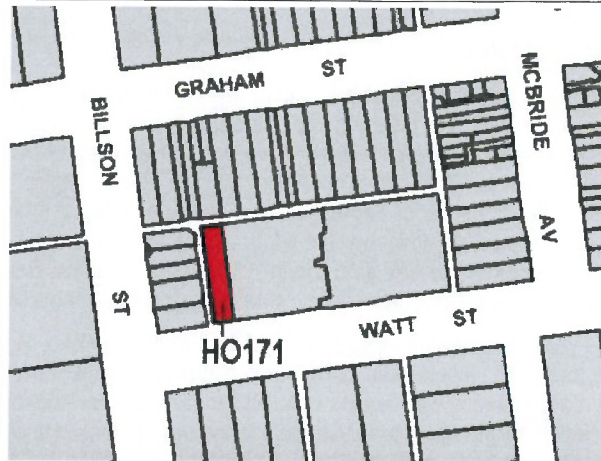


<b>PLACE</b>	WONTHAGGI CO-OPERATIVE DISTRIBUTION SOCIETY LTD BAKERY DEPARTMENT (former)						
<b>Address</b>	106 Watt Street WONTHAGGI						
<b>Study No</b>	519	<b>HO No</b>	HO171	<b>HPD No</b>	214	<b>Allotment No</b>	-
<b>LGA</b>	Bass Coast	<b>Ward</b>	Hovell	<b>Parish</b>	Wonthaggi	<b>County</b>	Mornington



<b>Image Date</b>	19 June 2009	<b>Extent of listing</b>	Whole of allotment (with significant fabric as identified below)				
<b>Designer/architect</b>	Unknown	<b>Architectural style</b>	Interwar Period (1919-1940) Free Classical				
<b>Builder/maker</b>	Unknown	<b>Commenced</b>	1926 (early)	<b>Completed</b>	1926 (late)		
<b>Her Act Category</b>	Heritage place	<b>Historic Theme/s</b>	13.1 Larger Centres				
<b>Her Item Group</b>	Manufacturing and Processing	<b>Assessed by</b>	F Woodhouse	<b>Date</b>	13/08/04		
<b>Her Item Category</b>	Bakery	<b>Reviewed by</b>	S Reeves	<b>Date</b>	29/06/09		
<b>Usage (2009)</b>	Vacant	<b>Condition</b>	Fair	<b>Intactness</b>	Good		
<b>Significance</b>	Local	<b>Recommendation</b>	Include in VHR <input type="checkbox"/>	Include in RNE <input type="checkbox"/>	Include in HO <input type="checkbox"/>	X	

### Statement of Significance

#### What is Significant?

The former Bakery Department of the Wonthaggi Cooperative Distribution Society Ltd, at 106 Watt Street, Wonthaggi, is a single-storey factory-like brick building with a sawtooth roof to the rear. It was erected in 1926 on land formerly occupied by a modest shop where the society had established its original premises in 1912. After expanding to the north (on land with frontage to Graham Street) in the later teens and early 1920s, the original timber shop was demolished for the erection of a new bakery department.

#### How is it Significant?

The building is of historic and aesthetic significance to the Shire of Bass Coast.

#### Why is it Significant?

Historically, the former Bakery Department is significant for associations with the Wonthaggi Cooperative Distribution Society, which opened its first premises in a small timber building on the present site in 1912 (*AHC Criterion H.1*). The ongoing success of the society is demonstrated by its subsequent expansion along Graham Street in the later teens and early 1920s, and, in turn, by the demolition of its original timber shop on Watt Street and the subsequent erection of the present building, which housed the bakery department. Collectively, the society's buildings at both addresses provide rare evidence of the prevalence of the co-operative movement in a model township developed for government employees (*AHC Criteria B.2 and C.2*).

Aesthetically, the building is significant as a distinctive element in the Watt Street streetscape, of note for its prominent parapet with moulded string-courses and rendered lettering, which greatly assists in the interpretation of the building's original function (*AHC Criterion E.1*).

