

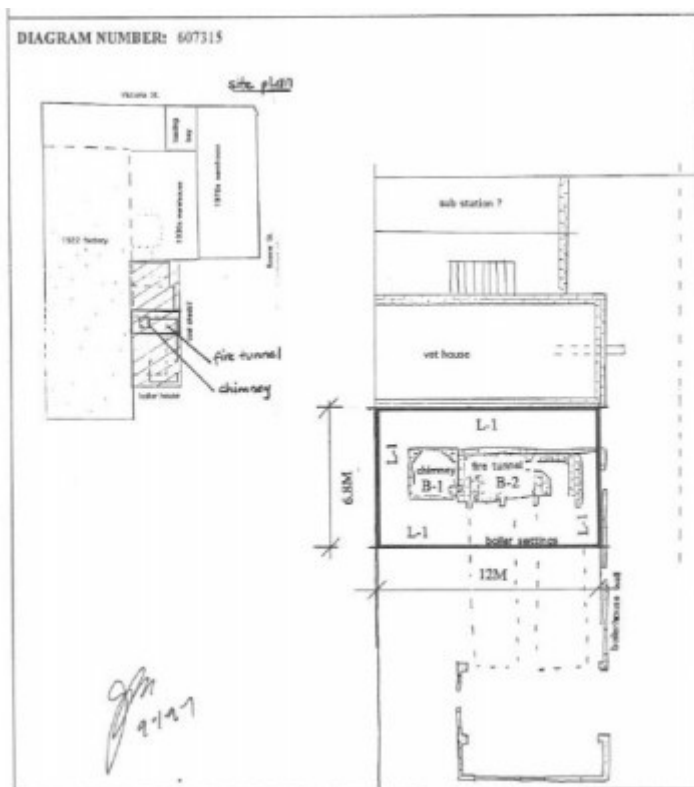
FORMER AUSTRALIAN LICORICE FACTORY CHIMNEY AND FIRE TUNNEL REMAINS



former australian licorice
factory chimney



1 former australian licorice
factory chimney & fire
tunnel remains victoria street
brunswick chimney view



H1289 plan

Location

342-348 VICTORIA STREET BRUNSWICK, MORELAND CITY

Municipality

MERRI-BEK CITY

Level of significance

Registered

Victorian Heritage Register (VHR) Number

H1289

Heritage Overlay Numbers

HO183

VHR Registration

January 9, 1997

Heritage Listing

Victorian Heritage Register

Statement of Significance

Last updated on - May 12, 1999

The Australian Licorice Company was registered as a company under the Firms Act (1892) on 13 March 1903. By September the well-known manufacturing confectioner, Abel Hoadley of Hoadley's had joined the company as a partner. Little is known of the company until 1922 when it erected a new steam-driven factory at 41a Victoria Street, Brunswick on a large allotment behind a row of tenanted shops. Rival manufacturing confectioner, Macpherson Robertson of MacRobertson's was a joint partner in the establishment of the new licorice factory, and both parent companies used the venture to economically recycle their scrap into a variety of licorice products which were promoted for their health-giving qualities alongside the more glamorous chocolate lines of the companies. Like the large steam-driven premises of Hoadley's and MacRobertson's, the brick licorice factory was conspicuous for its chimney stack.

Over succeeding years a number of rival licorice companies were established but none could wrest the market from the Brunswick firm. By the 1950s another confectionery firm, Rowntree, was a third party in the company. From the late 1950s Allen's Sweets became the majority shareholder and proceeded to expand the premises and increase production to capture 85% of the Australian licorice market. The factory closed in 1985 when Nestl overtook Allen's. Today it operates as a chocolate factory, and the redundant chimney now stands as a relic in testimony to the might of the former licorice company.

The brick chimney stack of the former Australian Licorice Company is of historic, social, architectural and scientific importance to the State of Victoria.

The brick chimney stack of the former Australian Licorice Company factory is historically and scientifically important as the only known surviving chimney remaining from the steam-driven years of Melbourne's nationally significant confectionery industry. The chimney has further importance for being one of a small number remaining from the hundreds of industrial chimneys that dominated Melbourne's diverse manufacturing landscape. The elaborate, octagonal chimney stack is architecturally and scientifically important as a fine example of the fully refined skills of the bricklayer.

