



**HERITAGE  
COUNCIL**  
OF WESTERN AUSTRALIA

## **REGISTER OF HERITAGE PLACES – ASSESSMENT DOCUMENTATION**

### **11. ASSESSMENT OF CULTURAL HERITAGE SIGNIFICANCE**

The criteria adopted by the Heritage Council in November 1996 have been used to determine the cultural heritage significance of the place.

#### **PRINCIPAL AUSTRALIAN HISTORIC THEME(S)**

- 3.22 Lodging people
- 3.23 Catering for tourists
- 8.3 Going on holiday

#### **HERITAGE COUNCIL OF WESTERN AUSTRALIA THEME(S)**

- 107 Settlements
- 311 Hospitality industry & tourism
- 405 Sport, recreation and entertainment
- 506 Tourism

#### **11.1 AESTHETIC VALUE\***

*Margaret River Hotel* is a fine example of a hotel designed predominantly in the Inter-War Old English architectural style, but with evidence of both the Inter-War Art Deco style and the Arts and Crafts style in its overall form and detailing. The interior of the hotel contains particularly fine Arts and Crafts detailing that is evident primarily in public areas, including the reception area and adjacent lounge and dining room, which remain substantially intact. (Criterion 1.1)

*Margaret River Hotel* is a prominent landmark in the Margaret River town centre. Together the original 1936 building and the 1985 additions visually define the intersection of Bussell Highway and Willmott Avenue and the place to a large degree defines the character of the town centre. (Criterion 1.3)

#### **11.2 HISTORIC VALUE**

*Margaret River Hotel*, the second hotel built in the Augusta-Margaret River region, and a central part of the life of the town of Margaret River since the 1930s, illustrates the significant role of the initial lone hotel in a country town as it

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\* For consistency, all references to architectural style are taken from Apperly, R., Irving, R., Reynolds, P. *A Pictorial Guide to Identifying Australian Architecture. Styles and Terms from 1788 to the Present*, Angus and Robertson, North Ryde, 1989.

For consistency, all references to garden and landscape types and styles are taken from Ramsay, J. *Parks, Gardens and Special Trees: A Classification and Assessment Method for the Register of the National Estate*, Australian Government Publishing Service, Canberra, 1991, with additional reference to Richards, O. *Theoretical Framework for Designed Landscapes in WA*, unpublished report, 1997.

developed from a small town to become a regional centre and popular tourist destination, and the changes to its accommodation and facilities reflect changing expectations and demands from the public through the years. (Criterion 2.1)

*Margaret River Hotel* was built in 1936, as the State continued its recovery from the Great Depression, and Margaret River became established as a small township in an area that was developing consequent to Group Settlement, and was associated also with the development of tourism to the district, including the caves. The hotel was extended and altered in the 1980s and 1990s, as demand increased for high standard accommodation and facilities to cater for tourists and other visitors as the region's widely renowned wine growing industry became well established and grew. (Criterion 2.2)

*Margaret River Hotel* was designed by well known architect F.G.B. Hawkins, and built by one of the State's most accomplished builders, C.W. Arnott, for Bernard McKeown, and was owned and operated by the McKeown family for 36 years. Parry and Rosenthal Architects designed the acclaimed 1980s additions. (Criterion 2.3)

*Margaret River Hotel* is a fine example of the creative design work of architect F.G.B. Hawkins, executed to very high standards by C.W. Arnott, whose building expertise is evident in his attention to detail. In the 1930s, hot and cold water in every bedroom and garages for guests' motor vehicles, were relatively recent innovations in hotel design in this State, as evidenced by attention drawn to these features in advertising for the place. (Criterion 2.4)

### **11. 3. SCIENTIFIC VALUE**

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### **11. 4. SOCIAL VALUE**

*Margaret River Hotel* is highly valued by the members of the community of the town and district of Margaret River and the wider community for social and aesthetic reasons as a popular social meeting place since the 1930s and as a prominent and much admired building. (Criterion 4.1)

*Margaret River Hotel* contributes to the community's sense of place as an integral part of the town and the streetscape of the main street, where it was for many years the only two-storey building and remains a landmark. (Criterion 4.2)

## **12. DEGREE OF SIGNIFICANCE**

### **12. 1. RARITY**

*Margaret River Hotel* is a rare example in Western Australia of a hotel designed in the Inter-War Old English design style with elements of the Inter-War Art Deco and Arts and Crafts styles. The only known hotel to have been designed by architect F.G.B. Hawkins in this style, it is a very fine example of his design work and the work of builder C.W. Arnott. (Criterion 5.1)

### **12. 2 REPRESENTATIVENESS**

*Margaret River Hotel* is a representative example of an hotel built in the interwar period featuring a range of stylistic influences, but primarily exhibiting the influence of the Inter-War Old English style architectural style. (Criterion 6.1)

*Margaret River Hotel* is a representative example of a country hotel built in the inter-war period to provide for a wide clientele including holidaymakers, commercial travelers and local residents, at a period of population growth in regional areas resulting in part from government programs including the Group Settlement Scheme. (Criterion 6.2)

### **12.3 CONDITION**

*Margaret River Hotel* is in good condition as a result of ongoing maintenance and care. The building has been in continuous use since its construction in 1936, and over that period has been managed to a high standard by successive owners and managers.

### **12.4 INTEGRITY**

*Margaret River Hotel* has high integrity as it remains in use as a residential hotel with fully operating public bar and restaurants. It continues to provide a popular social venue in the centre of Margaret River. The building was extended and upgraded in the 1980s, and has long-term viability of use.

### **12.5 AUTHENTICITY**

*Margaret River Hotel* has moderate authenticity. The external fabric of the original 1936 building is largely intact, although the verandahs at ground floor level are not original fabric but reconstructions to original detail. The face brick of the original building has been rendered and painted. Internally, the lounge, dining room, first floor sitting room, and stairs are largely as constructed. The public bar and reception area have been altered, although the original fireplace remains extant in the public bar. At first floor level the bedrooms in the northern wing are no longer extant and the area has been opened up to create a function room. The eastern wing has been altered by the enclosure of the first floor balcony.

The 1985 additions remain as constructed and have high authenticity.

## **13. SUPPORTING EVIDENCE**

The documentation for this place is based on the heritage assessment completed by Robin Chinnery, Historian and Rosemary Rosario, Architectural Heritage Consultant in March 2007, with amendments and/or additions by HCWA staff and the Register Committee.

### **13.1 DOCUMENTARY EVIDENCE**

*Margaret River Hotel*, a two storey rendered brick and tile building that exhibits elements of the Inter-War Old English architectural style together with evidence of the influence of the Inter-War Art Deco and the Arts and Crafts styles in its architectural composition and detailing, was constructed in 1936, with substantial extensions built in 1985.

In the mid-nineteenth century, Alfred and Ellen Bussell, who settled firstly at Ellensbrook (1854) and then at Wallcliffe House (1865), pioneered European settlement in the Margaret River district. In the early 1880s, M.C. Davies

established a timber milling operation and mill town centred at Karridale, 25 kilometres south of the Margaret River, which continued in operation until 1910.<sup>1</sup>

The town of Margaret River was established c.1910, but there was little development until the 1920s. Following World War I, a scheme was instigated to assist the emigration of ex-servicemen and women to various parts of the British Empire. In 1920, as economic conditions deteriorated in Britain, it was decided to widen the assisted migration scheme. James Mitchell, Premier of Western Australia, prepared a comprehensive immigration programme for submission to the other governments, which was implemented after the British Parliament passed the Empire Settlement Act in 1922. In February 1923, it was agreed that 75,000 migrants would be sent to Western Australia.<sup>2</sup> In the South-West, it was proposed to settle groups of 20 families, with 100 acres allocated to each individual settler, to establish dairy farms. In March 1921, the first such group was organised at Mitchelldean, eight miles west of Manjimup. In 1921-23, further groups began preparing blocks at scattered settlements, including Groups 3 and 4 at Kudardup and Karridale in the Augusta-Margaret River district, and in the Manjimup, Pemberton and Northcliffe districts. The heavily timbered country proved difficult to clear, much of the land was found to be unsuitable for dairying, few of the settlers had agricultural experience, and the scheme was dogged by administrative problems. By 1924, when many group settlers had left their holdings, the scheme was suspended, and a Royal Commission was held. In 1925, the scheme resumed after a new Agreement between the Commonwealth and State governments, and most new group settlers were sent to Manjimup, Northcliffe and Busselton.<sup>3</sup>

The Group Settlement Scheme brought an influx of new settlers to the Margaret River district. In 1924, when a hospital of timber weatherboard construction was completed in Tunbridge Street, it was perceived as a government commitment to the long term development of the district, in particular to the town of Margaret River, which would become the principal town in the district.<sup>4</sup>

On 19 July 1926, Edward Bernard Higgins was registered as sole proprietor of portion of Sussex Location 1438, 12 acres and 26 perches in area, as shown on plan 4900, located at the east side of Main Road (later named Bussell Highway), and adjoining Sussex Location 284,<sup>5</sup> owned by his parents, Thomas and Elizabeth Higgins, who had leased Old Bridge House, Caves Road, Margaret River, in the 1890s. Owned by Alfred Bussell, it had been built to provide accommodation for travelers en route to the timber station at Karridale. Edward (b. 1897) was the fourth of six children of Thomas and Elizabeth Higgins, on whose property the first post office was established in 1910. Thomas donated the site (Lot 1, Location 284) for the hall (1912; additions, 1923), and through into the 1930s, the Higgins provided overnight accommodation at their homestead by the bridge.<sup>6</sup>

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1 Cresswell, Gail J. *The Light of Leeuwin: The Augusta-Margaret River Shire History* Augusta-Margaret River Shire History Group, Perth, 1989, p. 117.

