

HERITAGE LISTING NOMINATION REPORT

BUSHELLS FACTORY

160 Burwood Road

CONCORD



Job No. 8364
February 2019

Heritage 21
CULTURAL BUILT HERITAGE IN THE 21ST CENTURY

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TABLE OF CONTENTS

1.0 INTRODUCTION	5
1.1 BACKGROUND AND PURPOSE	5
1.2 SITE IDENTIFICATION	5
1.3 HERITAGE CONTEXT	8
1.4 METHODOLOGY	9
1.5 AUTHORS	10
1.6 LIMITATIONS	10
1.7 COPYRIGHT	10
2.0 HISTORICAL RESEARCH	11
2.1 LOCAL HISTORY	11
2.2 SITE HISTORY	13
3.0 PHYSICAL DESCRIPTION	25
3.1 LOCALITY AND SETTING	25
3.2 SITE LAYOUT AND STRUCTURES	25
3.3 EXTERIOR	26
3.4 SETTING	26
3.5 VIEWS	26
3.6 INTERIORS	27
3.7 PHOTOGRAPHIC SURVEY	29
4.0 COMPARATIVE ANALYSIS	33
4.1 COMPARISON WITH OTHER INDUSTRIAL SITES	33
4.2 HISTORICAL THEMES	38
5.0 ASSESSMENT OF SIGNIFICANCE	40
5.1 NSW HERITAGE ASSESSMENT GUIDING PRINCIPLES	40
5.2 ASSESSMENT OF SIGNIFICANCE	41
5.3 STATEMENT OF CULTURAL SIGNIFICANCE	43
6.0 CONSTRAINTS AND OPPORTUNITIES	45
6.1 IMPLICATIONS ARISING FROM HERITAGE SIGNIFICANCE	45
6.2 POTENTIAL ADAPTIVE RE-USE OF THE FORMER FACTORY BUILDING	47
6.3 PHYSICAL CONDITION AND INTEGRITY	49

6.4	LISTING UNDER THE LOCAL GOVERNMENT LOCAL ENVIRONMENT PLAN	49
7.0	HERITAGE FRAMEWORK	50
7.1	GENERAL MANAGEMENT	50
7.2	USE	50
7.3	ALTERATIONS AND ADDITIONS	50
7.4	SETTING AND VIEWS	50
7.5	INTERPRETATION	51
7.6	RESEARCH	52
7.7	RECORDING	52
8.0	CONCLUSION AND RECOMMENDATIONS	53
9.0	SOURCES	54

Acknowledgement of Country

Heritage 21 wishes to acknowledge the Traditional Owners of country throughout Australia and recognise their continuing connection to land, waters and community. We pay our respects to them and their cultures; and to elders both past and present.

Cover page: Detail of the eastern façade of the factory located at 160 Burwood Road, Concord. (Source: Heritage 21, 09 March 2016)

The following table forms part of the quality management control undertaken by Heritage 21 regarding the monitoring of its intellectual property as issued.

Issue	Description	Date	Initials
1	Draft report (D1) issued for comment for Job 2562.	31.03.16	K.B
2	Report Issued (R1) for Planning Proposal for Job 2562.	21.04.16	K.B
3	Draft report (D2) issued for comment for Job 8364.	01.02.19	L.S.
4	Report issued (RI) for Job 8364.	06.02.19	L.S.

1.0 INTRODUCTION

1.1 Background and Purpose

Heritage 21 was appointed by Colliers International Project Management (formerly Nix Anderson), in February 2016, to provide Heritage and Archaeological Consultancy services in relation to the redevelopment of the former Bushells Factory Building and site located at 160 Burwood Road, Concord ('subject site').

This Heritage Listing Nomination Report ('report') has been prepared by Heritage 21 on behalf of FreshFood Australia Holdings Pty Ltd and Colliers International Project Management to assess the heritage values associated with the subject site.

The purpose of this report is to nominate the factory building of the Former Bushells Factory for local heritage listing in Schedule 5 of the City of Canada Bay Local Environmental Plan 2013 ('CLEP'). This report will provide a review of the subject site in order to determine its heritage values, including its potential for heritage listing. Constraints and opportunities in relation to the subject site will also be discussed with a heritage framework provided which is based on the assessments concluded.

1.2 Site Identification

The subject site is located at 160 Burwood Road, Concord, which falls within the boundaries of the Canada Bay local government area. The site is approximately 3.9 hectares and comprised of the following lots:

- Lot 2, DP 230294;
- Lot 398, DP 752023;
- Lot 399, DP 752023; and
- Lot 5, DP 129325.

The location of the site within the Sydney Region, the Concord local area and a current aerial photograph of the site are presented in Figure 1, Figure 2 and Figure 3.

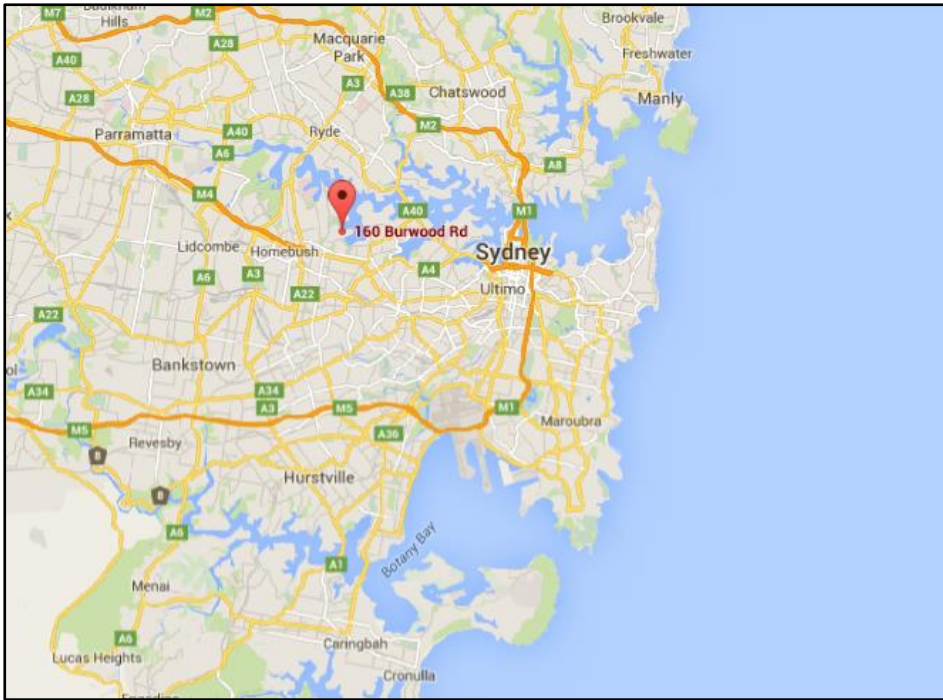


Figure 1. Map showing the location of the subject site indicated by the red arrow relative to Sydney’s CBD. (Source: Google Maps, <https://www.google.com/maps>)

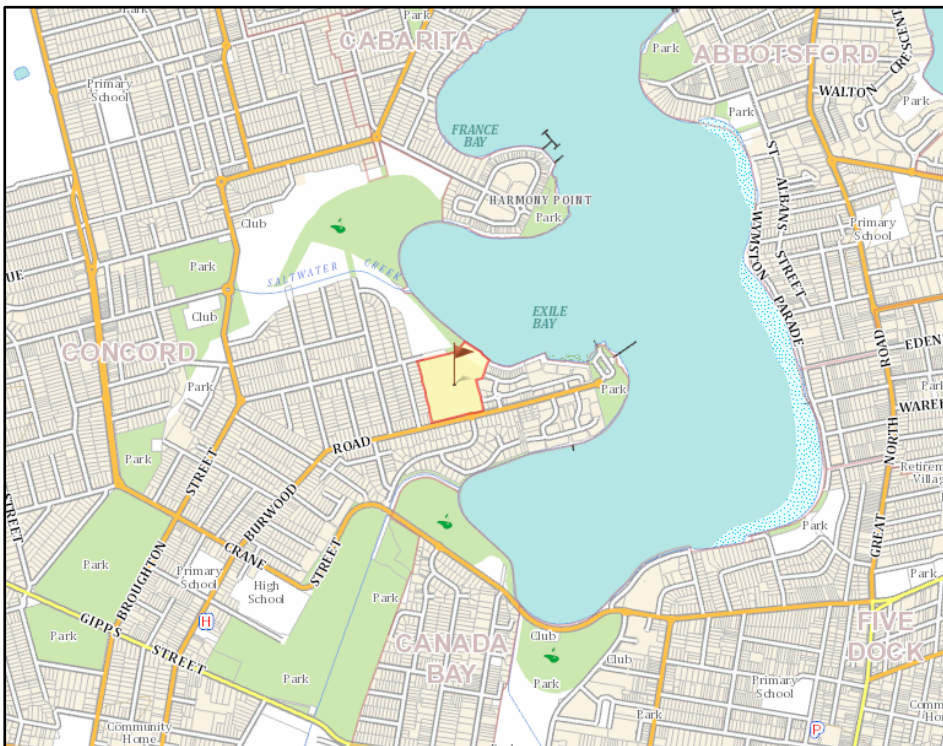


Figure 2. Map showing the location of the site within the Concord local area as indicated by the red flag. (Source: NSW Land and Property Information, ‘SIX Maps’, n.d., <http://maps.six.nsw.gov.au/>)



Figure 3. Current aerial photograph of the site, outlined in red. (Source: NSW Land and Property Information, 'SIX Maps', n.d., <http://maps.six.nsw.gov.au/>)

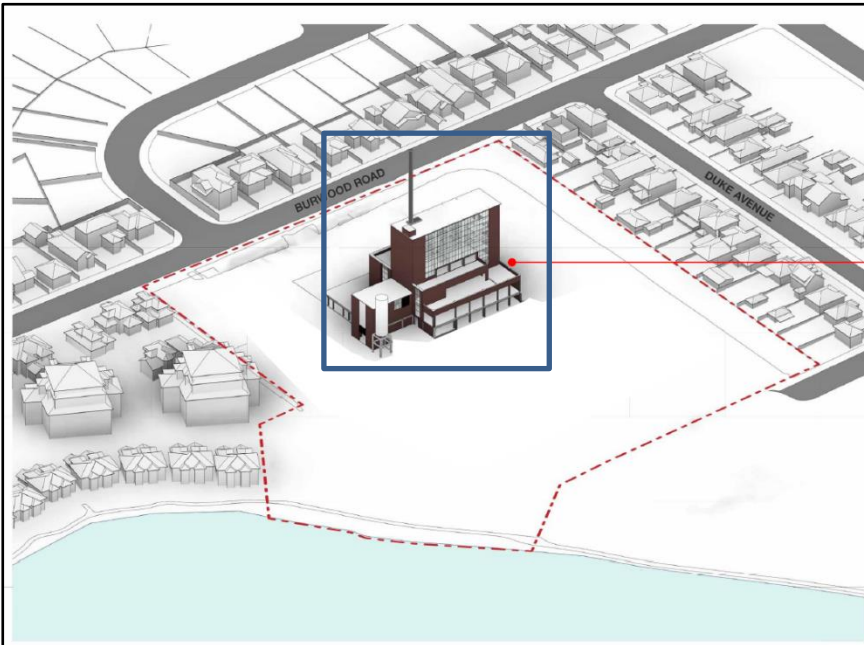


Figure 4. The former Bushells Factory Building that is proposed for heritage listing, as outlined in blue. (Source: Colliers International Project Management, May 2015)

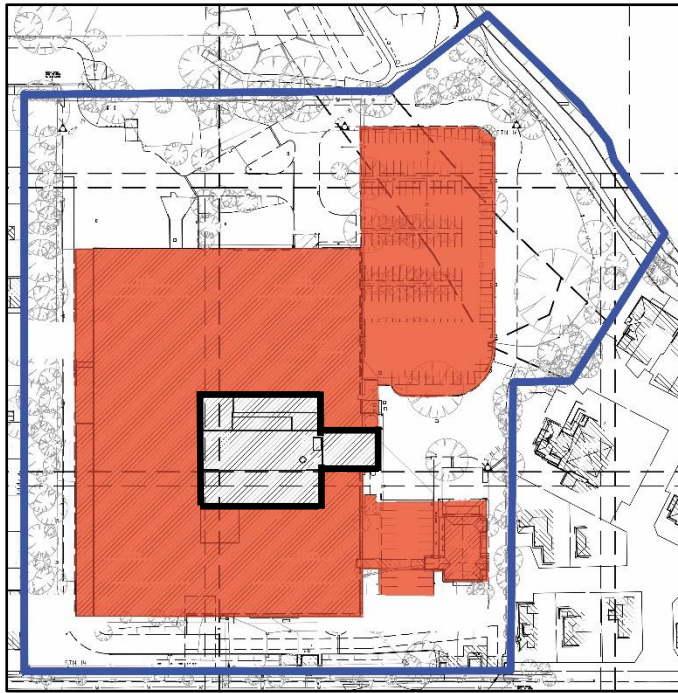


Figure 5. Plan of the existing site, the Former Bushells Factory Building core is outlined in black. (Source: Colliers International)

1.3 Heritage Context

1.3.1 Heritage Listings

The subject site is **not** listed as an item of environmental heritage in the Canada Bay Local Environmental Plan 2013 (CLEP). The subject site is also **not** listed in the NSW State Heritage Register, the National Heritage List, the Commonwealth Heritage List or the Register of the National Trust of Australia (NSW).

