

# OT CHIMNEY

## PART HO126

Part HO126
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<b>NAME OF PLACE:</b>	OT chimney.
<b>OTHER NAMES OF PLACE:</b>	Former Kia-ora Cordial factory chimney, former Red Tulip factory chimney.
<b>ADDRESS / LOCATION:</b>	Part 181-187 High Street, Prahran, VIC 3181.
<b>PROPERTY INFORMATION:</b>	Not available.
<b>EXISTING LISTINGS:</b>	The buildings at 12 Anchor Place were graded C as part of Prahran Conservation Study <sup>1</sup> and are currently protected under HO126, the Chapel Street Area. Beyond this, no part of the Red Tulip site has been assessed by previous heritage studies or is currently subject to a heritage control.
<b>LEVEL OF SIGNIFICANCE:</b>	This document recommends an A2 grading for the OT chimney. It also recommends that the boundary to HO126 be adjusted locally to include the OT chimney.
<b>ASSESSED BY:</b>	John Statham, Heritage Advisor, City of Stonnington.
<b>ASSESSMENT DATE:</b>	March 2011.

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## STATEMENT OF SIGNIFICANCE

### *What is significant?*

The former Kia-ora/Red Tulip factory complex is notable as one of a small number of large early industrial sites within the Windsor/South Yarra area. The original cordial manufacture and later chocolate production uses of the site were largely overwritten as part of the conversion of the factory to apartments through the 1990s. Nonetheless, the early industrial use of the site remains legible through some remnant facades and by the presence an early chimney to Hillingdon Place. This is one of only two, large industrial chimneys to survive within the Municipality.

### *How is it significant?*

The OT chimney is of local social, historical and aesthetic significance.

### *What is significant?*

The former Kia-ora/Red Tulip factory is significant as a reminder of the former industrial character of the South Yarra and Windsor and specifically of the food processing enterprises which operated on the site from the c.1910 until the 1980s. The site is of historical significance as the headquarters of the Kia-ora Cordials and Red Tulip Chocolates, major names in the history of the Victorian and international food industries. The site generally, and the chimney in particular, is of social significance as an illustration of an early phase of local manufacturing, most specifically the sub theme, 6.2.2 'Food Processing', identified in Council's Thematic Environmental History. The chimney is significant as a local landmark visible from a range of local vantagepoints.

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<sup>1</sup> Nigel Lewis and Associates, Prahran Conservation Study, 1992, pg. DC-32.

## DESCRIPTION

The former Red Tulip factory occupied much of the site bounded by Anchor Place, Clifton Street, High Street and Hillingdon Place. At the time of its closure in the 1980s, the site contained a group of handsome, red brick buildings to Anchor and Hillingdon Places, some generic sheds and production areas and outdoor forwarding and receiving bays. A boiler room and ornate chimney to the Hillingdon Place frontage provided steam to the factory. The chimney survives in good condition. It was constructed in red face brick adopting a circular cross-section tapering to a rendered cap. Decorative brackets to the underside of the cap are also of face brick. MMBW plans suggest that the chimney was constructed c.1910s. Chocolate manufacturers, Red Tulip, occupied the site from 1965. However, painted 'OT' branding to the chimney - referring to a cordial manufactured on the site through the early part of the twentieth century - survives.

## PHOTOS



Figure 1 OT Chimney (viewed from Hillingdon Place).



Figure 2 Hillingdon Place and the OT Chimney (viewed from north).

## HISTORY

The Kia-ora company was founded by John Dixon.<sup>2</sup> It was originally established at 83 Alfred Street as the Prahran Ice and Aerated Water Co, becoming the Kia-ora Company around 1905. Kia-ora was the company's brand name for lemonade. 'OT' was the name of a hot punch used to spice up beer in winter or in soft drinks. The factory was relocated to Hillingdon Place c.1910.<sup>3</sup> The site was developed heavily through the 1910s and 1920s becoming an extensive industrial complex by 1930 (Refer Figure 3).

As early as 1911 the company had agents in England, India, South Africa, Singapore, Hong Kong, Japan, Korea and Fiji. Factories were subsequently constructed in Great Britain (1917), San Francisco in the US, Valencia in Spain and Messina in Italy but the headquarters remained on High Street, Prahran.

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<sup>2</sup> Sally Wilde, *History of Prahran Volume II: 1925-1990*, pg. 153.

<sup>3</sup> Melbourne Metropolitan Board of Works, *Plan of drainage 80507*, 1911, describes the earliest drainage works on the site.