2 Crowley, F. K. *Australia's Western Third: A History of Western Australia from the first settlements to modern times* Macmillan & Co. Ltd., London, 1960, pp. 201-202.

3 *ibid*, pp. 211-214; and Evans, H. D. *The Story behind the Manjimup-Northcliffe Railway Line* Times Offset, Manjimup, Western Australia, 198- , p. 26.

4 Old Hospital Complex, RHP 3314, Assessment Documentation, p. 6.

5 Certificate of Title Vol. 931 Fol. 55.

6 Cresswell, Gail J. *op. cit.*, p. 136, p. 145, p. 229, and p. 258.

The above Certificate of Title was issued when Edward Higgins sub-divided the land. Lots 6 and 7 were transferred the same day, followed by Lots 1, 4, 2 and 27 in August-September. Subsequent sales were slower, with seven lots sold in 1927, two in 1928, and two in late 1929, before Lots 17, 18, 19 and 20 were transferred to Richard George Ardagh, retired mine manager, of Hardy Road, Bayswater, on 14 November 1930.<sup>7</sup> They fronted Main Road, with a right of way at the rear, and had a total area of one acre. Lots 17 and 18 were north of Willmott Street, and Lots 19 and 20 (future site of *Margaret River Hotel*) to the south, Lots 18 and 19 being corner lots. On 31 July 1931, Ardagh died, and Probate of his will was granted to the executrix, his widow, Jean Hamilton Ardagh, on 17 September.<sup>8</sup>

The first hotel in what was to become the Augusta-Margaret River Shire was built at Augusta in 1912.<sup>9</sup> At Margaret River, Addicott's Guest House provided accommodation for men working in the timber sleeper trade in the late 1920s, and a temporary building attached to Mrs. McLean's tearooms also provided accommodation, while Mrs. Currey, followed by Mrs. Burns, took in overnight guests.<sup>10</sup>

The local caves, discovered from 1848, had been bringing tourists to the area since they were opened to the public in 1901.<sup>11</sup> Tourism had been slow to develop in Western Australia, but the south-west caves were viewed as the greatest tourism asset of the state when they were discovered. The annual report of the Under secretary for Lands in 1899 boasted 'The Margaret River Caves are so remarkable that if they were known they would become one of the famous places of the Southern Hemisphere, if not the world'.<sup>12</sup> Caves House was established by the government in 1904 to accommodate visitors to the Yallingup caves, and was the focus of caves tourism in this early period. The Caves Board, established in 1901, was a precursor to any tourism department, and influenced the early development of the 1910 Immigration, Tourist and General Information Department.<sup>13</sup> The caves were used prominently in Western Australian promotional material in the years after World War One, as part of a push to promote tourism in the state.<sup>14</sup>

Tourism had depended heavily on accessible public transport, and in most areas was particularly linked to the development of railways.<sup>15</sup> The railway reached Margaret River in 1926. From the late 1920s into the early 1930s, car-based tourism began to develop also, bringing increasing numbers of tourists to visit the well-advertised caves.<sup>16</sup>

In 1931, there was a growing need for accommodation for workers in the district and a new boarding house was built at Margaret River for Thomas and Elizabeth

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7 Certificates of Title Vol. 931 Fol. 55 and Vol. 1022 Fol. 156.

8 Certificate of Title Vol. 1022 Fol. 156.

9 Cresswell, Gail J. op. cit., p. 45 and p. 86; and foundation stone, Augusta Hotel, site visit, Robin Chinnery and Rosemary Rosario, 11 February 2007.

10 Cresswell, Gail J. op. cit., p. 241.

11 Cresswell, Gail J. op. cit., p. 324.

12 Selwood, John, 'Seybert Hayward and the Development of Tourism in Western Australia', in *Early Days*, Vol.12 Part2. 2002, pp.166-67,

13 *ibid.* p.168.

14 HCWA Register documentation P00428 *Caves House Group*.

15 Spearritt, Peter, 'Western Australia in Text and Image – 1920s to 1960s' in *New Norcia Studies*, No.11, Sept 2003, p.14.

16 *ibid.* p.15.

Higgins' daughter, Agnes Higgins (b. 1895).<sup>17</sup> Presumably these were largely itinerant workers, as this was the height of the Great Depression and the government had withdrawn support from the group settlers.<sup>18</sup> By the time the group settlement scheme was officially ended across the state in 1936, virtually all the group settlers in the Margaret River area had already left their farms.<sup>19</sup> The rural industry in the area continued to develop, however. Wesfarmers' butter factory (built 1929 and opened 1930; purchased by South-West Co-operative Dairy Farmers Ltd. in 1933), provided an important facility for the burgeoning dairy industry in the district and was a significant development in Margaret River.<sup>20</sup>

On 17 February 1932, Lots 17, 18, 19 and 20 were transferred to Bernard Henry McKeown<sup>21</sup>, who paid £30 for the Lots fronting the Main Road, and £20 each for two lots that he purchased east of the right of way, and to the rear of Lots 19 and 20.<sup>22</sup> Born at Etah, India, in 1883, McKeown had served in the police force in India prior to going to South Africa. After migrating to Western Australia in 1908, he joined the Western Australian Police Force, with which he served to 1931, when he resigned and purchased a five acre orchard on the Canning River at Gosnells, 'right opposite the Gosnells' Hotel.'<sup>23</sup> Having long envisioned building and operating a hotel, he took some time to locate a site he considered suitable before purchasing a block of land on Canning Highway South Perth, and obtained the license to build a hotel there. Subsequently, after selling this land and license to the Swan Brewery (which later built the Hurlingham Hotel there), McKeown ventured into country areas in search of a potential site and decided on Margaret River, where he recognised the opportunity for a hotel to service the local population and to provide accommodation for visitors to the town and district.<sup>24</sup>

Tourism around the state suffered during the Great Depression, but slowly recovered through the 1930s.<sup>25</sup> The State Licensing Court, established under the *Licensing Amendment Act 1922*, favored two storey buildings, which enabled guests' sleeping and sitting room accommodation to be located away from the public bar area providing a separate and quieter area for guests, and required a separate entrance to the residential portion of the hotel.<sup>26</sup> In the late 1920s, hotel owners and those who aspired to such ownership had been encouraged to build new hotel accommodation for the travelling public, but at the depth of the Great Depression there had been little new building activity. In the mid-1930s, as the economy progressively recovered and interest in building revived, including hotel building, the time was ripe for McKeown to realise his long held ambition. In 1935, he was assisted in his license application by his good friend at Margaret River, George Stewart, of Wallcliffe Road, who traveled around to farms and

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17 Cresswell, Gail J. op. cit., p. 241.

18 Bolton, Geoffrey, *A Fine Country to Starve In*, UWA Press, Nedlands, 1972, 1994, p.171.

19 Blond, Philip E.M., *A Tribute to the Group Settlers*, UWA Press, Nedlands, 1987, p.72.

20 Cresswell, Gail J. op. cit., p. 241.

21 Certificate of Title Vol. 1022 Fol. 156.

22 K. B. McKeown (son of B. H. McKeown), handwritten talk, 14 September 2006; and conversation with Robin Chinnery and Rosemary Rosario, 10 February 2007.

23 K. B. McKeown (son of B. H. McKeown), handwritten talk, 14 September 2006; and conversation with Robin Chinnery and Rosemary Rosario, 10 February 2007.

24 *ibid.*

25 Selwood, John, op. cit. p.173.

26 Ball, J., Kelsall, D. and Pidgeon, J. 'Statewide Survey of Hotels, Southern Region, Western Australia' prepared for National Trust of Australia (WA), November 1997, Vol. 1, p. 41.