However, Heritage 21 have conducted an Assessment of Significance, included in Section 5.0 below, and would recommend the listing of the Former Bushells Factory Building (as shown in Figure 5) as an item of environmental heritage in CLEP 2013.

1.3.2 Heritage Conservation Areas

The subject site is **not** located within the boundaries of any heritage conservation areas listed under the CLEP 2013.

1.3.3 Heritage Items in the Vicinity

The subject site is adjacent to or within the vicinity of the following items of environmental heritage as listed in the CLEP 2013:

Item Name	Address	Level of Significance	Item Number
Massey Park Golf Course grounds and Sanders Reserve	1 Ian Parade (also known as 1C and 1P Ian Parade)	Local	I259
Street trees	Burwood Road (between Crane Street and Duke Avenue)	Local	I56
Bayview Park	166P Burwood Road	Local	I54

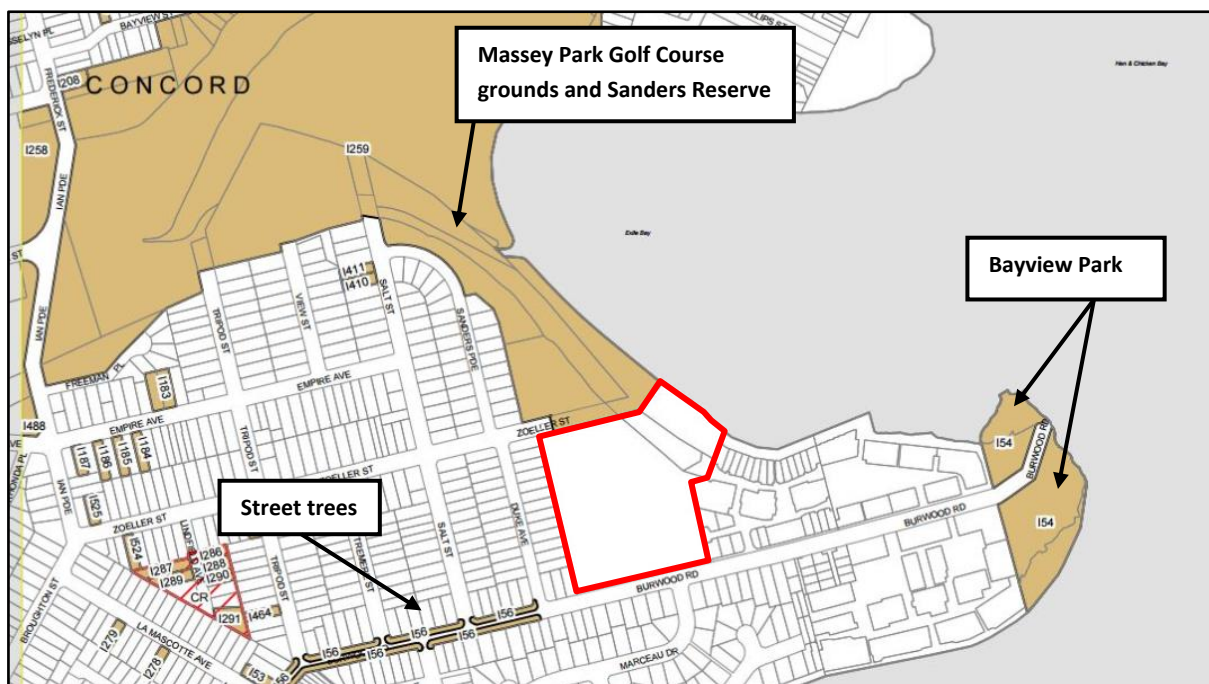


Figure 6. Heritage map HER_004 showing the location of subject site outlined in red and the heritage items located in the vicinity are brown.¹

1.4 Methodology

The methodology used in this report is consistent with *Assessing Heritage Significance* (2015) published by the Heritage Branch of the NSW Office of Environment and Heritage and has been prepared in accordance with the principles contained in the most recent edition of *The Burra Charter: The Australia ICOMOS Charter for Places of Cultural Significance* (2013).

¹ City of Canada Bay Council, 'Canada Bay Local Environmental Plan', 2013, <http://www.canadabay.nsw.gov.au/planning-controls-lep-and-dcp.html#acctab1> accessed 8 March 2016.

1.5 Authors

This report has been prepared by Paul Rappoport and Kaylie Beasley, of Heritage 21, Heritage Consultants. Further updates to the report have been made by Lauren Schutz, Heritage Consultant of Heritage 21.

1.6 Limitations

- This report relies on both primary and secondary sources; however, archival research has been limited to that which could be accessed within the timeframe allowed in order to complete this report.
- It is beyond the scope of this report to address Indigenous associations with the subject site or to locate or assess potential or known archaeological sub-surface deposits on the subject site or elsewhere. Please refer to the *Aboriginal Heritage Due Diligence Assessment* (prepared by Heritage 21, April 2016) for a discussion on the Indigenous associations with the subject site.
- It is beyond the scope of this report to assess items of movable heritage.
- Heritage 21 has only assessed aspects of the subject site that were visually apparent and not blocked or closed or to which access was not given or was barred, obstructed or unsafe on the day of the arranged inspection.
- Due to the extensive nature of Sydney's industrial sites the comparative analysis provided in Section 4.1 has been restricted to a select few which have been chosen due to either their location in the Concord area and/or because of shared characteristics with the subject site. It is not an exhaustive analysis of all industrial sites within Sydney or Australia wide.

1.7 Copyright

Heritage 21 holds copyright for this report. Any reference to or copying of the report or information contained in it must be referenced and acknowledged, stating the report's name, date and Heritage 21's authorship.

2.0 HISTORICAL RESEARCH

2.1 Local History

2.1.1 Pre-European History

The Canada Bay area was originally occupied by the Wangal people whose name, it is believed was derived from the word 'wanne', meaning west.² According to the City of Canada Bay Historical Society, the earliest recorded contact between the Wangal people and Europeans occurred on the 5 February 1788 when Captain John Hunter led an exploratory expedition along the Parramatta River. Lieutenant Bradley, RN recorded the following:

At daylight having a guard of marines proceeded to the upper part of the harbour again, passing several natives in the caves as we went up and on the shore near the place, we left beads and some other things, who followed us along the rocks calling to us. We landed to cook our breakfast on the opposite shore to them. We made signs for them to come over and waved green boughs. Soon after seven of them came over in two canoes and landed near our boats. They left their spears in the canoes and came to us. We tied beads, etc., about them and left them our fire to dress mussels which they went about as soon as we put off.³

A number of formally recorded Aboriginal places have been identified within the City of Canada Bay, with the majority located in the vicinity of the river foreshores.⁴

2.1.2 European Settlement and Beyond

The following historical information has been extracted from Section 8 of the *Canada Bay Local Planning Strategy 2010*:

After Parramatta was established as an agricultural district, a rough track between Sydney and Parramatta was created to supplement the use of the river as the main transport link between the two towns. This track, created in 1791, marked the beginning of Parramatta Road. Longbottom Stockade was established at the midpoint of the road as an overnight detention point for the gangs of convicts. This stockade was later to develop into the suburb of Concord. Between 1840 and 1842 it held 58 Canadian exiles after whom the suburb of Canada Bay is named.

Meanwhile, land grants close to the bays and headlands of Parramatta River were being given to settlers such as Surgeon John Harris (Five Dock), Isaac Nichols (Yaralla), Thomas Bishop (between Majors Bay and Kendall Bay).

² City of Canada Bay Heritage Society, 'Aborigines: Original Occupants of the Area', 2016, <http://www.concordheritage.asn.au/concord-history/aborigines> accessed 16 March 2016.

³ Ibid. accessed 16 March 2016.

⁴ Gregory Blaxell, *A Pictorial History of City of Canada Bay* (Alexandria: Kingsclear Books, 2010), 3.

Transport continued to focus on Parramatta River and Parramatta Road for some time. In 1829 the construction of [the] Great North Road through the present day Five Dock, Wareemba and Abbotsford was complete. This was a highly significant infrastructure project, providing a land route from Sydney to the Hunter Valley. The road relied on a punt to cross Parramatta River between Abbotsford Point and Kissing Point.

Through most of the nineteenth century, the settlement pattern in the area was a mix of large estates, small holdings and small villages. Towards the end of the nineteenth century, the establishment of industries such as the Australian Gas Light Company at Mortlake and the Dunlop Tyre Factory at Birkenhead Point (Drummoyne) led to increases in the growth of the nearby villages. Access to the river also prompted the re-development of some of the larger waterfront estates for industries such as Phoenix Iron Works. The only nineteenth century estate to remain from this period without substantial redevelopment is the Yaralla Estate of Thomas Walker.

The development of public transport routes including trams along Victoria Road, Great North Road, to Cabarita and Mortlake and the construction of the northern train line through North Strathfield and Rhodes also helped to foster industrial growth. Arnott's Biscuits established a factory at North Strathfield because of its access to the new rail line.

Much of the residential development of the Council area occurred in the late nineteenth century through to the Inter-War period. Many of the development[s] relied on access to transport as well as proximity to industrial places for employment. The influence of the garden suburb movement ensured proximity to parkland and the planting of street trees that continue to add to the amenity of the area.

The late twentieth century has seen the most dramatic change to the Council area with the rehabilitation and redevelopment of many of the large industrial sites. Most of these have been replaced with medium density residential and commercial developments that enjoy the proximity of the sites to Parramatta River.⁵

2.1.3 Industrial Development in Canada Bay

The Canada Bay area has had a long industrial history which can be roughly divided into four periods. The first period (1792-1886) was characterised by small scale agricultural industries, including dairying and crop cultivation.⁶ The second period occurred towards the end of the nineteenth century and it marked the beginning of large-scale industrial development occurring in the area. The area was attractive to large scale industries due to its proximity to the river and railway for transport and inexpensive land prices during this period.⁷ The subsequent two periods of industrial

⁵ City of Canada Bay Council, 'Canada Bay Local Planning Strategy 2010', 2010, 175–176, <http://www.canadabay.nsw.gov.au/future-planning-local-planning-strategy.html>.

⁶ *Concord Heritage Study: Thematic History* (Perumal, Wrathall & Murphy Pty. Ltd., 1986), 1.

⁷ *Ibid.*

development occurred post World War I and World War II, when factors such as war rationing, assisting in the war effort, increasing population and suburbanisation stimulated industrial growth.⁸

The first period (c.1886-1914) of large scale industrial development in Canada Bay is generally marked by the establishment of the Australian Gas Light Company in 1886 at Mortlake.⁹ Other companies, including Arnotts' Biscuits Pty Ltd and Tulloch's Phoenix Ironworks were established in Rhodes in 1907 and 1914 respectively.¹⁰ The tannery of Farleigh, Nettheim & Company also opened their new premises in Concord in 1880.¹¹

British Australian Lead Manufacturing Pty Ltd (BALM) established a plant at Cabarita during the second period of large-scale industrial development which can be approximately dated to 1914 - 1939. BALM manufactured white lead, an integral material used in the production of paint, and began production of this at the Cabarita site in 1921. The company, which became Dulux Australia Limited in the 1970s, continued to utilise the Cabarita plant until 1995.¹² Timber and hardware merchants Tanner Middleton Pty Ltd established a factory at Exile Bay in 1927. The company manufactured a range of products on their four-acre site including flooring, weatherboards, mouldings, windows and other joinery.¹³

Post-World War II industrial development (c. 1939-1985) brought companies such as Bushells Pty Ltd (mid 1950s), Philips Industries (1974) and the Southern Can Company (1950), which later became Containers Ltd into the area.¹⁴

Many of these former industrial sites which portray the development of the local area are no longer present with many sites now residential or recreational areas after having undergone substantial redevelopment.¹⁵ A monument commemorating Concord's industries is currently located at Bayview Park, Concord.¹⁶

2.2 Site History

2.2.1 Development of the Site

Natural Environment

The subject site is located on the shores of Exile Bay, one of the many bays located along the Parramatta River. Prior to European settlement it has been recorded that the natural vegetation of

⁸ Ibid., 54.

