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COMMONWEALTH OF AUSTRALIA

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Fitzroy - Gentrification - case study in urban development and redevelopment

Competition -find this and identify why I chose this?

Introduction:  http://www.visitvictoria.com/Regions/Melbourne/Destinations/Fitzroy

Perch in a Brunswick Street bar and celebrate the way that sometimes the more things change, the more they stay the same in this inner northern enclave.

While inevitably undergoing inner-city gentrification, Fitzroy has retained its creative edge thanks to a great mix of art galleries, studios and specialist bookshops. Idiosyncratic bars pop up on Smith Street; Marios, Polyester and Brunswick Street Books still call Brunswick Street home; and Johnson Street continues to flaunt its Spanish heritage, especially during the November Hispanic Fiesta.

Meander through menus across Fitzroy's eat streets. It's all ooh-la-la at Brunswick Street's Madame Sousou, Bon Ap' and Shifty Chevre, and Latin lovin' on Johnston Street, where Los Amates has been resident since long before the Mexican wave. Meat-free Mondays make sense at Transformer, the Veggie Bar, Smith & Daughters and Grumpy's Green. Get yourself to Gertrude Street for Andrew McConnell's menus at Cutler & Co., Ricky & Pinky and Marion, for all-in-the-name Belle's Hot Chicken, or for an early start at Birdman Eating and Archie's All Day. In the back streets, watch the market from Young Bloods Diner, bag a local roast at Industry Beans and plan a gin-and-jaffle supper at Bad Frankie.

Hang around until evening to make merry in Brunswick Street's bars and pubs. Ring the doorbell for the privilege of classic cocktails at The Attic above The Black Pearl, listen to vinyl crackle at Black Cat, take in city skyline views at Naked in the Sky and Upside Rooftop Bar at 127 Brunswick, and up your spirits at Kodiak Club and Little Blood. Prop up the bar alongside old-timers and bearded musos at Sullivans-style pubs like Labour In Vain, the Standard, the Napier, Union Club Hotel or Marquis of Lorne. For live music, head to the Workers Club and The Evelyn, or traipse around the corner to the Night Cat, the LuWow and the Old Bar on Johnston Street.

Browse quaint and quirky shops selling vintage wares and locally designed goodies. Try Vintage Sole, Somebuddy Loves You, Hunter Gatherer, in.cube8r, and museum-shop-without-the-museum, Third Drawer Down. Go designer Gorman, Alpha60 and bûl, or DIY at Johnston Street's Das T-Shirt Automat. Rifle through records at Polyester, Vinyl Revival, Poison City Records and Gertrude Street's Northside Records. Do your one-stop independent design shopping on Saturdays and Sundays at the Rose Street Artists' Market. Get your dancing shoes on and head to Smith Street. Pick up the appropriate footwear at the outlets along the strip, or at one of the growing number of stores stocking local designer wares. Check out the bands and DJs at Yah Yah's, Kent Street and Mr Wow's Emporium.

But in a more sober tone:

Fitzroy is 2 km north-east of Melbourne's Central Business District in the local government area of the City of Yarra. At the 2011 Census, Fitzroy had a population of 9,430.

Planned as Melbourne's first suburb, created in 1839 in the area between Melbourne and Alexandra Parade (originally named Newtown). It was later also one of the city's first areas to gain municipal status (1858). It occupies Melbourne's smallest and most densely populated suburban area, just 100 ha.

Fitzroy has long associations with the working class and is currently inhabited by a wide variety of socio-economic groups. It is known throughout Australia for its art and music scene and culture of bohemianism, and is also the main home of Melbourne's Fringe Festival. Its commercial heart is Brunswick Street, which is one of Melbourne's major retail, eating, and nightlife strips.

It has undergone waves of both urban renewal and gentrification since the 1950s. In response to past planning practices, much of the suburb is now a historic preservation precinct, with many individual buildings and streetscapes covered by Heritage Overlays. Its built environment is diverse and features some of the finest examples of Victorian
era architecture in Melbourne. The most recent changes to Fitzroy are mandated by the Melbourne 2030 Metropolitan Strategy, in which both Brunswick Street and nearby Smith Street are designated for redevelopment as Activity Centres.