In 1929 the business was sold to a public company and the whole concern operated under the name of Kia-ora Industries Ltd. After World War II the company diversified into canned food, including baked beans, spaghetti and soup, but Kia-ora orange drink remained the brand leader in Australia and the United Kingdom. Throughout this expansion, the origins of the company were not forgotten and the 'OT' branding remained in large letters on the chimney above the Prahran factory.

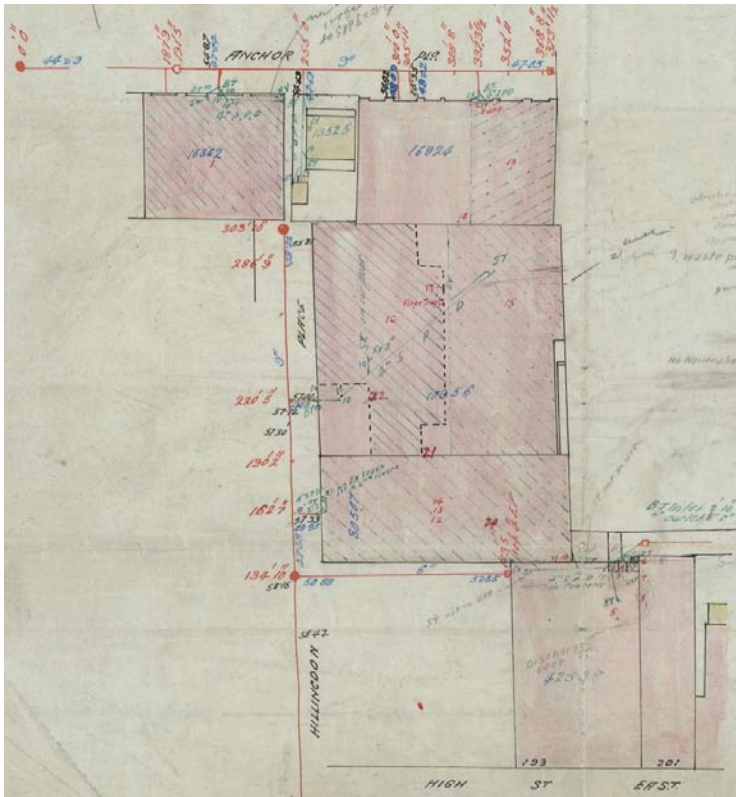


Figure 3 Melbourne Metropolitan Board of Works, OT Cordial Works, from Plan of drainage 42538, c.1930.

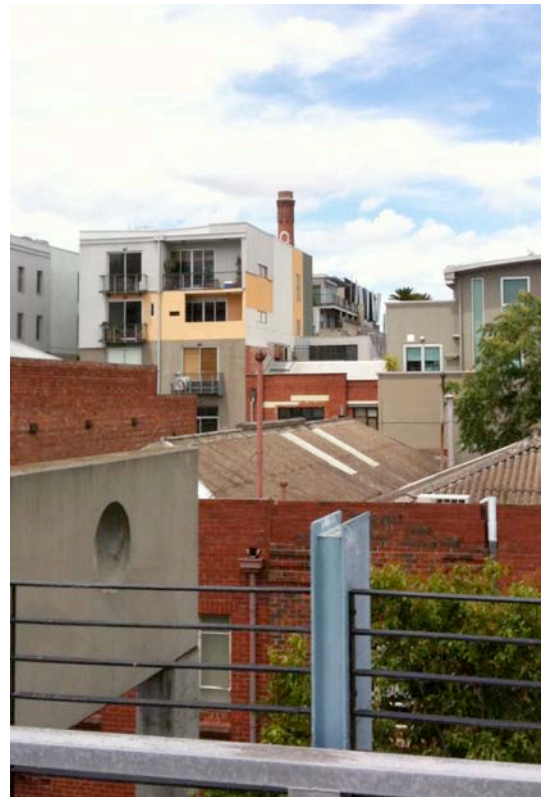


Figure 4 OT Chimney (viewed from the north).

In 1965, Red Tulip Chocolates Pty Ltd took over the site. This enterprise also enjoyed some local and international success before a new factory was opened on a more spacious site in Scoresby in 1976. In 1988 Red Tulip was taken over by Cadbury-Schweppes and the Prahran factory was closed. The factory was subsequently redeveloped as apartments. Nonetheless, the chimney survives in good condition and remains a local landmark.

