

## Heritage Citation



**Wilcox Mofflin Ltd (former)**

### Key details

<b>Addresses</b>	At 33 Longland Street, Newstead, Queensland 4006
<b>Type of place</b>	Factory
<b>Period</b>	Interwar 1919-1939
<b>Style</b>	Warehouse
<b>Lot plan</b>	L80_RP905967
<b>Key dates</b>	Local Heritage Place Since — 30 October 2000 Date of Citation — June 2006
<b>Construction</b>	Walls: Face brick
<b>People/associations</b>	Wilcox Mofflin Ltd (Association)

This building was constructed circa 1928 for hide and skin merchants Wilcox and Mofflin, who built their first hide and skin store in Helen Street, Newstead around 1914. Built during the Depression, this building is part of the important Newstead/Teneriffe woolstore area and is one of a number of buildings that contribute to the character of the historical wharf area. The building was owned by Wilcox and Mofflin until 1971 and has since changed hands a number of times.

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## History

The potential of the Newstead area (previously known as Bulimba) for deeper water wharfage was first recognised as early as 1864 when the Riverside Coal and Transport Company was established to provide a barge service between Brisbane and Ipswich. From around that time residents were also attracted to the area. This prompted the development of more workers' homes but eventually led to the erosion of its residential nature.

Three important events prompted industrial development of this area in the 1890s - the construction of the Colonial Sugar Refinery of the Bulimba rail branch in 1897 and the growth of Queensland's primary industries which took place in this decade.

Eventually the area attracted Brisbane's most important specialised wharves, devoted to the handling of wool, skins and hides. The wool stores were constructed in response to the economic fortunes of the industry. Most of the stores were constructed during the two boom periods between 1909 and 1915 and in the 1920s, however some were built in the mid 1930s, and the last two were constructed in the 1950s.

Although the wool industry dominated this area, there were many other primary produce-related facilities established here. George, Murray and Sydney Wilcox and Glen Legoe (Wilcox and Co) built their first hide and skin store in Helen Street, Newstead around 1914. The company purchased both this and the Helen street site in 1912, but did not build on this one until around 1928. By that stage their business had expanded and they sold the Helen Street store in 1926. The company, which changed its name to Wilcox Mofflin Ltd in 1918, dealt in wool, hide, skin, tallow and fur. It had offices in Brisbane, Townsville and Rockhampton, as well as branches throughout Queensland.

The Post Office Directories of 1915-16, 1920-21, 1940, and 1947 list 18, 24, 28 and 24 Hides and Skins Merchants respectively. An indication of the worth and significance which hides and skins played in Queensland's pastoral exports, as part of a Primary Industry based economy, in £ terms and excluding non-furred skins, is given in the following statistics; 1937-38 (£412,743), 1940-41 (£82,403), then understandably a decline during the war years, 1945-46 (£270,365), and 1947-48 (£277,467). During these years hides and skins alternated between 3rd and 4th in value of pastoral exports from Queensland.

The store remained in the hands of Wilcox Mofflin Ltd until Whitney and Valentine took control of the building in 1971. Wilcox Mofflin leased the building for 5 years in April 1972. Control of the building has passed through various owners in the interceding years.

# Statement of significance

## Relevant assessment criteria

This is a place of local heritage significance and meets one or more of the local heritage criteria under the Heritage planning scheme policy of the *Brisbane City Plan 2014*. It is significant because:

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### Historical

#### CRITERION A

The place is important in demonstrating the evolution or pattern of the city's or local area's history as evidence of the development of the area as an industrial region.

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### Aesthetic

#### CRITERION E

The place is important because of its aesthetic significance for the contribution its scale and design make to the character of the Newstead/Teneriffe woolstore area.

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### Historical association

#### CRITERION H

The place has a special association with the life or work of a particular person, group or organization of importance in the city's or local area's history for its relevance to the hide and skin and associated trades, an important part of Queensland's pastoral industry.

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### Historical association

#### CRITERION H

The place has a special association with the life or work of a particular person, group or organization of importance in the city's or local area's history for its association with the Brisbane company, Wilcox Mofflin Ltd.

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**Note:** This citation has been prepared on the basis of evidence available at the time including an external examination of the building. The statement of significance is a summary of the most culturally important aspects of the property based on the available evidence, and may be re-assessed if further information becomes available. The purpose of this citation is to provide an informed evaluation for heritage registration and information. This does not negate the necessity for a thorough conservation study by a qualified practitioner, before any action is taken which may affect its heritage significance.

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