⁹ City of Canada Bay Heritage Society, 'Concord's Industrial Development', 2016, <http://www.environment.nsw.gov.au/heritageapp/heritagesearch.aspx> accessed 16 March 2016.

¹⁰ *Concord Heritage Study: Thematic History*, 56.

¹¹ Gregory Blaxell, *A Pictorial History of City of Canada Bay*, 109.

¹² Ibid., 106.

¹³ Ibid., 108.

¹⁴ City of Canada Bay Heritage Society, 'Concord's Industrial Development'.

¹⁵ Ibid. accessed 16 March 2016.

¹⁶ NSW Office of Environment and Heritage, 'Bayview Park', *State Heritage Inventory*, accessed 17 March 2016, <http://www.environment.nsw.gov.au/heritageapp/ViewHeritageItemDetails.aspx?ID=2890319>.

the site largely consisted of a mixture of Eucalypt woodland in the inland areas with mangroves distributed along the shoreline waters (see Figure 7).¹⁷

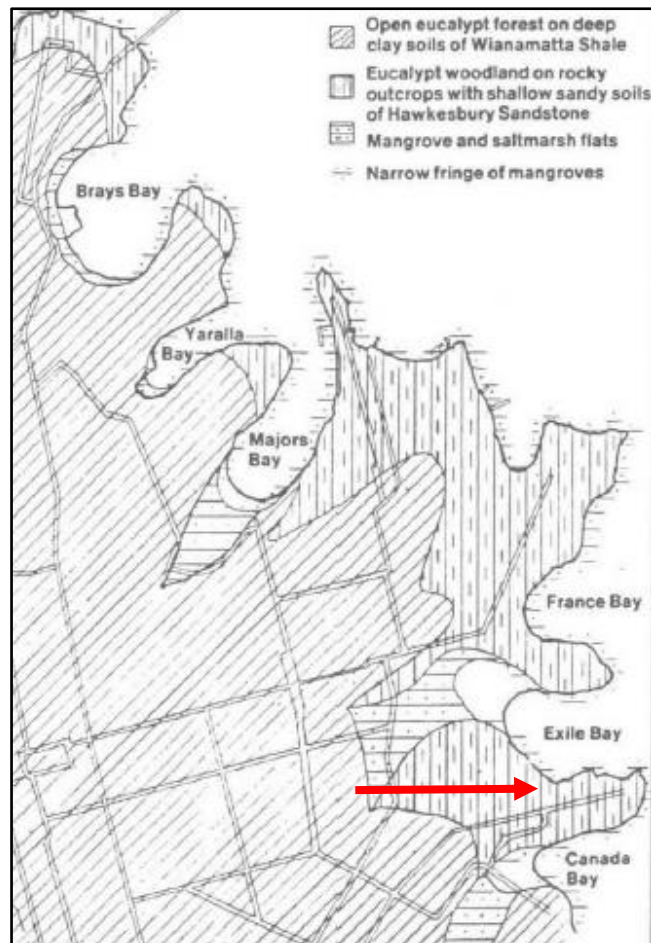


Figure 7. Detail from map showing the distribution of original natural vegetation within the Concord area including the subject site (indicated).¹⁸

European Settlement

It is evident from a Parish map, dated from approximately the late 1800s, that the subject site formed part of the Longbottom Stockade land area (see Figure 8). The Longbottom Stockade, as described in Section 2.1.2, was originally established to detain convicts transported west to Parramatta as it was located approximately midway between Sydney city and Parramatta. It later became the detention centre for several Canadian exiles that had been transported to Australia.¹⁹

By 1915, the subject site and surrounding land had been subdivided with the existing street alignments generally evident in parish maps from this period (see Figure 9). It appears that the site consisted of three different lots with each under the ownership of separate individuals who included

¹⁷ *Concord Heritage Study: Thematic History*.

¹⁸ *Ibid.*

¹⁹ City of Canada Bay Council, 'Canada Bay Local Planning Strategy 2010', 175–176.

Mick O’Toole, Esther Lewis and Thomas Hunter. The foreshore area, which currently forms part of the site, is not included within any of these three allotments, it appears to be designated separately and only identified by a number. It is evident that the existing Burwood Road was known as Wharf Road during this period (see Figure 9). It is unclear when the name was changed, however, a historical map of the area dated c. 1934 uses the existing name of Burwood Road, so it can be surmised that the change occurred sometime within the 1915 – 1934 period (see Figure 10).

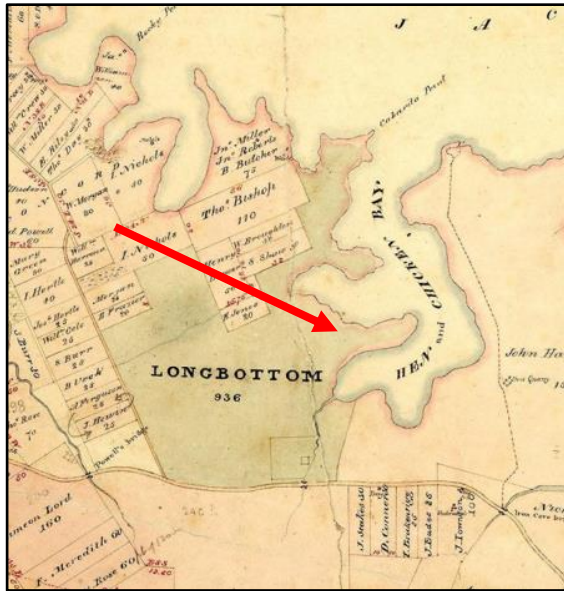


Figure 8. Detail from Concord Parish map (c.1800s) with the approximate location of the subject site indicated.²⁰

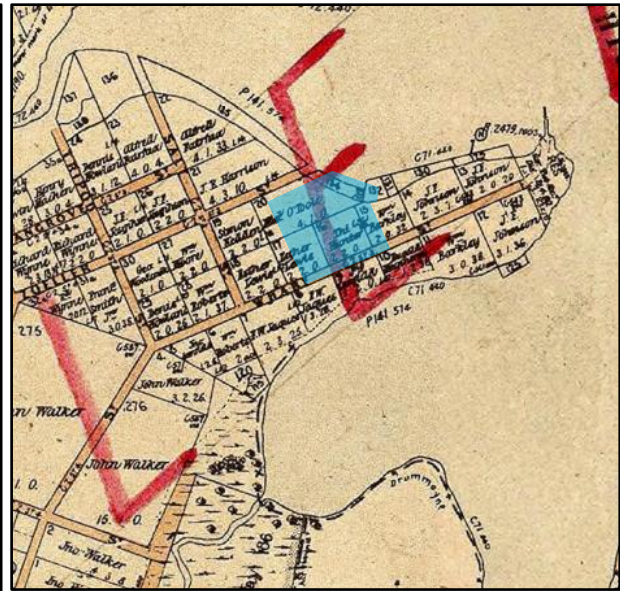


Figure 9. Detail from parish map (c. 1915) with the approximate location of the subject site indicated in blue.²¹



Figure 10. Detail from Gregory’s Sydney Directory c.1934 using existing name of Burwood Road.²²

²⁰ NSW Land and Property Information, ‘Historical Land Records Viewer’, n.d., n. ed 0, sheet 3, <http://images.maps.nsw.gov.au/pixel.htm> accessed 8 March 2016.

²¹ Ibid., n. ed. 0, sheet 1 accessed 8 March 2016.

²² ‘Gregory’s Sydney Directory Section 40’ (Concord, 1934), <http://voommaps.com/historical-maps/1934-gregorys-sydney-street-directory/>.

Reclamation of Foreshore Areas

Beginning in the 1920s, the local Council began to undertake a series of reclamation projects in the Hen and Chicken Bay area, including in the vicinity of the subject site at Exile Bay (see Figure 11). The aim of these projects was to turn the swampy foreshore areas into developable spaces.²³ The existing nature of the foreshore areas including Massey Park Golf course²⁴ and Bayview Park²⁵ are the result of reclamation projects. According to research, 48 acres of swampland was reclaimed for the Massey Park Golf course and this took 12 years to “fill the hungry swamp with fill from the municipality”.²⁶



Figure 11. Reclamation works at Exile Bay, c.1930.²⁷

Pre-Construction of Factory

It is apparent from 1943 aerials of the subject site that construction on the site had occurred by this period. A timber mill and wharf were located in the northern section of the site with the remaining area largely undeveloped aside from some minor constructions such as access roads to these built structures.²⁸ Surrounding the site, industrial development was evident towards the east and residential development was located south of Burwood Road. The area to the west of the site, which is currently occupied by residential development, was undeveloped during this period (see Figure 12). A three-metre concrete sea wall, which currently separates the site from Exile Bay, may have been constructed during the reclamation works which have been carried out since the 1920s.

²³ *Concord Heritage Study: Thematic History*, 5–6.

²⁴ *Ibid.*

²⁵ NSW Office of Environment and Heritage, ‘Bayview Park’.

²⁶ NSW Office of Environment and Heritage, ‘Massey Park Golf Course and Sanders Reserve’, accessed 16 March 2016, <http://www.environment.nsw.gov.au/heritageapp/ViewHeritageItemDetails.aspx?ID=2890346>.

²⁷ City of Canada Bay Council, ‘Canada Bay Image Library’, accessed 16 March 2016, http://imagelibrary.canadabay.nsw.gov.au/Library/#1458173124818_0.

²⁸ Gregory Blaxell, *A Pictorial History of City of Canada Bay*, 110.



Figure 12. Detail from 1943 aerial imagery of the subject site with the approximate boundaries indicated.²⁹

Construction of Existing Factory

The subject site was purchased by the company Bushells Pty Ltd in 1956 for a reputed sum of 85,000 pounds.³⁰ The purpose-built factory which currently occupies the site was constructed in two stages (see Figure 15 to Figure 17). The first stage occurred in c.1957-58 and the second stage, which saw the assembly of the chimney stack, occurred during the 1970s.³¹ It is not known definitively but historical research suggests that the architects responsible for the initial 1950s factory design were Brewster Murray Architects.³²

²⁹ NSW Land and Property Information, 'SIX Maps' accessed 8 March 2016.

³⁰ FreshFood, 'Bushells Coffee: Our Story', 2015, <http://staging.bushellscoffee.com.au/our-story/>.

³¹ City of Canada Bay Heritage Society, 'Concord's Industrial Development' accessed 16 March 2016.

³² Tanner Architects, 'Former Bushells Building Conservation Management Plan' 2008, 17.

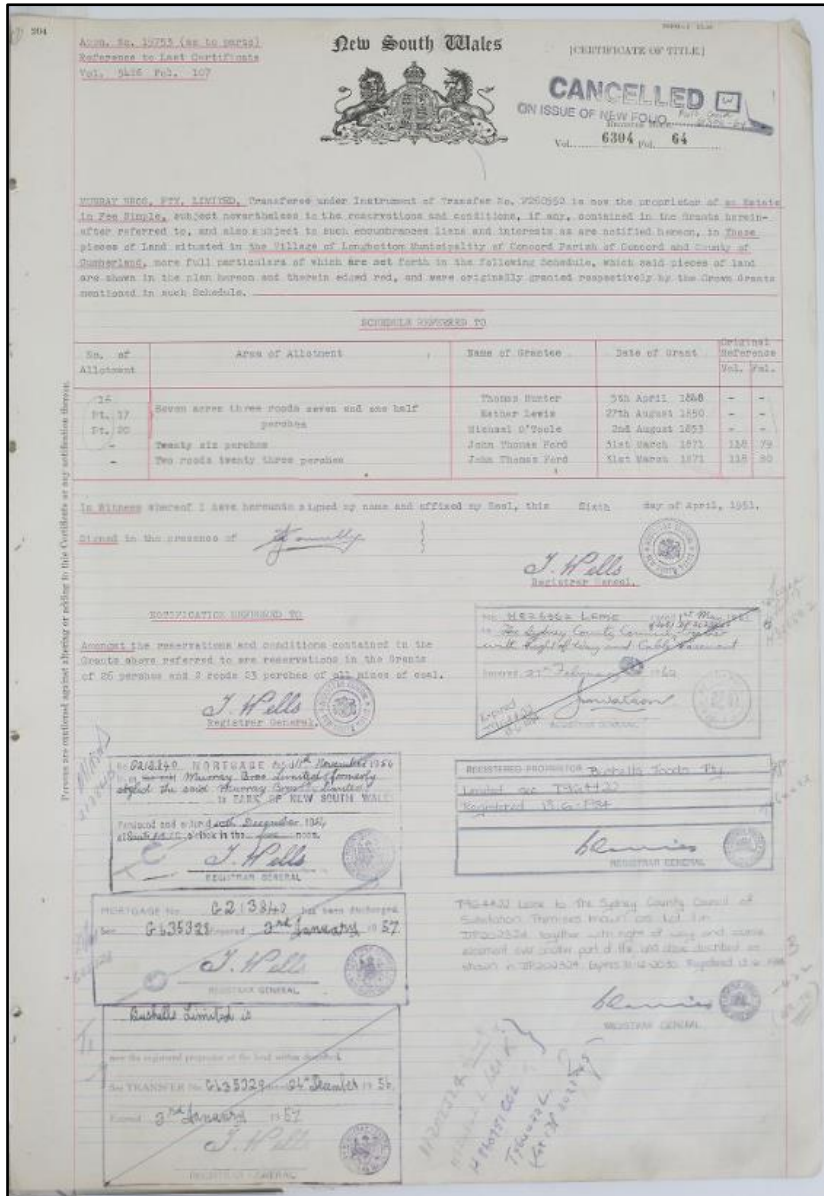


Figure 13. Certificate of Title for the subject site. (Source: Historical Lands Record Viewer, <http://hlrv.nswlrs.com.au/pixel.htm#>)