Group Settlements in the district obtaining signatures on a petition for the building of a hotel in Margaret River.<sup>27</sup> Well known architect F. G. B. Hawkins, of Perth, drew plans for McKeown's proposed hotel, to be built on Lots 19 and 20.<sup>28</sup>

Hawkins (b. South Africa, 1885, d. 1956) had studied architecture in London, where he worked for a period before being appointed Chief Architect to the Improvement Trust of Bombay in 1912. Following war service during World War One, he returned to work in India from 1919, before immigrating to Melbourne in 1923, where he went into architectural practice. In 1929, he came to Perth to supervise construction of the Victoria Insurance Co. building in St. George's Terrace. Subsequently, he decided to return to Perth to establish his practice in Western Australia, where one of his first commissions was the Yorkshire Insurance building (1931, demolished 1980s). Over the next 25 years, Hawkins became one of the best known architects in Western Australia, whose notable body of work included Atlas Building (1931) and Mercantile Mutual Insurance building (1939), and many other commercial buildings, residential and industrial buildings in Perth, the metropolitan area and regional areas.<sup>29</sup>

In August 1935, McKeown applied for a provisional publican's certificate for the proposed premises, which was considered by the State Licensing Court sitting at Busselton in September. The applicant stated 'the plans complied with the specifications outlined by the Licensing Board', and, subject to any modifications the Board might direct, building would commence 'immediately the certificate was granted.'<sup>30</sup> The Board expressed dissatisfaction 'with the lack of provision made for the catering of tourists' (presumably having in mind potential visitors to the district's caves), noted there was insufficient accommodation and inadequate lavatory conveniences, then adjourned the application 'to give the applicant an opportunity of amending the plans', and presented him with a detailed list of requirements.<sup>31</sup> Later that year, the Board approved the duly modified plans, and well established builder Charles William Arnott commenced building *Margaret River Hotel*, which for many years would be the only two storey building in the main street of the town.<sup>32</sup> Lots 17, 18, 19 and 20 were mortgaged to the Bank of New South Wales to secure funds towards building the Hotel.<sup>33</sup> Subsequently, McKeown also mortgaged Lots 19 and 20 to Arnott, which was registered on 12 January 1937.<sup>34</sup> It has not been ascertained whether this mortgage related to debts incurred in building the Hotel or was to secure funds for another project.

In early 1936, while the Hotel was under construction, Killerby's Store was built on the adjoining lot to the south, Lot 21. Since 1925, Killerby's Store of Busselton had made deliveries by truck to the Group Settlements. After the un-surfaced roads deteriorated badly, the business opted to establish branches in larger centres such as Margaret River.<sup>35</sup> On 26 February 1936, the men working on the construction of the Hotel organised a dance at the old hall in aid of the

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27        *ibid.*

28        K. B. McKeown, handwritten talk, *op. cit.*

29        *Architecture in Australia* April-June 1956, p. 56. Note: This article gave the date for the Yorkshire Insurance building as 1930, but the building was completed in 1931, and officially opened in April 1931. (*Building and Construction* 14 April 1931, p. 13.)

30        *South-Western News* 13 September 1935.

31        *ibid.*

32        K. B. McKeown, handwritten talk, *op. cit.*, and conversation with Robin Chinnery, 10 February 2007.

33        Certificate of Title Vol. 1022 Fol. 156.

34        *ibid.*

35        Cresswell, Gail J. *op. cit.*, p. 258.

ambulance fund, which was appreciated by the local ambulance committee.<sup>36</sup> Later that week, the new Road Board Hall and offices were officially opened by the Minister for Works, Mr. J.J. Kenneally. He declared new buildings such as the hall 'and the hotel being erected nearby, proved that people had confidence in the district', noted the town's recent advancement and predicted it 'would eventually become one of the most important centres in the South-West.'<sup>37</sup>

As *Margaret River Hotel* was nearing completion, a photograph shows the workmen who had worked on its construction seated in front of the place. The light coloured painted timber work of the windows and posts contrasts with the red face brick walls. Signage reading 'Margaret River Hotel' is mounted on the front of the southern balcony, and the roof timbers to the single storey verandah between the two protruding bays are shown ready for tiling.<sup>38</sup>

On 11 April 1936, Mr. E. V. Brockman, M.L.A., officially opened *Margaret River Hotel*. The *South-West News* reported 'The building which is of pleasing design is one of the most up-to-date in the South-West, and should prove a decided acquisition to the district'.<sup>39</sup> Many of the first guests, including those who had motored down to attend the opening, were from the affluent areas of Perth, South Perth, North Perth and Swanbourne.<sup>40</sup> Numerous guests of similar background would come to stay in future years, and it proved popular also with commercial travelers to the South-West, who were often regular visitors. As anticipated by McKeown, the hotel became a popular social venue for the local populace.<sup>41</sup> An early advertisement described it as 'The Premier Pleasure Resort of the South-West', offering 'Holiday Pleasures. Complete Relaxation. Charming Scenery.', boasting the provision of hot and cold water to every room, which was uncommon at hotels in this period, and also electric light and refrigeration<sup>42</sup>, which were uncommon in rural areas in the 1930s, when many towns such as Margaret River had no electricity supply, or only a limited supply from a private provider.

Early photographs of the hotel (displayed there, 2007) show views of the front and rear, the dining room, front bar, saloon bar, and guests' lounge, and the streetscape<sup>43</sup>, in which the hotel is the only two storey building and the predominant feature. An un-dated tourist brochure advertising the attractions of the district including the caves, includes a photograph illustrating 'The English Architecture of Margaret River Hotel', a photograph of the guests' lounge, and another of the entry area and the stairs, with the rear door in the background.<sup>44</sup>

On the two Lots to the rear, McKeown established an orchard and a large vegetable garden, and poultry (chickens and ducks) runs to supply the hotel with fresh produce, while a cow kept on a lot McKeown purchased in Town View Terrace supplied fresh milk and cream daily for the Dining Room. As there was no electricity supply in the small township, the hotel had its own power supply, a 12 horse-power semi-diesel engine and a 250 volt generator, which also supplied

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36 *South-Western News* 6 March 1936.

37 *ibid.*

38 Photograph of Margaret River Hotel, April 1936, collection of K. B. McKeown. Note: A copy is held in Batty Library's Pictorial Collection (4071B/3), and another copy is included in the collection of photographs at the place. (Site visits, Robin Chinnery and Rosemary Rosario, 9-10 February 2007).

39 K. B. McKeown, conversation with Robin Chinnery, *op. cit.*; and *South-Western News* 17 April 1936.

40 Register, Margaret River Hotel, 1936, collection of K. B. McKeown.

41 K. B. McKeown, conversation with Robin Chinnery, *op. cit.*

42 Advertisement, c. 1936, collection of K. B. McKeown.

43 Margaret River Hotel, site visits, Robin Chinnery and Rosemary Rosario, 9-10 February 2007.

44 Brochure, collection of K. B. McKeown.



the newly completed Road Board Hall and Offices. This served to c. 1939, when J. M. Nixon built a power station in the town, to which the hotel was also connected. In the early period, the hotel manufactured aerated waters for its own use and to supply local shops, before an aerated waters factory was established in Town View Terrace.<sup>45</sup>

Bernard McKeown's step-son, Bruce Clifton Boulter, who worked at the hotel for many years, purchased Lot 22, south of the Hotel, where he had three shops (extant, 2007), of cement brick construction built, the smallest of which was leased by the Bank of New South Wales prior to building its own premises in Margaret River in 1953.<sup>46</sup>

In the late 1930s, Lots 17 and 18 remained vacant, and were used as 'a popular place for farmers' to tether their horses while conducting their business in the town and/or frequenting the Hotel.<sup>47</sup> At this period, log chopping was a popular sport in the South-West, and McKeown organised a 'very popular log chop', known as the 'Mug Log Chop', at these Lots, which attracted 25 entries in 1939.<sup>48</sup> In January 1940, the mortgage on Lots 17 and 18 was discharged, and they were transferred to the Bank of New South Wales. A new Certificate of Title was issued for Lots 17 and 18, and a separate Certificate of Title for Lots 19 and 20, which continued in Bernard McKeown's ownership.<sup>49</sup> He remained licensee of *Margaret River Hotel* until his death on 13 July 1945, following which his widow, Sarah McKeown, became the licensee as of 7 August 1945.<sup>50</sup> On 12 September, probate of his will was granted to her and the other executors, namely Bernice McLeod (his daughter) and Bruce Boulter.<sup>51</sup> Mrs McKeown continued the domestic operation of the hotel for many years. From 2 January 1948, the licensee was Ronald Edward (B. H. E. ) McKeown. He was succeeded by his brother, Kimberley B. McKeown, who held the licence from 27 August 1969 to October 1972, when the place was sold.<sup>52</sup> McKeown Place at Margaret River is named for the family.

