

FORMER SHERRIN FACTORY

Prepared by: Trethowan Architecture

Address: 32-34 Wellington Street, Collingwood

Name: Former Sherrin Factory	Survey Date: 7 June 2019
Place Type: Industrial	Architect: --
Grading: Significant	Builder: --
Extent of Overlay: To title boundaries	Construction Date: c.1915

**Historical Context**

The following locality history draws largely on the Collingwood Conservation Study (1989).

Collingwood's development as a suburb began in earnest in the mid-nineteenth century. This occurred in parallel with the suburb's industrial development, with the former Glass House and wheel wright works among industries identified in Hodgkinson's 1858 plan of East Collingwood. East Collingwood's exemption from the building regulations of the inner city that mandated only brick or stone was a factor in its phenomenal growth, as brick or stone buildings could not be built fast enough to meet the growing city's demands in the face of the Gold Rush population boom (Vines & Churchward 1989:43-44).

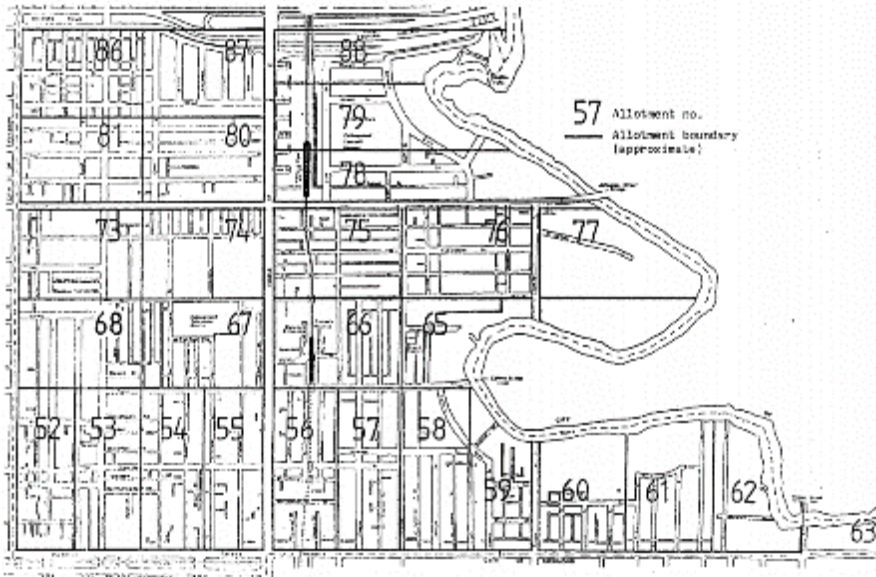


Figure 1: Plan showing Robert Hoddle's survey plan superimposed over the street grid of Collingwood. Source: Collingwood Conservation Study 1989.

East Collingwood was gazetted as a municipality in 1855 and quickly became a focus of working class politics and activism. The prestige of local government was expressed in the construction of the grand Collingwood Town Hall in 1885-87. Drainage and sewerage and the state of the roads were among the local government's early concerns. Poor sanitation in the Collingwood 'Flats' added to the area's low reputation, but improved following the introduction of municipal wide sewerage works by the Melbourne Metropolitan Board of Works (MMBW) in 1891.

Smith Street and Wellington Street were early retail and commercial strips in the mid nineteenth century, but the latter developed a strongly industrial character as the century progressed. Collingwood's industrial character continued to develop strongly through the second part of the nineteenth century, with prominent manufacturers including Rae, Dickson & Co. soap and candle manufacturers, and a wide range of boot and footwear manufacturers that were connected with the proximity of some of the suburb's 'noxious trades' such as tanneries. One example was Hugh Thomson's Collingwood Tannery and Boot Factory Limited. The Sherrin football and athletic goods factory established in 1879 was a more boutique trade connected to this suite of leather industries. Footwear and clothing industries benefited from the high tariffs levied against international imports as part of the colony of Victoria's strongly Protectionist trade policies. Protectionism carried over on a national level into the new Commonwealth, providing the economic and political context for a continued working-class community and industrial economy.

Boot and leather trades were important in turn in the development of unionism and labour politics from the 1880s onwards (Collingwood Conservation Study 1989 V.1:80). Local activism and union politics was an intense feature of political and social life in Collingwood, with local incidents and industries contributing to the passage of the 1896 Factories Act against 'sweating' and 'outworking' in the boot-making industry. By 1891, there were 489 boot, leather and footwear trades in Collingwood, among them Smalley and Harkness in Wellington Street. By 1920 there had been a considerable consolidation, with nineteen major companies including large leather cutting companies, boot and footwear manufacturers.

Other prominent industries in the history of the locality included hatters, with the Fayrefield Hat Factory and Austral Hat Mills among the most prominent. The Austral Hat Mills continued through the 1950s as the Austral Silk and Cotton Mills. Breweries naturally concentrated in the riverside municipality and a number of brewers and distilleries included the Yorkshire Brewery in Wellington Street, and of course Carlton and the Victoria Brewery. Foster Lager was established in 1888 in Rokeby Street. A notable feature of Collingwood's industry was not only the large enterprises, but the proliferation of small workshops and premises that provided for 'a sense of mutual interest between employer and workman' (Graeme Davison cited in Vines & Churchward 1989:103).

