
TRUBY KING CENTRE

Location

cnr. ELM GROVE, and URQUHART STREET, COBURG, MORELAND CITY

Municipality

MERRI-BEK CITY

Level of significance

Included in Heritage Overlay

Victorian Heritage Register (VHR) Number

H2042

Heritage Overlay Numbers

HO245

Heritage Listing

Merri-bek City

Statement of Significance

Last updated on - September 13, 2004

The Statement of Significance is adapted from the Victorian Heritage Register:

What is significant?

The Coburg Truby King Baby Health Centre in Elm Grove, Coburg.

How is it significant?

The Coburg Truby King Baby Health Centre is of historical and social significance to the State of Victoria and is aesthetic local significance to the City of Moreland.

Why is it significant?

The building of 1926 is historically important as the first purpose-built Truby King Baby Health Centre to be erected in Victoria. The centre has further historical importance for its links to the earlier Coburg baby health centre, which was the first such centre in Victoria to practice Truby King mothercraft methods when it opened in 1919.

The centre has further historical importance for its association with Dr Sir Frederick Truby King of New Zealand, who became famous worldwide for his promotion of the 'Plunket Nursing system' which advocated a complicated feeding formula and a strict routine for babies. His methods were largely ignored by the Victorian Baby Health Care Association who chose to promote other expert opinions. King laid the foundation stone for this centre in 1925, and opened the Victoria's first centre in Coburg in 1919.

The building is socially important for its enduring civic value to the community. Its function which combines facilities for baby health as well as for the city's brass band meetings has been an unlikely but successful union since the building's opening, with the premises being in continual use since then. As a baby health centre, the building is socially and culturally important for marking phases in the lives of mothers and infants. Designed to resemble a typical middleclass suburban house, the purpose-built centre was a symbol of domesticity. It was also symbolic of a culturally progressive caring society, a place associated with new scientific ideas, and professionally designed programs designed to improve the health education of women raising families in the developing suburbs.

The building is of aesthetic local significance as a good example of a domestic inspired form used as civic architecture.

Heritage Study/Consultant	Moreland - City of Coburg Heritage Conservation & Streetscape Study, Timothy Hubbard Pty Ltd, 1991; Moreland - Moreland City Council: Local Heritage Places Review, Context Pty Ltd, 2004;
Other Names	Coburg City Band, Truby King Baby Health Care Centre,
Hermes Number	56743
Property Number	

Physical Description 1

The Truby King Centre, Elm Grove, Coburg is based on the form of a low lying interwar domestic bungalow. It has brick and render walls with a terracotta tiled gabled hip roof with shingle infill in the gable ends. Two projecting entrance ways on the front facade have gabled terracotta tiled roofs with shingle infill. Features include: projecting roof vents along the roof line, two projecting entrance porches, each gabled, supported by grouped timber posts and solid brick piers, a rendered parapet between the porches which reads 'COBURG CITY BAND AND TRUBY KING ROOMS' and deep recessed windows.

Physical Conditions

Good

Integrity

Minor Modifications

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/>