It was named after Sir Charles Augustus FitzRoy, the Governor of New South Wales from 1846 to 1855. It is bordered by Alexandra Parade (north), Victoria Parade (south), Smith Street (east) and Nicholson Street.

Source: https://en.wikipedia.org/wiki/Fitzroy,_Victoria

The area belonging to the Woiworung tribe became Melbourne’s first suburb and smallest municipality, when it was separated from the City of Melbourne in 1858. Fitzroy, like other old, congested inner suburbs included immense diversity over time and within a given period.

In the early years of European settlement, Fitzroy was considered such a pleasant place that large houses were built on Eastern Hill. Later North Fitzroy, separated from the older south by the Reilly Street drain (now Alexandra Parade at the end of the Eastern freeway) set the residential tone.

Fitzroy is the most complete repository in Melbourne of the kinds of buildings erected in the early colonial years, the great period of bluestone construction. Fitzroy also has Melbourne’s oldest surviving terrace houses in Gertrude Street.

Fitzroy became a compatible mix of light industry and residential housing. Progressively the neighborhood acquired a distinctive, though continually changing character. Up to the 1890’s Fitzroy had presented a facade of class harmony, but political consensus ended with the economic depression of that decade. Southern Fitzroy had become a rundown depressed area occupied by the socially and economically disadvantaged. Churches and charitable bodies acted to mitigate the suffering of the unemployed and the abandoned and many welfare organizations have remained in the area.

By the 1930’s Melbournians regarded Fitzroy as slum territory, the haunt of criminals and prostitutes and with the highest levels of infant mortality in Victoria. In the 1950s the State Government, with the best of intentions, but insufficient regard for the social consequences, drew up plans for slum clearance. Large tracts of streets and housing were replaced by multi-storey tower blocks of apartments. Download the ABC audio documentary on Hindsight - Dirty Old Town (this program is long but very worthwhile, especially in a study of the life of people in “slums” – this could be applied in any area e.g. favelas in Rio. It discusses the social values of close communities. Later in the program, the process of slum clearance and the difficulties of reestablishing relationships is discussed.)

Early entertainment was provided by Melbourne’s first cyclorama, built in Fitzroy and there were dances and Debutant Balls in the Town Hall and football at the Brunswick Street Oval on Saturdays. Older residents recall going to Fitzroy Baths in the days when the bathroom with a bath and running hot water was a luxury.

Dispossessed of their land, the aborigines began to congregate in Fitzroy, especially between the wars. They stayed and made many parts of Fitzroy their own. Other European, Middle Eastern and Asian immigrants have lived in Fitzroy as a staging post on their journey to the suburbs. By the early 1990s there were more than seventy ethnic groups represented in Fitzroy. Their rich legacy can still be seen in the major shopping streets of Brunswick, Smith, Gertrude and Johnson Streets. Fitzroy is now the most heterogeneous of Melbourne’s suburbs.

In 1994 the City of Fitzroy was amalgamated with the neighboring municipalities of Collingwood and Richmond, along with the suburbs of North Carlton and Alphington to become the City of Yarra.

With acknowledgment to the Fitzroy History Society’s, Fitzroy Melbourne’s First Suburb publication.
Map of Fitzroy - showing major roads and Contours at 1m intervals

Map of City of Yarra

The Inner Mixed Zone (IMZ)

Residential, Recreational, Commercial and Industrial land uses, all within the walking distance of a worker - usually 3-4 km maximum. These areas became elongated with the development of horse, then cable trams.

Meet at Pavlov's Duck  Route 86 Stop 20

TASK: Identify the factors that led to this area being largely industrial, in the period 1860-1890.

TASK: What impact would the depression of the 1890's have had on the socio-economic conditions of the area?

TASK: DEFINE THESE TERMS:

Gentrification,
Redevelopment,
Slum clearance,
Urban consolidation
Plan Melbourne (Refresh)
Metropolitan Planning Authority

TASK: What is the driver of the changes in Melbourne’s suburban landscapes?

This article may help

How we’re preparing for Melbourne’s population to top 8 million

JOHN MASANAUSKAS, Herald Sun  November 13, 2016 7:00pm

MELBOURNE is set for a major population debate with the State Opposition claiming that almost doubling the city’s population to eight million by mid-century is unsustainable. Fuelled mainly by high overseas migration, Melbourne is growing on average by 1800 people a week and is on track to overtake Sydney as the nation’s biggest metropolis within 20 years. At 4.4 million today, Melbourne is tipped to reach six million by 2031, seven million by 2041 and eight million by 2051, according to official state projections.