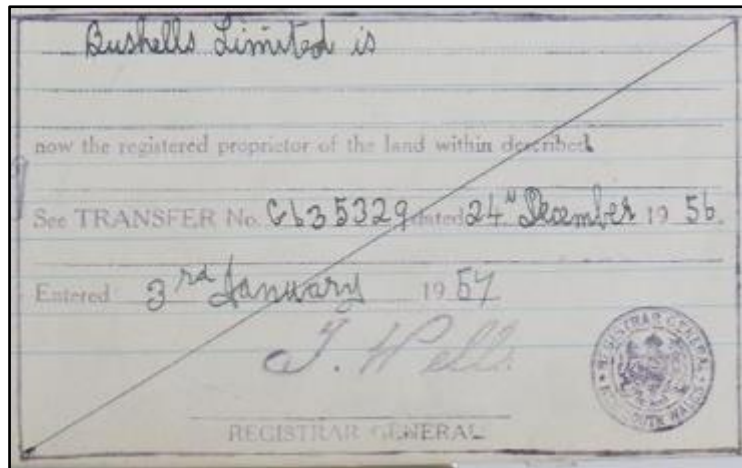


Figure 14. The transfer stamp indicating that the title of the subject site was transferred to Bushells Limited on 24 December 1956. (Source: Historical Lands Record Viewer, <http://hlrv.nswlrs.com.au/pixel.htm#>)

Property cards of the various development and building approvals in relation to the former Bushells factory, which were provided to Heritage 21 on the 23 March 2016 by the City of Canada Bay Council, indicate that regular additions and alterations have occurred at the subject site between its construction in the 1950s and the 1990s. In addition to the chimney stack, various internal additions, installation of new equipment, including a storage silo for spent coffee, and alterations to the site landscaping are suggested. The property cards also indicate that the detached office building, which is currently located east of the factory building, was constructed during the late 1980s period. Since the 1980s, only minor additions and repairs appear to have been made at the site.



Figure 15. Bushells Factory, c. 1966, without chimney.³³



Figure 16. Massey Park weir with Bushells Factory visible on right side, c.1967.³⁴

³³ City of Canada Bay Council, 'Canada Bay Image Library'.

³⁴ Ibid.

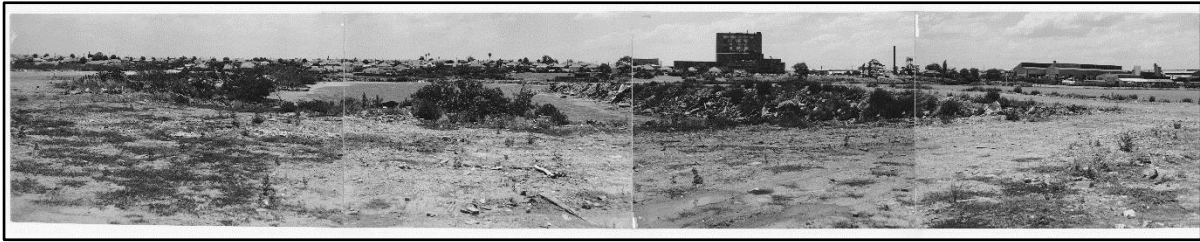


Figure 17. Bushells Factory and surrounding development, c.1970.³⁵

Prior to the construction of the subject site factory, Bushells was operating from a factory located in Harrington Street, The Rocks, where it had been since 1924.³⁶ These premises continued to be used for operations until 1975 by which time all operations had been incrementally transferred to the subject site.³⁷ The printers were the first to be relocated to Concord, followed by packaging and lastly the office staff.³⁸ Reportedly, production commenced at the Concord site in 1958.³⁹

The *Official Newsletter of the Concord Heritage Society* records the following about the Bushells factory in Concord:

Approximately 300 men and women were employed by the company at Concord. Their work consists mainly of the roasting and manufacture of ground and instant coffee, the production of coffee essence, and the blending and packing of tea and teabags.⁴⁰

Photographs dating from the 1970s show that extensive residential development to the west of the subject site had occurred prior to this period and industrial development was still present east of the site (see Figure 17 and Figure 18).



Figure 18. Detail from c.1977 aerial photograph of the subject site (indicated).⁴¹



Figure 19. Interior of the factory located at the subject site, c. 1980.⁴²

³⁵ Ibid.

³⁶ Tanner Architects, 'Former Bushells Building Conservation Management Plan', 17.

³⁷ Ibid., 18.

³⁸ Ibid.

³⁹ FreshFood, 'Bushells Coffee: Our Story'.

⁴⁰ Official Newsletter of the Concord Heritage Historical Society, 'More Industries on Exile Bay Bushells Pty.Ltd.', *Nurungi Remembered*, June 2007, 133 edition.

⁴¹ City of Canada Bay Council, 'Canada Bay Image Library'.

⁴² Fresh Food, 'Our Story', 2015, <http://www.roberttimms.com.au/our-story/>.

Bushells Pty Ltd was sold in 1978 to Brook Bond Leibig Ltd who made large investments in the coffee side of the business. According to research, several pieces of machinery were acquired during the 1980s including a continuous roaster for instant coffee and an instant coffee agglomerator.⁴³ In the late 1980s, Brooke Bond Leibig Ltd was acquired by the company, Unilever.⁴⁴ Unilever went on to further improve and expand the coffee business which incorporated investment in research and the acquisition of other coffee companies including Robert Timms.⁴⁵ In April 1998, the coffee brands and business was purchased from Unilever by FreshFood Holdings Pty Ltd. The Bushells tea brands remained with Unilever.⁴⁶

The subject site currently remains in the ownership of FreshFood Holdings who continue to manufacture coffee at the site for distinguished coffee brands including The House of Robert Timms, Bushells Coffee, Picco, Europa and Café Bar.⁴⁷ Since the 1970s, the industrial development which formally adjoined the subject site has gradually declined and has been replaced by residential development.

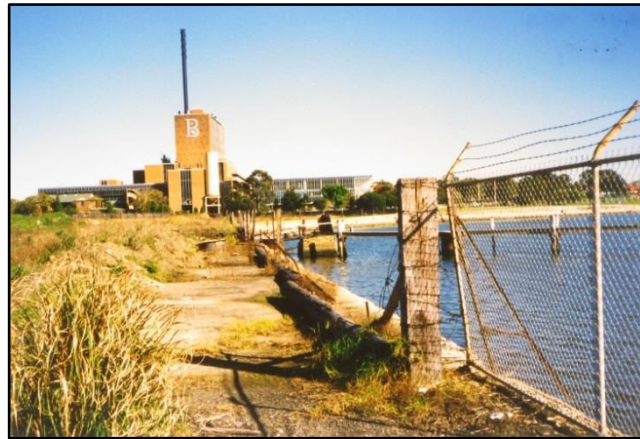


Figure 20. View looking west towards the subject site, c 1991.⁴⁸



Figure 21. View towards the subject site from the eastern side of Hen and Chicken Bay, c. 1995.⁴⁹

⁴³ FreshFood, 'Bushells Coffee: Our Story'.

⁴⁴ Gregory Blaxell, *A Pictorial History of City of Canada Bay*, 110.

⁴⁵ Fresh Food, 'Our Story'.

⁴⁶ Gregory Blaxell, *A Pictorial History of City of Canada Bay*, 110.

⁴⁷ Fresh Food, 'Our Story'.

⁴⁸ City of Canada Bay Council, 'Canada Bay Image Library'.

⁴⁹ Ibid.

2.2.2 Associated Companies

The following section provides a summary of two recognised companies and the brands which they created which have an association with the site. Neither of these two companies are still in existence but their brands prevail and are owned and manufactured by FreshFood Australia Holdings Pty Ltd at the subject site.

Bushells Pty Ltd

Bushells Pty Ltd was founded by Alfred Bushell (1833-1910) who began selling tea and coffee in Brisbane during the early 1880s (see Figure 22). Alfred's two sons followed their father into the business and began trading in Sydney under the name of Bushell and Company. Following Alfred's death in 1910, Bushell's Limited was registered as a public company. The business continued to expand and by 1918 was operating throughout Australia. In 1920, Bushells acquired a site on Harrington Street in The Rocks and constructed a seven-storey factory and office building where they ran their operations from for the next 40 years. The Company continued to expand, forming a branch in New Zealand in 1937, acquiring coffee company J. A. D. Gibson Pty Ltd in 1955 and taking over Inglis Ltd in 1955.⁵⁰

In the mid-1950s the Company acquired its current site located at 160 Burwood Road, Concord (the subject site). The site was suited to undergo immediate development so reputedly "*plans were drawn up and spray drying equipment and six instant coffee extractors were ordered from America*".⁵¹ Since 1978 the Bushells Company has been bought and sold to various companies which have included Brook Bond Leibig Ltd in 1978, Unilever in 1988 and FreshFood Services Pty Ltd in 1998, who currently own the company.⁵² It should be noted that FreshFood Services Pty Ltd only acquired the coffee brands from Unilever and not the Bushells tea brand.⁵³

Throughout its development as a company, Bushells and its products have firmly established themselves as an iconic brand within Australia (see Figure 23). The brand continues to maintain its presence within the collective Australian conscious through its involvement with community programs such as the Driver Reviver program. During holiday periods Bushells Coffee is provided free of charge at Driver Reviver sites, located throughout Australia, to all motorists encouraging them to 'Stop, Revive, Survive'.⁵⁴

⁵⁰ Gregory Blaxell, *A Pictorial History of City of Canada Bay*, 109–110.

⁵¹ FreshFood, 'Bushells Coffee: Our Story'.

⁵² Gregory Blaxell, *A Pictorial History of City of Canada Bay*, 110.

⁵³ Ibid.

⁵⁴ FreshFood, 'Bushells Coffee: Our Story'.

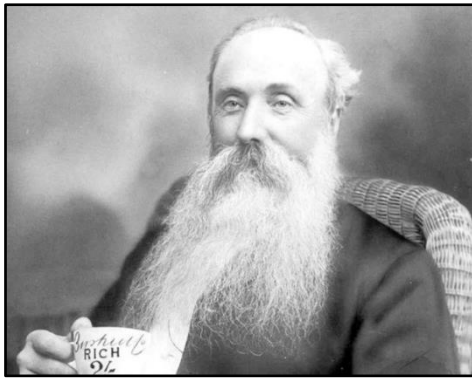
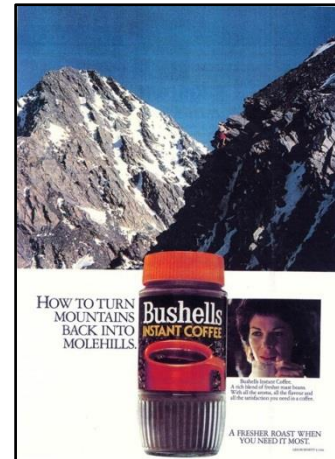


Figure 22. Alfred Bushell (1833-1910).⁵⁵



Figure 23. Examples of Bushells advertising campaigns.⁵⁶



The House of Robert Timms

The House of Robert Timms was established by Robert Timms Jnr. Robert Timms Jnr purchased the Associated Tea Company in the 1930s and found a marketplace throughout World War II supplying fresh coffee to the Australian and US armed forces. It was during this period that Robert created the “*first fresh coffee making ‘automated line’ in Australia*”.⁵⁷ After the war Robert expanded his business with his focus relying primarily on coffee rather than tea. Robert identified that post-war immigration was bringing many migrants from European cultures to Australia. These cultures valued fresh coffee and treated it as essential part of everyday life, so he sought to cater for this market. The House of Robert Timms pushed the boundaries of the coffee industry with innovative new technology such as self-service coffee grinders which were introduced into supermarkets during the 1950s (see Figure 24). In 1956, Robert Timms was the official supplier of the Melbourne Olympic Games and also the Sydney 2000 Olympic Games. By the 1970s, Robert Timms was the largest privately-owned tea and coffee company in Australia. Robert Timms was acquired by Unilever in the 1980s and then came under the ownership of FreshFood Holdings Pty Ltd in 1998 when FreshFood purchased the coffee businesses from Unilever.⁵⁸ The House of Robert Timms brand is a recognisable household name and is found throughout Australian stores (see Figure 25).