The former Australian Licorice Company chimney and fire tunnel remains are scientifically and historically important for their potential to yield information that will contribute to an understanding of the technology of steam generation for factory purposes and confectionery manufacturing in Victoria from the 1920s to the 1980s.

The chimney stands as an historically and socially important symbol of the well-known Australian Licorice Company that operated for the greater part of this century and monopolised the Australian licorice market. As a symbol of the Australian Licorice Company the chimney has further social and historical importance for its association with three of Australia's most successful confectionery companies, Hoadley's, MacRobertson's and Allen's Sweets.

Permit Exemptions

General Exemptions:

General exemptions apply to all places and objects included in the Victorian Heritage Register (VHR). General exemptions have been designed to allow everyday activities, maintenance and changes to your property, which don't harm its cultural heritage significance, to proceed without the need to obtain approvals under the Heritage Act 2017.

Places of worship: In some circumstances, you can alter a place of worship to accommodate religious practices without a permit, but you must **notify** the Executive Director of Heritage Victoria before you start the works or activities at least 20 business days before the works or activities are to commence.

Subdivision/consolidation: Permit exemptions exist for some subdivisions and consolidations. If the subdivision or consolidation is in accordance with a planning permit granted under Part 4 of the *Planning and Environment Act 1987* and the application for the planning permit was referred to the Executive Director of Heritage Victoria as a determining referral authority, a permit is not required.

Specific exemptions may also apply to your registered place or object. If applicable, these are listed below. Specific exemptions are tailored to the conservation and management needs of an individual registered place or object and set out works and activities that are exempt from the requirements of a permit. Specific exemptions prevail if they conflict with general exemptions.

Find out more about heritage permit exemptions [here](#).

Specific Exemptions:

EXEMPTIONS FROM PERMITS:

Works including installation of a roof, reinstatement of floor slab and construction of stud wall to, in accordance with drawing entitled:

Gregory King Chocolates Australia Pty. Ltd
Proposed General Store Room
Drawn by: A. M. Garcia
Drawing No.: A01
Dated: May 1994

provided that there is a distance of 500mm between the base of the chimney and the new slab (refer to diagram on page 4 of report)

Construction dates 1922,
Heritage Act Categories Registered place,
Hermes Number 5005
Property Number

History

Contextual History:History of Place:

The Confectionery Industry

In the late 19th century manufacturing expanded to supply a new mass consumer market created by rising living standards. Confectionery, along with food, drink and tobacco industries burgeoned and actively competed for the purchases of consumers, developing techniques in marketing and advertising which would help them gain and keep customers and encourage consumer demand.

By the late 1880s Macpherson Robertson's Steam Confectionery Works began to develop in Fitzroy and very soon the locally made confectionery was a familiar site to Melburnians. Competitor Abel Hoadley's business opened in South Melbourne in 1895 and rapidly expanded into a five-storey premises. Late in 1901 Hoadley had four preserving factories, and a large confectionery works near Princes Bridge acquired from rival firm Dillon Burrows & Co.

Over the next two decades the consumption of sugar in Australia increased, reaching 138 pounds per person for a population of six million in 1926. That year Robertson bought a controlling interest in Life Savers (Australasia) Ltd., and transferred its factory from Sydney. A year earlier, the first issue of Hoadley's News, a journal which aimed to increase demand for confectionery in Australia, reported that

confectionery shops have sprung up like mushrooms during the past few years, and today the distribution of confectionery is so profuse Australia is recognised today as the largest sweet eating country in the world, but that is no reason why the consumption (per head) should not be still further increased, and we are of the opinion that it can be considerably increased...

The most innovative and widely advertised confections were the sugar novelties and milk chocolate varieties. Licorice, although popular with children and adults alike, was a less glamorous sweet that never enjoyed the high profile of its colourful lolly counter companions.

Licorice

The licorice plant is native to the Middle and Far East and is grown for its large taproot, which has been known as a medicinal herb since ancient Mesopotamian times. The Greeks and Romans drank the thirst quenching black juice extracted from the roots, and its use as a medicine continued through the Middle Ages. The monastery at Pontefract first cultivated licorice in the early 16th century and later became the centre of the licorice confectionery industry.