Collingwood's development was strongly working class, and with this came not only labour activism and politics, but also working-class culture and recreation. Foremost among these, and strongly emblematic of a proud and competitive local culture, was the Collingwood Football Club (CFC) based at Victoria Park and established in the 1880s. The CFC became the most successful club in the game in the early to mid-twentieth century. (Vines & Churchward 1989:117) Other sports clubs included minor football and cricket clubs that were nonetheless a prominent part of the community's recreational and cultural life.

Collingwood became a target of the Slum Abolition Board in the 1930s, which denounced the areas for its 'hot beds of depravity and disease' as well as its 'poverty' (Vines & Churchward 1989:124). Its successor, the Housing Commission, demolished and redeveloped large areas in the post-war period. The leather off-cuts from the boot, hat and leather trades were an emblem of the poverty of the area, with 'Collingwood coke' as it was called burnt in place of timber by poorer workers during winter (Vines & Churchward 1989:126).

Collingwood in the post-war period became emblematic of the transformation of the working class in the 'lucky country' – transformations represented by the figure of John Wren, the working class 'rags to riches' boy retold in Frank Hardy's *Power without Glory*. New migrants to the country also settled in large numbers in Collingwood, and the footwear, leather trades became important sources of employment, particularly for migrant women and those from non-English speaking backgrounds. Industry, supported by protectionism, became an important part of integrating 'New Australians' into a society that only years before had been in thrall to the idea of 'White Australia'.

History

Thomas William Sherrin

Thomas William (Tom) Sherrin purchased the site at 32-34 Wellington Street in 1879. He was only 22 years of age when he established the business on the site in a small weatherboard building where he also resided in a single room. The area's businesses then included a steam-powered hat mill, a photographic plates factory, cordial factory, brewery and a boot making business. Tom Sherrin was born to Irish immigrant parents in Collingwood. His father Robert had been a carpenter, and Thomas himself became apprenticed at the age of 20 to a well-known saddler and prominent Protectionist William Prytherch, based in Wellington Street. Prytherch and Sherrin initially shared the premises, and the two had a close business relationship, with Prytherch appointing Tom Sherrin as the executor of his will. Success for the young entrepreneur came quickly, with his sports goods entered into the Melbourne Industrial Exhibition of 1880 winning first prize. At the 1888 Melbourne Centennial Exhibition held in the Exhibition Buildings, T.W.Sherrin's brand won a Diploma of Merit for fine craftsmanship. The list of goods included 'Australian Rules' footballs, Rugby balls, cricket balls and equipment, boxing gloves and equipment, basketballs and soccer balls, and athletic protectors and equipment (Sherrin 2010).



Figure 2. The Sherrin stand at the 1888 Centennial Exhibition. Source: S. Sherrin 2010.



Figure 3. Sherrin's 'Ball of the Season' from the Mercury and Weekly Courier, 1889.. Source: National Library of Australia.

T.W.Sherrin not only weathered but prospered through the Depression of the 1890s that wiped out or consolidated many others among the small workshop enterprises of the boom period. After his brother-in-law's stockbroking business collapsed, Tom was able to support his sister's family, and even was instrumental in sending his nephews to the prestigious Scotch College (Sherrin 2010). This success seems chiefly due to Sherrin's capture of the niche football market in Victoria and his close business and personal relationship with the Britannia Club, renamed the Collingwood Football Club in 1892. It was in the 1890s that Sherrin's balls became the standard used in Victoria both for Rugby and Australian Rules. When Collingwood formed the Victorian Football League (VFL) with other clubs in 1897, Sherrin became the major supplier of footballs to the League, beginning a commercial relationship spanning over the next century. As a founding member of the CFC and committee member for twenty years, Tom Sherrin became the club's No.1 Ticketholder (Sherrin 2010:30; See also CFC 2019 & Collingwood Historical Society 2016).

Besides entwining his business interests with his involvement in the local football clubs, Tom Sherrin also seized marketing opportunities in the boxing industry, most notably when the famous American boxer Jack Johnson visited Australia in 1908. Sherrin scored an endorsement for his boxing gloves and punching balls from the visiting celebrity by offering Johnson the use of all his equipment (Sherrin 2010). Sherrin was a pioneer in marrying marketing and sport through sponsorship arrangements.

By the time Tom Sherrin died in 1912 he owned the properties from 32 to 38 Wellington Street. He never married or had children, instead becoming a father figure to his nephews, who worked with him and lived nearby at 63 Hotham Street in Collingwood. On his death, he left the business to his nephew John Sydney (Syd) Sherrin.



Figure 4. Britannia Club c.1886 with Tom Sherrin pictured fourth from right at the rear. The football is a Sherrin. Source: S.Sherrin 2010.



Figure 5. The staff of T.W.Sherrin pictured in 1910. Source: S.Sherrin 2010.



Figure 6. Tom Sherrin pictured with 'one of his champion players', Collingwood's Robert Rush c.1900. Source: S.Sherrin 2010.



Figure 7. Collingwood Football Club Captain Bill Strickland pictured with a T.W.Sherrin ball in 1897. Source: Sherrin 2010.