## ANALYSIS

### Previous Heritage Studies

The buildings at 12 Anchor Place were graded C as part of Prahran Conservation Study, 1992. They are currently protected as part of the Chapel Street Heritage Overlay area (HO126). No other part of the former Red Tulip factory is currently protected under a heritage control.

### Thematic context

The chimney illustrates Theme 6.2.2, *Food Processing*, as identified in the City of Stonnington Thematic Environmental History, and industrial development more generally. The Kia Ora and Red Tulip brands are specifically noted in Council's Thematic Environmental History.



## Comparative analysis

### Manufacturing in Prahran

In her, *History of Prahran Volume II: 1925-1990*, Sally Wilde notes<sup>4</sup>, that 'during the 20th century, Prahran's best known manufacturing industries have perhaps been the brickworks at the northern end of Chapel Street, Hecla and Electrolux which took over some of the land formerly devoted to brickmaking, Henry Jones IXL's jam factory further south on Chapel Street, OT Cordials (later known as Kia-ora) and Red Tulip chocolates ... At their peak, between them Prahran's manufacturers employed thousands of people, but medium-scale electrical goods production and food processing were not really typical of manufacturing industry in Prahran. Generally this was small-scale with a wide range of enterprises, each employing a couple of dozen people or less. Perhaps half of the factories in Prahran at any one time were involved in some branch of the clothing and textile industry - dressmaking, tailoring, men's ties, underwear ... furniture making was also important, especially in the inter-war years. There were also a number of large timber yards, including Linay's on the corner of Chapel and Gray Streets, Smith's in River Street and Davis's on the corner of Williams and Malvern Roads'.

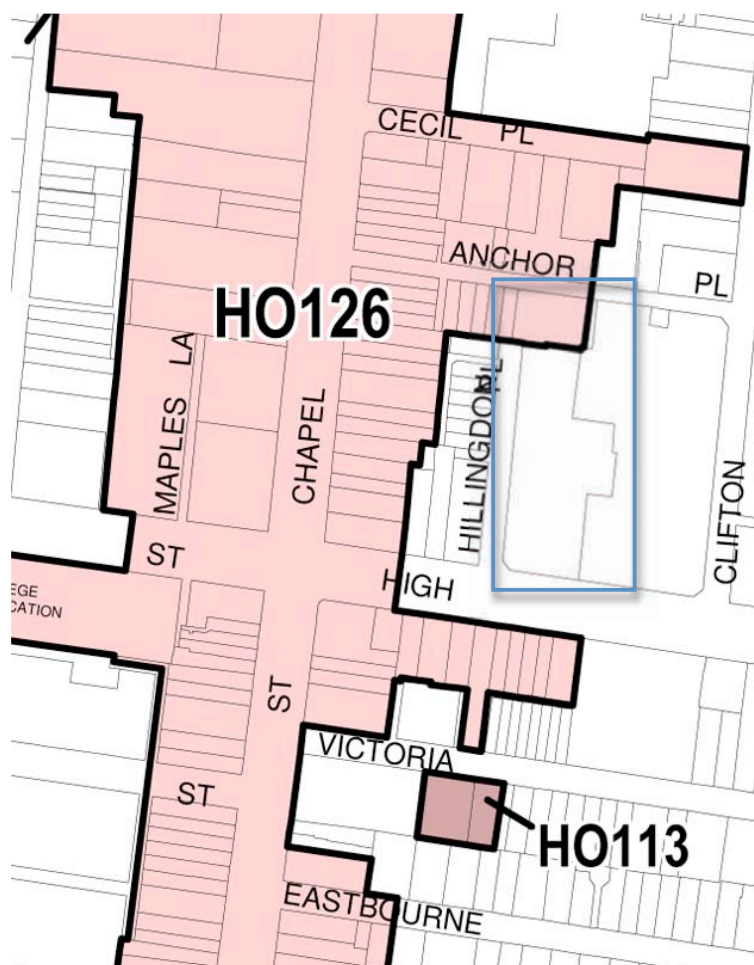


Figure 5 Part HO126, from [www.dse.vic.gov.au/planningschemes/stonnington/maps/stonnington04ho.pdf](http://www.dse.vic.gov.au/planningschemes/stonnington/maps/stonnington04ho.pdf)

