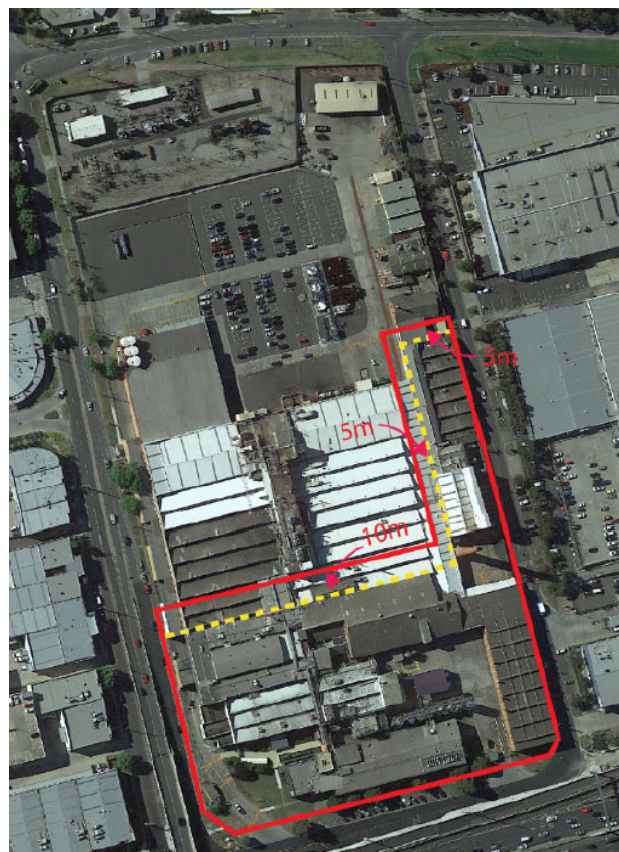


## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Kraft Vegemite Factory

**PS ref no:** HO1381

**Street Address:** 1 Vegemite Way, Port Melbourne



### What is significant?

Part of the site at 1 Vegemite Way, Port Melbourne, constructed between 1943 and 1967, is significant at the local level to the City of Melbourne.

Buildings that contribute to the significance of the site are listed below and correspond to the diagram on the following page (areas of the site which are not listed are not significant):

- 1943 boiler with the 1951-54 expansion (Numbers 2 & 6)
- 1943 chimney with the 1967 extension (Number 2)
- 1952 yeast and Vegemite factory, known as 'Vegemite A' (Number 4)
- 1951-52 Workshop building (Number 7)
- c1956 cool store (Number 8)
- 1956 administration wing with 1967 first floor additions (Number 10)
- c1956 north-south arterial elevated walkway (partly included and shown dashed on map)
- 1957 amenities including cafeteria (Number 11)
- 1959 new cool room and loading bay (Number 12)

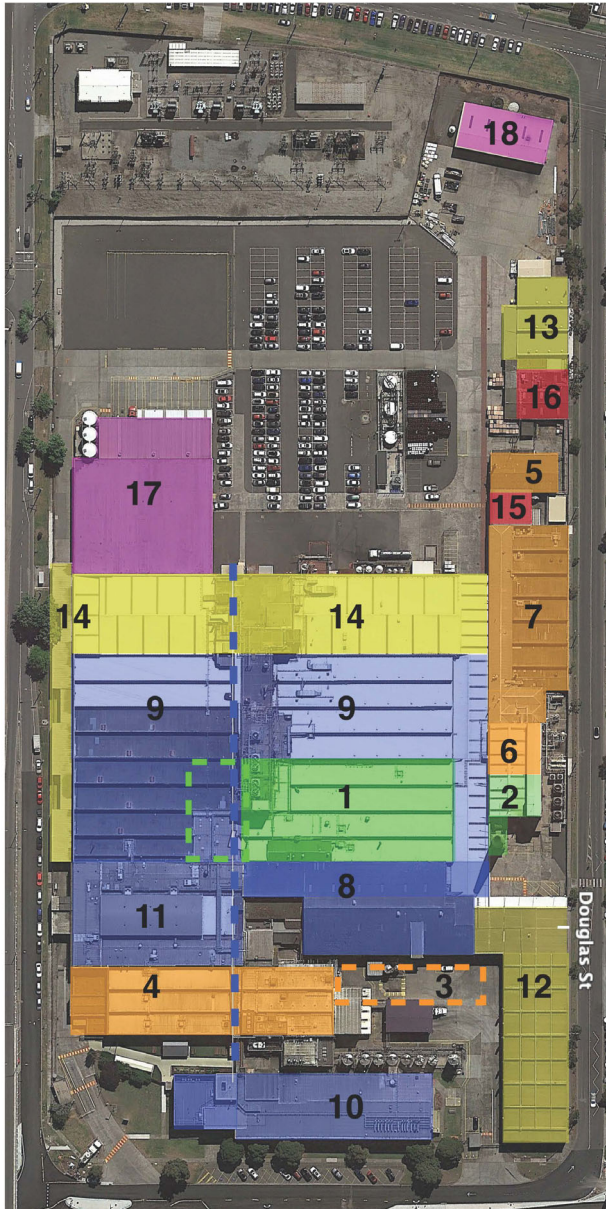


Diagram: Former Kraft Factory key periods of development

### How is it significant?

Part of the Former Kraft Factory, constructed between 1943 and 1967, is of local historic significance to the City of Melbourne. It is a representative example of a post-war food manufacturing plant. Additions after 1954 designed by architects Oakley and Parkes have aesthetic value.

### Why is it significant?

The evolution and consolidation of the Former Kraft Factory between 1943 and 1967 is legible on the site with the exception of the 1945-47 yeast and yeast product factory, known as 'Vegemite B' (demolished 2006). The company built on its wartime contribution and the earlier successful importation of American products. It continued to function in its existing buildings while expanding and planned for further growth. This confidence in its future was borne out by Kraft becoming a household name and its food products continuing today. (Criterion A)

The Former Kraft Factory continues to produce the iconic Australian brand Vegemite from this site, including in the 1952 yeast and Vegemite factory known as 'Vegemite A'. The street to its south is 'Vegemite Way' and company signage proudly proclaims it is 'the home of Vegemite'. (Criterion A)

The 1943 vegetable dehydration factory, operated by Kraft Walker, was established as a government wartime action and is of historic significance. It was converted to a meat canning plant in 1946, and subsequent development has left few legible remains apart from the original portions of the boiler and chimney. (Criterion A)

The Former Kraft Factory is representative of a successful post war food manufacturing plant. It retains processing plants, cool rooms, boiler and chimney, administration facilities, staff amenities and other important infrastructure which are distinctive in form and can be appreciated from the public realm. The site's organic growth over time means that these components can be best understood in the southern and western portions of the site where they are expressed in the extant fabric. (Criterion D)

The factory additions, designed by architects Oakley and Parkes from 1954 -57, strongly show the influence of the International Modern movement favoured by large corporations and multinationals. The use of reinforced concrete frames and curtain wall construction, and cuboid forms with large glazed areas has aesthetic value. (Criterion E).

#### **Primary source**

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Fishermans Bend In-Depth Heritage Review (HLCD Pty Ltd, February 2021)