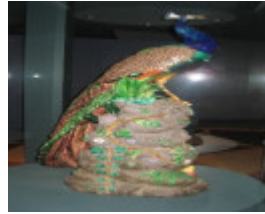

LOCH ARD PEACOCK



Loch Ard Peacock side view



Loch Ard Peacock side view 2



Loch Ard Peacock front view



Loch Ard Peacock rear view



Loch Ard Peacock close up of head



Loch Ard Peacock close up of base



Loch Ard Peacock close up of foliage

Location

89 MERRI ST WARRNAMBOOL, WARRNAMBOOL CITY

Municipality

WARRNAMBOOL CITY

Level of significance

Registered

Victorian Heritage Register (VHR) Number

H2132

VHR Registration

February 11, 2010

Heritage Listing

Victorian Heritage Register

Statement of Significance

Last updated on -

What is significant?

The Loch Ard Peacock was modelled by the renowned French animalier Paul Comolera as a conservatory ornament and was made between 1873 and 1878 by the celebrated English pottery company Minton & Co., in Stoke-on-Trent, Staffordshire. It was shipped to Australia in 1878 aboard the iron clipper 'Loch Ard' and was one of the key exhibits destined for the 1880-1881, Melbourne International Exhibition which was held to celebrate the opening of the Melbourne Exhibition Building.

The 'Loch Ard' was shipwrecked along the South West Coast of Victoria near Warrnambool on the night of the 31st of May 1878. Two days after the shipwreck a wooden packing crate which contained the Minton peacock (later named the Loch Ard Peacock after the ship) was washed onto the beach of the gorge (now known as Loch Ard Gorge). It was found by Mr James Miller, one of a syndicate that had purchased the rights to the wreck in 1878. The Peacock stayed in the ownership of the Miller family until 1943 when it was purchased by Mr Frank Ridley-Lee.

In 1975, the Loch Ard Peacock was purchased by Flagstaff Hill Maritime Village in Warrnambool and remains the centrepiece of the display on the history of the Shipwreck Coast of Western Victoria. It has also been displayed at the 1935 Melbourne National Museum Exhibition, the 1980 Royal Exhibition Building centenary celebrations and at the entrance to the Victoria Pavilion at World Expo 88 in Brisbane.

The Loch Ard Peacock is an excellent and rare example of a Minton peacock. The life size earthenware peacock figure is naturalistically modelled and its plumage is coloured in bright majolica glazes. It stands proudly on a large grey coloured earthenware mound trailing with fruiting and flowering blackberry and ivy, and clumps of foliage and fungi. The artist's signature is relief moulded on the lower base.

How is it significant?

The Loch Ard Peacock is of historical, social and aesthetic significance to the State of Victoria.

Why is it significant?

The Loch Ard Peacock is of historical significance as the most notable artefact to be salvaged from the 1878 'Loch Ard' Shipwreck which is recognised as one of Victoria's and Australia's worst shipwreck tragedies. The Minton peacock was the largest and grandest of the items in the Loch Ard's cargo which were destined for display at the Melbourne International Exhibition of 1880-1881. The story, ownership and context of use of the Loch Ard Peacock have been very well documented (which supports its high level of significance).

The Loch Ard Peacock is significant for its association with a number of important events in the history of Victoria: the 'Loch Ard' Shipwreck; the world renowned, 1880-1881 Melbourne International Exhibition and the opening of the Royal Exhibition Building.

The Loch Ard Peacock is of great social significance to the people of Warrnambool and Victorians generally which is supported by the fact that it was purchased with funds raised by local residents and the State

government. The Peacock has been on permanent display at Flag Staff Hill Maritime Village since 1975 and continues to be the major attraction that symbolises and helps interpret the survival stories of the perilous Shipwreck Coast.

The sculpture is of aesthetic significance as an excellent and rare example of an 1870s Minton work from the Minton china factory in Stoke-on-Trent in England, which was renowned in the Victorian period for its outstanding ceramic 'art' pieces. The Minton peacock is the most famous of Paul Comolera's animal sculptures and one of the most renowned of Minton's products. It was used by Minton & Co. to demonstrate and promote its majolica ware at a number of international exhibitions and has been referred to by collectors as the "Majolica Holy Grail". The Loch Ard Peacock is the only known surviving example in Victoria and one of only two in Australia.

Permit Exemptions

General Exemptions:

General exemptions apply to all places and objects included in the Victorian Heritage Register (VHR). General exemptions have been designed to allow everyday activities, maintenance and changes to your property, which don't harm its cultural heritage significance, to proceed without the need to obtain approvals under the Heritage Act 2017.

Places of worship: In some circumstances, you can alter a place of worship to accommodate religious practices without a permit, but you must **notify** the Executive Director of Heritage Victoria before you start the works or activities at least 20 business days before the works or activities are to commence.

Subdivision/consolidation: Permit exemptions exist for some subdivisions and consolidations. If the subdivision or consolidation is in accordance with a planning permit granted under Part 4 of the *Planning and Environment Act 1987* and the application for the planning permit was referred to the Executive Director of Heritage Victoria as a determining referral authority, a permit is not required.

Specific exemptions may also apply to your registered place or object. If applicable, these are listed below. Specific exemptions are tailored to the conservation and management needs of an individual registered place or object and set out works and activities that are exempt from the requirements of a permit. Specific exemptions prevail if they conflict with general exemptions.

