

**Place name** Sale & District Agricultural Society Showgrounds

**Survey Date:** 4/07/2004

**Other name**

**Id:** 1154

**Street** Maffra-Sale Road

**Last Update** 12/06/2007

**Locality** Sale

**Postcode**

**Official Locality**

**Property No** HO196

**Local Government Area** Wellington Shire

**Property Info** CA 92, Section 1

**Precinct:** Not in precinct

**Easting**

**Northing**

**Map**

**Workshop number**

**Workshop votes**

**Field survey number**

**Community priority**

**Designer** J.H.W. Pettit

**Builder**

**Ownership** Not known

**Built Date** 1890. 1924 **Change Date**

**Description** The Sale & District Agricultural Society Showgrounds occupies a large triangular shaped site bounded by Maffra-Sale Road to the north and Dawson Street to the south. The significant elements on the site include:

- The showground or former driving ring, which is surrounded by row of mature Scotch Elms (*Ulmus montana* major) and arris rail fence. About 33 of the elms survive, some in poor condition and there are some gaps. The arris rail fence was replaced c.2004 using the same materials and to the same design as the original fence.
- The Secretary's Office - this is a small red brick building adjacent to the entrance on Maffra-Sale Road (Secretary's Office) which comprises the original 1927 and the 1994 addition, which used similar materials. A verandah and new windows have been added to the north-west end to act as a ticket office.. The building is in good condition.
- The Arts & Craft pavilion (c.1924), which is a long corrugated iron clad building with a main gabled roof and skillion roofs at the side.
- Three mature oaks (*Quercus robur*?) and one large Elm (*Ulmus* ?) adjacent to the Arts & Crafts pavilion.

Other buildings on the site (which mostly date from the post-war era) include a cluster of pavilions behind the Art and Crafts Pavilion including the Poultry Pavilion, the Nicholls Family Pavilion and Thomas Henebery Sheep Pavilion. At the north west corner is a stock loading area with sheltered trees and arris rail fencing. The caretaker's office is situated in the south-east corner.

The road reserve adjacent to the northern boundary has recently been planted with an avenue of Canary Island Pines (*Pinus canariensis*).

Feature	Style	Wall Materials	Roof Materials
Secretary's Office	Inter-War	Brick	

**Condition** Good

**Integrity** Evidence of stages

Redevelopment/change

Public

Buildings  
Landscape  
Tree(s)

National Themes	Local Themes
	7. BUILDING SETTLEMENTS & TOW 7.1 Ports

**History** After trying out a number of venues from 1861, the Sale and District Agricultural Society (then known as the North Gippsland Agricultural, Pastoral and Horticultural Society), purchased this present property on the outskirts of Sale in 1888 (2). This allotment (almost 30 acres) was originally sold by the Crown to D. Kenneybry (1) and is therefore freehold land, unlike many showgrounds which were granted by the government to an agricultural society. Sale was well provided with recreation grounds in the nineteenth century (q.v. Cricket Ground and Recreation Reserve, Friendly Societies Recreation Ground, and Greenwattle Racecourse) and the government may have felt this diminished the need for a specific showground reservation (1).

The grounds were laid out by prominent Gippsland architect, J.H.W. Pettit in 1888 and later in the same year, a

show shed was constructed. On Arbor Day, 1890, the Society planted Scotch elms (*Ulmus montana major*) around the perimeter of the driving ring. On the same occasion, an oak tree was planted in the middle of the show ring for shade. This tree was eventually removed in 1952 to allow the arena to be used for sporting matches. The elm trees, which were planted 45' apart on instructions from J.H.W. Pettit, are now mature trees prized for their beauty and their shade (2).

The Sale and District Agricultural Society was the first agricultural society to be established north of the Latrobe River. Its inaugural meeting of 1859 was literally a who's who of the important landed families of the district. In those times it seems that everyone attended the show, with large numbers exhibiting the stock and produce of the district. This was a time when wealth in Gippsland was primarily derived from the soil, and families took pride in : measure of self-sufficiency (2).

The showgrounds were developed further in the twentieth century. The present Arts & Crafts (Roy Skeen) Pavilion was erected c.1924 and a brick Secretary's Office was erected in 1927 - the latter building was extended in 1994, effectively doubling its size. This office was originally dedicated to the memory of Mr A A McMillan, a long serving show secretary. Today it bears a plaque in honour of David Gault, a show president in the early 1970s (2).

The driving or show ring once contained a greyhound racing track, which was later relocated to an adjacent site. According to John French, the position of the starting gates can be interpreted from the trees that are in poor condition or missing - the area around them was sprayed regularly to prevent weeds and this affected the trees in th vicinity (3).

