Perth and one of the seven substantial breweries in Perth and Fremantle.

(AHC criteria - A4)

(HCWA criteria - 2.2)

2.9 The brewery is closely associated with the noted late Victorian Melbourne businessman MONTAGUE COHEN who was the outstanding Australian brewing personality of the late-Victorian and Edwardian period and who was instrumental in establishing the Swan Brewery Company as the leading Western Australian brewer in this time, and establishing a brand name of later world renown.

(AHC criteria - H1)

(HCWA criteria - 2.3)

2.10 During the 1890's the Swan Brewery Company led a huge increase in alcohol consumption in the Western Australian colony and was the 'CRACK BREWERY' of some 36 in Western Australia in 1899.

(AHC criteria - A4)

(HCWA criteria - 2.2)

2.11 In 1908 the park area was included in the recently created Kings Park, one of a small number of large inner urban parkland reserves created in Australia in the Victorian period.

(AHC criteria - D2, B2)

(HCWA criteria - 2.2)

2.12 Because of the Swan Brewery's links to Melbourne breweries and access to the work of the noted Australian chemist AUGUST DE BAVAY, it was the most TECHNICALLY ADVANCED brewery in Western Australia in the period 1890 to 1930.

(AHC criteria - H1, F1)

(HCWA criteria - 2.3)

2.13 The Swan Brewery was one of a relatively small number of breweries that survived the end of the Western Australian Gold Rush when some 35 breweries failed.

(AHC criteria - A4)

(HCWA criteria - 2.2)

2.14 In the Edwardian period Swan Brewery produced 25% to 40% of beer brewed in Western Australia.

(AHC criteria - A4)

(HCWA criteria - 2.2)

2.15 The 1897 and later buildings at the Swan Brewery were designed by SIR TALBOT HOBBS at the time one of Perth's leading architects, and later Western Australia's most distinguished soldier of World War I. The existing buildings are thus physical monuments to the life of a famous Western Australian personality.

(AHC criteria - H1)

(HCWA criteria - 2.3)

2.16 By 1924 the Swan Brewery had by far outsold the other six Western Australian breweries, controlling some 50% of the beer market.

(AHC criteria - A4)

(HCWA criteria - 2.2)

2.17 The brewery is associated with HAROLD COHEN, noted Edwardian businessman and soldier, who chaired the Swan Brewery Company in the period c.1917 to 1945.

(AHC criteria - H1)

(HCWA criteria - 2.3)

2.18 By the early 1950's the Swan Brewery Co Ltd had become a monopoly in a State which had 36 breweries at Federation and which continued to rank among the world's greatest beer consumers.

(AHC criteria - A4)

(HCWA criteria - 2.2)

2.19 Although the company continued to grow in size, production at the subject Swan Brewery site was scaled down after the 1930's.

(AHC criteria - A4)

(HCWA criteria - 2.2)

2.20 SWAN LAGER, the Swan Brewery's top selling beer, was created (by Len McColl, the company's first University trained brewer) at the place in c.1940.

(AHC criteria - A4)

(HCWA criteria - 2.2)

2.21 THE SWAN BREWERY HORSES, the company's main transport before 1946, were housed in elaborate stables at the place, and were a source of great pride for the company and the affection of the general public.

(AHC criteria - A4)

(HCWA criteria - 2.2)

2.22 In the period 1951 to 1979 the Swan Brewery Company retained its FOREMOST POSITION in the Western Australian brewing industry due to favourable economic conditions, high beer prices, monopoly and highly talented technical staff.

(AHC criteria - A4)

(HCWA criteria - 2.2)

2.23 The Swan Brewery Company was (along with WA Newspapers) the State's BIGGEST EMPLOYER of labour until the 1960's.

(AHC criteria - A4, G1)

(HCWA criteria - 2.2)

2.24 In the 1980's the Swan Brewery Company retained its PRE-EMINENCE in Western Australia, relocating at Canning Vale, but became vulnerable and was taken over by Bond Corporation. It was then associated with the extraordinary

Western Australian entrepreneur of the 1970's and 1980's, ALAN BOND, who in turn associated the name Swan with the winning of the internationally famous AMERICA'S CUP YACHTING COMPETITION.

(AHC criteria - A4, H1)

(HCWA criteria - 2.3)

TECHNOLOGICAL SIGNIFICANCE

2.25 The form, layout and arrangement of the existing brewhouse, storage and service buildings is a relic of NINETEENTH CENTURY BREWING TECHNOLOGY and is indicative of the processes used in ale and lager making.

(AHC criteria - A4, C2, D2)

(HCWA criteria - 3.1)

2.26 The buildings, albeit partially demolished and devoid of most of their brewing machinery, still contain some BUILT-IN ELEMENTS of technological interest including the yeast preparation area in spaces D8S and D8T and the method of insulation of building D1 (cork bats).

(AHC criteria - D2)

(HCWA criteria - 3.1)

2.27 The presence of a laboratory at the brewery since at least 1916 is significant as an early application of the SCIENTIFIC PRINCIPLES to the process of brewing in Western Australia.

