



Heritage Citation



Willoughby & Co. woolstore (former)

Key details

Also known as

Queensland Primary Producers (from 1943)

Addresses	At 128 Commercial Road, Teneriffe, Queensland 4005
Type of place	Warehouse
Period	Interwar 1919-1939
Style	Warehouse
Lot plan	L8_SP139999
Key dates	Local Heritage Place Since — 30 October 2000 Date of Citation — June 2011
Construction	Roof: Corrugated iron; Walls: Face brick
Criterion for listing	(A) Historical; (A) Historical; (D) Representative

This former woolstore was constructed circa 1940 for Willoughby & Co, Importers & Investors. The value of Queensland wool exports expanded enormously through the first half of the twentieth century, peaking at more than £20,000,000 by 1948. The former Willoughby and Co. woolstore was constructed to take advantage of this trade and was an integral part of Brisbane's wool storage and export infrastructure. It is illustrative of the importance of the wool industry to Brisbane and Queensland in the first half of the twentieth century.

History

The potential of the Newstead/Teneriffe area (previously known as Bulimba) for deep 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. Wealthy merchants and professionals built their homes on the heights of Teneriffe Hill, taking advantage of the views and cooling breezes. Worker's cottages filled the slopes and river flats, within walking distance of employment. From the 1890s industry was attracted to the area. This prompted the development of more worker's 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 and its wharf at the New Farm end of the Bulimba Reach in 1893, the completion of the Bulimba rail branch in 1897 and the growth of Queensland's primary industries which took place in this decade.

Eventually this area attracted Brisbane's most important specialised wharves, devoted to the handling of wool. The wool stores themselves 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. Wool was railed to the stores, displayed under good lighting and stored until it was sold. It was then pressed and baled and trolleyed onto the wharves, where it was loaded onto ships for export.

This brick and iron store was built around 1940 for the Willoughby Trust, which controlled Willoughby and Co, importers and investors. The Trust purchased this site, and the adjacent site with frontages to Commercial Road and Helen Street in 1927. Both sites were occupied by houses, until the adjacent site was cleared and a motor workshop was constructed in the mid 1930s. A few years later this site was also cleared to make way for the new store. In 1926, the hide and skin store behind this site, facing Helen Street was sold to George Willoughby Whatmore Junior. In 1932 the Helen Street store was sold to Sturmfels Primary Producers Co-operative, in 1940 merged with Queensland Primary Producers Co-operative. In 1943 Queensland Primary Producers purchased this store to cater for its increasing needs for wool storage. The United Kingdom had agreed to purchase the Australian wool clip, less local usage, for the duration of the war. The Brisbane Statistics of 1949 lists the value of wool exports from Queensland, during this period, as the following; 1942-1943 (£11,250,763), 1945-1946 (£12,130,595), and by 1947-1948 this figure had reached £20,390,545. Throughout this time wool was the single most valuable pastoral export.

Primaries, as the co-operative came to be known, was formed in 1920 by Alan Walter Campbell, who had been the sub-manager of the Brisbane branch of the Sydney wool, produce and stockbroking firm, John Bridge and Co. since its formation in 1910. In 1919 the Farmers and Graziers Co-operative of New South Wales acquired the assets of John Bridge and Co in New South Wales and around the same time Campbell, who had recently returned from service with the AIF conceived the idea of a primary producers co-operative for Queensland.

In 1920 the Directors of John Bridge and Co contracted with Campbell to transfer to his care: 'the whole of the...business and assets of the vendors in the State of Queensland...comprising all lands, buildings, plant, machinery, furniture, fittings, records and accessories of every description...' Campbell paid £75,000 for the transfer of assets, including freehold land and wool store premises at Bulimba; office facilities at the Brisbane Exhibition Ground and an office in Rockhampton. Campbell continued as Managing Director of 'Primaries' until his retirement in 1968 at the age of 88 years.

In 1940 the co-operative amalgamated with Sturmfels Primary Producers Co-operative Association Ltd. In 1975 Queensland Primary Producers' Co-operative Association Ltd (Primaries) amalgamated with Mactaggarts Primary Producers' Co-operative Association Ltd, to form Primac Association Ltd.

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:

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 importance of the wool industry in the local area and in Brisbane during the Second World War.

Historical

CRITERION A

The place is important in demonstrating the evolution or pattern of the city's or local area's history

as it is illustrative of the development of Newstead from the turn of the century through to the Second World War as a storage centre and port of export for an important primary industry.

Representative

CRITERION D

The place is important in demonstrating the principal characteristics of a particular class or classes of cultural places

as it is a brick woolstore constructed as part of Newstead's 1940s wharf infrastructure in response to the increasingly important wool industry.

References

1. Department of Environment and Resource Management, Land Titles Office Records
2. Post Office Directories.
3. *A Concise History of the Queensland Primary Producers Co-Operative Association Ltd "Primaries"*
Unpublished
4. Martin, E, *Teneriffe Woolstores Heritage Study, Brisbane City Council: 1992. Brisbane Statistics 1949*
5. *The Queensland Year Book 1950; No. 11*

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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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