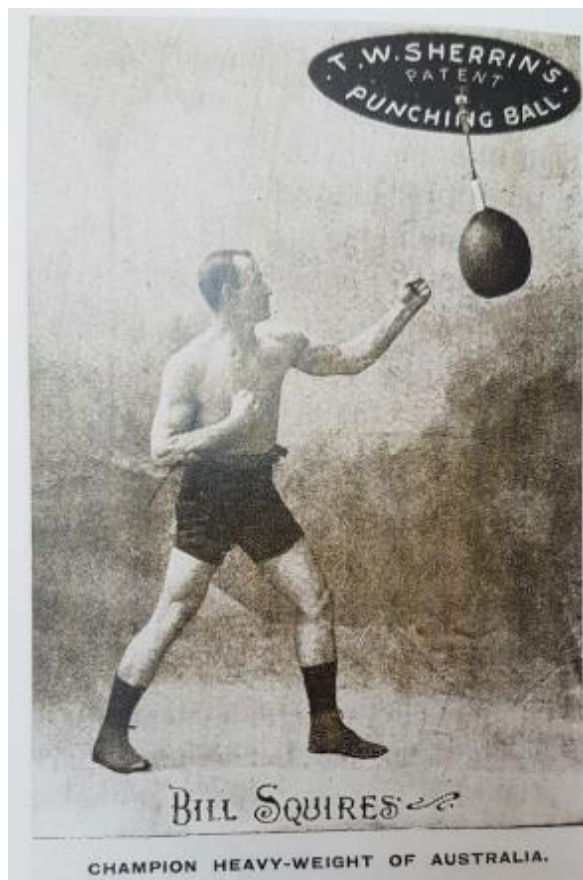


Figure 8. Advertisements for Sherrin punching balls using sponsorship of champion players
Source: Sherrin 2010.

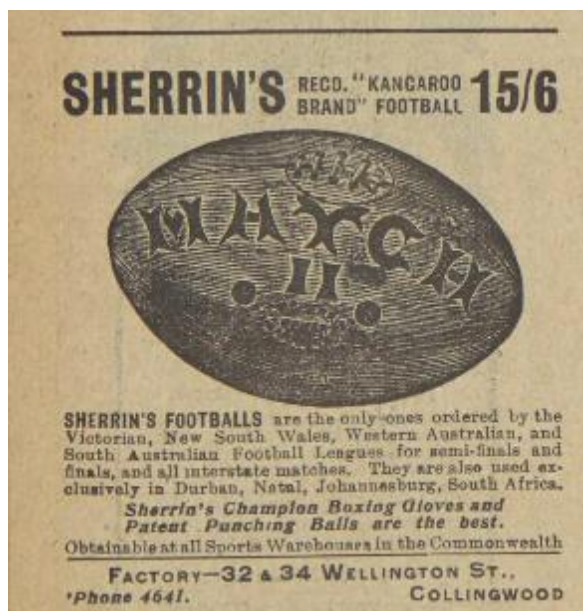


Figure 10. Australasian Football Jubilee programme showing the transition from the round to oval football. Source: Sherrin 2010.

Figure 9. Advertisement from *The Advance Australia*, 15 May 1908, p.16. Source: National Library of Australia

The Sherrin brand and the Standard Ball

Both round and oval leather footballs were initially used in both Rugby and 'Australian Rules'. Early Rugby balls were made of inflated pig bladders encased in stitched leather coating, tending to be spherical but quite heavy. As there was no agreed standard ball, a game might be played with any kind of ball ranging from spherical to ovoid. By the 1880s, local producers were beating the price of the regular Rugby balls imported from England (Geoffrey Blainey 2003; Sherrin 2010:19; See also Riley 2013) Tom Sherrin regularly repaired Rugby balls damaged during football games due to the heavy wear on the ends of the ball. His major innovation was to create a ball that was rounder on the points so it was easier to kick, but still oval so it bounced evenly:

However the fundamental design still created a mystery as to which way the ball would bounce along the turf, one of the things that makes Australian Rules football such a delight to play and watch. (Sherrin 2010:19)

In the early 1880s T.W. Sherrin experimented and perfected a new ball design with what was then the Britannia Football Club. Sherrin was a director of the club when it decided in 1892 to join the Victorian Football Association (VFA) and became the Collingwood Football Club (CFC). The popularity of Sherrin's balls and the close partnership between the industry and the sporting clubs contributed to the recognition of Sherrin's ball as the 'standard' in the sport when the Australasian Football Council based its standard measurements on the Sherrin ball in 1906.

Sherrin continued to provide the standard in the trade into the twentieth century under successive generations of the Sherrin family. When in 1938 delegates to the ANFC met to determine new ball standards, Tom Sherrin's successor Syd Sherrin was invited to make suggestions and provided prototype balls for the suggested measurements (Argus 4 November 1938:20).

John Sydney Sherrin

Syd Sherrin joined his uncle Tom's business as an apprentice in 1903. Besides taking on the factory and the T.W. Sherrin brand, Syd continued his uncle's interest in the Collingwood Football Club, which he served as an administrator from assuming the business in 1912 to his death in 1941. He was vice-president of the CFC for twenty years, including during the club's 'greatest era', when the Magpies won four premierships back to back from 1927 to 1930 (Sherrin 2010). The business and the Club, among its major customers, were thus closely aligned.

Syd was also an avid boxing enthusiast, by which he became 'one of the best-known sporting personalities in Melbourne' (Launceston Examiner, 16 March 1942:4). He was an amateur boxing referee and patron of several football and cricket sporting clubs, and as a referee was 'third man' in 10,000 amateur and professional contests for which 'it was his proud boast that not once in his career as a referee did he accept a fee' (Launceston Examiner, 16 March 1942:4). In his own boxing career prior to taking over the T.W. Sherrin business, Syd won the featherweight title in the ANA championships (Herald, 31 July 1915:2) and also competed in the 1938 Empire Games (Sherrin 2010).