In 1958, photographs of part of the north and west elevations of *Margaret River Hotel* show the un-painted red brick walls, light coloured painted timber shutters at either side of the windows at the first floor, and signage bearing the name of the hotel on a bracket side mounted at the southern first floor balcony.<sup>53</sup> Other photos taken around this period show the ground floor verandah nearest Willmott Street had been enclosed and the verandah near the main entrance to the hotel had been partly enclosed.<sup>54</sup>

In September 1962, an inspection report described Margaret River Hotel as a two-storey brick and tile hotel, comprising 23 bedrooms (six at the ground floor, and 17 at the first floor), with three sitting rooms for guests (two at the ground

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- 45 K. B. McKeown, handwritten talk, op. cit.; Cresswell, Gail J. op. cit., p.253.  
46 ibid; and Mrs. L. Jones, Margaret River Historical Society, telephone conversation with Robin Chinnery, February 2007.  
47 Cresswell, Gail J. op. cit., p. 253.  
48 ibid..  
49 Certificates of Title Vol. 1022 Fol. 156 and Vol. Vol. 1068 Fol. 547.  
50 Register of Licensees in Margaret River Hotel, Bussell Highway, Margaret River [Police Dept. Liquor and Gaming Branch] SROWA Cons. 5708 Item A161 Vol. 1; and Certificate of Title 1068 Fol. 547.  
51 Certificate of Title 1068 Fol. 547.  
52 Register of Licensees in Margaret River Hotel, Bussell Highway, Margaret River [Police Dept. Liquor and Gaming Branch] op. cit.  
53 Margaret River Hotel, 1958, Batty Library Pictorial Collection 36188/1-2.  
54 Photograph, in group of three (1936, 1950s, and 1980s), on display at Margaret River Hotel, site visits, Robin Chinnery and Rosemary Rosario, 9-10 February 2007.

floor and one at the first floor); and at the ground floor, one dining room (seating 50), one lounge for supplying liquor (seating 80), and three bars. The licensee and three bartenders were responsible for serving liquor, and employees included two waitresses, a housemaid, cook, yardman, and two casual staff members.<sup>55</sup>

On 19 March 1963, F.G.B. Hawkins & Desmond Sands, Architects, submitted plans to the Licensing Court plans for proposed extensions to the public bar, which were under consideration by the owners. Approval was granted for the extension, replacing the existing entrance, intended to be used for 'a dart and pin pool playing area' on 17 April.<sup>56</sup> The proposal included removal of the existing wall between the public bar and the porch to extend the public bar by 11 ft., and the front bar was duly extended as per the approved plans.<sup>57</sup>

On 6 May 1965, plans by architects F.G.B. Hawkins & Desmond Sands for additional ablution and toilet facilities at *Margaret River Hotel* were approved. By September, the new toilet for males and two new single rooms were completed at the first floor<sup>58</sup>, in the area that had been the rear balcony.<sup>59</sup>

After Ronald McKeown's death on 19 July 1969, his brother, Kimberley 'Kim' Bernard McKeown (b. 1922) took over operation of the *Margaret River Hotel* on behalf of his late brother's Estate, and applied for the licence to be transferred to him.<sup>60</sup> In October, when inquiries were made as to his suitability, it was reported he had operated the hotel since July, and his wife would manage the domestic side of the business. He was 'well liked in the district' and Constable Williamson, who had been in the area for two years, considered he would make 'a good and capable licensee'.<sup>61</sup> Kim McKeown retained the license to October 1972, by which date the first six motel units had been built on the land to the rear, to provide for the growing demand from the public for this type of accommodation.<sup>62</sup>

In 1972, *Margaret River Hotel* was sold to Auto Motels Ltd., of Bunbury, and the transfer was registered on 13 November.<sup>63</sup> From 24 October 1972, the nominated licensee was David Charles Black, who was succeeded by Lyndon James Lewis on 13 June 1973. In May 1974, the local Police Sergeant submitted a generally adverse report as to Lewis' suitability for a license in future, noting he 'ran a clean lawful establishment' but was 'very rude and ignorant towards members of the public ... not popular with the general public', and 'would have lost much of his trade' if there had been another hotel in the town.<sup>64</sup> From May 1974, various men acted as the nominee licensee for the company, but none remained at the place for an extended period of years.<sup>65</sup>

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55 Inspection Report on Licensed Premises in Margaret River Hotel, Bussell Highway, Margaret River [Police Dept. Liquor and Gaming Branch] op. cit., 7 September 1962.

56 Correspondence in Margaret River Hotel, Bussell Highway, Margaret River [Police Dept. Liquor and Gaming Branch], 19 March and 17 April 1963.

57 Correspondence in *ibid*, 2 April and 30 September 1963.

58 Correspondence and Inspection Report on Licensed Premises in *ibid*, 6 May and 12 September 1965, respectively.

59 K. B. McKeown, conversation with Robin Chinnery, 10 February 2007.

60 Correspondence in Margaret River Hotel, Bussell Highway, Margaret River [Police Dept. Liquor and Gaming Branch], op. cit., 4 August 1969.

61 Report to Inspector Leen, in *ibid*, 15 October 1969.

62 K. B. McKeown, conversation with Robin Chinnery, 10 February 2007.

63 Certificate of Title Vol. 1068 Fol. 547.

64 Report to Superintendent Lee in Margaret River Hotel, Bussell Highway, Margaret River [Police Dept. Liquor and Gaming Branch], op. cit., 8 May 1974.

65 Register of Licensees in Margaret River Hotel, Bussell Highway, Margaret River [Police Dept. Liquor and

On 4 March 1976, approval was granted for the erection of new male toilets at the southern end of the Lounge and minor alterations to the Saloon Bar, except removal of a section of wall.<sup>66</sup> From 21 April, the hotel licence was suspended for failure to comply with court orders relating to the renovations, including painting of roof decking and repairs to a glass-washer.<sup>67</sup> In 1977, a plan shows the hotel with the male public toilet at the north of the main building, staff quarters and store buildings to the east and near Willmott Street on Lot 19, and garage and laundry buildings at the rear on Lot 20. East of the right of way, on Lots 51 and 52 is a building comprising six motel units and on Lot 53 another building comprising eight motel units, which had been erected for Auto Motels Ltd.<sup>68</sup>

In June 1980, well known architects Parry and Rosenthal drew plans of *Margaret River Hotel* as existing. The site plan shows the existing hotel building, and the various outbuildings at this date, with the gents' toilet near the Willmott Street boundary, and to the rear of the hotel four buildings comprising staff quarters, a store, garage and laundry, the latter three being located on or close to the boundary to the right of way. East of the right of way, an additional site plan shows the two blocks of motel units associated with the hotel at this period.<sup>69</sup>

On 18 September 1984, Lot 21, which had passed through various ownerships since 1945, was transferred from Emily Madge Aitken to Auto Motels Ltd. At a later date, it would be amalgamated with the adjoining *Margaret River Hotel* site.<sup>70</sup>

By the 1980s, tourism comprised a significant proportion of the region's economy. Tourists were attracted by the growing wine industry in the area, the caves, and increasingly also by the forests.<sup>71</sup> In October 1984 and January 1985, Parry and Rosenthal prepared plans for alterations (mostly changes to the internal layout of the first floor) and extensive additions to *Margaret River Hotel*.<sup>72</sup> The additions, to the south side of the hotel, included at the ground floor the lounge/dining and lounge/bar, male and female toilets, a store, cool room, and wine sales area with a porte cochere, and at first floor a passage from the existing hotel to seven new units. Plans for the elevations show attention to detail to match tiled roofs and timberwork to those existing.<sup>73</sup> As it was not possible to match the existing brickwork, it was decided to render and paint the original building and the additions to match.<sup>74</sup>

In November 1984, Western Resorts Corporation Ltd. took over the Auto Motels chain. In late January 1985, the Licensing Court acknowledged the name change

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Gaming Branch] SROWA Cons. 5708 Item A161 Vol. 1.

66 Correspondence in Margaret River Hotel, Bussell Highway, Margaret River [Police Dept. Liquor and Gaming Branch] SROWA Cons. 5708 Item A161 Vol. 1, 4 March 1976.

67 Principal Clerk, Licensing Court WA to Licensee Margaret River Hotel, in Margaret River Hotel, Bussell Highway, Margaret River [Police Dept. Liquor and Gaming Branch] SROWA Cons. 5708 Item A161 Vol. 1, 16 April 1981.

68 Margaret River Hotel Site Plan, stamped Licensing Court of Western Australia, 19 May 1977, held by Parry and Rosenthal.

69 Parry and Rosenthal Margaret River Hotel, June 1980. For details of the interior layout at this time, refer to Appendix One.

70 Certificates of Title Vol. 1084 Fol. 391, Vol. 1333 Fol. 701 and Vol.

71 Cresswell, Gail J. op. cit., p.324; Bosworth, Michal & Brady, Wendy, 'The South-West Forest Region of Western Australia: A Thematic History', prepared for the Environment Forest Taskforce and the Western Australian Department of Conservation and Land Management, March 1997, p.55.

72 Parry and Rosenthal Margaret River Hotel Alterations and Additions Stage 1, October 1984. For details of the proposed changes, refer to Appendix One.