### Physical Description

The former Co-op Bakery is a utilitarian painted brick building, originally single storey in height, with a sawtooth roof. The principal north elevation facing Watt Street is divided into three bays at ground floor level by brick pilasters, surmounted by a rendered cornice line and parapet. The original shopfront fittings have been replaced, with a roller door inserted in the western bay. The parapet features the words 'Wonthaggi Cooperative Distribution Society Ltd bakery Department' in rendered lettering. The sawtooth roof is comprised of three bays, each of which are clad with galvanised steel sheeting and have upper mezzanine levels inserted.

### Historical Notes

The site at 106 Watt Street has a long association with the Wonthaggi Co-operative Distribution Society Ltd (WCDS), which was mooted in 1910 by a group of local miners who saw the benefits of a co-operative store in the town. Spending eighteen months canvassing residents and holding meetings, they raised a capitol of £200 and acquired the present site in Watt Street, then occupied by a small timber shop, which opened in July 1912 as the original WCDS store. This first appears in the rate books in October 1912, designated as Lot 22 of Section 5 with a Net Annual Value (NAV) of £60. In 1915, with a view to further expansion, the WCDS acquired the adjacent block to the north, Lot 29, fronting Graham Street. A large brick building was erected thereon, demonstrated by an increase in the NAV from £15 in 1916 to £130 by 1919. Rate books from the early 1920s clarify that Lot 29 was occupied by a "brick store" and "brick bakehouse", while the original timber building on Lot 22 was being used by WCDS as a butcher's shop.

The year 1926 saw further expansion of the WCDS premises. A new slaughter-yard was established five miles (8 kilometres) from the town, with tenders being called for new brick and timber buildings and fencing. The WCDS land on Watt Street was also slated for redevelopment, with tenders called in January 1926 for "the removal of the the present butchery premises and [its] re-erection as a dwelling on the slaughterhouse site". It had been proposed to erect a new bakery department on Watt Street, which, as reported at the society's half-yearly meeting, was nearing completion by July 1926. The original timber shop at 106 Watt Street was last recorded in the rate book for 1926-27, rated with a NAV of £90. From the following year, the site was described only as a 'store', albeit with no increase in the NAV.

The WCDS, styled as 'the universal providers', remained a successful venture for many years, supplying "grocery provisions, produce, ironmongery, drapery, boots, bakery, butchering, pastry and confectionery". By the mid-1930s, it had 54 employees and was justifiably proud of the fact that "no other society in the Commonwealth has so consistently been able to pay its shareholders a rebate of ¾ in the £ on all sales".

### Comparisons

It has been stated that the bakery department of the Wonthaggi Co-operative Distribution Society may have been the first bakery established in the town. This, however, does not appear to be the case. Not only was it pre-dated by the society's original bakehouse on Graham Street (built c.1918) but also by several even earlier ones opened by other individuals, such as Joseph Howard's Vienna Cafe and Bakery in Graham Street (c.1911) and the premises of William J Lee and N Jongbloed, 'baker and pastrycook' of Graham Street. The first resident baker in the township appears to have been W C Easton, 'baker, caterer and confectioner', who opened his premises in McBride Avenue, known locally as the *Crystal Palace*, as early as November 1910.

### Recommended Management

The rendered signage to the parapet must remain unobstructed (eg by any new signage) so that the building can be interpreted.

Any proposed redevelopment to the rear of the site should respect the historic connection that this site has with the property to the north, fronting Graham Street, which was also developed by the Wonthaggi Co-Operative Distribution Society Ltd.

### References

<i>Author</i>	<i>Title</i>	<i>Year</i>
Borough of Wonthaggi	Rate Books (held Public Record Office)	
<i>Powlett Express</i>	Tender notices, 15 January, 9 July and 3 September 1926	

### Special Note

On this page, italicised text is quoted directly from Allom Lovell & Associates, *Bass Coast Shire Heritage Study Stage 2* (2004), with minor revisions indicated in **bold** text and any new information, contributed by Built Heritage Pty Ltd, indicated in plain text.