

Attachment C

Historical Justification

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The new park and green link are located on the site of Sweetacres, the large factory of James Stedman-Henderson's Sweets Ltd, which was opened in 1918 on Rothschild Avenue, Rosebery.

James Stedman had been in the business of sweet-making since 1851, starting as an apprentice to. He bought his own business in 1875. Originally, the Stedman's factory was in Kent Street, Sydney, and expanded through to Clarence Street. James Stedman Ltd was known for its Lion Brand confectionery, which included butter scotch, toffees and mints. The company also imported 'high-class English, American and Continental sweets'.

The family business of James Henderson & Sons was established in 1903. The office and factory were originally located on Oxford Street, Paddington, and later moved to the Haymarket. Their factory became known as the 'Kisseries' after its most popular sweet, 'Henderson's Honey Kisses'. James Henderson & Sons became known for their all-Australian product (including wrappers, boxes, show-cards and advertising material), with their sweets made from quality, pure Australian ingredients.

The businesses of James Stedman and James Henderson joined forces in 1916 to create James Stedman-Henderson's Sweets Ltd. The newly formed company moved in 1918 to the model industrial estate of Rosebery. The large 12-acre site allowed the business to be realigned along modern factory design and production which facilitated expansion. The factory was designed by architects Burcham Clamp and was formally named 'Sweetacres' following a naming competition conducted with staff. This was later adopted as a company name.

It was here in 1922 at the Rosebery factory that the iconic sweets 'Minties' were first produced. These were soon followed by other popular sweets, such as 'Jaffas' and 'Fantales'.



James Stedman-Henderson's Sweets Ltd was a large manufacturing firm that employed hundreds of hands to make and wrap sweets that became household names. The business operated on the site from 1918 until the late 1960s.

The name Sweetacres was applied to the park on the corner of Rothschild Avenue and Cressy Street to the west of the site. Three streets also reflect the site's history: Stedman Street, Sweet Street and Confectioners Way. The naming of the new park and green link after products manufactured here onsite is appropriate. These should be the final names to be applied to this sweet slice of Sydney's history.