Licorice, usually referred to in the industry as licorice paste, is a partially or wholly gelatinised starch paste which contains a range of sugars for sweetening and black licorice juice as flavouring. It can be produced using either open pan batch cooking or continuous cooking of the 'votator' type. Processes in licorice manufacture are simple and focus on the removal of moisture, the controlled gelatinisation of starch (affecting texture), and the development of gloss. Licorice sheet requires little gloss but needs short texture and little elasticity. Novelties should have a good gloss and firm texture to prevent breaking. To achieve economic production of licorice by the batch method, vats or pots should be of at least a half ton capacity. Once the licorice is cooked it is extruded while still hot onto boards which are subsequently stacked for drying. It is cooled as quickly as possible, then dehumidified, and lastly guillotined into shape and packaged.

History of Place:

The Australian Licorice Company

On 13 March 1903 the Australian Licorice Company of 251-53 William Street, Melbourne was registered as a company under the Firms Act (1892). The company partners were wholesale and retail confectioner Peter Albany Bell of Perth, retail confectioner James Craig Bell of Kalgoorlie, and Albert Hobson of the Melbourne suburb of Glenferrie. By September another partner had joined the company, this was Abel Hoadley, manufacturing confectioner of South Melbourne.

Nothing is known of the Australian Licorice Company until 1922 when the company erected a confectionery factory at 41a Victoria Street, Brunswick. It is possible that the company was formerly operating from 84 Macaulay Road, Kensington, as the address for Reginald Clark the purchaser of the Victoria Street land, was given as 84 Macaulay Road, Kensington. This address was provided by subsequent managers of the Licorice Company. Situated behind a row of Victorian terrace cottages and shops, the works occupied a site owned previously by timber merchants John Sharpe & Sons which over the years had been used for a stadium, as well as travelling carnivals. Several of the tenanted Victoria Street frontages were also included in the transaction. There were numerous shops leased by small confectioners in the vicinity, notably Lawrence O'Callaghan on the corner of Sydney Road, and Robert Elsum in front of the licorice works at 41 Victoria Street. On a larger scale there was the extensive de Carle Street factory of confectionery company R.S. Murray & Co., which was established a year before. It later became a Rowntree subsidiary.

Rival manufacturing confectioner, Macpherson Robertson was a joint partner with Hoadley in the establishment of the Australian Licorice Company factory. This arrangement would have been most convenient for the parent companies, as a percentage of their scrap confectionery or 'trim' as its known in the industry, could be profitably re-used in licorice production. In the 1920s Robertson was manufacturing the famous 'MacRobertson' brand chocolates, 'Columbine Caramels' and 'Life Saver Mints' while Hoadley's were producing their equally well-known chocolates, honeycombs and candies. Some imaginative marketing ploys were used by the Australian Licorice Company to encourage the sale of their products. During 'Health Week' in 1925 they joined a number of foodstuff manufacturers to promote the health-giving qualities of licorice. Their display at the Herald Health Exhibition at Prahran Town Hall, featured an original licorice root as well as their well known novelty lines, 'Snownuts' and medicated 'Nippy Nips', but their star exhibit was a log cabin made of licorice logs with sheet licorice roofing. A more extensive display of their products featured at the Children's Welfare Exhibition in November the same year, at the Exhibition Buildings. Again the beneficial qualities of the product were extolled, and 'a large card showed the favourable report of a public analyst on the wholesomeness of 'Giant' Brand Licorice, and his expressed opinion that it was excellent for children'. The licorice log cabin made another appearance, this time joined by a White House made of 'Snow Nuts', and every few minutes a tin figure of Abraham Lincoln came through its door. The 'purity and food value of 'Giant' Brand Licorice was further promoted at the A.N.A. Exhibition held also at the Exhibition Buildings, and on this occasion another novelty line, the 'Licorice Egg' was introduced. Licorice products in all sorts of confections and candy combinations were released on the market as they became the latest innovation of the company. There were 'Scented Licorice Chips' at one penny a packet; 'Licorice Sensations', a medicated sweet which sold for threepence a packet; as well as 'Finger Juice', boxed 'Licorice Pomfrey Cakes', and 'Licorice Honeycomb' - 'a great seller'. More conventional lines included 'Spanish Licorice' and 'Licorice Rope' which sold at threepence a yard.

