

BankSA  
*Heritage  
Icons  
List*  
2006



*putting SA on a pedestal  
and in the spotlight*



**BankSA**

\*The National Trust South Australia encourages the application of the principles of the Burra Charter in the management of items placed on the BankSA Heritage Icons List where appropriate. The Burra Charter defines the basic principles and procedures to be observed in the conservation of heritage.

The National Trust South Australia acknowledges the document *A Guide to Significance Assessment in Australian Museums 2000* by R Russell and K Winkworth in preparing assessment criteria and significance statements.

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## putting **SA** on a pedestal and in the spotlight

Each year, in association with the National Trust (SA), the BankSA Heritage Icons List records, recognises and protects items that have made a significant contribution to South Australia's cultural identity.

It is hoped that admission to the List will encourage the guardians of the Icons to protect their integrity through the principles of the Burra Charter\*. Nine more Heritage Icons have been chosen for 2006 and put on a pedestal to be recognised and celebrated by all South Australians. Details of all 48 BankSA Heritage Icons chosen are available at the National Trust website: [www.nationaltrustsa.org.au](http://www.nationaltrustsa.org.au)

# Chateau Cardboard

It replaced the glass flagon and has become a familiar sight at Aussie barbecues. It contains the bulk of table wine sold here, about 20 per cent of America's and has been adopted in Europe, even by the fastidious French. It's the convenient 'cask' or, as originally known, the 'bag in a box'. The humble wine cask is part of South Australia's heritage - yet another example of local innovation, continuous improvement and highly successful commercialisation. Tom Angove of the family wine company that began operations at Tea Tree Gully in 1886 is credited with the invention, the inspired idea said to be based on the wineskins of biblical times. Angove employee, Bill Marshall, also played a large part in the development of the cask and, later, Penfolds Wines' CH Malpas added his invention, the plastic tap. When first introduced to the public in 1965, buyers were required to snip off a corner of the cardboard outer container and the plastic inner to access the contents. To save the remaining wine for later, the opening was fastened with a rubber band or a peg. The principle behind the concept was that as the wine is decanted the inner bag collapses, preventing air from entering and spoiling the wine. The cask had its problems, not least a shorter shelf life for the wine because of oxygen being able to gradually seep through the plastic inner, contaminating the contents. Even minuscule holes in the fabric also cause leaks but, over time, improvements were made and the wine is now safely contained in specially treated plastic made more conveniently accessible by the tap device. The cask represents good value 'quaffing wine', its populist aura typified by the colloquial term of endearment "Chateau Cardboard", in contrast to the elitist connotations of the bottle and those who believe "life's too short to drink cask wine". But millions of drinkers of wine, water, juices and other beverages, still appreciate the cask's convenience and the 'bag-in-a-box' is still a ubiquitous symbol of Australian egalitarianism. It's also a standard bearer for South Australian inventiveness and deserves recognition by being placed on a pedestal and in the spotlight, as a BankSA Heritage Icon.



BankSA  
Heritage  
Icons  
List  
2006



# Anne Margaret

We owe the presence Bickford's Lime Juice Cordial in local and export markets to that old adage "necessity is the mother of invention". The cordial's heritage label still carries the signature 'A.M. Bickford & Sons'. The 'A.M.' stands for Anne Margaret, who lost the love of her life, William Bickford, when he died at just 35 in 1850. They had fallen in love on their 1839 voyage to SA from England aboard the *Platina*. William's young widow, then solely responsible for their small children, maintained the business they'd founded and groomed their sons to help. In 1864 she and Harry established Bickford and Son. When, seven years later, son William joined the business, Anne Margaret's initials were added and the 'Son' became plural - A.M. Bickford & Sons. Bickford's Lime Juice Cordial was born in 1874, when the company acquired the South Australian Cordial & Aerated Water Factory. Today, Australia's leading cordial sold in glass is exported to Singapore and Hong Kong. The recipe is early South Australian, based on the healthy reputation of lime-juice, known and used throughout the British navy to prevent scurvy. Bickford's grew to be a major South Australian business, also manufacturing and supplying pharmaceuticals, surgical goods, dental equipment, agricultural chemicals and other products. It branched interstate and overseas through agencies in London and New York. Ownership went through various hands, some manufacture transferred to Victoria for a time. There have since been other arrangements and ownerships, and eventually the Bickford family ceased their involvement in the firm. Anne Margaret died at 66 in 1877 but her married name and that of her beloved William and their sons, is perpetuated in the company, Bickford's Australia, and on the label of its iconic Lime Juice Cordial. The rights and manufacture of Bickford's drinks have since returned to South Australia and, in a modern-day story of entrepreneurship and innovation to rival the pioneering spirit of the Bickford's, the brand has been restored to prominence. Its refreshing Lime Juice Cordial can be found in many a South Australian home and, as a part of our pioneering history and commercial heritage, deserves its elevation onto the pedestal and into the spotlight - or should that be limelight - as a BankSA Heritage Icon.