During the First World War, Syd Sherrin sent boxing gloves and footballs to Australian troops stationed in Egypt before the Gallipoli landings. Correspondence between Syd and a Magpie player, H.W. Matheson, in Egypt published in the Weekly Times described how a game of Australian Rules was played in Cairo in December 1914:

Playing football in Egypt is not all beer and skittles, the ground being extremely hard and grassless. Without any training and under such conditions, you can imagine the tired limbs that eventually sought repose at the Pyramids, nine miles away. This match was played with the ball you gave me, and was the first match under Australian Rules ever contested in Egypt. I feel proud to think that I was captain of the winning team, and that it was a ball carried from Australia which was the first booted through the goals by on the 'Fighting Magpies' in Egypt. (Weekly Times, 13 February 1915:35)

Syd also provided boxing gloves, cricket balls, footballs and punching balls for the soldiers training at Broadmeadows (Herald, 25 February 1915:10).

Throughout his career, Syd was active in local philanthropy and supported other football clubs as well, including the South Melbourne Football Club. He was also a patron of the Collingwood Footballers' Cricket Club and donated sporting gear to needy sports clubs across Melbourne during the Great Depression (Sherrin 2010:46-7). It was early in Syd Sherrin's proprietorship that the old weatherboard Sherrin factory was destroyed in a fire (Argus, 9 July 1915:4). Syd opened temporary premises across the road while the factory, the current brick building, was rebuilt. While the new premises was slightly larger to accommodate increasing production, the small scale and artisanal method of making leather sports goods chiefly by hand continued in the same way even through the Great Depression. Among the innovations by the T.W. Sherrin firm in the 1930s was the trialling of a white ball for night games, rubber balls for wet weather games, and the introduction of the valve to inflate the ball.



Figure 11. The Herald announces one of Syd Sherrin's honorary referee engagements. Source: Herald 31 July 1915.




Figure 12. John Sydney (Syd) Sherrin later in life. Source: S.Sherrin 2010.

GLOVE FACTORY BURNT.
BOXING RELICS DESTROYED.

Mr. S. N. Sherrin, boxing glove manufacturer, who was acting as reserve judge last night at the amateur championship competitions, left his premises at 22 Wellington street, Collingwood, at a few minutes to 6 o'clock. He was informed at about half-past 6 that his factory was on fire. By the time he came on the scene it was burnt out, the whole stock of gloves, punching balls, foot-balls, and cricket balls, and, what was worse, relics of old-time ring champions, battered gloves, and ancient photographs, were destroyed. Mr. Sherrin could not give any estimate of the value of his stock or the insurance, except to say that he would be a fairly heavy loser. The business was founded in 1881 by Mr. Thomas W. Sherrin, one of the pioneers of Collingwood.

T. W. SHERRIN'S

Famous "Kangaroo" Brand



Famous "Kangaroo" Brand

FOOTBALLS

THE ONLY BALL ORDERED BY THE VICTORIAN FOOTBALL LEAGUE FOR SEMI-FINAL AND FINAL MATCHES AND FOR ALL INTERSTATE MATCHES SINCE ITS INCEPTION.

Used by N.E.W., South Australian and Tasmanian Football Leagues, by Australian Council for all Championship Matches, by Queensland Rugby League for Interclub, Interstate and International Matches, Recommended by New Zealand famous All Blacks and English Rugby Teams, and by all the leading League Clubs throughout Australia.

Obtainable from ALL Sports Depots
 (SYD. SHERRIN, Proprietor)

Figure 13. Report of the 1915 factory fire in the Argus, 9 July 1915. Thomas W. Sherrin is noted as 'one of the pioneers of Collingwood.'

Figure 14. Advertisement for 'T.W.Sherrin's' footballs under Syd Sherrin's proprietorship, from the Record, Round 1 1930, p.25. Source: National Library of Australia.