⁵⁵ Ibid.

⁵⁶ Ibid.

⁵⁷ Fresh Food, ‘Our Story’.

⁵⁸ Ibid.



Figure 24. The House of Robert Timms introduced self-service coffee grinders into supermarkets during the 1950s.⁵⁹



Figure 25. One of the many products that are manufactured by The House of Robert Timms.⁶⁰

⁵⁹ Ibid.

⁶⁰ Ibid.

3.0 PHYSICAL DESCRIPTION

3.1 Locality and Setting

The subject site is located in the Inner West suburb of Concord, which is located approximately 12 kilometres west of the Sydney central business district.

The site is located in a predominately residential area with one and two-storey detached, and semi-detached dwellings located along the western boundary and also to the south of Burwood Road, which demarcates the site's southern boundary. Similarly, medium density residential developments are located to the east and south east. The Massey Park Golf Course and Sanders Reserve (heritage item I259) adjoins the subject site to the north with Exile Bay marking the north-eastern boundary of the site.

3.2 Site Layout and Structures

3.2.1 Former Bushells Factory Building

A multi-storey brick and concrete factory with its imposing chimney stack is the main structure located on the subject site. The factory is oriented north-south and sited in the western portion of the site with a generous setback from all four site boundaries. The eastern and southern facades of the factory largely consist of brick and clerestory glazed areas with the northern and western facades incorporating large areas of precast concrete panels. The main façade of the factory, the eastern façade which contains a large 'B' for Bushells, in addition to a tea leaf and coffee bean, faces towards Exile Bay (see Figure 32). In addition to the Former Roasting Hall core tower (see Figure 5), the building also includes later additions that were constructed to incorporate warehouse areas and the new blending tower.

3.2.2 Administration Building

A two-storey administration building is located on the eastern side of the factory with a covered walkway joining the two structures. The administration building which was constructed in the late 1980s period (see Section 2.2.1) is largely brick with timber features such as half-timbered gables and timber balconies which is reminiscent of an earlier architectural style (see Figure 34). A security booth/gatehouse and accompanying boom gates are located at the Burwood Street entrance into the site and a metal gas storage shed is also evident to the north of the factory.

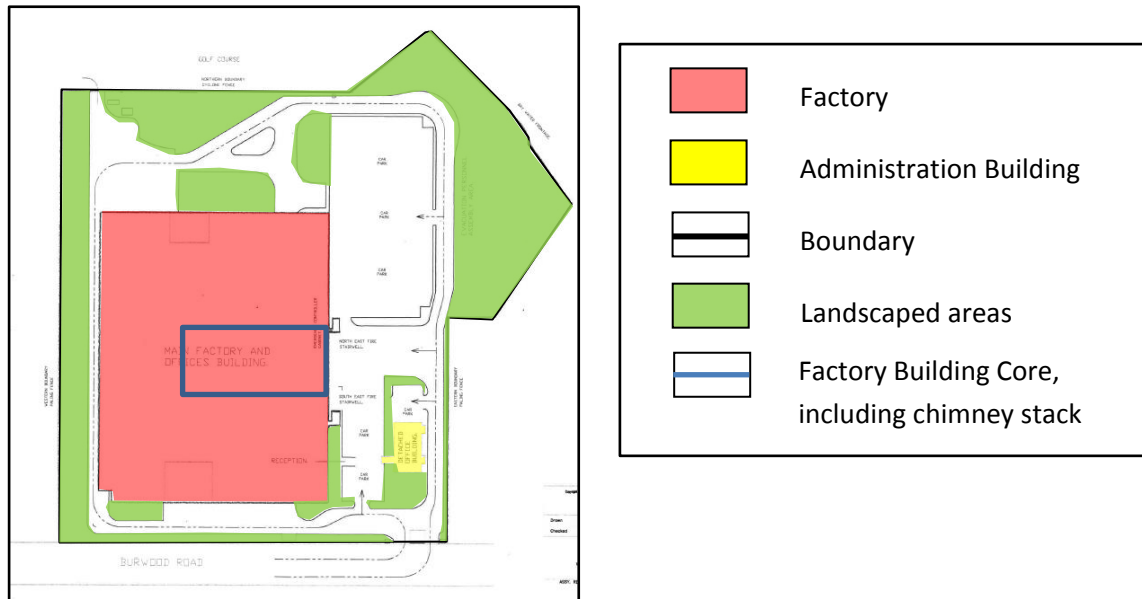


Figure 26. Detail of site plan drawn by G.J.Svehla, 11.03.94 with major structures and approximate boundaries of major landscaped areas indicated.

3.3 Exterior

The remainder of the site comprises a combination of open area bitumen car parks, concrete and bitumen driveways and landscaped areas. A memorial plaque, commemorating Ron Harrison, a previous supervisor of the factory is situated at the base of a tree, which is located in the north-eastern section of the site (see Figure 41). The site legally extends to the Exile Bay foreshore area, but at present, a chain link fence separates the site from the foreshore area. This foreshore area is currently occupied by a public walking path and concrete sea wall.

3.4 Setting

The overall nature of the subject site, the large industrial building set amidst soft landscaping on the water's edge, creates a pleasing juxtaposition enabling a physically loud structure to sit quietly within its surrounding environment. It displays characteristics of the 'Factory Garden Movement' which was developed around the ideology that situating factories within pleasant landscaped spaces which employees could enjoy would not only improve the aesthetics of the factory but so to the health of the workforce which in turn would lead to increased profits.⁶¹

3.5 Views

The scale of the factory building, which is largely attributed to its chimney stack, is significantly greater compared to the surrounding development and therefore, is a recognisable landmark in the local area due to its high visibility from a number of vantage points (see Figure 27 to Figure 30).

⁶¹ Helena Chance, "Consulting the Genius of the Plant" n.d., <http://eprints.bucks.ac.uk/1424/1/Chance,%20Helena%20Consulting%20the%20genius%20of%20the%20plant.pdf>.

The factory's eastern façade is distinctive due to the 'B' signage located on the upper storeys of the factory wall. The signage can be seen for some distance and contributes to the views of the factory, particularly from Hen and Chicken Bay and further east, and contributes to it being a recognisable landmark within the local area.

Due to the scale of the factory, views to and from the neighbouring heritage items (I259, I54 and I56) are evident (see Figure 27 to Figure 30).



Figure 27. View of subject site from Hen and Chicken Bay, c. 2007.⁶²



Figure 28. View towards the subject site from heritage item I54: Bayview Park (I54), n.d.⁶³



Figure 29. View towards the subject site from heritage item I259: Massey Park Golf Course and Sanders Reserve, c.2015.⁶⁴



Figure 30. View towards the subject site from Burwood Road. (Heritage 21, 09.03.16)

3.6 Interiors

Internally, the factory is divided into seven storeys. The lower storeys (lower ground floor – first floor) are divided into a series of large spaces which appear to be used for later stages of the manufacturing process such as packing, quality control and distribution. The storeys above contain the equipment required to undertake the initial manufacturing processes such as roasting and

⁶² City of Canada Bay Council, 'Canada Bay Image Library'.

⁶³ NSW Office of Environment and Heritage, 'Bayview Park'.

⁶⁴ City of Canada Bay Council, 'Canada Bay Image Library'.

drying. It is important to note that the equipment has undergone significant maintenance and replacement, per the changing needs of the company.

The fourth storey and above is one large vertical space in which plant involved in vertical production processes are located. A series of levels to access the plant from different heights are created by open steel mesh platforms. The space is naturally illuminated as clerestory glazing covers the entire span of the northern and southern walls of this space. This area is referred to as the translucent roasting hall.⁶⁵

The interiors of the detached office building and the security booth/guardhouse were not inspected.

⁶⁵ 'Design Report', 2015.

3.7 Photographic Survey

The following photographs, taken by Heritage 21 on 09 March 2016, provide a visual survey of the site, its setting and notable fabric.



Figure 31. View of the covered walkway joining the eastern façade of the factory to the administration building.



Figure 32. View of the distinctive 'B' signage with tea leaf and coffee bean within the spaces of the letter.



Figure 33. View towards the eastern boundary with the security booth/guardhouse on the right.



Figure 34. Eastern façade of administration building with half-timbered gables shown.



Figure 35. View south-west encompassing the northern façade of the administration building and a detail of the eastern façade of the factory.



Figure 36. View north-east encompassing a large lawn area and the foreshore boundary of the site.



Figure 37. View west encompassing a detail of the factory's eastern façade and open-air car park.



Figure 38. View north towards Massey Park Golf Course and Sanders Reserve (I259).



Figure 39. Detail of northern façade of factory with precast concrete panels.



Figure 40. Western façade of the factory with landscaped area located along the western boundary evident on the right.



Figure 41. Memorial plaque located at tree base in the north-eastern section of the site.



Figure 42. Detail of the southern façade of factory and landscaping along southern boundary is evident on the left.



Figure 43. Detail of space located on the lower ground floor.



Figure 44. Detail of space and equipment located on second floor.



Figure 45. Roof space located on second floor.



Figure 46. Detail of space located on the third floor.



Figure 47. View looking down of the roasting hall from fifth floor platform.



Figure 48. View looking up of the roasting hall from fifth floor platform.



Figure 49. View of clerestory aluminium framed glazing as viewed from the second-floor roof space.



Figure 50. Curved steel handrails located in stairwell located between floor five and floor three. Despite not achieving BCA Compliance, the existing handrails should be retained and reused on site.

4.0 COMPARATIVE ANALYSIS

The purpose of the following analysis is to examine the subject site in relation to other comparable places in order to gain an understanding of the place in terms of its rarity and/or representativeness. This section also examines the subject site in relation to the NSW Historical Themes as this also aids in understanding and assessing a place within the wider historic context.

4.1 Comparison with other Industrial sites

Five industrial sites have been examined in relation to the subject site. These sites have been chosen because of their location in the Concord area and/or because of shared characteristics with the subject site such as landscaped setting and include the following:

- Farleigh, Nettheim & Company Tannery (Stanley Street, Concord, NSW);
- Austral Bronze Factory (Burwood Road, Concord, NSW);
- Davis Gelatine Factory (Baker Street, Banksmeadow, NSW);
- Roche Factory (South Creek Road, Cromer, NSW); and
- Kodak Australasia Factory (Southampton Crescent, Abbotsford, VIC).

A short description of each industrial site will be provided followed by a concluding section which presents the overall findings of the analysis.

4.1.1 Farleigh, Nettheim & Company Tannery (Stanley Street, Concord, NSW)

The Farleigh, Nettheim & Company tannery was located in Stanley Street on the site which is now occupied by Concord High School. The factory was established by John Farleigh and Cossman Nettheim on the Concord site c.1882.⁶⁶ The factory was heralded in 1928 and the most up-to-date tannery in the Southern Hemisphere.⁶⁷ It continued to operate on the site, largely producing leather for shoe and boot soles, until 1967.⁶⁸ The site consisted of a range of structures with the most prominent being a four storey brick construction with a possible water tower. Other single storey iron roofed structures, chimney stack and pits also occupied the site. There is no evidence to suggest that the structures were situated within a landscaped setting (see Figure 51).

⁶⁶ Gregory Blaxell, *A Pictorial History of City of Canada Bay*, 109.

⁶⁷ 'Firm with History', *The Hebrew Standard of Australasia*, 6 January 1928.

⁶⁸ Gregory Blaxell, *A Pictorial History of City of Canada Bay*, 109.