Opposition Leader Matthew Guy said this was not on and the Coalition has set up an expert taskforce to advise on population issues. “Victoria is going to become one great big city state with a great heaving metropolis in the middle of it
and nothing else — it’s not sustainable," he said. Mr Guy, the former planning minister, said that Melbourne with eight million people would resemble the density of today’s Madrid or greater San Francisco. “It’s a very big metropolitan area and I don’t think the vast majority of Melburnians want a city of eight million people, they want a liveable city,” he said.

Under Coalition policy, high density development is encouraged in the inner city with skyscrapers, and medium-to-high development in major suburban activity centres like central Ringwood, Box Hill and Dandenong. “But you want the areas outside of that to be quiet peaceful neighbourhoods,” Mr Guy said. Mr Guy is not calling for a cut to immigration, which is Federal Government-controlled, but wants much more population growth diverted to regional centres such as the Latrobe Valley, Wangaratta, Bendigo, Bairnsdale and Warrnambool. “Victoria is a rich, multicultural community that we can be proud of, and the challenge of our state is not how many people come here or where they come from,” he said. “It’s where people are choosing to live and how state governments provide incentives, choices, and business motivation to grow the whole of our state, and ensure that all Victorians can live happy and healthy lives.”

The Coalition’s population taskforce includes respected demographer Dr Bob Birrell, Property Council of Victoria executive Asher Judah, planning activist Joanna Stanley and former municipal administrator and councillor Jane Nathan. Planning Minister Richard Wynne said the Andrews Government didn’t have a problem with Melbourne at eight million. “This Government is unambiguously a supporter of population growth and diversity. End of story,” he said.

“The challenge for us is how do we manage that.”

Labor also supports promoting growth in the state’s regions, but says there is a lot of potential for residential development across Melbourne in so-called brownfield sites, which were formerly used for industrial or commercial purposes. Most of Melbourne’s growth in coming decades will occur in municipalities like Wyndham to the city’s west and Casey in the southeast. India is currently the top source country for migrants to Melbourne, followed by China, New Zealand and UK.

**BOOMING MELBOURNE**

<table>
<thead>
<tr>
<th>Municipality</th>
<th>Population 2011</th>
<th>population 2021</th>
<th>population 2031</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Melbourne</td>
<td>100,200</td>
<td>177,000</td>
<td>229,800</td>
</tr>
<tr>
<td>Greater Melbourne</td>
<td>4.17m</td>
<td>5.1m</td>
<td>6.06m</td>
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</tbody>
</table>


**So Melbourne will need to rethink its housing so there are 4 things going on in the Fitzroy region**

1. **Redevelopment of the factories as other commercial enterprises**
2. **Redevelopment of the factories as residential sites**
3. **Upgrading of existing housing stock**
4. **Completely new Housing stock**
TASK: Where have you observed the greatest growth in apartment building in Greater Melbourne?

To counter some of the worst problems of these "dog boxes" new laws just brought in:


TASK: Photograph the new apartment complex being developed on the Collingwood side of Smith Street.

Detail the name of the development and the Developer... we will look this up later.

Please note that this end of Smith Street was never particularly commercial... it was strongly Industrial and workers from here would walk the block to Brunswick Street or travel south to shops like the new Coles (1914).

The 1860s-1870s was a period of consolidation in Fitzroy’s commercial strips, as the rude structures of the early decades were replaced with more substantial premises. This is most apparent along Gertrude and Brunswick Streets, and along Smith Street. The 1870s and 1880s saw the replacement of many earlier single-fronted shop buildings with rows of shops.

The tram (1886/7) did not bring commercialization but helped facilitate movement from the new suburbs further up the hill - like North Fitzroy. Between was Reilly’s Creek - taken as The Start of the Eastern Freeway in 1980’s and 90’s.

TASK: Now we do see a clustering of commercial styles - What is it?

What buildings are they in?

What has happened at the rear of these buildings?