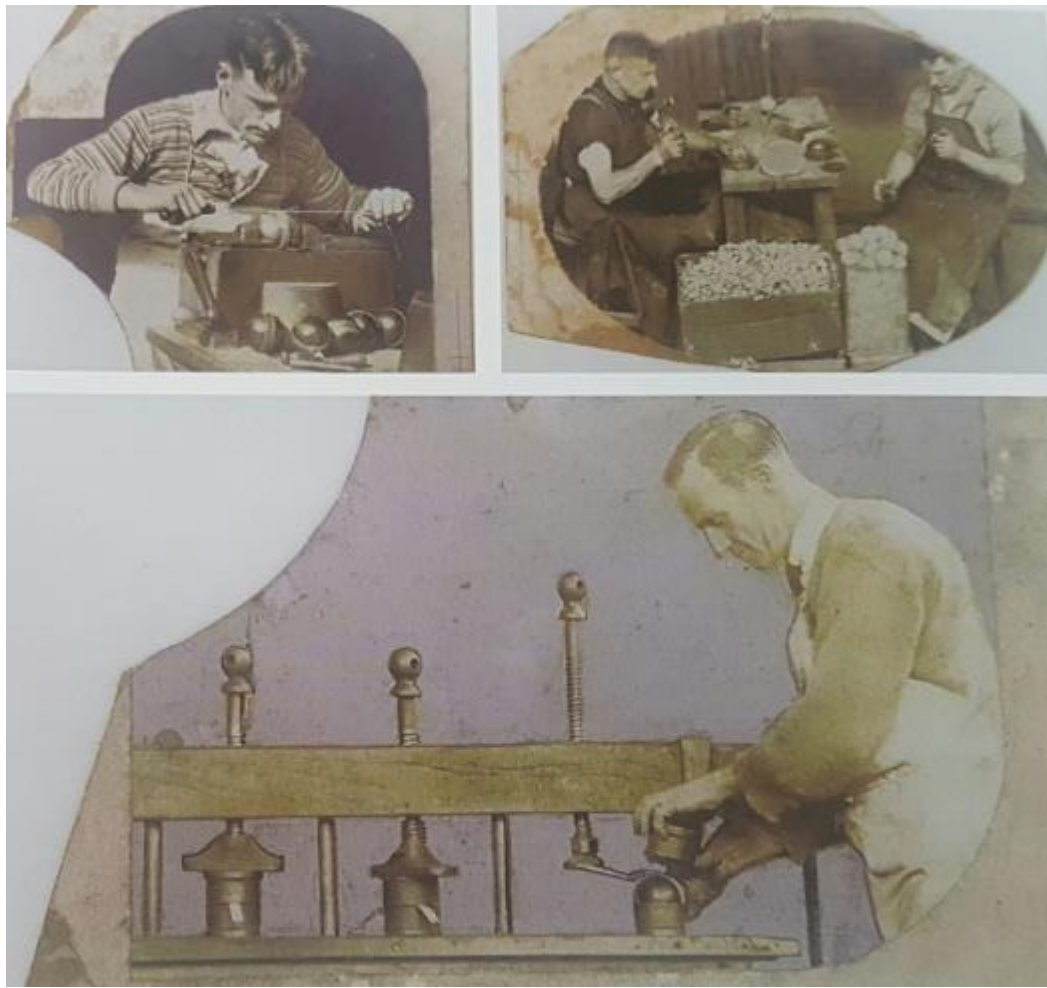


Figure 15. Making cricket balls at the Sherrin factory c.1930. Source: S.Sherrin 2010.

Tom Sherrin Jr.

When Syd Sherrin died in 1941, the War Department discharged his son Tom so that he might carry on the important family business. As in the previous war, T.W.Sherrin dispatched sporting goods overseas to 'life the morale of the troops' (Sherrin 2010). Tom Jr also continued the family's close association with the CFC, serving on its committee for three decades, including as President from 1963-1974 and as a member of the VFL tribunal. Sherrin's campaign for the presidency was noted as 'the fiercest struggle' for the presidency in the history of a club (CFC 2019). Sherrin and his committee set about upgrading Victoria Park with the ambition of creating a "mini-MCG" as a base (CFC 2019).

In the post-war period, competition with sporting goods produced overseas or by increasingly mechanised means proved difficult. The factory specialised by necessity in the niche Australian Rules football market, producing 500-750 footballs per week. In 1963, Tom Sherrin sold the business to Spalding, an American company, but remained as manager of the Sherrin division in Wellington Street, where footballs were hand stitched until its closure in 1982. Sherrin operations then moved to Spalding's factory in Sunshine.



Figure 16. Sixteen-year-old Tom Sherrin, Syd's son, boxing at the YMCA. Source: S.Sherrin 2010.



Figure 17. Tom Sherrin as owner of the firm inspecting footballs c.1950. Source: S.Sherrin 2010



Figure 18. Collingwood's 'Best and Fairest' Bob Rose making a football in Tom Sherrin's factory. Source: *Women's Weekly* 10 June 1950.



Figure 19. Miss Marlow Sherrin pictured in her father's factory. *Argus* 6 April 1953, p.3.



Figure 20. Workers in the Wellington Street factory c.1950. Source: Sherrin 2010.



Figure 21. The interior of the factory not long before its closure in 1983. Source: Sherrin 2010.



Figure 22. Tom Sherrin became president of the Collingwood Football Club in 1963. Source: Sherrin 2010.



Figure 23. Staff pictured outside the factory on its last day of production in 1983. Source: Sherrin 2010.

Description & Integrity



Figure 24. The subject site outlined in red. Source: Google Maps.

The former factory and office at 32-34 Wellington Street, Collingwood, is a small single-storey brick industrial building, with a simple late Edwardian Free Classical styled façade to the street on gable-roof form with corrugated iron roofing with skylights above and Dutch gable at rear. The façade is asymmetric with rendered curved parapet, contrasting vertical brick strips (overpainted), frameless openings, banks of windows and recessed horizontal brick panels with cement rendered cartouches within. Two small square highlight windows puncture the upper façade. Concrete lintels frame the main windows. The interior was inspected by Heritage Victoria and was recorded as exposed timber trusses and later partitioning and skylights (Heritage Victoria 26 April 2019).

The façade has been overpainted, and then the overpainting removed on the level beneath the parapet. There is some damage to the mortar and cracking of the brickwork. The parapet has been painted grey, with traces of the previous cream-yellow colour beneath some peeled areas. The kangaroo logo and Sherrin name visible in the c.1983 photograph of the factory has been hidden by the grey paint layer. The factory appears otherwise intact and remains recognisable as a Federation era industrial façade.



Figure 25. Front Façade of the former factory on Wellington Street. Source: Trethowan Architecture 2019.



Figure 26. Details of the façade showing window and decorative panel (left) and doorway (right). Source: Trethowan Architecture 2019.



Figure 27. Details of façade showing parapet details and side gate (left) and detail of the recessed panel (right). Source: Trethowan Architecture 2019.