BankSA  
*Heritage Icons*  
 List  
 2006



# Nice ice

The tiny town of Laura in South Australia's mid-north is famous for the poet CJ Dennis. "Peanuts, lollies", cried the boy upstairs'. That tray boy, in CJ's *The Sentimental Bloke*, wasn't, but could have been selling Laura's other famous export, Golden North ice cream. A favourite for generations, it first appeared in 1923, then a product of the Laura Ice and Produce Company, with its origins in the tale of SA pioneer, William Bowker. He brought his family to Laura in the 1870s, where they at first camped under a gum tree, then, while their house was being built, lived in its cellar. By the late 1880s, William had established himself and made his first 'exports' to Broken Hill, taking vegetables, scalded cream and other dairy produce - covered with wet bags - by horse and dray to the Gladstone rail head to be sent overnight to the new mining town. William's son, Percival, took over the business in 1900 and, by 1923, the Bowkers installed two cold rooms and a one-ton ice tank. Sales, especially of a new ice cream product, increased, the plant grew and improvements were made including increased and improved refrigeration resulting from electrification in 1930. Pasteurisation of milk began in 1938 and the company's markets expanded until, by the 1970s, Golden North was famous - also now for honey - from Ceduna in the west to Broken Hill in the east and Tennant Creek in the north - "the longest milk run in the world". But the deliciously creamy ice cream, was distributed only as far south as Gawler until the Southern Farmers group, formerly Farmers Union, took over and launched Golden North Ice Cream into Adelaide, first in 'Slice-n-Serve sausage packs', then in two-litre plastic tubs. Milk production moved to Port Pirie, then, in 1991, National Foods bought Southern Farmers. Ice cream production stayed at Laura with the product launched nationally. In 2001, local businessmen returned the Golden North brand and enterprise to South Australian ownership. The factory is the town's largest employer, and still buys from local dairy farms. Golden North ice cream has scooped industry and Royal Show awards, none is more deserved than its elevation onto the pedestal and into the spotlight as a BankSA Heritage Icon.





BankSA  
*Heritage  
Icons  
List*  
2006



# River Rambler

It has served as a cargo barge, mobile supermarket, people and goods transport, tourist cruise vessel, prison transport, floating boarding house and museum. George Swan Fowler, commissioned the historic paddle steamer PS *Marion* but died before it was completed. Danish-born shipwright Wilhelm Westergaard, working for Milang shipbuilder AH Landseer, built the hull. Landseer observed it had “a remarkably light draft for her dimensions” – very useful on rivers prone to drought and very shallow waters. In 1900, William Bowring added a superstructure so it could ply the rivers as a floating store. Bowring imported the wood-fired boiler and engine from Marshall and Sons of England, and these are still at work turning the side-mounted paddle wheels. The *Marion* originally carried 130 tons of cargo supplying the towns, stations and new irrigation settlements of the Murray Darling river system. Ben Chaffey purchased the riverboat in 1908 and re-built her to carry passengers as well as cargo. She became a popular form of transport for some 80 conventional passengers and tourists, with “comfortable, two-berth cabins, hot and cold baths, and smoking rooms. The dining saloon, with its piano, pictures and crimson plush upholstery, was reminiscent of a modern ocean-going steamer.” Murray Shipping Limited bought the *Marion* in 1919 and carried out alterations in 1922-23. In 1926 she was severely damaged by fire, then in 1942 was used to convey Italian POWs from their flooded woodcutting camp to a new workplace. By 1944 the river steamer was being used exclusively to carry passengers but river tourism fell away and, in 1953, the company fell through. There followed a quick succession of owners and hard times, the *Marion* moored and even used as a boarding house. A period as a static museum in dry dock led to another period of decay until, in 1989, volunteers restored the vessel to its 1940s appearance as the first project of the Mannum Dock Museum. The *Marion* was recommissioned on 26 November 1994 and is again a fully working vessel, run by volunteers, carrying passengers, and recreating something of the romance and historical experience of river travel. The PS *Marion*, now placed on a pedestal and in the spotlight as a BankSA Heritage Icon, is still afloat.



