



**HERITAGE
COUNCIL**
OF WESTERN AUSTRALIA

REGISTER OF HERITAGE PLACES

Register Entry

1. **DATA BASE No.** 03649
2. **NAME** *Ford Motor Co Factory (fmr) (1930; 1947; 1989)*
FORMER NAME (or OTHER NAMES) Matilda Bay Brewing Co (fmr); Ford Assembly Plant
3. **LOCATION** Part of Lot 220 Stirling Highway, North Fremantle
4. **DESCRIPTION OF PLACE INCLUDED IN THIS ENTRY**
Portion of Lot 220 on Deposited Plan 152588 being part of the land contained in Certificate of Title Volume 1007 Folio 711 as shown on HC Curtilage Map P3649-1A.
5. **LOCAL GOVERNMENT AREA** City of Fremantle
6. **HERITAGE LISTINGS**

• Register of Heritage Places:	Registered	07/10/2024
• National Trust Classification:	Classified	28/08/1995
• Local Planning Scheme – Heritage List:	Yes	08/03/2007
• Local Heritage Survey:	Level 1b	14/10/2000
• Register of the National Estate:	Indicative	-----
• Aboriginal Sites Register:	'Rocky Bay'	16/02/2010
	(Site ID: 3596)	
7. **ORDERS UNDER SECTION OF THE ACT**

8. **HERITAGE AGREEMENT**

9. **STATEMENT OF CULTURAL HERITAGE SIGNIFICANCE**
What is significant?
The following briefly describes what the place is, or its key attributes, followed by a list of the elements which contribute to the significance of the place.

Ford Motor Co Factory (fmr), the remnant of an industrial complex in North Fremantle, which was a former Ford Motor Company automotive assembly plant from 1930 to 1987, originally designed by Oldham Boas Ednie-Brown in the Inter-War Functionalist style consistent with national and international Ford assembly plant designs. The assembly plant was converted to use as a brewery for Matilda Bay Brewing Company in 1989 with further modifications and additions to the site.

Elements that contribute to the significance of the place include (but are not limited to):

- the original form of the building, comprising the administration wing, southern warehouse and remaining saw tooth roof factory bays (1930; extended 1947), which while reflecting innovative factory design elements applied by Ford to other plants in Australia and internationally, were rare in Western Australia;
- the prominence of the building in the streetscape. Intentionally designed as a landmark in the locality, the imposing scale and massing of the building is accentuated by open landscaping and its elevated position enables uninterrupted views to the place, including to ocean-going traffic accessing Fremantle Harbour;
- extant internal elements which demonstrate the place's original use as a vehicle assembly plant, in particular the overhead crane tracks and rail line in the southern warehouse, and interior features of the administration wing including extant original sections of the decorative ceiling, jarrah partitions and window frames;
- the building's simple geometric shapes, asymmetrical massing and use of large steel framed windows which make it a good example of the Inter-War Functionalist style, with a classical balance between the horizontal banding and vertical brick pilasters of the warehouse frontage and the horizontal elements of the administration wing;
- the brewing kettles, which clearly demonstrate the place's use as a pioneering microbrewery, contribute to the landmark value of the place.

Internal factory machinery relating to the place's use as an assembly plant is no longer extant.

How is it significant?

The *Ford Motor Co Factory (fmr)* is of historic, aesthetic and rarity value and satisfies the following factors relevant to cultural heritage significance:

- A. importance in demonstrating the evolution or pattern of Western Australia's history;
- B. importance in demonstrating rare, uncommon or endangered aspects of Western Australia's heritage;
- D. importance in demonstrating the characteristics of a broader class of places;
- F. importance in exhibiting particular aesthetic characteristics valued by any group or community;
- G. special association it has with the life or work of a person, group or organisation of importance in Western Australia's history;

H. importance in demonstrating a high degree of creative or technical achievement.

Why is it significant?

Ford Motor Co Factory (fmr) is rare as the only extant purpose-built automotive assembly plant in Western Australia remaining from the two constructed. Constructed for Ford Motor Company of Australia, the place demonstrates the local application of innovative international industrial designs which were standardised across Ford factories in Australia and overseas but rare in Western Australia, such as the scale of steel framed glass windows on the southern façade (Factors B, D, G and H).

Ford Motor Co Factory (fmr) has considerable landmark value with an imposing physical presence on a prominent site on Stirling Highway, relating to both former industrial uses as a motor vehicle assembly plant and brewery. The siting and design were intended to establish the building as a landmark (Factor F).

Ford Motor Co Factory (fmr) has historic value in its original and longstanding use as a Ford vehicle assembly plant from 1930 to 1987, a key business activity in the State's local manufacturing industry and significant employer in Western Australia. Local materials were used as far as possible in the building's construction (Factor A).

Ford Motor Co Factory (fmr) has historic value through its association with the development of the microbrewery by Matilda Bay Brewing Company, who pioneered the disruption to the beer industry with the introduction of microbreweries. The adaptive reuse of an industrial building to a microbrewery has since been widely replicated (Factors A, D, G and H).

Ford Motor Co Factory (fmr) has historic value in its association with the Federal Government's post-war migration scheme which saw new migrants employed in a variety of jobs in the post-war boom. The assembly plant was also reportedly requisitioned to supply military equipment during World War II (Factor A).

Ford Motor Co Factory (fmr) is an uncommon example of a predominantly intact large-scale purpose-built industrial building in the Inter-War Functionalist style with simple geometric shapes, asymmetrical massing and large areas of steel framed glass windows (Factors B and F).

The building is an important element in the industrial landscape of North Fremantle, which demonstrates industrial practices in the area both past and present, and is a remaining example of an industrial past which examples of this scale are uncommon (Factors A and B).