Comparative Analysis

The subject site is best compared to other industrial sites in Collingwood and the City of Yarra. Collingwood and Abbotsford were the industrial core of the municipality. The Northern Suburbs Factory Study Vol.1 (Vines & Churchward 1992) identified the principal industries of the area from the nineteenth through to early twentieth centuries. The principal industries were related to leather processing and processing including tanneries, boot, saddle and hat makers; textiles; and breweries. The former Sherrin Factory seems special among these as the only noted long-term athletic goods manufacturers in the municipality, with only one such industry recorded in Collingwood in 1900 and 1930 (Vines & Churchward 1992, Vol.1:58). Of the many clothes and textiles factories around Collingwood from before 1931, only 22 survived in 1992. The subject site can also be compared in terms of its associative significance to other places in the municipality associated with the Sherrin family or the CFC.

The building itself is best compared to other Federation or early twentieth century industrial buildings in the municipality, some of which were also rebuilt or remodelled in the twentieth century on sites with longer nineteenth century histories. One such example is the former Smalley & Harkness Boot Factory, 16 Islington Street, Collingwood (HO105). The former factory is of local historical and architectural significance. The building formerly housed one of Collingwood's largest and most innovative boot manufacturing businesses, established in the suburb in 1878. Architecturally, the building is a substantially intact example of turn-of-the-century factory construction. The former factory has walls of face red brick with a bluestone plinth, punctuated by

rows of rectangular windows with shallow segmental arched brick heads. Windows are timber framed double-hung sashes with bluestone sills. The west elevation, on Islington Street, comprises five gabled bays; a faded painted sign bearing the words SMALLEY & HARKNESS is visible on the upper wall of the northernmost bay. The corrugated iron roofs are penetrated by tall, red brick corbelled chimneys (Allom and Lovell Building Citation, 1998). By comparison, the subject site shares a red brick simple industrial aesthetic from the late Edwardian period, however it demonstrates a more detailed curved parapet and a more modest scale as a workshop. While the subject site in its twentieth century incarnation continued to make products by hand, the Smalley & Harkness factory embraced machine methods of mass production. By 1891, the firm was ordering the first welt machines and outsole stitchers from the Goodyear Shoe Machinery Co. of Boston, enabling it to undertake in 90 seconds the same work which had previously taken two and half hours. By 1899, 'The Australian Leather Journal' was claiming that 'no firm in Victoria is better known for the excellence of its work', and listed the innovative machinery in the machine, stuffing and finishing rooms (Allom and Lovell Building Citation, 1998). By comparison, the subject site retained its focus on hand-production of its sporting goods well into the twentieth century until its closure.



Figure 28. HO105 Smalley & Harkness Boot Factory, 16 Islington Street, Collingwood. Source: City of Yarra 2009.



Figure 29. HO109 William Peatt Boot Factory, 55 Langridge Street, Collingwood. Source: City of Yarra 2009.

The former William Peatt Boot factory at 55 Langridge Street, Collingwood (HO109) was built in 1906 for William Peatt, a bootmaker. The building is simple in design, with dominant face brick materiality and a rendered parapet, with simple Free Classical detail and the date and name of the manufacturer over the western office block section. The eastern section is a simpler, larger section with four banks of steel-framed windows constructed later. There are wide rendered lintels across the north elevation and a rendered parapet with cornice. By comparison, the subject property shares characteristics of the red brick façade and rendered parapet, but again on a smaller, workshop scale, reflecting the comparably niche market served by athletic goods compared to the mass and more competitive market served by the boot industry in the period.

A modest scale, single-storey industrial building is the Davis Pickle and Sauce Factory at 89 Rupert Street, Collingwood (HO132). The factory was built for Solomon and Maurice Davis in 1925, giving it a later vintage than the subject site. However it shares the characteristic early twentieth century exposed brick façade with large windows and concrete lintels, with Free Classical parapet – in this case a mixture of brick and rendered detail elements, including

rendered cornice, brick pilasters with rendered moulded copings and a central gabled pediment. The Davis Pickle and Sauce Factory is of local architectural significance for its intact 'late Edwardian style' (Allom and Lovell Building Citation 1998). By comparison, while the subject property is less architecturally distinguished, it nonetheless shares characteristic industrial 'late Edwardian' style including a mixture of brick and render, and vertical brick detailing and curved parapet with flanking pilasters.

A comparably scaled workshop building graded Significant within HO321 is the former L.H. Lonsdale Motor engineering workshop at 12 Mater Street, Collingwood. The building is a clinker brick workshop with 'austere Greek revival form and Moderne detailing' and altered doors (VHD 2014). The building is of historical significance for its association with Leslie Lonsdale and of aesthetic significance for its architectural style and as a well-preserved local workshop on a corner site. By comparison, the subject site is an earlier Edwardian rather than Interwar period workshop, but similar in scale, with simple but characteristic Edwardian detailing applied to the brickwork and rendered parapet. In comparison to these four industrial buildings, the subject site also compares favourably in terms of its well-documented historical and associative significance.



Figure 30. HO132 Davis Pickle and Sauce Factory, 89 Rupert Street, Collingwood. Source: City of Yarra 2009.



Figure 31. L.H. Lonsdale Motor engineering workshop at 12 Mater Street, Collingwood, Significant within HO321

Places associated with the Collingwood Football Club and the Sherrin Family in City of Yarra

Sites associated with the history of the CFC in City of Yarra include two places registered on the VHR – the Victoria Park football ground (VHR H0075) and the Grace Darling Hotel (VHR H0660). Victoria Park has been built over many phases since the first stand (since demolished) was built there in 1892. Its historical and social significance include its association with the Collingwood Football Club and the 'tradition of local working class identification' with the Club. Victoria Park's 'location in the industrial and residential heart of the Collingwood area symbolises the centrality of the football club to the lives of generations of Collingwood supporters. In a wider sense it shows how important league football clubs were as social and cultural cohesive forces in local communities.' (Victorian Heritage Database 2006). The largest member's stand, the Sherrin stand, was 'named after the well-known Collingwood family' and built in 1969 (VHD 2006).