Go right along Rose Street from Smith Street

The pattern here has developed over the last 20 years - an old factory, which had been abandoned and become a warehouse or other commercial undertaking, is now redeveloped. This is often commercial at the bottom (e.g. Pavlov's Duck, Breakfast Thieves) and then new development on top.

Along our route we are going to examine, over and over, the enormous factory structure of Macpherson Robertson.
The factory complex was called White City.

The site was five city blocks. It employed about twelve hundred people and it manufactured chocolate and sugar confectionary such as Old Gold, Cherry Ripe, Freddo Frog. MacRobertsons was the first to offer a chocolate selection.

The factories operated until bought out by Cadbury's in 1975.

The Factory buildings were all white... a couple still are. The names are often intact.

MacRobertson was a very benevolent employer and he was a great supporter of the eight-hour-day. There was no retirement age they worked here while they were physically capable to work.

He frequently wore white, as did all his employees.

MacRobertson was a major philanthropic figure, founding a girl’s High school, scholarships, building bridges, a fountain at the Shrine and starting the air race from Melbourne to the UK. He even had his own plane - painted white and called “Old Gold”. He was a staunch supporter of Mawson and there is MacRobertson’s Land in Antarctica.

There is a very neat video and much information on this remarkable man at Culture Victoria – start here and follow on... http://www.cv.vic.gov.au/stories/built-environment/macrobotsons-confectionery-factory/

Two of MacRobertson's building are along here. They form the basis of the redevelopment and enlivening of this otherwise unloved “Dirty Old Town”

**TASK:** Photograph each of these buildings - choosing 1 architectural feature you particularly like as well. (3 photos in all)

**TASK:** New Development at 425 Smith Street
In this area were consistently small cottages but mainly brick and stone owing to the Act for Regulating Buildings and Party Walls, and for Preventing Mischiefs by Fire in the City of Melbourne (Melbourne Building Act 1849), and therefore many terraces established in this area. The earliest (Cnr. Gertrude and Nicholson) is Royal Terrace 1953.

As the factories have been redeveloped - other sites have also been redeveloped, either by demolition and rebuilding or conversion.

**TASK:** Photograph a new development.

We go left onto Napier Street and then left again into Kerr Street -

| The early commercial sites are convenient today as the footprint is always right up to the building line; an advantage for developers | Garages are below or at street level |

In Kerr Street is Factory Number 2 - important for boiled lollies and known as the steam factory.

**TASK:** Apartment Visit - what do you think of this redevelopment?

Prices: Rentals in the ex-factory conversions tend to be higher (large windows, high ceilings and style) - around $500 - $650 a week

Other apartments in the newer blocks are around $400-$450

Sales: One we will see being built later

<table>
<thead>
<tr>
<th>15 Australian Homes in Fitzroy's Golden Triangle</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>223 Napier Street, Fitzroy, Vic 3065</strong></td>
</tr>
<tr>
<td>2Br 2Bath $840,000 $927,000 1 Car</td>
</tr>
<tr>
<td>3br 2 bath - individual home $1,850,000 1 car</td>
</tr>
</tbody>
</table>

Factories have been stripped back to the original red brick – this “grungy” industrial look has also been used in new buildings, giving the region a specific look.

- Many other buildings have changed their appearance - the more industrial look at the Robert Burns Hotel compared with the dominant Marvelous Melbourne (1880's) style - Italianate - now a consistent style in older buildings making them quite uniform in more affluent areas.

CHANGE OF PACE FOR A MINUTE - EASEY STREET

The Easey Street murders refer to the killing of Suzanne Armstrong and Susan Bartlett, who were stabbed to death on 10 January 1977 in their home at 147 Easey Street.

Here we see renewed older small factories and new premises in an unusual style.
In the last 6 months 2 of these have been redeveloped as cafes.
Nearmap is important here!

Another theme in the Fitzroy and Collingwood area is Street Art. On the right is an art studio and the Electricity Substation combines utility with ???.

Walk down to Budd Street, turn Right and then Right at the end. Look back to your left and see the stables - evidence of early industrial movement of goods.

In Sackville Street there is an Aboriginal presence in the Victorian Aboriginal Community Controlled Health Organisation Inc.

So back up to Smith Street and the Last of MacRobertsons at last.