BankSA  
*Heritage  
Icons  
List*  
2006



# Polluters pay

Visitors to Adelaide and our country towns are often heard to remark: “how clean the place is”. Some of that has to do with community spirit, ‘tidy’ and ‘beautiful’ campaigns, but most of the credit is due to South Australia’s unique practice of offering money back for empty bottles and other containers. Even when people do litter, the containers are collected and exchanged for cash by enterprising individuals and organisations. Local councils also offset the cost of services from recycling the containers they collect. We’d always been cleaner than other states, largely because of returns given at the retail point of purchase for glass soft drink bottles. The brewers also used glass for their beers and, from 1897, the Adelaide Bottle Company collected, washed, and returned these bottles, giving rise to the ‘marine store dealer’ or ‘bottle-o’. By the 1970s, non-refillable containers had come into vogue, leading to increased littering and the Dunstan government’s 1975 legislation based on the ‘polluter pays’ principle. The *Beverage Container Act* aimed to build on and widen the earlier industry practice of payment for glass bottle returns. That legislation was later combined into the *Environment Protection Act 1993*. Today, some containers can be returned to the point of purchase for a 10 cents refund, while the majority have a refundable deposit of five cents, redeemable at collection depots or Recycling Centres. Companies called ‘super collectors’ enter into contracts with collection depots and beverage manufacturers, distributors and wholesalers to facilitate recycling, reuse or disposal for energy recovery. Zero Waste SA, a newly formed agency with responsibility for eliminating waste currently sent to landfill, has established a ‘recycling directory’ to advise the public and, together with the EPA, Recyclers of South Australia, KESAB and similar bodies, provides education and information programs. South Australia was the first, and is still the only, Australian state or territory to have Container Deposit Legislation and it enjoys wide public support. It’s a self-cleansing, self-policing system that has greatly contributed to South Australia’s reputation, an increasingly valuable tourism asset, as Australia’s cleanest state. For that contribution to our living heritage the bottle and can deposit legislation is elevated, onto the pedestal and into the spotlight, as a BankSA Heritage Icon.





BankSA  
*Heritage  
Icons  
List*  
2006



# Adelaide Royal

South Australia is home to a myriad of major events. But for size, attendance, exuberance and wide public support – town and country – nothing quite matches the “Adelaide Royal”. Bush hats and coats, moleskins and boots are in abundance as country folk catch up at this annual get together that brings wide-eyed city kids and their parents into the animal pens, nursery and show bag halls. Teenagers and young adults frolic in sideshow alley, screaming with fright and delight as they speed up and down and round and round on the latest thrill rides and the old favourites. Every year in sideshow alley, thousands try to hoop, claw or throw down a prize, or win one through the mouth of a clown’s turning head. There’s something for petrol heads, serious machinery and a wide range of sheds – plus flowers, pets, crafts, cakes and jams, sheep shorn and that chic fashion parade in the wool shed, all manner of furniture, home wares and nick-knacks. The sights, smells and sounds – “making, baking, cooking all the while” – entreat us to over indulge on the best-ever selection of fast foods and once-a-year treats. And everyone – grannies and children, rappers, rockers and ballroom dancers – sit side-by-side happily watching mercurial log choppers, or the special attractions and nightly fireworks in the grand arena. It’s our egalitarian Royal Adelaide Show, beloved of generations of South Australians. While “self-praise is no recommendation”, the show’s 1927 annual report was right on the money when it said: “Show Week is an institution in the national life of South Australia”. The first Show was held in 1840 in the yard of a city hotel and eventually moved to the current Wayville site in 1925. In 1844, the Agricultural and Horticultural Societies merged and, in 1869, Queen Victoria gave the nod to the ‘Royal’ prefix to form the Royal Agricultural & Horticultural Society of South Australia. The Show is Australia’s largest event except for its Sydney counterpart, but a bigger proportion of locals attend ours. No argument – “straight to the pool room”, or rather, onto the pedestal and into the spotlight, the Royal Adelaide Show, so much a part of South Australian heritage, is welcomed as a BankSA Heritage Icon.