73 Parry and Rosenthal Margaret River Hotel Alterations and Additions, Stage 2, January 1985.

74 K. B. McKeown, conversation with Robin Chinnery, 10 February 2007.

for ownership of *Margaret River Hotel* from Auto Motels Ltd. to Western Resorts Corporation, whose managing director was P. G. Prindiville, but the change of ownership was not recorded on the Certificates of Title until November 1985.<sup>75</sup> Western Resorts owned and/or managed more than 20 hotels and motels in Western Australia, including owning Bel Air Tavern, Belmont, Amity Tavern, Albany, Golden Gateway Restaurant, Kalgoorlie and Seacrest Restaurant, Bunbury, and managing Jurien Hotel, Victoria Tavern, Kalgoorlie, Collie Bridge Tavern, Sant Monica Restaurant, Overland Motel, Broome, and Tourist Motor Hotel, Albany.<sup>76</sup> Oceanic Equity Ltd. proposed spending \$5.5 million up-grading Auto Motels Ltd.'s buildings, including major additions and 'a complete restoration' of *Margaret River Hotel* at a cost of \$1.5 million and refurbishment of the motel units 'to cater for the growing influx of tourists to the area.'<sup>77</sup> The principal of Oceanic Equity Ltd., Mark Hohnen, has been a significant investor and developer in the Margaret River region since establishing Cape Mentelle Wineries with his brother David in 1970, one of the earliest commercial vineyards in the area.<sup>78</sup>

In February 1985, the Licensing Court approved the aforementioned plans for alterations and additions to *Margaret River Hotel*.<sup>79</sup> This resulted in the removal from Lot 21 of a single storey timber weatherboard and iron shop fronting Bussell Highway, an asbestos and iron shed and a timber weatherboard and iron shed adjacent to the northern boundary, two timber weatherboard w.c.'s near the rear boundary, and a large timber weatherboard and iron shed near the southern boundary.<sup>80</sup>

In April, the landscape plan by Parry and Rosenthal shows retention of an existing jacaranda tree near Willmott Street, and proposed plantings. Later that year, when some modifications were made to proposed planting beds and plantings, some species were changed, and additional beds and plants were included.<sup>81</sup>

On 13 July 1985, it was reported Kim Yates-Round, operations manager, Western Resorts, believed that on completion of the \$1.5 million 'face-lift', on schedule for completion in October, *Margaret River Hotel* 'would be one of the finest in any country town in W. A.' The *West Australian* reported a 50% increase in building activity from \$5.7 million to \$8.6 million in the Margaret River region in the financial year 1985-86. The Shire Clerk, Ken Preston, noted the increase in building activity 'in first-class tourist accommodation, and considered the region's thriving viticulture industry had stimulated much of the recent building.'<sup>82</sup> Wine growing had commenced in the area in the 1970s, and would continue to expand in the late twentieth century, encouraging further development of the tourist industry and a continuing demand for accommodation in the region. The

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75 Principal Clerk Licensing Court WA to P. G. Prindiville, in *Margaret River Hotel*, Bussell Highway, Margaret River [Police Dept. Liquor and Gaming Branch] op. cit., 29 January 1985; and Certificates of Title Vol. 1068 Fol. 547, 1336 Fol. 936, and Vol. 1711 Fol. 470,

76 Principal Clerk Licensing Court WA to P. G. Prindiville, *ibid*.

77 *West Australian* Country Special, 13 July 1985, p. 58; and *Countryman* 23 January 1986, p. 23.

78 HCWA documentation P00114 *Wallcliffe House & Landscape*.

79 Parry and Rosenthal Margaret River Hotel Alterations and Additions Stage 1, October 1984, stamped approved, 12 February 1985.

80 Steffanoni Ewing and Cruickshank Pty Ltd, Plan levels and features on Lots 19, 20 and 21 of Sussex Location 1438, Margaret River Hotel, 3 August 1984; and Parry and Rosenthal Margaret River Hotel Alterations and Additions, Demolition Plan, Drg. A 200.

81 Parry and Rosenthal Margaret River Hotel Alterations and Additions Landscape Plan, April 1985.

82 *West Australian* Country Special, 13 July 1985, p. 59.

photographs illustrating the newspaper report show work in progress on the extensions to the hotel, and signage announcing 'major renovations & extensions' to the place, with new facilities to include 'character accommodation units, extensive Dining and Bar facilities and a unique Wine Sales Centre'.<sup>83</sup>

On 8 January 1986, a new Certificate of Title was issued following amalgamation of Lots 19, 20, 52, 53 and 54 to comprise Lot 100, with a total area of 7083 square metres, and bisected by the right of way, as shown on Diagram 68644.<sup>84</sup>

On 23 January 1986, a travel feature in the *Countryman* newspaper reported *Margaret River Hotel* had undergone 'a magnificent facelift ... A complete restoration ... to capture the feeling of the era and restore the property to something far better than its original condition', and now boasted 'a five star facility which would put some big hotels to shame'.<sup>85</sup> It was noted that the extensions provided additional guest rooms and a wine cellar area.<sup>86</sup> On 11 April 1986, Julian Grill, M.L.A., officially re-opened *Margaret River Hotel* following completion of the additions and to commemorate the hotel's fiftieth anniversary.<sup>87</sup>

On 17 October 1989, the aforementioned Lot 100 was transferred to Eversharp Holdings Pty Ltd, of Perth.<sup>88</sup> In 1991, alterations to the original portion of the first floor of the hotel included removal of walls and making new openings to convert the northernmost rooms to a function room (the River Room) and to provide ensuite bathroom facilities for the remaining bedrooms.<sup>89</sup> The River Room was popular for functions in the early to mid-1990s. However, its use has declined in more recent years as other function facilities have become available in the town, most of which have been designed to incorporate disabled access.<sup>90</sup>

In September 1993, an article about *Margaret River Hotel* in *Waltzing Moderne* stated 'the building was strongly influenced by the Arts and Crafts Movement which was popular in Western Australia during the Inter War period', and noted the architect had 'combined some rustic interior elements with some distinctly moderne touches', which was 'reminiscent of Fitzhardinge's design for Ye Olde Narrogin at Armadale'.<sup>91</sup> Features said to reflect the Arts and Crafts influence were 'the hipped tiled roof with gable features', and the features 'on the various chimneys which are distinctly inscribed with vertical grooving'.<sup>92</sup> In the author's view, 'most of the renovations have been carried out true to the original intent', other than the reception area 'which has been fashioned in a semi-Georgian-Revival style which is distinctly unsuited to the original 1930s architecture'.<sup>93</sup> Planning approval had been granted for 39 luxury serviced apartments, designed 'in keeping with the character of the hotel' to be built 'on the land adjoining the

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83 *West Australian* Country Special, 13 July 1985, p. 59.

84 Certificate of Title Vol. 1716 Fol. 526.

85 *Countryman* 23 January 1986, p. 23.

86 *ibid.*

87 Plaque, *Margaret River Hotel*, site visits, Robin Chinnery and Rosemary Rosario, 9-11 February 2007.

88 Certificate of Title Vol. 1716 Fol. 526.

89 Stephen Hughes, Manager, Margaret River Hotel, telephone conversation with Robin Chinnery, 21 March 2007.

90 K. B. McKeown, conversation with Robin Chinnery, 10 February 2007.

91 *Waltzing Moderne* September 1993, p. 10.

92 *ibid.*

93 *ibid.*

hotel', which were to be strata-titled, with provision for car parking for 54 cars.<sup>94</sup> The proposed serviced apartments were later built on the former motel site.<sup>95</sup>

In 1994, the hotel and motel sites were separated when Lot 100 became Lots 1 and 2 on Diagram 87122, with Lot 1 (site of *Margaret River Hotel*) 3035 square metres in area, and Lot 2 (motel/apartments site) 4047 square metres in area, and a new Certificate of Title was issued on 14 November.<sup>96</sup>

In May 1995, *Margaret River Hotel* was assessed by the National Trust of Australia (WA), which Classified the place on 28 August 1995.<sup>97</sup> In 1994, it was included in the Art Deco Significant Building Survey, which recommended it be entered in the Register of Heritage Places (RHP).<sup>98</sup> In 1996, *Margaret River Hotel* was included in the Municipal Inventory for the Shire of Augusta-Margaret River with a similar recommendation.<sup>99</sup> In November 1997, the place was included in the Statewide Hotel Survey.<sup>100</sup> In c. 1997, the Hotel was painted.<sup>101</sup>

In late 2001, plans were approved for alterations to *Margaret River Hotel*. These included some interior layout changes, new flooring to the public bar, some modifications to the service facilities and a new bar, spacious lounge area and new kitchen.<sup>102</sup> Subsequent un-dated plans show proposed renovations to the existing cocktail bar, corner bar, pool bar and associated cool room, including removal of some walls.<sup>103</sup> When these plans were implemented, the interior and exterior of the southern portion of the ground floor were painted.<sup>104</sup>