Cross Smith Street to Argyle Street and to Factory No 1 and Control buildings.
Check out the lanes: they were for disposal - for access now

By now you are getting your eye in - color and style of building - has set the trend in the area

The General Office - went through to the 60’s

**TASK:** What factors led to the change in location of factories

The Factory - chocolate melted and shaped on the bottom and 270 women packing Old Gold on the top (give out Old Gold) (Cherry Ripes)

**Along Johnston Street and then left into Chappel - More Street art here.**

Time to talk now of traffic and the “Rat Runs” - this is a good example of passive traffic control - now streets are “calmed” - this was the first area in Australia to have this done - sympathetic use of bluestone.
- Laneways - ROW (Right of Way) - unplanned but essential
- Stone in two ways - the geology of the region

Heritage overlays This region has a vast number of heritage overlays. Reports in 1979 and again in 1995 identified every building (mainly domestic but some Commercial and some Monumental) which met the heritage criteria. The 1849 Building code meant many of these are brick/stone and are now of great value. (Later suburbs 1860's and 70's such as Northcote often had timber buildings as well) Allotments 1-88 were Richmond, Collingwood and Fitzroy - now the City of Yarra.

The asbestos laden rubble was later found on a new building site in Cairnlea. Plans had already been submitted for the site.

Continue along Chappel Street over George Street. See one of the few schools in the area—established in 1855 at this site but an earlier school existed in 1841. The school is small—approximately 140 students but 2 foundation/1 composite classes indicating some growth in child population.

So now time for some statistics:


# The 2015 Estimated Resident Population for Fitzroy is 11,386, with a population density of 72.34 persons per hectare.

# The Census usual resident population of Fitzroy in 2011 was 9,425, living in 4,722 dwellings with an average household size of 2.13.

# Population grew by 826 from 2006 – 2011 – Interesting to see what the 2016 Census!

# 4722 dwellings of which 4262 are privately occupied and 1135 are public housing.

# Average occupancy is 2.13 per dwelling. 1955 recorded as 7.6 per dwelling.

# There were 77 people over the age of 85 living in Fitzroy in 2011, with largest age group being 25 to 29 year olds.

Age structure - five year age groups, 2011

Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 (Usual residence data)
Compiled and presented in profile.id by id, the population experts.
TASK: Explain the possible factors leading to these changes.

There are 339 couples with young children in Fitzroy in 2011, comprising 8% of households. BUT there are 349 single parent families with children.

TASK: Where might they live?

This region is thoroughly owner-occupier - the problem of "ghost buildings" - huge Chinese market paying over the odds to get money out of China - does not apply here - this area is not attractive enough. Also some AirBNB problems - Real estate gurus are confidently expecting a glut on the market soon.
TASK: Apartment Visit

TASK: Where are the greatest areas of apartment growth?


For further study of growth in High rise buildings try [https://skyscraperpage.com/](https://skyscraperpage.com/)

Turn left into Napier and follow along to Town Hall

Napier Street was fairly affluent. You will see from the Italianate decoration and the Polychrome brickwork that this reflected growing middle working class aspirations. There are several terrace rows with Heritage overlays here. 242-252, 266-284, 255-265 and 291-293. One of these recently sold for 1.2 million. But, even right next to the town hall, there were factories - albeit with decorative entrances.

So then we meet the Town Hall – facing into the suburb not onto the main street! This suburb is now growing back. Most recent estimates say 11425.
We will take a quick run up Moor street to look at the tiny cottages and to St Marks Church. This area was always Anglican and non-conformist. This was not a Catholic working area. Go to West or South Melbourne for that! St Patrick’s Cathedral was only a short walk on Sundays!

Please note we have been steadily rising - if you look again at the contour map, you can see the spine of higher land reaching from the city. St Marks seized the highest point. This is more prestigious than even the Town Hall.

**TASK:** What does the size of this church tell you about the power of the Anglican establishment in the late 1800’s?

**TAKING THIS FURTHER**

Walking to the Melbourne Museum

The Housing Commission Flats

Picture of Fitzroy in 1960’s - decaying buildings, drop in population to around 7000 (Despite excellent access to the city), "slum" clearance took place and created the blight of the ever-present Housing Commission flats.