BankSA  
*Heritage  
Icons  
List*  
2006





# Horse power

One of SA's most gently romantic rides is the horse-drawn tram along the causeway between Victor Harbor and Granite Island. The tram's modern 'father' is John Drennan, whose vision, energy and drive during South Australia's 'Jubilee 150', gave visitors the opportunity to enjoy this heritage experience. In 1854, Australia's first public tramway was established between the river port of Goolwa and the seaport of Port Elliot, but it proved to be too dangerous as a port and the line was extended to nearby Victor Harbor. It became a favourite holiday and honeymoon destination with a train connection to Adelaide in the 1880s and sealed road in the 1920s. The original causeway at Victor Harbor was built in 1875. A jetty was added in 1881 and breakwater in 1882 with the line extended to service shipping. In 1894, the South Australian Railways began a summer weekend service using horse-drawn trams to carry tourists by the causeway to Granite Island. 'Number 7' was the first tram, a six-windowed, double-ended, double-deck car built by Brown Marshall of Birmingham, England. From the early 1900s until 1954, brothers George and Frank Honeyman operated the trams for the South Australian Railways. The draught horses were great favourites. One, Old Nelson, "had only one eye and came off the farm when old Mr Honeyman needed". After 1956, the horse-drawn trams ceased to run, the tram tracks having been removed during causeway reconstruction. A mock train on rubber tyres and pulled by a tractor replaced the tram. Enter Drennan and others. Four new trams were built at Port Adelaide, fitted with bells salvaged from 'Red Hen' suburban railways, and the service recommenced in 1986, SA's 150th year. An ingenious roller bearing system means the Clydesdales pull only 50 kilograms for a fully loaded tram, working only two hours a day every two days, a light workout compared to their pioneering cousins who worked all day pulling loads of many hundreds of kilos. Our horse-drawn tram carries 300,000 people a year. A tribute to both pioneer transport and heavy horse, it's the only one in Australia operating full-time and one of the few in the world to operate year round, and deserves its place, as a BankSA Heritage Icon.



BankSA  
*Heritage  
Icons  
List*  
2006



# Life after death

The Public Trustee has played an important part in life after the death of a great many South Australians. It provides many with the comfort of knowing that what they want to happen to their assets after their death, does, and those they expect to protect and benefit do receive that assistance through professional, independent assistance. This provides families with peace of mind and essential protection. New Zealand established the first Public Trustee in the 1870s, however SA's counterpart, established in 1881, was the first in Australia. Our first Public Trustee absconded with funds, which were repaid by the Government, but then the institution went from strength to strength. Today, at any one time, the Public Trustee holds at least 150,000 current wills. The principle on which the office was formed was enunciated by pioneer South Australian Sir Henry Ayers, who observed when supporting the bill in Parliament: "An officer whose sole duties were connected with the administration of estates would soon acquire a proficiency and readiness in dealing with such matters that would make his services far more valuable and reliable than those of a private person, who might be only called upon to act in a similar capacity once or twice in a lifetime". The Public Trustee has developed a bond of trust with South Australians, respecting their wishes, and removing often-onerous complexities for people who might otherwise be named trustees. When a person dies without a will and there are no apparent next-of-kin, this can be a matter for the Public Trustee. It has administered, free of charge, the estates of servicemen and women who died on active service, and is also charged with managing the financial affairs of people who cannot look after themselves, for example persons judged mentally defective. It also has administered charitable and other trusts, settlements, estates of convicts and prisoners, trusts for unclaimed property, and those created by the Courts. This essential service, now in its 125th year, has extensive archives - indeed every file it has ever processed - and is a valuable resource for genealogists, family and other historians. One of our quiet achievers - the Public Trustee - take a bow and bask in the spotlight, placed on a pedestal as a BankSA Heritage Icon.