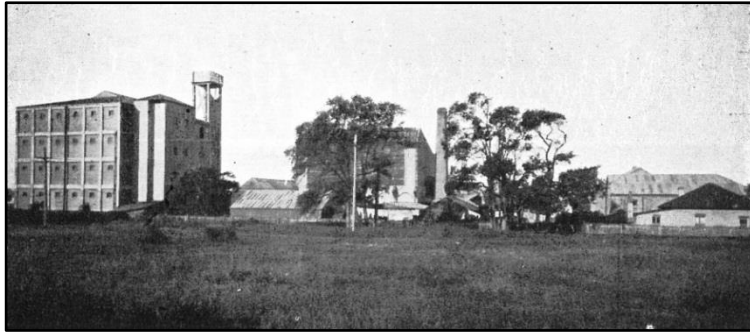


Figure 51. The tannery site of Farleigh, Nettheim & Company, c. 1933.⁶⁹

4.1.2 Austral Bronze Factory (Burwood Road, Concord, NSW)

The Austral Bronze Factory was initially established on its Burwood Road site as the George E. Crane Brass Foundry in the 1930s.⁷⁰ The former site of the factory, which is located on the southern side of Burwood Road slightly east of the subject site, has since been redeveloped into a residential housing estate. G. E. Crane and Sons Pty Ltd. manufactured brass, copper and aluminium and were the first Australian company to roll aluminium in Australia. The Company merged with Austral Bronze in 1968.⁷¹

According to *The Sydney Morning Herald* on the 28 November 1939, a 30,000 square foot single storey factory was constructed on the site.⁷² This corresponds with 1943 aerial photography which shows that the site, at this time, consisted of one dominating structure with smaller structures located to the west of this main structure (see Figure 52). The factory was constructed of structural steel with brick faced walls and a fibro-cement roof. It also had a large setback from Burwood Road “to be planted later with trees and shrubs”.⁷³ Photographs of the site in c.1991 show that the number of structures evident on the site had significantly increased in the interim period.



Figure 52. Aerial view of the Austral Bronze Factory site in 1943.⁷⁴

⁶⁹ City of Canada Bay Council, ‘Canada Bay Image Library’.

⁷⁰ Official Newsletter of the Concord Heritage Society, ‘Austral Bronze Crane Copper’, *Nurungo Remembered*, June 2007, 133 edition.

⁷¹ Ibid.

⁷² The Sydney Morning Herald, ‘Building and Construction’, 28 November 1939.

⁷³ Ibid.

⁷⁴ NSW Land and Property Information, ‘SIX Maps’.

4.1.3 Davis Gelatine Factory (Baker Street, Banksmeadow, NSW)

The Davis Gelatine factory which was formally located in the Botany Bay suburb of Banksmeadow was constructed in 1917 and began operations in 1919. Sir George Francis David bought eight hectares of land on which he created a “*model environment*”.⁷⁵ The factory buildings involved in the manufacture of gelatine and glue were generally one - two storeys and were surrounded by extensive landscaping. A mixture of trees, shrubs, lawns and flower beds were situated around and amongst the buildings. The driveway landscape, which those entering the site passed through on their approach to the factory buildings, was reminiscent of a park. Tennis courts and bowling greens which were available for employee use were located to the rear of the site.⁷⁶ This extensive landscaping is evident in 1943 aerial views of the site (see Figure 53).

The factory buildings and landscaped setting is not evident on the site today. It appears that they have been replaced by contemporary warehouse buildings and are occupied by companies such as RMS Marble and Foodlink Australia.



Figure 53. Aerial view of the Davis Gelatine Factory site in 1943.⁷⁷

4.1.4 Roche Factory (South Creek Road, Cromer, NSW)

In 1962, Roche, a pharmaceutical company that originated in Switzerland, purchased land in Cromer, NSW. As the company developed within Australia, so did the site and buildings were constructed on the site until the early 2000s. The institute not only conducted research on the site but there were also warehouse spaces for the production of pharmaceuticals. Manufacturing occurred on the subject site until 2007 and was spread across a number of different buildings.

The buildings were established on the site within a landscaped setting and recreational spaces such as tennis courts, a gym and a squash court were also constructed. Despite the development of the site, including the construction of 17 buildings and 14 additional structures, the north-eastern section of the site is still protected as a local item of environmental heritage, as the trees and creek running through the site have remained largely untouched. The Former Roche Facility is also listed as

⁷⁵ NSW Office of Environment and Heritage, 'Davis Gelatine Site (Former)', n.d., <http://www.environment.nsw.gov.au/heritageapp/heritagesearch.aspx>.

⁷⁶ Ibid.

⁷⁷ NSW Land and Property Information, 'SIX Maps'.

an item of environmental heritage, its significance attributed to the high degree of integrity of one of the first industrial complexes within Cromer that was set within substantial landscaped grounds.

In 2018 the subject site was purchased by EG Funds Management and remains largely vacant, Roche continues to use a portion of the site as a warehouse and maintain the landscaped gardens.



Figure 54. Aerial view of the Roche Factory site c.1965. (Source: *People, Precision, Perfection*, p65)

4.1.5 Kodak Australasia Factory (Southampton Crescent, Abbotsford, VIC)

The Kodak Australasia Factory was located in the Melbourne suburb of Abbotsford alongside the Yarra River. The site of the former factory was purchased in 1881 by Thomas Baker, one half of Baker and Rouse Australia Laboratory, which merged with Kodak Limited in the early twentieth century (c.1907). As the company had expanded so too did the Abbotsford factory site. By 1949, the factory was producing film, plates and photographic chemicals in addition to the developing and processing of film and cine processing. According to evidence, the factory was the first place outside of North America to process Kodachrome film. The Company was required to acquire and move to larger premises when the Abbotsford site became inadequate. By 1966 all operations of the Company had relocated to their new factory site in Coburg.⁷⁸ The former Abbotsford site was sold off and appears to be currently used and owned by Carlton United Breweries Limited.

Historical photographs indicate that the site consisted of a number of buildings, many multi-storeys, which were situated within a landscaped setting. Extensive lawns, flower beds and trees are distributed throughout the site. Recreational areas such as tennis courts, cricket field and basketball area were also located within the landscaped area. It is unclear, how long the landscaped setting remained an integral part of the site before the pressure for increased development space lead to its demise. Evidence suggests that at least one of the garden areas was built over in 1948.⁷⁹ Aerials of the site today do not reveal any evidence of this former landscaped setting and it is not known if

⁷⁸ Angletta Leggio, 'A History of Australia's Kodak Manufacturing Plant' (AICCM Symposium, 2006).

⁷⁹ Museum Victoria Collections, 'Item MM 96557 Photograph - Kodak Australasia Pty Ltd, Kodak Factory, Garden & Staff, Abbotsford, Victoria, circa 1930s', n.d.

any of the structures existing on site today were constructed when the site in operation as the Kodak Australasia factory (see Figure 55).



Figure 55. View of the Kodak Australasia factory site, c.1940-1955.⁸⁰

4.1.6 Summary

The following conclusions can be drawn from the comparison of the subject site with the five industrial sites summarised above:

- The subject site is a rare extant example of a factory operating during the twentieth century in the Concord local area. Other factories which were operating in the Concord area during the twentieth century, such as the Farleigh, Nettheim & Company Tannery and Austral Bronze Factory, have undergone demolition.
- As described in Section 3.4, the subject site exhibits characteristics of the 'Factory Garden Movement' along with other industrial sites such as the Davis Gelatine Factory, the Kodak Australasia Factory and the Roche Factory. All three are examples of the Factory Garden Movement applied on a large-scale with the sites displaying large expanses of landscaped areas which included recreational facilities for employees such as tennis courts. In comparison, the subject site provides an example of the factory garden movement ideology on a modest and smaller scale. Whilst the landscaped settings of the Davis Gelatine Factory and the Kodak Australasia Factory have been lost, at the Roche complex the landscaped setting has been retained and in being attributed to the significance of the site which is heritage listed, continues to be maintained despite the site remaining predominately vacant at present.
- The subject site is noticeably different in comparison to the other industrial sites in that the whole manufacturing process is confined to one large building. It is noted that a detached administration building exists on the subject site, however no manufacturing or storage of the product appears to occur there. The other sites examined gradually constructed multiple

⁸⁰ 'Item MM 96553Photograph - Kodak Australasia Pty Ltd, Exterior View of Kodak Factory, Abbotsford, Victoria, 1940-1955', n.d., <http://collections.museumvictoria.com.au/items/1399083>.

structures on the sites to be used for different stages of the manufacturing process. Dissimilarly, all stages of the manufacturing process, production right down to distribution, all occur within the one factory building at the subject site.

4.2 Historical Themes

Historical Themes relevant to NSW set out by the Australian Heritage Commission and the Heritage Division, NSW Office of Environment and Heritage in the *NSW Heritage Manual* can provide a context within which the cultural significance of an item can be understood, assessed and compared. This approach provides a useful framework within which cultural significance can be assessed by emphasising the underlying historical influences which have shaped the subject site. These historical themes are general, so it is likely that the subject site will relate to more than one theme.

Historical themes relevant to the subject site are set out below.

Australian Theme	NSW Theme	Local Themes	Site examples
1. Tracing the natural evolution of Australia	Environment – naturally evolved	There are two aspects to this theme: (1) Features occurring naturally in the physical environment which have significance independent of human intervention (2) Features occurring naturally in the physical environment which have shaped or influenced human life and cultures	Foreshore location and the relationship to Hen and Chicken Bay.
2. Peopling Australia	Convict	Activities relating to incarceration, transport, reform, accommodation and working during the convict period in NSW (1788-1850) – does not include activities associated with the conviction of persons in NSW that are unrelated to the imperial ‘convict system’: use the theme of Law and Order for such activities	The subject site formed part of the Longbottom Stockade land area. The Longbottom Stockade was initially established to detain convicts transported west to Parramatta as it was located approximately midway between Sydney city and Parramatta. It later became the detention centre for several Canadian exiles that had been transported to Australia.
3. Developing local, regional and national economies	Industry	Activities associated with the manufacture, production and distribution of goods	Coffee has been roasted at the site for over 60 years.
	Technology	Activities and processed associated with the knowledge or use of mechanical arts and applied sciences	The subject site is associated with coffee entrepreneur Robert Timms Junior. Timms pushed the boundaries of the coffee industry through innovative new technology such as the self-service coffee grinders which were

Australian Theme	NSW Theme	Local Themes	Site examples
			introduced into supermarkets during the 1950s. The Bushells Company, incorporating the companies which later acquired the Bushells brand, dedicated funds to research with the purpose of producing fine quality coffee products. The primary focus of these companies was producing high quality coffee products for the Australian home.
	Transport	Activities associated with the moving of people and good from one place to another, and systems for the provision of such movements	Prior to the construction of the Bushells factory in the 1950s, a timber mill and wharf occupied the subject site. Industrial sites, such as timber mills, were often situated near the foreshore areas as the Parramatta River was invaluable for transportation of products.
5. Working	Labour	Activities associated with work practises and organised and unorganised labour	The situating of an industrial building within a landscaped setting displays characteristics of the 'Factory Garden Movement' which developed around the ideology that locating factories within pleasant landscaped spaces would positively benefit the health of their employees.
8. Developing Australia's cultural life	Domestic Life	Activities associated with creating, maintaining, living in and working around houses and institutions	Bushells products were largely focused on the premise of allowing people to enjoy good quality coffee within the comfort of their own homes. Throughout its development as a company, Bushells and its products have firmly established themselves as an iconic brand within Australia and is still commonly found within Australian households.
9. Marking the phases of life	Persons	Activities of, and associations with identifiable individuals, families and communal groups	The subject site is associated with two identifiable individuals and the brands which they created. These individuals are Alfred Bushell and Robert Timms Junior.

5.0 ASSESSMENT OF SIGNIFICANCE

5.1 NSW Heritage Assessment Guiding Principles

The following Assessment of Significance of the subject site located at 160 Burwood Road, Concord is drawn in part from the guidelines set out in the *NSW Heritage Manual* (prepared by the Heritage Division, NSW Office of Environment and Heritage) which identifies the criteria below for assessing heritage significance. These guidelines incorporate the cultural heritage values identified in *The Burra Charter: The Australia ICOMOS Charter for Places of Cultural Significance 2013*. The Burra Charter defines cultural significance as: "...aesthetic, historic, scientific, social or spiritual value for past, present or future generations." Under the *NSW Heritage Manual* guidelines, an item is assessed in accordance with the following specific criteria:

- (a) An item is important in the course, or pattern, of NSW's cultural or natural history (or the cultural or natural history of the local area);
- (b) An item has strong or special association with the life or works of a person, or group of persons, of importance in NSW's cultural or natural history (or the cultural or natural history of the local area);
- (c) An item is important in demonstrating aesthetic characteristics and/or a high degree of creative or technical achievement in NSW (or the local area);
- (d) An item has strong or special association with a particular community or cultural group in NSW (or the local area) for social, cultural or spiritual reasons;
- (e) An item has potential to yield information that will contribute to an understanding of NSW's cultural or natural history (or the cultural or natural history of the local area);
- (f) An item possesses uncommon, rare or endangered aspects of NSW's cultural or natural history (or the cultural or natural history of the local area); and
- (g) An item is important in demonstrating the principal characteristics of a class of NSW's
 - cultural or natural places; or
 - cultural or natural environments.(or a class of the local areas'
 - cultural or natural places; or
 - cultural or natural environments).