In the twenty-first century, although *Margaret River Hotel* is no longer the only two storey building in the main street, it remains a significant feature of the streetscape and a landmark in the town, as is evident in postcard views of the town's shopping and commercial centre.<sup>105</sup>

In 2006, Regalbay Enterprises Pty Ltd, of Margaret River purchased *Margaret River Hotel*, and the transfer of Lot 1 was registered on 17 August.<sup>106</sup> In 2006-07, the place continues to be a popular social centre for local residents and visitors. The hotel accommodation has an overall occupancy rate of 75-80%, and many guests express an interest in its history.<sup>107</sup> Regalbay Enterprises continues to operate the Hotel and looks forward to its continuing future.<sup>108</sup>

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94        *ibid.*

95        Site visit, Robin Chinnery and Rosemary Rosario, 9-10 February 2007.

96        Certificates of Title Vol. 1716 Fol. 526 and Vol. 2022 Fol. 524.

97        National Trust of Australia (WA) Assessment, 8 May 1995, amended 23 June 1995, Classified 28 August 1995.

98        Margaret River Hotel, HCWA database, Place no. 00108, other listings.

99        Shire of Augusta-Margaret River Municipal Inventory, Adopted, 17 June 1996.

100       Ball, J., Kelsall, D. and Pidgeon, J. 'Statewide Survey of Hotels, Southern Region, Western Australia' prepared for National Trust of Australia (WA), November 1997, Vol. 2 Part 2. Note: The Survey mistakenly stated 'The Architects for the original building were Hobbs and Forbes.' (Hotel Survey Record 033 H1 - 0108)

101       Stephen Hughes, Manager, Margaret River Hotel, conversation with Robin Chinnery, 10 February 2007.

102       Willcox & Associates, Alterations to Margaret River Hotel, October 2001. For details of these plans refer to Appendix One.

103       Proposed renovations to corner bar & cocktail bar, Margaret River Hotel, no details, HCWA Place File.

104       Site visits, Robin Chinnery and Rosemary Rosario, 9-10 February 2007.

105       Postcards, Margaret River and Margaret River Hotel, Rolsh Productions, Western Australia.

106       Certificate of Title Vol. 2022 Fol. 524.

107       Stephen Hughes, conversation with Robin Chinnery, 10 February 2007.

108       Rachel House and Stephen Hughes, conversations with Robin Chinnery and Rosemary Rosario, 9-10 February 2007.

## 13.2 PHYSICAL EVIDENCE

*Margaret River Hotel* is a two storey rendered brick and tile building that exhibits elements of the Inter-War Old English architectural style together with evidence of the influence of the Inter-War Art Deco and Arts and Crafts styles in both its architectural composition and detailing. The building was originally constructed in 1936, with substantial additions constructed in 1985, in similar style to the original building. *Margaret River Hotel* is located on the south-eastern corner of the intersection of Bussell Highway and Willmott Avenue in the Margaret River town centre. The original portion of the building is to the north with the 1985 additions to the south addressing Bussell Highway. The original entrance to the hotel reception is approximately central to the Bussell Highway façade, located in the 1936 section of the building. A contemporary porte cochere now obscures the entry.

*Margaret River Hotel* is located on Lot 100 of Sussex Location 1438. The lot comprises a total area of 7,083sqm and is divided into two by a right of way that runs north-south across behind the hotel car park. The western portion of Lot 100 contains the hotel and the eastern portion contains recent residential apartments.

*Margaret River Hotel* site, the area west of the right of way, comprises an area of 3,035sqm with a frontage onto Bussell Highway of 60.35m and to Willmott Avenue of 50.29m. The building is set back approximately 7m from the front boundary and extends across the whole of the width of the lot from north to south. Behind the hotel is the car park bounded to the east by the sealed right of way. The site slopes down from the right of way towards the west and as a result there are several flights of steps and small retaining walls between the carpark and the hotel building.

There are several medium sized trees on the northern boundary of the site abutting Willmott Avenue and on the eastern boundary adjacent to the right of way. In the north-eastern corner of the car park adjacent to Willmott Avenue, is a rendered masonry compound containing an electrical plant. The rear car park is bitumen sealed and marked out with parking bays at right angles to the back of the hotel. There is a bitumen sealed bottle shop drive-through on the southern boundary of the lot.

The original (1936) portion of *Margaret River Hotel* is L shaped in plan and comprises the northern portion of the building addressing Bussell Highway and the eastern wing that extends into the carpark area to the rear of the building. The southern portion of the building addressing Bussell Highway was added in 1985, together with the single storey bottle shop.

At the front of the building the front setback contains a series of outdoor courtyards. On the northern end of the building, at the corner of Willmott Avenue and Bussell Highway, is a beer garden enclosed behind a painted rendered masonry boundary wall with masonry piers. The wall has a distinctive curve to a higher section at the back concealing a flight of steps to the carpark behind. The wall is truncated on the corner where a brick paved ramp leads from the footpath to the beer garden behind. The boundary wall continues around the front of the hotel to the driveway entrance to the porte cochere in front of the main entrance to the hotel. The beer garden is brick paved with timber pergolas and two large sail cloth shelters in the style of large market umbrellas. The area provides an

extension to the verandahs on the north and west of the building outside the public bar.

Central to the Bussell Highway frontage is a porte cochere accessed from a circular driveway in front of the hotel. The porte cochere is an open timber framed structure with a large tiled gabled roof that extends out from the face of the building. Behind the porte-cochere is a verandah outside the original part of the hotel. On the southern side of the porte-cochere there is a low painted masonry wall on the site boundary with full height piers supporting a timber pergola over an alfresco dining area. The street entrance is covered by a gabled awning with translucent sheeting. Two further gabled awnings provide shelter over the southern part of the alfresco area and a separation from the entrance to the drive through bottle shop adjacent. There are two elaborately decorated wrought iron gates to the alfresco dining area, one on the northern corner and one on the main western entrance to the restaurant area. There is a simply detailed iron gate on the northern side of the porte cochere that leads to the beer garden. The boundary wall, beer garden awnings and pergolas, porte cochere and shelters over the alfresco area are all recent.

There are a number of ancillary structures attached to the back of the hotel building. Structures at the northern end include a skillion roofed addition on the back of the kitchen, a masonry fence enclosed yard, a metal fenced fuel tank enclosure and a metal roofed masonry carport. There are two satellite dishes on the roof of the kitchen addition.

The eastern wing is part of the original building and a flight of white painted timber steps to the first floor level located on the exterior of the northern side of the wing is original. There are planted beds behind the eastern wing and to the south a small sunken courtyard with a retaining wall and a flight of steps to the back entrance to the restaurant in the 1980s addition.

At the southern end of the building a single storey structure with a tiled hipped roof comprising a cool-room and bottle shop extends into the rear carpark area.

The external fabric of the building comprises painted and rendered masonry walls, autumn blend coloured terracotta roof tiles, timber joinery to the 1936 section and metal framed windows to the more recent sections of the building. The hotel was originally constructed of face brickwork but was rendered and painted following the 1985 works. The tiled roof is hipped with half-timbered gables. There are three gables on the main western facade, two to the 1936 section and one to the 1985 section of the building. On the eastern side there is a gable to the roof of the original eastern wing, another to the roof of the single storey bottle shop and a third to the main roof of the two storey southern addition. The roof has two large chimneys on the east, one on the north and one on the west elevation of the 1936 section. These are rendered masonry and simply proportioned with a suggestion of Art Deco design influence in their design and proportions. There is a similarly detailed chimney on the west elevation of the 1985 addition.

There are two large balconies at first floor level on the western elevation of the 1936 building. These are heavily proportioned with solid masonry balustrade walls, with vertical banding decoration to the northernmost balcony, and pairs of timber posts supporting the tiled gabled roofs above. The building has covered verandahs on the northern and western facades over the beer garden and along the front of the building in front of the new bar area. These are not original, but are reconstructions to original detail carried out in 1985. The verandahs have



tiled pitched roofs supported on timber posts with triangular decorative elements, rafters and timber tongue and groove boarded lining.

Joinery to the building is painted white. Windows comprise a range of small paned casement windows and double hung sash windows, many with timber shutters on either side of the openings. Windows to the original section are timber framed and to the more recent section are aluminium framed of matching design. There are some timber framed clear glazed windows to the eastern wing where the former open verandah at first floor level has been enclosed. The original building has timber framed French doors to the first floor balconies. These have solid timber panels to the lower sections and small panes to the tops. There are similar doors to the original rooms on the ground floor. New small paned timber doors have been fitted to the entrance to reception and to the restaurant in the southern addition. All joinery is clear finished internally.

The *Margaret River Hotel* cannot be clearly defined by any one architectural style. Rather it comprises a mix of elements broadly found in buildings of the Inter-War period. The main Inter-War Old English stylistic influence results from the use of traditional forms and materials together with the gabled roof, small paned timber windows and French doors. Prior to the rendering and painting of the building the original section featured areas of decorative brickwork, still partially evident on the north elevation adjacent to the chimney. The interior of the building is finely detailed with elements that derive from the Arts and Crafts style evident particularly in the detail of fireplaces in the lounge and dining room on the ground floor and in the first floor sitting room. The building also exhibits some Inter-War Art Deco influences in the form of the chimneys and in some of the detailing of the balconies and verandahs. The overall form of the building, however, is stylistically more traditional.