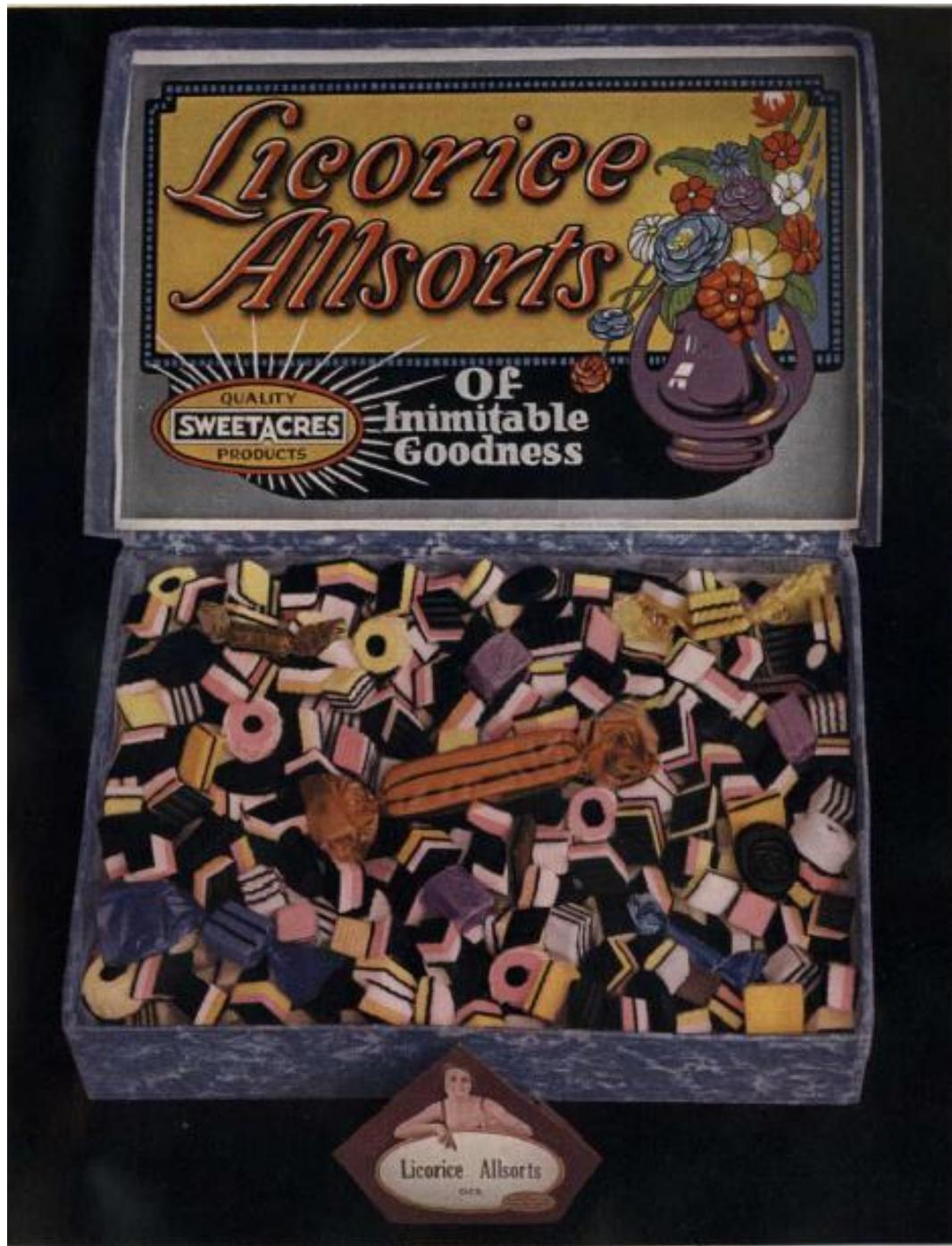
Coating, Sorting and Packing in the Gum, Jelly and Jube Department at Sweetacres in 1924.

(Source: James Stedman-Hendersons Sweets catalogue 1924: *Creating quality sweets for half a century : 1872-1924, quality Sweetacres products* <https://nla.gov.au/nla.obj-699352856>)

Allsorts Park

Licorice Allsorts were a popular line produced by Sweetacres. They were illustrated in James Stedman-Henderson's product catalogue in 1924.

The park's landscape design has also been inspired by the layering presented in a licorice allsort.



Presentation box of Licorice Allsorts produced by James Stedman-Henderson's Sweets.

(James Stedman-Hendersons Sweets catalogue 1924: *Creating quality sweets for half a century : 1872-1924, quality Sweetacres products.* National Library of Australia <https://nla.gov.au/nla.obj-699352856>)

Honeykiss Walk

Honey Kisses were a ‘famous’, ‘delectable’ sweet invented by James Henderson & Sons and continued on by James Stedman-Henderson’s Sweets Ltd.

The sweet was invented in 1903 by James Henderson, junior. It was a soft-centred sweet made from all Australian ingredients: the sugar came from Queensland, the butter from Camden and the honey from Bathurst. Henderson’s Honey Kisses were in vogue during the first three decades of the twentieth century.

(Advertising logo for Henderson's Honey Kisses. National Library of Australia https://nla.gov.au/nla.cat-vn6816233)	Henderson's Sweets display at an industrial exhibition, 1906, with the advertising logo lining the booth. (<i>The Sydney Mail and New South Wales Advertiser</i> 10 January 1906, p.93. http://nla.gov.au/nla.news-page16889731)



Wrapping Honey Kisses at James Henderson & Son’s factory, 1905. (*Sydney Mail and New South Wales Advertiser*, 4 January 1905, p.37 <http://nla.gov.au/nla.news-article164036905>)