The Grace Darling Hotel is a gold-rush era hotel in Smith Street, Collingwood, and has been registered on the VHR. Besides its sold-rush era historical significance and architectural significance as a rare colonial hotel built in bluestone, the hotel has also been recognised as

historically significant as the venue of the inaugural committee meeting of the Collingwood Football Club in 1892, at which a decision was made to form a football club to play in the new Victorian Football League (VHD 2000).

The house at 63 Hotham Street, Collingwood, is a weatherboard Victorian house. The house has been graded Contributory to HO321, a precinct significant for its combination of nineteenth and twentieth century workers housing and industrial sites. The address is that of the Sherrin brothers, Tom Sherrin's nephews, who worked with him at the factory and further demonstrates the strong connection between the Sherrins and the municipality. The associative significance of the house does not appear to have been noted in its current grading.



Figure 32. The Sherrin Stand, c.1978, part of the Victoria Park football ground (VHR H0075)



Figure 33. Grace Darling Hotel, Smith Street Collingwood (VHR H0660. Source: Victorian Heritage Database)



Figure 34. The house at 63 Hotham Street, Collingwood, in HO321, where the Syd Sherrin and his brothers once resided. Source: Victorian Heritage Database

Conclusion:

The Former Sherrin Factory compares favourably to other industrial sites in the municipality due to its special historical association with the history of football, the CFC and the Sherrin family. As a building, the factory is distinctive for its modest scale as a representative of a small family-run artisan-scale workshop-factory producing hand-made goods well into the twentieth century at a

time when other leather industries such as the boot making factories were moving to machine production. The building is notable among other industrial examples as a surviving factory dedicated to small-scale manufacturing, and for its associations with an iconic Victorian (and Australian) product with special importance to the history of the municipality and one of its important social associations, the CFC. The building displays aesthetic characteristics of a Federation or 'Late Edwardian' period factory, with face brick and rendered Free Classical parapet and recessed panels under the windows. The site and its surviving factory is a significant piece of the Sherrin family history in Collingwood, alongside the Victoria Park's Sherrin Stand, and the house where the Sherrin brothers once lived. Other sites connected with the history of the CFC have been recognised for this historical association, most notably the Grace Darling Hotel where the CFC decided to join the VFA in 1892. As the factory where the CFC's footballs were made, the subject site adds to this story and demonstrates the close and enduring commercial and social relationships that underpinned this close-knit community.

Assessment Against Criteria

Criteria referred to in *Planning Practice Note 1: Applying the Heritage Overlay*, Department of Environment, Land, Water and Planning, revised August 2018, modified for the local context.

CRITERION A: Importance to the course or pattern of the City of Yarra's cultural or natural history (historical significance).

The site at 32-34 Wellington Street, Collingwood, is historically significant as the site where Thomas W. Sherrin established his famous T.W. Sherrin brand leather goods factory in 1879, and where the business continued over three generations of the Sherrin family until 1983. The building is historically significant as the c.1915 factory built by Syd Sherrin, who inherited the business from his uncle in 1912. The building replaced the earlier timber building that was destroyed in a fire. The T.W.Sherrin sporting goods factory produced the T.W.Sherrin brand football, cricket balls and boxing gloves and other leather sporting goods. The T.W.Sherrin football in particular was a significant product of the locality, associated with the history of Victorian Rules football over the late nineteenth and twentieth centuries. As a small workshop producing goods chiefly by manual labour, the factory is an important reminder of the role played by small artisan and family enterprises that flourished in the nineteenth century in Collingwood, and is one of a few that survived and prospered long into the twentieth century through its close association with the local community, the Collingwood Football Club, and the Victorian sporting goods and Victorian football niche market. The small family-run artisan-scale workshop-factory producing hand-made goods well into the twentieth century when other leather industries such as the boot making factories were moving to machine production.

The factory was an exceptional example of this type of industry manufacturing athletic goods in the municipality. It was also a site of significant innovation and achievement in its industry, particularly in relation to the development of the Australian Rules football.

Historically, the site and the building are associated with the local themes of industrial development through the small enterprises boom of the 1880s, through the period of twentieth century protectionism, and the consolidation of local industries following its end a century later. The building is a reminder of the working-class identity of Collingwood and the close association between its industry and society.

It is possible that the parapet could be restored to uncover or restore the Sherrin name and kangaroo logo visible in the 1983 photograph of the place, to assist in the historical interpretation of the place.

CRITERION B: Possession of uncommon, rare or endangered aspects of the City of Yarra's cultural or natural history (rarity).

NA

CRITERION C: Potential to yield information that will contribute to an understanding of the City of Yarra's cultural or natural history (research potential).

NA

CRITERION D: Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

The building is an example of a small artisanal workshop that produced goods largely by hand. While other significant manufactories demonstrate a large industrial scale; through the use of machines, the former T.W. Sherrin Factory is notable for its small scale, presenting a single small frontage to the street. While the building is distinctive for its modest workshop scale when

compared to other larger surviving industrial premises in the municipality, the size of the building doesn't inform on the use or the specialist nature of the operations that took place inside. Simple Free Classical stylings characteristic of industrial buildings of the period include the rendered parapet with vertical brick strips and highlight windows, banks of windows, frameless openings, and recessed panels beneath the windows.