PUBLIC  
TRUSTEE



BankSA  
*Heritage  
Icons  
List*  
2006



# Enchanted forest

“Local produce and country hospitality”, together with the arts, are the hallmarks of one of South Australia’s festivals but its real attraction is its ‘venue’, the Bundaleer Forest Reserve. This exotic setting for the Bundaleer Weekend also has facilities for sports and recreation, camping, walking and picnics. But the forest was originally begun for commercial purposes – the “birthplace of forestry in Australia” and another South Australian first. In the new colony there was early concern that its precious native forest cover, never abundant, would be lost forever in the rush to find building materials. In 1875, a Forest Act established the Forest Board. In 1882, Parliament passed a Woods and Forests Act, which established what is now ForestrySA. By 1886, clearing had begun at Bundaleer, about 10 kilometres south of Jamestown in the Mid-North, for what was to become ‘Plantation A’. Natives and exotics were planted to see which would thrive and be commercially useful. Of 132,757 trees raised in the nursery during the last six months of 1876, some 12,000 pines and Tasmanian blue gums were planted “in holes prepared for the purpose”, while 5,000 native red gums and from 50 to 250 each of introduced oaks, ashes, elms, sycamores, walnuts, poplars, and willows were planted on ploughed ground. Jarrah from Western Australia was included, as were four pines that were to prove the most useful for South Australia – including the fast and straight growing Californian native, *Pinus radiata*, now cultivated in vast plantations across the State, especially in the South East. Bi-products of Bundaleer are the tube system for propagating plants and the sugar gum, a native of SA and now a familiar sight by roadsides and in parklands. Bundaleer Forest timber helped build Spencer Gulf jetties, railway lines and Broken Hill’s mines. In Ngadjuri, ‘Bundaleer’, can mean ‘stony place’. It’s now anything but – rather a 3,186-hectare haven of peace and tranquillity and a showcase of trees up to a century and a quarter old that might otherwise not be seen here. The wonderful resource that is the Bundaleer Forest Reserve belongs to our community and its ghosts are the very stuff of South Australian history and heritage, a welcome inclusion as a BankSA Heritage Icon.





BankSA  
*Heritage  
Icons  
List*  
2006



## want to know more....

For more complete stories about the 2006 BankSA Heritage Icons, visit the National Trust website at [www.nationaltrustsa.org.au](http://www.nationaltrustsa.org.au).

You'll also find information there about how you can write to the National Trust about any item of significance in South Australia's heritage or cultural life that you believe has iconic status.

## the pantheon...

Opposite is the complete list of South Australian cultural and heritage items of significance that have been placed on a pedestal and in the spotlight by being admitted to the pantheon of BankSA Heritage Icons.



# BankSA Heritage Icons 2001-2006

## 2006

Bag in a Box  
Bickford's Lime Juice Cordial  
Golden North Ice Cream  
Paddle Steamer Marion  
Container Deposit Legislation  
Royal Adelaide Show  
Victor Harbor Horse Drawn Tram  
SA Public Trustee  
Bundaleer Forest Reserve

## 2005

Bluestone Walling  
Heysen Trail  
Kangaroo Island's Mulberry Tree  
Mawson's Sledge & Knife  
Pedal Radio  
Menz FruChocs  
Secret Ballot  
Oakbank Easter Races

## 2004

The Folding Card Table  
The Brush Fence  
Farmers Union Iced Coffee  
King George Whiting  
Meals on Wheels  
The 'Tea and Sugar' Train  
The Torrens Title

## 2003

Leyland Badger  
Schools Music Festival  
Claret Ash  
Coopers Brewery  
Goyder's Line  
Humphrey B. Bear  
Adelaide Central Market  
Pie Floater

## 2002

Ligurian Bee  
Stump Jump Plough  
Adelaide Christmas Pageant  
Police Greys  
Haigh's Chocolates  
Stobie Poles  
Checkside Punt  
Green and Gold Cookery Book

## 2001

Penfolds Grange  
The Burra Jinker  
Hills Hoist  
Vickers Vimy  
War Horse Memorial  
The Glenelg Tram  
Balfours Frog Cake  
Pop-eye



[www.nationaltrustsa.org.au](http://www.nationaltrustsa.org.au)



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