These were some of the later ones in Carlton - the city of Melbourne insisted on brick but this was an expensive building method and mostly the Housing Commission was in love with the modern style of recreating bombed cities from WW2, in towers and with prefabricated concrete buildings, made in a factory in Port Melbourne.

Workers tended to move out in a linear pattern to new suburbs in planned estates e.g. Bundoora leaving this area to immigrants and change of purpose - panel beaters, warehouses and the area became very decrepit - especially during the gradual clearance of housing - took from 1959 to 1965.
Also prey to increasing amount of through traffic which decreased the standard of living (pollution, noise, danger) and a decline in number of children. Car and fresh new houses were the answer in 60’s - no desire to live in the mean streets. However, the social fabric in these areas was very strong.

Haunting images of the streets that were once home to Melbourne’s slums | Herald Sun

Turn left at Gore Street - Modern apartments copying factory style and colouring.

Now we cross Johnston Street and a small diversion for a little street art
On your Right – on the corner of Gertrude Street is one of the old Cable Tram Depots. Remember the grid system was ideal for cable trams – long straight lines. This operated between 1885 and 1940.

The system grew to about 75 kilometres of double track and 1200 cars and trailers, on 15 routes radiating from the centre of Melbourne to neighbouring suburbs. The Depot housed the steam engines and the winding mechanism...

Also on your right is the Royal Terrace.

The origins of the Royal Terraces on the corner of Nicholson and Gertrude streets are well documented by Heritage Victoria and the National Trust. They are regarded as the highest importance to preserve them. This style is called the Colonial Regency style. This is the earliest remaining terrace in Australia and unusual in being of stone. It also has its original stables behind it.
Opposite these are the **Carlton Gardens** - gardens like this surround the city... they were to provide space for the people crowded in the cottages. In the more affluent areas they were gated with fences. In the picture above you can see this.

These parks are Melbourne’s “Lungs. The trees grew so well because the “night carts” were often emptied here. Look for the bluestone alleys behind the houses which gave access. The objective was to make all that huge space more like “home” - but that was England.

**Royal Exhibition Building and Carlton Gardens**

Built in 1879 for Melbourne’s first International Exhibition, it was chosen as the venue for the opening of the first Commonwealth Parliament of Australia on 9 May 1901, and recently became Australia’s first World Heritage Listed building.

A World Heritage site is defined as a place that is important to all peoples of the world. The Royal Exhibition Building and Carlton Gardens was the first non-Aboriginal cultural site in Australia to win World Heritage listing. It is also listed on the National Heritage register of Australia.

The Royal Exhibition Building is the only surviving Great Hall that once housed a 19th-century international exhibition and is still used for exhibitions. Joseph Reed, was the architect. The dome’s design was influenced by Brunelleschi’s 15th-century cathedral in Florence.

When it was built, the Great Hall was the largest building in Australia, and the highest building in Melbourne. It is brick, set on a bluestone base, and has long central naves and stunted transepts. There are four entrance porticoes, one on each side. The building is set in ceremonial gardens, which were designed by Reed and William Sangster. A wide avenue lined with plane trees links the front, southern entrance of the building with the city beyond. There was a viewing platform around the dome that allowed visitors to survey the progress of the booming city.
**Illumination**

In 1888 electric lighting was installed for the Melbourne Centennial International Exhibition. Over 60 miles of cabling allowed the interior and exterior of the building to be lit. Visitors were now able to visit the building at night; the Melbourne Centennial International Exhibition was the first in the world to have night-time viewings. For the celebrations around the opening of the first Federal Parliament in 1901, the exterior of the building was lit with festoons of small incandescent lights. More recently this has been enhanced with fibre optics and digitally created images.

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**Tom Roberts – The Big Picture**

Tom Roberts – “The Big Picture” - the opening of Federal Parliament - 1/1/1901

... he spent 6 years painting the 500 portraits - every person who was anyone was in this painting - except William Barak, who was not invited...

The painting is widely known as the “Big Picture” in recognition of its grand scale. Measuring 5.65 metres across, and 3.6 metres tall, it is painted on three separate pieces of canvas, stitched together. Soon after its completion, the painting was presented to King Edward VII, and sent to England. It remained there for many years, hanging in St James's Palace until 1957, when Her Majesty Queen Elizabeth II agreed to return the painting to Australia on permanent loan.