CRITERION E: Importance in exhibiting particular aesthetic characteristics (aesthetic significance).

The building displays characteristics of late Edwardian industrial design, such as the combination of rendered parapet, brickwork with recessed panels. Aesthetically however, other factories such as the Peatt Boot Factory and the Davis Factory exhibit more detailed or grander curved rendered parapet, substantial facades with rows of windows. The physical attributes of the subject building are better understood for the way they demonstrate a class of place, as a small-scale workshop of the period.

CRITERION F: Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance).

Whilst the T.W. Sherrin factory played an important role in innovation in relation to the development of the Australian Rules football, none of the interior workshop that would demonstrate this association is extant.

CRITERION G: Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

As its use as a T.W. Sherrin factory has been discontinued since 1983, the past social associations of the place are best understood in terms of the historical and associative importance to the history of the CFC and the Sherrin family.

CRITERION H: Special association with the life or works of a person, or group of persons, of importance in the City of Yarra's history (associative significance).

The place is associated with three generations of the Sherrin family in Collingwood. Thomas William (T.W.) Sherrin started his Sherrin business on the site in 1879. Tom Sherrin was an extraordinarily influential local resident and businessman, born and bred in Collingwood, and among its prominent success stories. He was a founding figure of the Collingwood Football Club who intertwined his business with the fortunes of the CFC through sponsorship and marketing. Tom Sherrin's nephew John Sydney (Syd) Sherrin, inherited the business in 1912 and rebuilt the factory following a fire in 1915. Syd Sherrin was particularly associated with the local boxing scene in Collingwood, and continued the family's association with the Collingwood Football Club, serving as its vice-president for twenty years, including during its greatest era when the Magpies won four back to back premierships in 1927-1930. Syd's son Tom Sherrin inherited the business in 1941 and continued the family's enduring and close association with the Collingwood Football Club, serving as President from 1963 to 1974. Throughout this time, the Sherrin brand enjoyed a special association with the local football and sporting clubs, particularly through sponsorship of sporting figures and associations, and as the official supplier to the CFC and the AFL. These close associations between the CFC and the former factory are illustrated by publicity making use of the workshop including images of Sherrin and footballers such as Bob Rose in the factory. These enduring and close sporting associations have been of particularly strong importance to the cultural life of the municipality, representing strong local identities and popular recreational activities in the City of Yarra.

Statement of Significance

What is significant?

The former T.W. Sherrin c.1915 Factory building at 32-34 Wellington Street, Collingwood is significant.

How is it significant?

The Former T.W. Sherrin Factory is of historic and associative significance to the City of Yarra.

Why is it significant?

The Former T.W. Sherrin Factory is historically significant as the site of T.W.Sherrin's leather sporting goods business in 1879, where it was operated continuously by three generations of the Sherrin family until 1983. The building is historically significant as the c.1915 factory built by Syd Sherrin to replace the former timber workshop, and which continued operation as a workshop where Sherrin sporting goods were hand-made until 1983. The Sherrin football in particular was a significant niche product of the municipality, associated with the history of Victorian Rules football over the late nineteenth and twentieth centuries. As a small workshop producing goods chiefly by manual labour, the factory is an important reminder of the role played by small artisan and family enterprises that flourished in the nineteenth century in Collingwood, and is one of a few that survived and prospered long into the twentieth century through its close association with the local community, the Collingwood Football Club and Australian Rules in particular. It is possible that the parapet could be restored to uncover or restore the Sherrin name and kangaroo logo visible in the 1983 photograph of the place, to assist in the historical interpretation of the place. (Criterion A)

The Former Sherrin Factory is associatively significant for its association with the Sherrin Family, three generations of whom were influential figures in the social, economic, and cultural life of Collingwood. T.W.Sherrin founded the Sherrin brand and was a founding member of the Collingwood Football Club whose enterprise redefined and helped set the standard for the Australian Rules football. His nephew Syd Sherrin continued the innovative role of the business including introducing the white football for night matches. Syd Sherrin was active in local philanthropy, donating his time as a boxing referee, and providing sporting goods to Australian soldiers overseas during the First and Second World Wars, and to local sporting clubs during the Great Depression. Syd Sherrin was also an administrator of the CFC through 1912 to 1941. Syd's son Tom Sherrin took over the business in 1941 and served as CFC President from 1963-1974, overseeing significant additions to the Victoria Park football ground. (Criterion H)

Grading and Recommendations

Recommended for inclusion in the Schedule to the Heritage Overlay of the City of Yarra Planning Scheme as an individually Significant place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the City of Yarra:

External Paint Colours <i>Is a permit required to paint an already painted surface?</i>	Yes – parapet.
Internal Alteration Controls <i>Is a permit required for internal alterations?</i>	No

Tree Controls <i>Is a permit required to remove a tree?</i>	No
Victorian Heritage Register <i>Is the place included on the Victorian Heritage Register?</i>	No
Incorporated Plan <i>Does an Incorporated Plan apply to the site?</i>	No
Outbuildings and fences exemptions <i>Are there outbuildings and fences which are not exempt from notice and review?</i>	No
Prohibited uses may be permitted <i>Can a permit be granted to use the place for a use which would otherwise be prohibited?</i>	No
Aboriginal Heritage Place <i>Is the place an Aboriginal heritage place which is subject to the requirements of the Aboriginal Heritage Act 2006?</i>	No

Identified By

City of Yarra

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