

Area: Geraldton	Place Number: 90	Category: 2
Assessment Date: 30/10/1996	Last Revision Date: 27/10/2009	
HCWA Number: 13343	Asset ID: MCH126512	

PLACE DETAILS

Name:	Globe Brewery
Other Names:	Fremantle Fisherman's Co-Op
Type of Place:	Residence
Address:	10-12 Cunningham Street
Suburb:	West End

LOCATION

Map Reference: 14.15	GPS Northing: 6814163.00	GPS Easting: 265886.000
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Photo Description:

2/06/2008

Tanya Henkel

Fmr Globe Brewery Office building - restored and used as a residence.

SITE DETAILS

Lot No.:	Strata Lot 1	Assess No.:	19857
Reserv No.:	3197	Vol/Fol:	375/191
Dia/Plan:			

USE OF PLACE

Original Use:	Brewery & Office		
Current Use:	Residential Estate		
Ownership:	City of Geraldton-Greenough		
Public Access:	No	Occupied:	Occupied

DESCRIPTION

Walls:	Brick (Rendered)	Roof:	Zincalume
Condition:	Good	Integrity:	
Original fabric:			
Modifications:	Brewery buildings demolished & office restored		

The former Globe Brewery was predominantly a series of large, corrugated iron clad industrial buildings with a small, painted, rendered brick shopfront office located on the street boundary. The office is the only remaining original building on the site following the demolition of the old brewery proper and subsequent redevelopment of the land for residential purposes. The office is of a Federation Free Style character, with a rendered parapet carrying the brewery's name and the 'Globe' logo in a central pediment over the entry doors. The parapet conceals the hipped, corrugated zincalume roof behind. Currently a bull-nosed awning overhangs the street and protects the front of the building; however, this may be a replacement for an earlier verandah supported on posts. Two large windows, with unusual mullion configuration, are located either side of the central entry doors.

HISTORY

Construction Date:	1908	Source:	Bain, M.A.
Architect:	Unknown		
Builder:	Quain Bros		

In 1908 a new brewery was opened in Evans Street (now Cunningham Street) by Messrs. C.F. Speed and W. Hetherington of Perth. The land, consisting of Lots 95, 96 and 113, was purchased from Ed. Shenton, and

included a warehouse on Lot 96. Lot 113 was vacant and was used to graze the Clydesdale horses used for deliveries. The new brewery building, constructed by Quain Bros. of Perth, was regarded as having the most up-to-date machinery south of the equator. Sister Bain describes the brewery building as being "so large that it eclipsed every other structure in the town with its square tower rising sixty feet above the ground, making it a notable landmark for miles around." Meanwhile, the stone cellars measured 30 feet by 60 feet. At first water was obtained from three wells on the lots but later it was purchased from the railways, from the condenser. (Bain, M.A., "A Life of its Own", City of Geraldton, 1996, p130)

In 1915 Mr. Jas Elliot was appointed as manager and remained in that position for several years. Not long after the brewery was sold to a new group called The Globe and its directors were Messrs O. Green, J. McKay, F.H. Hanson and M. Quain, licensees of the Victoria, Railway, Freemasons and Commonwealth Hotels respectively. Over the years three well known brewers worked at The Globe Brewery - Dick Elliot, Breheny and Paddy Cunningham. (Ibid., p130-131) A local resident recalls that the Globe Brewery consigned cargo to Carnarvon, Roebourne, Port Hedland, Broome, Derby and stations in the Murchison District. (W.J. Cunningham, 26 Cunningham Street, Geraldton, ph: 21 2373) The Globe was beset by a number of problems over the years, including high Excise Duty, an acute bottle shortage in 1946, and failed attempts to obtain part of the Singapore market owing to ships refusing to stop at Geraldton. By 1949 much of the brewery's machinery had become inadequate and ineffective. Faced with considerable expenditure for replacement machinery the company announced in May that it would close. In that same year Tropical Traders opened a crayfish processing and canning factory in the Globe Brewery building. (Op Cit., Bain, M.A., p209) In 1962 the Swan Brewery not only bought the old brewery but also the seven hotels which The Globe had purchased over the years. (Ibid., p131)

Thought to be the tallest structure in Geraldton in its day, the white timber tower of the brewery complex, was damaged during a storm and demolished in September, 1963. Described as "one of Geraldton's best known landmarks", the jarrah tower was used by crayfishermen as a landmark on which to sight while laying their pots at sea off port. ("The West Australian", 29/8/1963)

In more recent years the former brewery buildings were used by Planet Fisheries and the Fremantle Fisherman's Co-op as a processing factory, prior to being demolished, leaving only the office building. When the land was redeveloped for residential purposes the old office building was restored for use as a unit.

HISTORIC THEMES

HCWA: 310 Manufacturing and processing

AHC:

104 Land allocation and subdivision
407 Cultural activities
3.13 Developing an Australian manufacturing capacity
4.1.2 Making suburbs
8.10.2 Creating visual arts

STATEMENT OF SIGNIFICANCE

The former Globe Brewery Office Building has high social and historical significance for Geraldton for its association with the local brewing industry which was a major source of local employment for nearly a century. The Office building is the last remnant of the large complex of industrial buildings which housed on this site. The place has aesthetic value for its high integrity and decorative detailing and makes an important contribution to the local built environment.

MANAGEMENT CATEGORY

Management Category: 2
Level of Significance: CONSIDERABLE SIGNIFICANCE: Very important to the heritage of the locality.
Management Recommendation: Conservation of the place is highly recommended. Any proposed change should not unduly impact on the heritage values of the place and should retain significant fabric wherever feasible.

OTHER LISTINGS

Heritage Council of WA - Register, 02/09/1997
National Trust of WA - Classified, 02/08/1982
Australian Heritage Commission - Register, 14/05/1991

SUPPORTING INFORMATION

GLLSPC - Buildings (Businesses & Hotels) & Geraldton (General).
GHS - Photo Collection.
Bain, M.A., "A Life of its Own", City of Geraldton, 1996.
"The West Australian".
"Geraldton: a photographic history", Geraldton Regional Library, 2004.
Griffiths, P., "Preliminary Heritage Assessment of Globe Brewery Buildings",

1995.

Sherwood, B., "Conservation Plan of the Fmr Globe Brewery Office".

OTHER PHOTOS



Photo Description:

30/10/1996

Suba, Callow & Grundy

Fmr Globe Brewery buildings, now demolished, and office at far right.



Photo Description:

30/10/1996

Suba, Callow & Grundy

Office, with former Globe Brewery buildings to rear.