The ground floor of the *Margaret River Hotel* comprises the main public areas, including the public bar, reception, lounge, dining room, restaurants and toilets. The rear area at ground floor level comprises the kitchens, stores and bottle shop.

The public bar comprises two original rooms that have been opened to form a single space together with a more recent billiard room addition. The internal bar, fittings and cabinets are not original. The ceiling in the public bar is plasterboard with a reproduction plaster cornice with a fluted motif. The walls are plaster with tongue and groove panelling to dado height, which is not original. The floor is clear finished tongue and groove floorboards. There is a step up to the billiard room. There is an original fireplace in an alcove on the northern wall. This has a face brick surround, timber mantle and small double hung sash windows on either side with clear finished timber frame. The detail of the fireplace is original and intact.

Next to the public bar is the hotel reception. This area has been modified from the original by the removal of an internal wall on the northern side to increase the size of the reception area. The reception desk and flush panel door to the rear are recent. The original timber staircase with timber panelled balustrade and timber skirting remain extant.

On the southern side of the reception area double timber panelled doors lead to the lounge. This area probably once formed two rooms and a timber framed opening links the two. There are fireplaces at both ends of the lounge with original detailing including face brick surrounds and hearths. The eastern fireplace has brick trim details to the chimney wall and the western fireplace has

a timber mantle, a recessed niche over the fireplace, and small paned timber windows on each side with timber reveals. The room has original plaster ceilings and cornices, timber picture rails and skirtings, and original pairs of double doors to the reception area on the north and the dining room to the south. The floor carpet and light fittings are recent.

The dining room is part of the original building and is also largely intact. The room has an original coffered ceiling with beams expressed across the space with plaster cornices, picture rails that have been painted to match the walls, original skirtings, doors and windows. There is an original brick fireplace on the southern side with a timber mantle and a recess above into which a mirror has been fitted. Two original timber panelled doors with glazing to the upper sections located on the eastern side of the room access a former office behind the dining room. Originally one room, a partition has been installed to create two smaller offices. There are original French doors and windows to the outside and recent small paned timber framed doors on the southern side to the 1985 additions.

Kitchens and stores located to the east of the dining room have been altered with contemporary kitchen fittings and coolrooms, but the original form of this part of the building remains intact.

At ground floor level the 1985 additions to *Margaret River Hotel* comprise a new bar and restaurant, toilets, kitchens and service areas together with the cool room and bottle shop. The detail of these spaces follows the general style of the original building and includes small paned French doors, timber floors and a brick fireplace with a timber mantle as a feature of the restaurant area.

At first floor level the original portion of the *Margaret River Hotel* has been substantially altered. The internal walls that separated the original bedrooms at the northern end of the building have been removed to create an open function room. The original layout of the space is still evident at ceiling level where support structure follows the former room alignment. Original windows and French doors remain extant within the space and no new openings have been created in the external fabric. At the northern end of the room a crude partition arrangement and stage has been erected with the area behind used for storage.

The former first floor sitting room at the top of the stairs remains largely as constructed on the eastern side with an original brick fireplace with small windows on either side, timber mantle and niche. The brickwork has been painted green. The room originally opened to a similar space on the western side; however, a stud wall has been inserted in the wall opening to create a bedroom suite. An original fireplace remains extant within the suite.

Adjacent to the sitting room two original bedrooms that open onto the front balcony remain extant. These retain original French doors. The internal spaces of the eastern wing comprise several small storage areas and a flat that has been constructed in the space of the former open back verandah. A door on the northern side of the entry to the flat opens to the external timber rear staircase.

The first floor of the 1985 addition comprises a series of hotel rooms with en-suite bathrooms. The internal fittings and finishes follow the general style of the original building and include stained timber cabinets and joinery. There is a staircase from the southern wing providing direct access to the carpark below.

*Margaret River Hotel* is in good condition as a result of ongoing use and maintenance. The building was largely refurbished and upgraded at the time of the 1985 additions and continues to be maintained to a high standard for ongoing

commercial use. The original section of the building is moderately intact. At ground floor level original fireplaces remain extant in the public bar, lounge and dining room and at first floor level they remain in the sitting room and adjacent bedroom. External timber joinery is original, intact and in its original locations. The ground floor lounge and dining room contain largely original fabric and the original staircase remains extant. Externally the original building retains much original detail, the greatest change being the rendering and painting of external brickwork. The 1985 addition continues the aesthetic features of the original building and although it is clear where the original building ends and the addition begins, the changes are subtle and not immediately obvious to the casual observer. In 2007, the building continues to be used for its current hotel purpose.

### 13.3 COMPARATIVE INFORMATION

#### Architect and Builder:

Architect F.G.B. Hawkins and builder C.W. Arnott were both well established and very accomplished in their respective fields by 1936, when *Margaret River Hotel* was built.<sup>109</sup> Arnott had been a builder in Western Australia for more than 40 years. His work had included the Palace and Railway Hotels at Menzies (P01550 and P01551), and the National Hotel at Kookynie (P08520, now ruins), *Burt Memorial Hall* (P02101, RHP), a number of banks and churches, and most notably *Perth GPO* (P01979, RHP); and his future work would include *Yanchep Inn* (1939, P02678, RHP) and *St Johns Ambulance Building*, Perth (P02132, RHP). Hawkins design work in this State had included the Victoria Insurance Co. building (1927, P02108, demolished), Yorkshire Insurance building (1931, demolished) and *Atlas Building* (1931, P01975, RHP); and his future work would include Mercantile Mutual Insurance building (1939), and many other commercial buildings, residential and industrial buildings in Perth, the metropolitan area and regional areas, including additions to *Wanslea* (1940s, P00598, RHP). From the early 1950s, the practice of F.G.B. Hawkins and Desmond Sands, which designed alterations and additions to *Margaret River Hotel*, carried out a number of notable commissions, including designs for the MLC Building (P03287), the Admin. Wards and Paraplegic Block for Royal Perth Rehabilitation Hospital (P02971, being considered for RHP in 2007), *Subiaco Theatre Centre* (P04653, RHP), and *St Lawrence's Anglican Church & Rectory*, Dalkeith (P04576, RHP). *Margaret River Hotel* is the only hotel designed by F.G.B. Hawkins in the Inter-War Old English design style with elements of the Inter-War Art Deco style, while influences of the latter style are also evident in *Atlas Building*. The hotel illustrates the keen attention to detail that characterises his design work, of which it is a very fine example, and was excellently executed by C.W. Arnott, one of the State's most accomplished builders.

#### Hotels:

In the late 1890s, during the Western Australian gold boom, the population grew rapidly, and a large number of hotels were built, which continued into the early twentieth century when many people moved from the goldfields to settle in urban and regional areas. Reflecting the growth in prosperity, the more elaborate hotels boasted impressive features, including decorative cast iron and/or towers, and cupolas. It was an era of grand hotels, with the *Palace* (1895, P02114, RHP), the *Esplanade* (P04330, demolished), the *Great Western* (later renamed *The Brass*

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<sup>109</sup> The HCWA database lists 11 places attributed to F.G.B. Hawkins as architect, and 14 attributed to C.W. Arnott as builder. However, it is likely that other places in the database were designed and built by these men, but have not yet been listed with this association. HCWA database search, 10 July 2007.

*Monkey*, P02154, RHP) and *His Majesty's* (1904) being among the most notable in Perth.<sup>110</sup> The Federation period also saw several hotels built at Busselton, a busy port and a holiday destination, and the single storey Augusta Hotel (1912, P04929), the first hotel in the Shire of Augusta-Margaret River.<sup>111</sup>

In the World War I period, hotel building and design stagnated. In the early 1920s, following a Royal Commission on Licensing, introduction of the *Licensing Amendment Act 1922*, led to a reduction in the number of licences as undesirable and unprofitable businesses were de-registered by the Licences Reduction Board (1923), which was one and the same with the new State Licensing Court that replaced local district licensing benches. The new State Licensing Court, which sat at regional centres as required to determine on licensing matters, was empowered to consider the building fabric of hotels, which was interpreted such that all new hotel buildings were required to be of stone, brick or concrete construction, as a consequence of which many older hotels were renovated or re-built. It favoured two storey buildings, a design form enabling guests' sleeping and sitting room accommodation to be separate and quieter as located away from public bar areas, and required a separate entrance to the residential portion of the hotel.<sup>112</sup>

In the late 1920s, after a significant reduction in the number of hotel licences, hotel owners and those who aspired to such ownership were encouraged to build and /or re-build new hotel accommodation. *The Carlton Hotel* (1928, P02161, RHP), Hay Street, Perth, which blends elements of the Inter-War Art Deco, Anglo-Dutch, Spanish Mission and Mediterranean design styles, is believed to have been the first hotel in Perth at which garages were erected at the rear rather than stables, reflecting the growing popularity of motor transport. It was built by C.W. Arnott,<sup>113</sup> who also built *Margaret River Hotel* (1936).