(AHC criteria - A4, F1)

(HCWA criteria - 2.2, 3.3)

2.28 The riverside location of the brewery reflects the importance of WATER TRANSPORT for bulk carrying in Australia during the nineteenth and early-twentieth centuries.

(AHC criteria - A4)

(HCWA criteria - 3.2)

2.29 The form, layout and extent of the cellars is a relic of the use of storage techniques PASSIVELY ADAPTED to the Western Australian climate.

(AHC criteria - F1)

(HCWA criteria - 3.3)

2.30 The BRICKWORK of the existing building is an excellent example of late-Victorian and early 20th century period bricklaying, made virtually unique in Perth in buildings D2, D8 and D9 by the use of multiple cavities and dampcourses (associated with insulation).

(AHC criteria - D2)

(HCWA criteria - 6.2)

2.31 The existing TIMBER TRUSS ROOF FRAMING in buildings D2, D3, D6, D7, D8, D9 are excellent examples of late-Victorian and early 20th century timber engineering. In particular the trusses of building 2D, in hardwood, are of a scale unlikely to be frequently duplicated elsewhere in Perth or Fremantle and the trusses in building D8, in hardwood, are of a quality of construction unlikely to be bettered elsewhere in Perth and Fremantle.

(AHC criteria - D2)

(HCWA criteria - 6.2)

2.32 The existing buildings reflect the development of STRUCTURAL STEELWORK in Australia during the period 1920-1960's. Buildings D1 (1933) and D2 (1923) retain extensive amounts of steel in their internal framing. The steelwork is the product of four of the principal steel manufacturers of Australia

and the United Kingdom in the early twentieth century (BHP, Dorman Long, Cargo Fleet and Frodingham).

(AHC criteria - A4, D2)

(HCWA criteria - 3.1, 6.2)

2.33 The brewery and stable areas are two of a relatively small number of large late-Victorian period INDUSTRIAL SITES in Perth city and Fremantle, still containing the largest and most technically competent of its structures and the physical evidence of much of the demolished fabric from the period 1890's to 1960's.

(AHC criteria - C2, D2, B2)

(HCWA criteria - 5.2)

ARCHITECTURAL SIGNIFICANCE

2.34 The buildings albeit partly demolished, have a particularly PICTURESQUE quality due to their setting, their historical growth and the type of technology that generated their form.

(AHC criteria - E1)

(HCWA criteria - 1.3)

2.35 The buildings are a prominent surviving example of the work of Sir Talbot Hobbs who, following the resignation of George Temple-Poole as Colonial Architect in C1896, became arguably Perth's leading architect.

(AHC criteria - H1, F1)

(HCWA criteria - 2.4)

2.36 Building D1 is an excellent example of a 1930's period brick and tile BREWERY CELLAR building in an Art Deco style, this stage also including the electrical room D5A and the Art Deco style central entrance gates.

(AHC criteria - D2)

(HCWA criteria - 6.2)

2.37 Building D2 is an excellent example of a substantial 1920's period brick and tile BREWERY CELLAR building.

(AHC criteria - D2)

(HCWA criteria - 6.2)

2.38 Buildings D3 and D4, albeit altered by building D8, are an excellent example of c. 1900 BRICK WAREHOUSE BUILDINGS in a Queen Anne/Romanesque Revival style.

(AHC criteria - D2)

(HCWA criteria 6.2)

2.39 Building D6, albeit altered and built out, is a good example of an 1890'S PERIOD BREWING TOWER in a Queen Anne Revival/Italianate style.

(AHC criteria - D2)

(HCWA criteria - 6.2)

2.40 Building D8 is an excellent example of a 1920's period Beaux Arts classical style BREWING TOWER in a design sympathetic with the earlier D3 and D4 buildings.

(AHC criteria - D2)

(HCWA criteria - 6.2)

2.41 The stables area contains a PUMP HOUSE and storage tank which are part of a group of substantial service buildings along the foreshore of Perth and Nedlands built in an English Vernacular Revival style c. 1930.

(AHC criteria - A4, D2, E1)

(HCWA criteria - 1.3, 2.1, 6.2)

TOWN AND LANDSCAPE SIGNIFICANCE

2.42 The place contains NATURAL SPRINGS, man-made bores and possibly wells which were some of the reasons for the siting of Perth and the various institutions and brewery that have been located there, and which have later contributed to the water supply of Perth.

(AHC criteria - A4)

(HCWA criteria - 2.1)

2.43 The park area contains the KENNEDY FOUNTAIN which is still an active natural spring and which was made a monument as early as 1861 and is now one of the historical landmarks of Perth.

(AHC criteria - A4, G1)

(HCWA criteria - 2.2)

2.44 The park area contains a mature EDWARDIAN PERIOD PLEASURE GARDEN, containing several fig trees (*Ficus rubiginosa*) possibly dating from Victorian times, containing many elements of note including a substantial avenue of plane trees (*Plantanus acerifolius*) and that makes a unique contribution to the landscape variety of Kings Park.

(AHC criteria - D2, F1, B2)

(HCWA criteria - 3.1, 6.1, 5.1)

2.45 The place includes a section of MOUNTS BAY ROAD which was formed C1850, at least partly by convict labour, surveyed in 1853 and realigned in the 1930's and the late 1980's.