Items assessed as being of State significance may be considered for inclusion on the State Heritage Register (SHR) by the Heritage Council of NSW.

5.2 Assessment of Significance

In assessing the appropriateness of nominating the site for heritage listing, it is crucial to understand the cultural heritage value of a place. This understanding of significance then informs and guides decision-making so as to retain values into the future. The assessment to ascertain the significance of a place is carried out below, based upon criteria specified by NSW OEH.

Criterion	Assessment
<p>A. Historical Significance An item is important in the course, or pattern, of NSW's or the local area's cultural or natural history (state/local significance).</p>	<p>The subject site is associated with the historical development of the Concord area, emerging from a convict detention settlement into a heavily industrialised area. Developing during the second phase of industrialisation of Concord, the subject site was continuously used for the production of coffee and tea for over 60 years. The reduced operations at the subject site reflects the overall reduction of industrial operations within the surrounding area, and the redevelopment of Concord into a residential area.</p> <p>The development of the subject site is also closely associated with the broader development of the "Factory Garden Movement." Encouraging the establishment of landscaped gardens to both improve the aesthetic of the subject site, alongside promoting the health of employees, the evolution of the subject site reflects the concepts associated with the movement.</p> <p>Accordingly, the subject site demonstrates historical significance at a local level due to its association with the development of Concord and the Factory Garden Movement.</p>
<p>B. Associative Significance An item has strong or special association with the life or works of a person, or group of persons, of importance in NSW's or the local area's cultural or natural history (state/local significance).</p>	<p>The subject site was acquired in the 1950s by the Bushells Company. The Bushells brand has manufactured in Sydney for over 90 years and is part of the collective public consciousness as an iconic Australian brand. The subject site is also associated with coffee entrepreneur Robert Timms Junior who during the 1970s owned the largest privately-owned tea and coffee company in Australia.</p> <p>Accordingly, due to the connection between the subject site and the Bushells and Robert Timms companies, the subject site attains the requisite standards of associational significance at the local level.</p>
<p>C. Aesthetic Significance An item is important in demonstrating aesthetic characteristics and/or high degree of creative or technical achievement in NSW or the local area (state/local significance).</p>	<p>The scale of the factory is significantly greater compared to the surrounding development and therefore, is a recognisable landmark in the local area due to its high visibility. Its distinctive chimney stack and 'B' signage also contribute to its landmark qualities.</p> <p>The factory also demonstrates characteristics specific to multi-storey industrial buildings. These include the large glazed northern and southern walls of the roasting hall which utilises clerestory aluminium framed glazing.</p>

Criterion	Assessment
	<p>The overall nature of the subject site with the large industrial building set amidst soft landscaping on the water's edge, creates a pleasing juxtaposition enabling a physically loud structure to sit quietly within its surrounding environment.</p> <p>As a landmark, the former Bushells Factory building attains the requisite standard of aesthetic significance at a local level. While the subject site has undergone significant modification since construction, particularly through the construction of additional buildings and additions to the existing, the aesthetic significance of the subject site can be attributed to the factory building, notably the tower, and the landscaped setting.</p>
<p>D. Social Significance An item has a strong or special association with a particular community or cultural group in NSW or the local area for social, cultural or spiritual reasons (state/local significance).</p>	<p>Throughout the operational history of the subject site a large contingent of people would have been employed. As such, the site would be important for its special association with the local community as well as for engendering that sense of place within the wider Sydney community. A plaque commemorating the employment of a supervisor was observed at the subject site which suggests that there was a great deal of respect between employer and employees.</p> <p>The factory with its 'B' signage would have and continues to be widely known within the local Concord area.</p> <p>Additionally, the subject site incorporates key characteristics of the 'Factory Garden Movement' which was developed around the ideology that by situating factories within pleasant landscaped spaces which employees could enjoy, not only would the spaces enhance the aesthetics of the factory but also the health of employees. This awareness of the wellbeing of employees would have enhanced the sense of identity and belonging for employees, their families and the wider community.</p> <p>Accordingly, the subject site attains the requisite standards of social significance at a local level.</p>
<p>E. Technical/Research Significance An item has potential to yield information that will contribute to an understanding of NSW's or the local area's cultural or natural history (state/local significance).</p>	<p>The brick and concrete factory building is important for its ability to demonstrate technical aspects with regard to multi-storey industrial building construction. In particular, the large glazed northern and southern walls of the roasting hall which utilises clerestory aluminium framed glazing. However, the building has undergone significant modification, particularly through the replacement of the machinery and the construction of later additions. The later addition buildings were constructed in materials and with techniques still commonly used today and do not offer the potential to further our understanding of technical knowledge.</p>

Criterion	Assessment
	<p>Although the subject site does not offer the potential to yield further technical or research information as a whole, the Former Bushells factory building demonstrates technical significance at a local level.</p>
<p>F. Rarity An item possesses uncommon, rare or endangered aspects of NSW's or the local area's cultural or natural history (state/local significance).</p>	<p>The subject site is a rare extant example of an industrial site operating during the twentieth century in the Concord local area. Other industrial sites which were operating in the Concord area during the twentieth century, such as the Farleigh, Nettheim & Company Tannery and the Austral Bronze Factory, have since their closure, been demolished and undergone redevelopment to serve other non-industrial purposes.</p> <p>It is also apparent that the subject site is rare in that the whole manufacturing process is confined to one large building rather than separated between numerous smaller buildings. As such, the significance of the manufacturing process is attributed to the one building, particularly as the other buildings were constructed during later periods and are largely considered to be intrusive.</p> <p>Accordingly, the factory building demonstrates rarity at a local level, as a single building that has been continuously used as a factory since construction and demonstrates landmark qualities.</p>
<p>G. Representativeness An item is important in demonstrating the principal characteristics of a class of NSW's or the local area's cultural or natural places or cultural or natural environments (state/local significance).</p>	<p>The brick and concrete factory is an intact example of a purpose-built factory displaying key characteristics of multi-storey industrial building construction. The subject site also exhibits characteristics of the 'Factory Garden Movement' on a modest scale.</p> <p>Accordingly, the factory building and the landscaping setting demonstrates representativeness at the local level.</p>

5.3 Statement of Cultural Significance

The Former Bushells Factory building located at 160 Burwood Road, Concord demonstrates aesthetic, historical, associative, social, technical and research significance at a local level, also displaying rare and representative qualities. As a landmark within the surrounding area, the Former Bushells Factory Building, notably the tower, can be viewed throughout Concord, particularly due to the largely low-scale residential development that has emerged in the surrounding area. Although the factory building has undergone significant modification, including the removal of original machinery, significant features such as the chimney stack, 'B' façade and the aluminium clerestory window frames have been retained and are not only socially significant but also offer the potential to further our technical knowledge.

In addition to the significance attributed to the factory building, and in particular the chimney stack, the landscaped setting is also a significant part of the historical, social and representative qualities associated with the development of the subject site. Associated with the 'Factory Garden

Movement' ideology, the site developed as a space to promote the health of employees and the aesthetic qualities of the subject site.

Although the subject site does have an association with Bushells and Robert Timms Junior, the significance of the subject site derives from the landmark qualities and production of coffee and tea within the factory building, including the chimney stack with the 'B' façade and the landscaped setting. This is due to both its aesthetic qualities and the association with the "Factory Garden Movement" and promoting the health of employees.

6.0 CONSTRAINTS AND OPPORTUNITIES

The following section discusses a series of factors which are relevant to the site and must be considered when planning for the site's future development and conservation of its heritage significance which was identified in Section 5.0. The following factors will be discussed:

- Implications arising from Heritage Significance;
- Potential Adaptive Re-Use of the Former Factory Building;
- Physical Condition and Integrity; and
- Listing under the Local Government Local Environment Plan.

6.1 Implications arising from Heritage Significance

It was determined in Section 5.0 of this report that the subject site demonstrates local significance for its historical, associative, aesthetic, technical and social values in addition to possessing rarity and representativeness values. The identified significance of the subject site places an obligation on the owners of the site (both current and future) to appropriately manage and conserve the place and its heritage values for present and future generations. The identified heritage values, associated attributes and Statement of Significance which are provided in Section 5.0 of this report should be referred to when planning development and proposing alterations to the site. Additionally, the future conservation and development of the place should be carried out in accordance with the principles of *The Burra Charter: The Australia ICOMOS Charter for the Places of Cultural Significance* 2013. The conservation processes outlined in Articles 14-25 of The Burra Charter have been reproduced in Table 1 below. It is important to note that Heritage 21 have also included a guide to the potential adaptive reuse of the factory building.

Table 1: Articles 14-25 of *The Burra Charter*

Article number	Description
Article 14	Conservation processes
	<i>Conservation</i> may, according to circumstance, include the processes of: retention or reintroduction of a <i>use</i> ; retention of <i>associations</i> and <i>meanings</i> ; <i>maintenance</i> , <i>preservation</i> , <i>restoration</i> , <i>reconstruction</i> , <i>adaptation</i> and <i>interpretation</i> ; and will commonly include a combination of more than one of these.
Article 15	Change
15.1	Change may be necessary to retain <i>cultural significance</i> but is undesirable where it reduces cultural significance. The amount of change to a <i>place</i> should be guided by the <i>cultural significance</i> of the place and its appropriate <i>interpretation</i> .
15.2	Changes, which reduce cultural significance, should be reversible, and be reversed when circumstances permit.
15.3	Demolition of significant <i>fabric</i> of a <i>place</i> is generally not acceptable. However, in some cases minor demolition may be appropriate as part of <i>conservation</i> . Removed significant fabric should be reinstated when circumstances permit.
15.4	The contributions of all aspects of <i>cultural significance</i> of a <i>place</i> should be respected. If a place includes <i>fabric</i> , <i>uses</i> , <i>associations</i> or <i>meanings</i> of different periods, or different aspects of cultural significance, emphasising or interpreting one period or aspect at the

Article number	Description
	expense of another can only be justified when what is left out, removed or diminished is of slight cultural significance and that which is emphasised or interpreted is of much greater cultural significance.
Article 16	Maintenance
	<i>Maintenance</i> is fundamental to <i>conservation</i> and should be undertaken where <i>fabric</i> is of <i>cultural significance</i> and its <i>maintenance</i> is necessary to retain that <i>cultural significance</i> .
Article 17	Preservation
	<i>Preservation</i> is appropriate where the existing <i>fabric</i> or its condition constitutes evidence of <i>cultural significance</i> , or where insufficient evidence is available to allow other <i>conservation</i> processes to be carried out.
Article 18	Restoration and reconstruction
	<i>Restoration</i> and <i>reconstruction</i> should reveal culturally significant aspects of the <i>place</i> .
Article 19	Restoration
	<i>Restoration</i> is appropriate only if there is sufficient evidence of an earlier state of the <i>fabric</i> .
Article 20	Reconstruction
20.1	<i>Reconstruction</i> is appropriate only where a <i>place</i> is incomplete through damage or alteration, and only where there is sufficient evidence to reproduce an earlier state of the <i>fabric</i> . In rare cases, reconstruction may also be appropriate as part of a <i>use</i> or practice that retains the <i>cultural significance</i> of the <i>place</i> .
20.2	<i>Reconstruction</i> should be identifiable on close inspection or through additional <i>interpretation</i> .
Article 21	Adaptation
	<i>Adaptation</i> must be limited to that which is essential to a use for the <i>place</i> determined in accordance with Articles 6 and 7.
21.1	<i>Adaptation</i> is acceptable only where the adaptation has minimal impact on the <i>cultural significance</i> of the <i>place</i> .
21.2	<i>Adaptation</i> should involve minimal change to significant fabric, achieved only after considering alternatives.
Article 22	New work
22.1	New work such as additions to the <i>place</i> may be acceptable where it does not distort or obscure the <i>cultural significance</i> of the <i>place</i> or detract from its <i>interpretation</i> and appreciation.
22.2	New work should be readily identifiable as such.
Article 23	Conserving use
	Continuing, modifying or reinstating a significant <i>use</i> may be appropriate and preferred forms of <i>conservation</i> .
Article 24	Retaining associations and meanings
24.1	Significant associations between people and a <i>place</i> should be respected, retained and not obscured. Opportunities for the interpretation, commemoration and celebration of these associations should be investigated and implemented.
24.2	Significant meanings, including spiritual values, of a <i>place</i> should be respected. Opportunities for the continuation or revival of these meanings should be investigated and implemented.
Article 25	Interpretation
	The cultural significance of many places is not readily apparent and should be explained by interpretation. Interpretation should enhance understanding and engagement and be culturally appropriate.