Other more modern (or re clad) buildings include the Thomas Henebery Sheep Pavilion, 1968; the John MacLachlan Pavilion, 1952, originally used as an animal nursery; the Nicholls Family Pavilion, 1984, used for exhibits, e.g. wool, flowers, vegetables; the Ronald and Dorothy Morrison Pavilion, 1996, originally used for alpacas. There is also the pavilion that was erected for the centenary of the Society in 1959, in which poultry was exhibited for many years (2).

Plantations, apart from the elm trees, include a row of oaks on the western end of Dawson Street, which were planted in 1975 and cared for by Sale's nurseryman, Hec Mitchell (2).

#### REFERENCES

(1) Parish of Sale plan.

(2) Information from Peter Synan

Sale Archive (Sale Museum), Boxes 246 and 155 A, B & C.

Synan Archive

Morrison, Dorothy, 'Look Back With Pride: A history of the Sale and District Agricultural Society Inc', 1990.

(3) John French, pers. comm., June 2007

Period	Associations
	Sale & District Agricultural Society Inc

Heritage Protections Register	Reference	Zoning	Status
Planning Scheme	HO196		Recommended

#### National Estate

#### Research Required

**Recommendations** The development of a conservation management plan would assist in the future management of the heritage values of this site.

#### Fieldwork priority?

**Stage 1 Ranking** Assessed: Sale Heritage Stu **Stage 2 priority** Planning Scheme: Individua

**Final Ranking** Local significance **Final Recommendation** Amendment C26 (Part 2)

#### Statement of significance

What is significant?

The Sale and District Agricultural Society (originally known as the North Gippsland Agricultural Society) was established in 1859 and acquired this site in Maffra-Sale Road for a showgrounds in 1888. The grounds were laid out by local architect J.H.W. Pettit in 1888 and on Arbor Day, 1890, the Society planted Scotch Elms (*Ulmus montana major*) around the perimeter of the driving ring. Today, the elms remain as mature specimens prized for their beauty and shade along with the Secretary's office (1927) and the Arts and Craft Pavilion (c.1924) and three mature oaks and another Elm adjacent to the pavilion as evidence of the development of the showgrounds during the nineteenth and early twentieth century. The arised rail fence encircling the driving ring was recentl

replaced to the same design and using the same materials as the original.

How is it significant?

The Sale & District Agricultural Society Showgrounds is of local historic, aesthetic, and social significance to Wellington Shire.

Why is it significant?

Historically, it is significant as one of the earliest showgrounds in the Gippsland region and for its strong and continuing association with the SADS, which has associations with many well-known and important Sale families. The layout of the site with its central oval surrounded by trees, entry office and cluster of pavilions is typical of country showgrounds and provides evidence of the development of the site over a long period. It has local and probable regional significance as the site of the annual show and the continuity of this tradition of use up to the present day contributes to its social significance. (RNE criteria A.4, D.2, G.1 & H.1)

Aesthetically, it is significant as a typical rural showground and sports oval which is most notable for the row of mature Scotch Elms with the boundary of the oval further defined by an arched rail fence that is a replica of the original or earlier fence. The secretary's office and the Arts & Craft pavilion and its adjacent mature trees also make an important contribution to the historic character of this site. (RNE criterion E.1)

**Extent of designation**

**Informant**

**Notes**

**Follow up**

**Bibliography**

Context Pty Ltd, (1994), City of Sale Heritage Study
Context Pty Ltd, (2004), Wellington Heritage Study: Sale Review

Sale-Maffra Road CA92 (Showgrounds), ID 1154.jpg

Context

1/01/1994



UpdateSale-Maffra Rd CA92 (Showgrounds), ID 1154(i).jpg

Judy Powell

22/09/2006



UpdateSale-Maffra Rd CA92 (Showgrounds), ID 1154(iv).jpg

Kristy Crawford

5/02/2007



UpdateSale-Maffra Rd CA92 (Showgrounds), ID 1154(ii).jpg

Kristy Crawford

5/02/2007



UpdateSale-Maffra Rd CA92 (Showgrounds), ID 1154(iii).jpg

Kristy Crawford

5/02/2007



Sale-Maffra Rd CA92 (Showgrounds), ID1154(v).jpg

Context

25/06/2007



Sale-Maffra Rd CA92 (Showgrounds), ID1154(vi).JPG

Judy Powell

25/06/2007



Sale-Maffra Rd CA92 (Showgrounds), ID1154(viii).jpg

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Sale-Maffra Rd CA92 (Showgrounds), ID1154(vii).jpg

Context

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Sale-Maffra Rd CA92 (Showgrounds), ID1154(ix).jpg

Context

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