The Australian Licorice Company's 'Giant' Brand Licorice became the largest selling licorice product in Australia, capturing 85% of the market. Over succeeding years a number of rival licorice companies were established but none could wrest the market from the Brunswick firm. The Federal Licorice Company, no doubt another company with designs on a national market, commenced in January 1922 at 52 Gwynne Street, Richmond, and was liquidated in August 1935. Another firm, the National Licorice Company commenced in July 1959 at 42-58 Hawthorn Road, Caulfield, marketing their products under the 'Nigger Boy' brand, later changed to 'Lucky Boy'. The company ceased to operate in about 1970 after being sold to Allen's Sweets. In August 1962 Simpson's Sweets Pty. Ltd. of 29 Vere Street, introduced Licorice Products Pty. Ltd., and ceased to operate in the 1970s.

The post WWII period saw the beginning of many amalgamations and take-overs in the Australian confectionery industry. By the 1950s Rowntree had become a third party in the Australian Licorice Company. Rowntree was in turn taken over by Allen's Sweets, the owner of the rival licorice firm, National Licorice, thereby introducing the 'Lucky Boy' brand to the Australian Licorice Company. In the late 1950s Allen's took over Hoadley's and became a majority shareholder of the Licorice Company. In the 1960s the Australian Licorice Company traded under the name, 'Giant Kandyland' at 348-350 Victoria Street. By the late 1960s the company had expanded its frontage to occupy 348-364 Victoria Street. Throughout these years the company operated under Allen's until it was taken over by Nestle and closed in 1985. The plant and equipment were subsequently moved to Nestle's Maryborough factory.

Licorice Factories

The former Australian Licorice Company thrived alongside the more popular mainstream confectionery companies through the greater part of this century. Other licorice companies competed with Australian Licorice, but none could usurp the monopoly of the Brunswick company. Rival companies manufacturing licorice included:

The Federal Licorice Company

This company commenced operations the same year that the Australian Licorice Company moved their factory to Victoria Street, Brunswick. The company was liquidated in 1935, and the factory at 52 Gwynne Street, Richmond is greatly altered, no longer operates as a factory, and does not demonstrate any of the functions of its confectionery manufacturing past .

The National Licorice Company

This company was established much later than the Australian Licorice Company in 1959, at 42-58 Hawthorn Road, Caulfield. The company was subsequently taken over by Allen's Sweets in about 1970, which effectively placed it under the umbrella of the Australian Licorice Company. The former Caulfield factory has been greatly altered and bears no resemblance to its original functions.

Licorice Products Pty. Ltd.

This company was established under the parent company, Simpson's Sweets in 1962, and ceased to operate in the 1970s. Simpson's Sweets continue to manufacture confectionery in their factory at 29 Vere Street, Collingwood, although licorice is no longer produced. Unlike the older confectionery manufactories, the 2-3 storey small factory does not have a chimney, indicating that it probably operated as it still does, from another power source.

General Confectionery Factories

With the rapid expansion of the confectionery industry in the first few decades of this century a number of new, purpose-built factories appeared around metropolitan Melbourne. The Australian Licorice Company factory is an example of a very specialised sector of this growth in confectionery marketing and consumption. There were many large confectionery factories constructed during this period, most fitted with boilers to provide thermal (steam) or mechanical power, and having brick chimney stacks.

MacRobertson

MacPherson Robertson's confectionery works developed in Kerr and Gore Streets, Fitzroy from the late 1880s. By 1926 Robertson had nearly 20 factories. That year a Chicago journal, The Manufacturing Confectioner featured the 'famed confectionery institution', showing Baltic pine models of the brick buildings, many with smoking chimney stacks. The large buildings in Fitzroy continue to stand but have been altered and no longer function as confectionery works. The chimney stacks have been demolished. The MacRobertson signage built into the facades remains intact.