In the early 1930s, a number of new suburban hotels incorporated garages in their design, including the Wembley Hotel (1932, P02226, Backlog 'No' 2004), designed in an Inter-War interpretation of the Federation Anglo-Dutch style, and Mount Hawthorn Hotel (1932, P02211, Current Assessment Program), designed in the Inter-War Mediterranean style. Of 34 hotels built in this decade, 19 were built in regional areas, including *Margaret River Hotel*, which is designed in the Inter-War Old English style with elements of the Inter-War Art Deco style. Three hotels in the Inter-War Old English style (a rare design style for hotels in this State) have been entered on the Register of Heritage Places. All are two storey buildings, and all post-date *Margaret River Hotel*. P00092 *Ye Olde Narrogin Inne*, at Armadale, built on the site of an earlier Inne in 1937, is considered 'a rare example of hotel building' in this style.<sup>114</sup> The exterior of Caves House (1938/9), the major building in *Caves House Group* (P00428), is in the Inter-War Old English style, while its interior design has a strong influence of the Inter-War Art Deco style.<sup>115</sup> *Yanchep Inn* (1939, P02678), also built by C. W. Arnott, is considered 'interesting for its Tudor type architecture ... and for the fact that an

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110 Ball, J., Kelsall, D. and Pidgeon, J. op. cit., November 1997, Vol. 1, pp. 28-32; and De Mori, C. *"Time, Gentlemen": A history of the hotel industry in Western Australia* W. A. Hotels Association, 1987, p. 131.

111 Cresswell, Gail J. op. cit., p. 45 and p. 86; and foundation stone, Augusta Hotel, site visit, Robin Chinnery and Rosemary Rosario, 11 February 2007.

112 Ball, J., Kelsall, D. and Pidgeon, J. op. cit., p. 32 and p. 41; and De Mori, C. op. cit., pp. 131-134. Note: In 1923-25, the number of hotel licences was reduced from 1,009 to 970. (De Mori, C. *ibid.*, p. 134.)

113 Carlton Hotel, RHP 2161, Assessment, pp. 6-8.

114 Ye Olde Narrogin Inne, RHP 00092, Assessment, p. 2 and pp. 7-8.

115 Caves House Group, RHP 0428, Assessment, p. 1.

attempt was made to reproduce the character of an English inn.<sup>116</sup> All three were popular destinations for honeymooners, and the two latter were designed and built to cater to tourists visiting the caves located at Yallingup and Yanchep, which were popular tourist attractions. *Margaret River Hotel* was designed and built to provide hotel facilities for a wider clientele, including holiday-makers (including those visiting the caves in the region) and commercial travelers, and people from the surrounding district, including Group Settlers, who might choose to stay overnight in town or simply to enjoy the social amenity of the hotel when in town, as did the local townspeople.

There are only two other hotels designed in the Inter-War Old English style on the HCWA database, neither of which are comparable to Margaret River Hotel in terms of construction dates. These are, P02687 Waroona Hotel (1915), a 2 storey brick and asbestos building, and P08544 Parkerville Tavern, a 2 storey brick and iron building which also shows influences of the Federation Arts and Crafts style (1905-1928).

**Conclusion:** *Margaret River Hotel* is a rare example in Western Australia of a hotel designed in the Inter-War Old English design style with elements of the Inter-War Art Deco style and the Arts and Crafts style. The only known hotel to have been designed by architect F.G.B. Hawkins in this style, it is a fine example of his design work and the work of builder C.W. Arnott.

#### 13.4 KEY REFERENCES

National Trust of Australia (WA) Assessment, 8 May 1995, amended 23 June 1995

#### 13.5 FURTHER RESEARCH

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#### 13.6 APPENDIX ONE: Details of proposed alterations 1980-2001

June 1980

At the ground floor of the hotel, the entry from Bussell Highway is through double doors opening into a lobby, which opens at the left to the saloon and at the right to the lounge, and at the east into the small reception area where a counter opened from the manager's room. Stairs lead to the first floor and steps lead down to a box room and out to the rear yard. The south side of the reception area opens to the guests' lounge room, which opens at the east into the ladies lounge, each of which have a fireplace on the west and east walls respectively. The lounge room opens through to a large dining room, which opens through double doors to the kitchen. Adjacent to the kitchen at the east, with entry from the rear yard, are the employees quarters, comprising cook's room, maid's room, waitresses' room and staff bathroom, and a room shown as external female toilet at the north-east corner, opening at the rear of the building. At the south-west corner of the lounge is timber screening to the entrance to the ladies' toilet. The gents' toilet at the south appears to have been an addition to the original building. Steps lead up from a small area between the male public toilet and the main building to the entry to the games room at the east, which is also accessible from a paved verandah area at rear of the building, from which the cool room is entered. Steps lead from the corridor down to the cellar, and there is a trap door

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<sup>116</sup> Yanchep inn, RHP 2678, Register Entry, p. 1.

behind the refrigerated bar in the Public Bar.<sup>117</sup>

At the first floor, an ironing room, bedrooms 1 to 8 and the ladies' bathroom, open from the corridor at the north of the landing, which opens at the west to a rectangular drawing room and at the south to a lounge with folding doors between these two rooms. The lounge opens to the southern wing, which comprises a linen store, male lavatory block, male bathroom and bedrooms 9 to 17. All bedrooms have a hand basin, and bedrooms 5, 6, 7 open to the northernmost of the two balconies that overlook Bussell Highway, and bedrooms 9 and 10 open to the second balcony.<sup>118</sup>

October 1984:

At the first floor, bedrooms 1 and 2 were to be enlarged by incorporating the ironing room and bedroom 3, with the northern portion of the bedroom to be converted to a linen room, and bedroom 4 was to be converted to the male toilet. Folding doors from the lounge to the drawing room were to be removed and a new stud wall built. The existing linen store was to become part of the adjacent bathroom, which was to become the female shower, and the male lavatory was to be converted to the female toilet. The easternmost rooms in the southern wing were to be converted manager's quarters with two bedrooms, living room, kitchen/dining, and bathroom. Bedrooms 11, 12 and 13 were to be altered, and all windows were to be removed and the openings bricked up.<sup>119</sup>

January 1985:

Plans by Parry and Rosenthal show the proposed additions to the south side of the hotel. At the ground floor, there are the lounge/dining and lounge/bar, male and female toilets, a store, cool room, and wine sales area with a porte cochere at the south for driveway service. The plans show verandahs at each side of the protruding bay of the lounge/bar, which was to have a fireplace at the western wall. At the first floor, a passage from the existing hotel leads to the new units, numbered 9 to 16, each with an ensuite bathroom. Plans for the elevations show attention to detail to match tiled roofs and timberwork to those existing.<sup>120</sup> As it was not possible to match the existing brickwork, it was decided to render and paint the original building and the additions to match.<sup>121</sup>

Late 2001:

Plans approved for alterations to *Margaret River Hotel* show a porte cochere at the Bussell Highway entrance leading to the reception area, where there is a counter at the north side. Double doors open into a small room, which is adjoined by the office. In the public bar area, there was to be new t & g (tongue and groove) flooring, and some modifications to the service facilities. To the east of the public bar, is another bar area, which gives access to a corridor to female and male toilets, and opens to a store at the rear. At the eastern side of the dining room, is shown a partition wall dividing it from a lobby area to the kitchen and an office. At the east again, a passage leads from the kitchen to a dry store, food cool room, freezer room, and male and female staff toilets. A new bar is shown in the area that was the lounge/dining room per 1985 plans, with a spacious lounge

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117 Parry and Rosenthal *Margaret River Hotel*, June 1980.

118 *ibid.*

119 Parry and Rosenthal *Margaret River Hotel Alterations and Additions Stage 1*, October 1984.

120 Parry and Rosenthal *Margaret River Hotel Alterations and Additions, Stage 2*, January 1985.

121 K. B. McKeown, conversation with Robin Chinnery, 10 February 2007.

area to the south, at the south-east of which is a new kitchen and associated counters etc. At the rear are shown a scullery, disabled toilet, store cool room, bottle shop and cool room, with a one-way drive through from Bussell Highway to the rear.<sup>122</sup> Subsequent un-dated plans show proposed renovations to the existing cocktail bar, corner bar, pool bar and associated cool room, including removal of some walls.<sup>123</sup>

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<sup>122</sup> Willcox & Associates, Alterations to Margaret River Hotel, October 2001.

<sup>123</sup> Proposed renovations to corner bar & cocktail bar, Margaret River Hotel, no details, HCWA Place File.