6.2 Potential Adaptive Re-Use of the Former Factory Building

According to the *Adaptive Reuse* document produced by the Australian Government Department of the Environment and Heritage, “the adaptive reuse of a historic building should have minimal impact on the heritage significance of the building and its setting.”⁸¹ Although change is necessary to ensure the continued use of the factory building and subject site, it is important that developers understand the heritage values associated with buildings and the site in which they are located. Adaptive re-use is a sustainable practice that has environmental, social, economic and innovative benefits.

The retention of the Former Bushells Factory would, in Heritage 21’s opinion, generate significant benefits to the local community, particularly if the adaptive re-use incorporated a public function. In addition, it is imperative that the landscaped setting is maintained, regardless of the proposed use of the subject site. This is due to the significance of the landscaped setting within the subject site, particularly due to its association with the Factory Garden Movement. Due to the changing needs and wants of the immediate area and local community, it is important that the subject building continues to be used and that it is not left vacant and neglected.

Heritage 21 would recommend that a Salvage Schedule be compiled for the subject site by a suitably qualified heritage consultant to ensure the retention of significant fabric prior to the commencement of any works. The significant fabric should be incorporated into the building as part of an interpretation strategy following any redevelopment.

If the factory building is listed as an item of environmental heritage, Heritage 21 would also recommend the writing of a Conservation Management Strategy (CMS) by a suitably qualified heritage consultant. The CMS would need to be submitted to Council and all proposed changes would need to be considered against the management policies based upon the principles of the Burra Charter (as listed in Table 1 above).

It is important to note that the Former Bushells Factory building has undergone significant modification. However, the significance of the site is attributed to the Factory core (as shown in Figure 5), including the chimney stack, ‘B’ façade and the landscaped setting. Heritage 21 is confident that change, designed in conjunction with a Conservation Management Strategy, an appropriate form and scale, materials and finishes, would respect the heritage significance of the subject site.

With regard to the machinery and mechanical infrastructure that remains in the building, Heritage 21 suggests the following;

- The machinery be categorised and inventoried;
- That significant machinery or parts thereof be retrieved in order to form part of a comprehensive interpretation strategy for the site;

⁸¹ Australian Government Department of the Environment and Heritage, ‘Adaptive Reuse’, n.d., <https://www.environment.gov.au/system/files/resources/3845f27a-ad2c-4d40-8827-18c643c7adcd/files/adaptive-reuse.pdf>.

- Photographic Archival Recording;
- Salvage schedule; and
- CMS.

The following list of potential adaptive reuses of the subject buildings considers the potential impacts associated with the different uses.

- Retain Factory Function

Due to the changes that have occurred within Concord, the desired future use of the surrounding area and the potential to reactivate the subject site, it is not necessarily in the public's interest to retain the subject site as a functional factory. Although retaining the original function may appear to be a preferred option, the continued use of the subject building is ultimately the priority. The retention of the factory function of the subject site would likely require the introduction of additional buildings and new machinery. Heritage 21 is confident that concerns regarding the change in function of the Former Bushells Factory could be alleviated through a cohesive interpretation strategy which acknowledges the history of the subject site.

- Commercial Use – Offices and Retail

Several internal changes would be required to convert the Factory Building into a commercial building. The construction of partitions would be required, alongside the removal of existing machinery and fabric. However, due to the significant modifications that have already occurred within the building, the conversion of the building into office and retail spaces would not be detrimental to the significance of the site and Heritage 21 believes that such changes could be made in line with a CMS that details all significant fabric and management policies. Although the commercial use would require additional services, it would also allow for the retention of the Former Bushells Factory Building core and the landscaped setting. The proposed commercial use of the building, particularly retail, would be appropriate in that it would open up the site to the public. A clear interpretation strategy would also be required to highlight the history of the subject building and site.

- Residential Use

Several internal changes would be required to convert the Factory Building into a residential building. The construction of partitions would be required, alongside the removal of existing machinery and fabric. However, due to the significant modifications that have already occurred within the building, the conversion of the building into apartments would not, in Heritage 21's opinion, be detrimental to the significance of the site. Although the residential use would require additional services, it would also allow for the retention of the Former Bushells Factory Building core and the landscaped setting. However, the residential use of the site would not open up the site to the public as commercial uses would have the

potential to do so. Not only should the external shell be kept, including the clerestory aluminium frames, but a clear interpretive strategy would also be required, to convey the history of the subject site to all residents and visitors.

- Mixed Use – Commercial and Residential

If the continued use of the building and subject site as a factory is not deemed sustainable and feasible, the proposed conversion of the Former Bushells Factory building into a mixed-use facility would be encouraged due to the potential that it offers to reactivate the space for the public. As a landmark within the Concord area, the potential adaptive reuse of the building into both commercial and residential purposes would allow the public access, alongside residents and visitors. It would also include the retention of landscaping. Although changes would be required, the Factory building has undergone significant modification and the changes present the opportunity to highlight the significant features of the building.

6.3 Physical Condition and Integrity

Condition is the measure of a place's physical deterioration while integrity is the measure of the condition of a place's heritage values. The condition and integrity of a heritage place does not necessarily correlate. A heritage place may be in poor condition yet have high integrity and vice versa.

In relation to the subject site, it has been previously discussed in Section 5.0 that the identified heritage values are embedded in both tangible and intangible features (attributes) of the place. Therefore, there is a correlation between condition and integrity and this correlation needs to be taken into account with regard to future conservation management of the subject site.

Currently the subject site appears to be well maintained and generally in good condition. Similarly, the integrity of the subject site is high. In order to maintain this integrity a detailed fabric analysis is recommended (see Section 7.0) to better understand the existing elements of the site and the contribution that each makes to the overall significance of the site. This, in turn, will ascertain the level and type of conservation required for particular areas and will provide a clear understanding of where change to the site can occur without compromising integrity.

6.4 Listing under the Local Government Local Environment Plan

The Assessment of Heritage Significance provided in Section 5.0 of this report has concluded that the significance of the subject site is attributed to the existing Bushells factory building and the landscaped setting. The existing Bushells factory building and the landscaped setting demonstrate historical, associational, aesthetic, technical and social values in addition to its rarity and representativeness values at a local level. These findings were summarised in a Statement of Significance provided in Section 5.3. Thus, there is an opportunity for the inclusion of the place within Section 5 of the Canada Bay Local Environmental Plan 2013.

7.0 HERITAGE FRAMEWORK

Taking into account this identified significance and the other constraints and opportunities discussed in the previous section (see Section 6.0), Heritage 21 presents the following broad framework with regard to the subject site and the retention of its identified heritage values and significance.

7.1 General Management

- Due to the significance of the Factory Building, the listing of the building on the CLEP 2013 as an item of environmental heritage is encouraged; and
- If the proposed listing of the Factory Building proceeds, then Heritage 21 would recommend the writing of a Conservation Management Strategy ('CMS'), Interpretation Strategy and Plan, a Salvage Schedule and Photographic Archival Recording by a suitably qualified heritage consultant which would assist in the future planning, design, management and development of the site.

7.2 Use

- In a similar fashion to other industrial sites in Sydney, such as the former Arnott's Biscuit Factory site in Homebush, the site presents a unique opportunity to enable the conservation of the subject site, a place of local heritage significance, via adaptive re-use. Any new use must respect the significance of the place. The potential uses of the subject site are outlined in Section 6.2 above.

7.3 Alterations and Additions

- Prior to the construction of any additions on the subject site, a CMS should be written by a suitably qualified heritage consultant/architect; and
- New development on the site should respect the scale of the Factory.

7.4 Setting and Views

- The factory should be maintained within a landscaped setting; and
- New development should not obstruct significant views associated with the significance of the place. Specifically, views towards the eastern façade and the distinctive 'B' signage and also views of the chimney stack which are associated with the landmark qualities attributed to the subject site, because it can be seen from numerous vantage points.

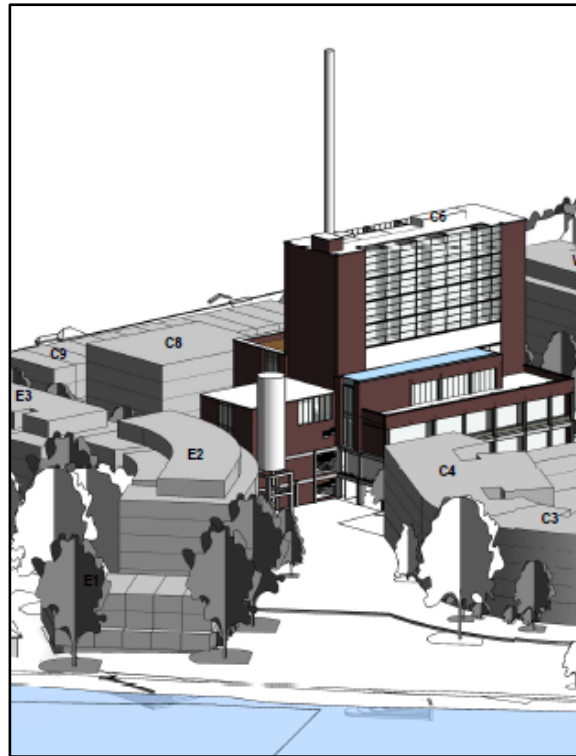


Figure 56. The use of lower-scale buildings surrounding the Former Bushells Factory building would offer the potential to preserve the landmark qualities of the subject site. (Source: BVN)

7.5 Interpretation

- An Interpretation Strategy should be prepared by a heritage professional. This would identify key users of the site, develop themes and key messages for the identified audience, and propose options for communication of heritage values to visitors and users of the site. This may be in the form of graphic display, art installations, design features or other interpretive media.

Specific forms of interpretation for the subject site could include the following:

- Interpretive naming conventions: the naming of new precincts could take inspiration from the former use of the factory;
- Interpretive design features: retention of notable elements of the factory such as the 'B' signage located on the façade of the chimney stack;
- Interpretive displays: various pieces of machinery associated with Bushells could be displayed throughout the site or particular spaces within the factory could be used as display areas;
- Interpretive signage: a series of plaques or art installations such as the Bushells advertisements could be distributed throughout the site creating a historical walk which takes community members through the historical development of the site; and

- Art installation; a local artist could be commissioned to create an artwork by recycling some elements of the site fabric that would otherwise be disposed of.

7.6 Research

- Any proposed subterranean work, both terrestrial and maritime, should be informed by a suitably qualified archaeologist who will determine the archaeological potential of the subject site. Appropriate management measures should be taken to ensure that archaeological resource is appropriately investigated and recorded prior to any action being taken that may involve any type of excavation during the carrying out of conservation works or future development to the place. No ground disturbance works should proceed in areas identified by the archaeologist as having archaeological potential without first obtaining an excavation permit from the relevant authority or an appropriate exemption. The archaeological assessment and research methodology should be prepared by a suitably qualified historic archaeologist.

7.7 Recording

- An accurate record of the subject site should be maintained. Records may consist of reports, checklists, quotations and receipts, other written records and photographs. They should include what was involved in the work, who conducted the work, when the work was conducted and the cost. Photographs taken before, during and after works will form a useful part of these records. On completion, all recording is to be placed in a retrievable archive for government and public access.

8.0 CONCLUSION AND RECOMMENDATIONS

Heritage 21 would recommend the local listing of the Former Bushells Factory Building (as outlined in Figure 5) as an item of environmental heritage in the CLEP 2013. As the significance of the subject site is attributed to the Former Bushells Factory Building, including the chimney stack, the 'B' façade, and the landscaped setting, it is imperative that these elements are retained despite whatever changes are made on the site. Due to the changes that have occurred within Concord, the existing factory use of the building is not necessarily conducive to the desired future use of the surrounding area. However, a combined residential and commercial use would assist in the retention of the significant features and in opening up the site to the public. Heritage 21 is also confident that a suitable, clear and cohesive interpretation strategy would be able to convey the history of the subject site to all visitors, potential residents, employees and visitors to the site.

Prior to the commencement of any works, it is imperative that a Conservation Management Strategy and a fabric analysis be written by a suitably qualified heritage professional to identify the significant fabric of the subject building that would require retention.

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