Hoadley's

Hoadley's large confectionery complex in Byrne Street, South Melbourne, one of the parent companies of the Australian Licorice Company, was demolished some years ago. A photograph held by the La Trobe Library Picture Collection indicates that the buildings were two and three storeys and constructed of brick. A tall, brick chimney stack imprinted with the name 'Hoadley's' dominated the complex.

R. S. Murray

This two-storey, brick confectionery factory, the home of Rowntree, was recently demolished. It was located in de Carle Street, Brunswick. It is not known if there was a chimney at these works.

Brick Chimneys

The octagonal brick chimney at the former Australian Licorice Company works in Brunswick is the only known surviving chimney that remains from the steam-driven years of Melbourne's nationally important confectionery manufacturing industry. It is also one of the small number remaining from the once virtual forest of chimneys that dominated Melbourne's manufacturing landscape. Chimney stacks once stood above each cable tram engine house, at our breweries, and at just about all other factories. The Swallow & Ariel biscuit factory, Port Melbourne once had chimneys.

A handful of factories with attached chimneys have been included on the Victorian Heritage Register. These are:

Bryant and May, Richmond (1909, 1921-22), match-making manufacturing complex;
Former Hoffman Brickworks, Brunswick (1884), brick-making complex;
Former Standard Brickworks, Box Hill (1884), brick-making complex;
Former Wunderlich Factory, Vermont (c.1930s), tile-making complex;
Former Denton Hat Mills, Abbotsford (c.1888), hat-making; and
Chimney, Bluestone Mill, Mortlake (1856), flour-milling

Other known chimneys not listed on the Register include:

Lincoln Mills, Coburg, textile mills - currently under HCV investigation;
Myer Flour Mill, Ballarat (octagonal);
Sunnyside Woollen Mill, Ballarat
Camperdown Butter Factory;
Former starch factory, Port Melbourne;
A K M chimney, Richmond
Harrison's Cordial Factory, Fitzroy; and
John's Boot Factory, Fitzroy

Two chimneys included on the Register, not associated with manufacturing are:

Chimney at Caloola Laundry (1891-1914) (octagonal); and
Chimney at City Baths, Melbourne (1903-4) (octagonal)

Gary Vines estimates that 40-50 large brick chimneys survive in Victoria, although many of these are associated with country milk factories dating from the 1920s to 1940s. A smaller number are flour mill chimneys. Very few city chimneys survive compared to the number that originally stood in Melbourne's industrial suburbs. Vines estimates that about 90% of Melbourne's industrial chimneys have been demolished. The factories with chimneys listed on the Victorian Heritage Register do not currently reflect the diversity of Melbourne's rich and historically important manufacturing industries.

The Australian Licorice Company factory chimney is a rare survivor. It is rare as one of a decreasing number of Melbourne's industrial chimneys, and it is particularly rare as a confectionery industry chimney. The factory is also a rare survivor, still operating under a related (chocolate-making) confectionery function. The addition of the Australian Licorice Company chimney will go further to illustrate the diversity of Victoria's steam-driven manufacturing industries on the Victorian Heritage Register.

Extent of Registration

NOTICE OF REGISTRATION

As Executive Director for the purpose of the Heritage Act, I give notice under Section 46 that the Victorian Heritage Register is amended by including the Heritage Register Number 1289 in the category described as a Heritage Place:

Former Australian Licorice Factory Chimney and Fire Tunnel Remains 342-348 Victoria Street, Brunswick, Moreland City Council.

EXTENT:

1. All of the buildings known as the former Australian Licorice Company Chimney (marked B1) and Fire Tunnel Remains (marked B2) on Diagram 607315 held by the Executive Director of the Heritage Council.
2. All of the land marked L1 on Diagram 607315 held by the Executive Director of the Heritage Council, being part of the land described in Certificate of Title Volume 8980, Folio 527.

Dated 19 December 1996

RAY TONKIN
Executive Director

[Victoria Government Gazette No. G1 9 January 1997 p.50]

This place/object may be included in the Victorian Heritage Register pursuant to the Heritage Act 2017. Check the Victorian Heritage Database, selecting 'Heritage Victoria' as the place source.

For further details about Heritage Overlay places, contact the relevant local council or go to Planning Schemes Online <http://planningschemes.dpcd.vic.gov.au/>