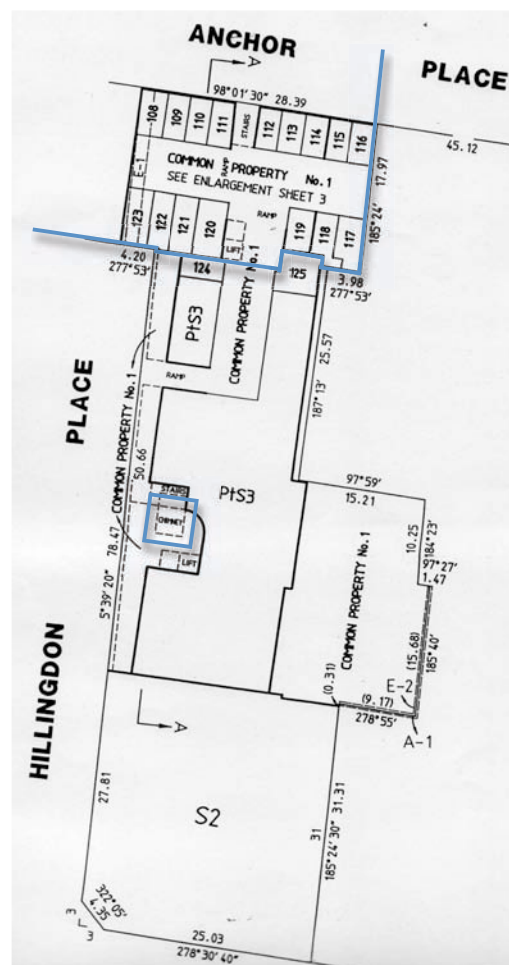


Figure 6 Proposed extent of HO126, from KA Reed Co Pty Ltd, Plan of Subdivision, PS410665J, 9/7/1997. Original held on file, Building Department, City of Stonnington.

With the exception of the former Jam Factory, the former Kia-ora/Red Tulip factory and a handful of small workshops such as those that survive above the retail outlets in Chapel Street, all of the sites noted by Wilde have been lost to redevelopment.

<sup>4</sup> Sally Wilde, *History of Prahran Volume II: 1925-1990*, pg.145-6.

#### *Other Cordial manufacturers*

Although Kia-ora has had the longest association with the area, it is not the only cordial manufacturer to have operated in Prahran. Gouldings Aerated Water had operated from a site on High Street, to the west of Chapel Street, through the late nineteenth and early twentieth centuries.<sup>5</sup> Cottee's Passiona, a New South Wales company, began its Victorian operation on Cliff Street, Prahran, in 1939<sup>6</sup>. It also operated a factory on Chapel Street before moving to more spacious premises in Blackburn in 1951. A great deal of fruit was processed in Prahran, but most was either canned or bottled as jam rather than turned into cordial.

#### *Other industrial chimneys*

The former Jam Factory and Kia-ora sites are the only instances within the City of Stonnington where food production on a large scale remains evident. These sites also retain the only two extant industrial chimneys in the Municipality. In the former City of Malvern, chimneys associated with brickmaking in Toorak and Tooronga and at north end of Chapel Street have been lost. Chimneys at Cawkwell's tile works have likewise been demolished. Closer to the subject site, the former City of Prahran Municipal incinerator and other stacks visible in early photographs of South Yarra have been demolished. Of the two surviving chimneys, the OT chimney appears more decorative and to survive in better condition than that surviving at the Jam Factory.

## **RECOMMENDATIONS**

HO126 currently extends over the two most northerly building volumes of the former factory complex. The extent of the boundary to HO126 in the vicinity of the former Red Tulip Factory should be refined to include those areas identified in Figure 6. This would incorporate the OT chimney into HO126 and better define the extent of the heritage control as it applies to built form along Anchor Place.

On the basis of the research undertaken in the preparation of this report, an A2 grading is recommended for the OT chimney.

## **REFERENCES**

- Context Pty Ltd, Stonnington Thematic Environmental History, 2006.  
Nigel Lewis and Associates, Prahran Conservation Study, Identification of Buildings and Areas of Major Significance, 1992.  
Sally Wilde, History of Prahran Volume II: 1925-1990, 1993.  
Melbourne and Metropolitan Board of Works, Detail Plan 960, 1896.  
Melbourne and Metropolitan Board of Works, Detail Plan 960, c.1920.  
Victorian Planning Schemes Online,  
[www.dse.vic.gov.au/planningschemes/stonnington/maps/stonnington04ho.pdf](http://www.dse.vic.gov.au/planningschemes/stonnington/maps/stonnington04ho.pdf).

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<sup>5</sup> City of Stonnington History Centre, Gouldings Aerated Waters, Registration No PH7277.

<sup>6</sup> Sally Wilde, History of Prahran Volume II: 1925-1990, pg.154.