(AHC criteria - A4, D2)

(HCWA criteria - 2.1)

2.46 The place also includes 19th century RIVER RECLAMATION which occurred in the 1850's and the 1890's in association with development of the brewery area.

(AHC criteria - A4, D2)

(HCWA criteria - 2.1)

LANDMARK SIGNIFICANCE

2.47 The buildings are now PART OF A RELATIVELY RARE GROUP of substantial 19th and early 20th century historic non-domestic buildings surviving in Perth, which has been substantially altered during the second half of the 20th century.

(AHC criteria - D2, B2)

(HCWA criteria - 5.1)

SCIENTIFIC SIGNIFICANCE (ARCHAEOLOGY)

2.48 The place is of HISTORICAL ARCHAEOLOGICAL significance because of its potential to reveal information about:

- Nineteenth century technological processes in MILLING (1838-1845), TANNING (1860-1880), ICEMAKING (1880's) and BREWING (1880-1900) and possible BOAT BUILDING (1831)
- The social and economic conditions of a nineteenth century (1845-1860) VILLA RESIDENCE AND GARDEN
- The social and economic conditions of the initial stage (1850-1852) of CONVICT TRANSPORTATION to Western Australia
- The processes used in mid-nineteenth century (c. 1850's) LAND RECLAMATION
- An early-nineteenth century (1830's) institutional CONTACT SITE between the Aborigines and European settlers.

(AHC criteria - C2)

(HCWA criteria - 5.1)

SOCIAL SIGNIFICANCE

2.49 For the past 150 years some Europeans have ADMIRERD THE SITE and its buildings enough to write lyrical prose about them. Others created landscape paintings and photographs of them.

(AHC criteria - A4, E1)

(HCWA criteria - 4.1)

2.50 The extant buildings are a physical embodiment of the generally accepted significance of BEER to the Australian ethos.

(AHC criteria - A4, G1)

(HCWA criteria - 4.1)

2.51 Activities associated with brewery including the use of water and horse drawn transport, the heavily hopped atmosphere, and night illuminations, have particular significance as part of the COLLECTIVE MEMORY of a large number of the Perth populous.

(AHC criteria - A4, G1)

(HCWA criteria - 4.1)

2.52 The place in recent years has come to embody the ongoing debate in the community over the relative values of CONSERVATION versus redevelopment.

(AHC criteria - A4, G1)

(HCWA criteria - 4.1)

3. PARTICULAR FEATURES OF SIGNIFICANCE AND THEIR SPECIAL VALUE AND INTEREST TO THE COMMUNITY

NOTE: Figures referred to are from Conservation Analysis Volume 1 by Clive Lucas, Stapleton & Partners Pty Ltd, and form part of this Register entry.

3.1 EXTERIORS OF BUILDINGS

Considering the aforementioned a ranking of significance of the exterior elements of the brewery is shown in Fig 1/34. The criteria for this grading is:

- a) Aesthetic significance
- b) Architectural significance
- c) Age
- d) Integrity
- e) Technological significance
- f) Evocative/Indicative of brewery function.

This ranking is hierarchical on a relative scale of 1 to 10, being:

1/2 = Very high significance

3/4 = High significance

5/6 = Medium significance

7/8 = Low significance

9/10 = Little significance

3.2 INTERIOR SPACES OF BUILDINGS

Considering the aforementioned in sections 1 and 2, a ranking of significance of the interior spaces of the brewery is shown in Figs 1/35. The criteria for this grading is:

- a) Period of construction
- b) Architectural quality
- c) Historical association
- d) Integrity of physical fabric

This ranking is hierarchical on a relative scale of 1 to 10, being:

1/2 = Very high significance

3/4 = High significance

5/6 = Medium significance

7/8 = Low significance

9/10 = Little significance

3.3 LANDSCAPE

Considering the aforementioned in sections 1 and 2, a ranking of the significance of the landscape is shown in Fig 1/36. The criteria for this grading is:

- a) Indicative/evocative of former significant use
- b) Aesthetic significance
- c) Value of vegetation as specimen
- d) Integrity to significant configuration
- e) Age of predominant character or configuration

This ranking is hierarchical on a relative scale of 1 to 8 being:

1 = Very high significance

2/3 = High significance

4/5 = Medium significance

6/7/8 = Low significance

3.4 HISTORICAL ARCHAEOLOGICAL

Considering the evidence presented in aforementioned sections 1 and 2, a ranking of significance of the archaeological potential of the place is shown in Fig 1/37. The criteria for this grading is:

- a) Period of European occupation
- b) Known historical associations with the place
- c) Known historical development of the built environment and landscape

This grading is hierarchical on a relative scale of 1 to 3, being:

- 1 = High priority archaeological for interpretation
- 2 = Medium priority archaeological for interpretation
- 3 = Low priority archaeological for interpretation.

8. REGISTER OF HERITAGE PLACES (DATE OF GAZETTAL)

Interim Entry	11/02/1992
Permanent Entry	16/06/1992

9. CONSERVATION ORDER

10. HERITAGE AGREEMENT