Find out more about heritage permit exemptions [here](#).

Specific Exemptions:

General Conditions: 1. All exempted alterations are to be planned and carried out in a manner which prevents damage to the fabric of the registered place or object. General Conditions: 2. Should it become apparent during further inspection or the carrying out of works that original or previously hidden or inaccessible details of the place or object are revealed which relate to the significance of the place or object, then the exemption covering such works shall cease and Heritage Victoria shall be notified as soon as possible. Note: All archaeological places have the potential to contain significant sub-surface artefacts and other remains. In most cases it will be necessary to obtain approval from the Executive Director, Heritage Victoria before the undertaking any works that have a significant sub-surface component. General Conditions: 3. If there is a conservation policy and plan endorsed by the Executive Director, all works shall be in accordance with it. Note: The existence of a Conservation Management Plan or a Heritage Action Plan endorsed by the Executive Director, Heritage Victoria provides guidance for the management of the heritage values associated with the site. It may not be necessary to obtain a heritage permit for certain works specified in the management plan. General Conditions: 4. Nothing in this determination prevents the Executive Director from amending or rescinding all or any of the permit exemptions.

STANDARD EXEMPTION: MOVEMENT OR RELOCATION

The temporary relocation, movement or external loan of registered heritage objects does not require permit approval by the Executive Director pursuant to the *Heritage Act 1995* where the activity is performed in accordance with the accepted standards, policies and procedures of Flagstaff Hill Maritime Village.

STANDARD EXEMPTION: CONSERVATION

The conservation, research or analysis of registered heritage objects does not require approval by the Executive Director pursuant to the *Heritage Act 1995*, where the activity is performed in accordance with the accepted standards, policies and procedures of Flagstaff Hill Maritime Village.

Construction dates	1878,
Architect/Designer	Public Works Department, Comolera, Paul,
Heritage Act Categories	Registered object,
Other Names	LOCH ARD PEACOCK, Minton peacock,
Hermes Number	113397
Property Number	

History

Made between 1873-1876 for the renowned Minton Potteries in England. Modelled and signed by 19th century French sculptor Paul Comolera (1818-1897, Paris France), renowned 'animalier' (animal sculptor) known for his modelling of birds. The peacock sculpture is the most famous of Comolera's works. He worked at the Minton Factory, in Stoke on Trent, Staffordshire, England from 1873-1876 and modelled the peacock there in 1873. It is design number 2045 in the Minton factory design book. His Minton Peacock has been described as the "holy grail" of majolica collectors.

The Minton Pottery Factory was established in Stoke on Trent, at the heart of the English pottery and porcelain industry, in 1793. It remained of comparatively minor significance until the employment of French potter Leon Amoux in 1848. Amoux became art director in 1849. It was he who introduced the modern majolica glazes, along with other technical innovations, to the Minton range. The Comolera Peacock was used by Minton to demonstrate and advertise its majolica ware at a number of international exhibitions.

Over 20 Peacocks were made by Minton Potteries between 1873 and 1878 as a conservatory ornament and were used to advertise company's majolica-glazed wares at various international exhibitions including the 1851 Exhibition in England and the 1880-01 Melbourne Exhibition.

The Minton Peacock was shipped to Australia in 1878 aboard the iron clipper "Loch Ard". The destination is believed to have been the 1880 Melbourne International Exhibition to celebrate the opening of the Melbourne Exhibition buildings (VHR 1501)

The "Loch Ard" was ship wrecked along the South West Coast of Victoria near Warrnambool. Two days after the wreck of the ship the wooden crate which contained the Minton Peacock was washed onto the beach of the gorge. The Minton Peacock and was virtually unmarked despite the rough conditions.

The Minton Peacock, later named the "Loch Ard Peacock" after the clipper ship, was the only significant object salvaged from the wreck. It has been on display at the 1935 *Melbourne National Museum Exhibition* and, *World Expo 88* in Brisbane where it was displayed at the entrance to the Victoria Pavilion. In 1980, the Loch Ard Peacock travelled to Melbourne for the, Royal Exhibition Building centenary celebrations. It was accompanied by officials from the Warrnambool City Council and was officially received by the Victorian Premier, Mr Rupert Hamer.

Information on the Loch Ard Peacock is Included in the Victorian Heritage Register as part of the history of the Loch Ard shipwreck (S417). According to the VHR entry the Loch Ard

cargo included exhibits destined for the 1880 International Exhibition. The Minton Peacock was to be the main exhibit and was found floating in its packing case at the time of the wreck.

The Loch Ard is historically significant as one of Victoria and Australia's worst shipwreck tragedies. It is archaeologically significant for its remains of a large international passenger and cargo ship. It is highly educationally and recreationally significant as one of Victoria's most spectacular diving and tourist sites in Port Campbell National Park. Date lost 1 June 1878 and port/Country Glasgow, Scotland. It sailed from Gravesend to Melbourne (VHR S417). The ship sank after striking Mutton Bird Island near Port Campbell. 52 of the 54 crew and passengers were lost. The ship's 2375 tons of general cargo included exhibits which were destined for the 1880 International Exhibition in Melbourne to mark the opening of the Melbourne Exhibition Building. The Minton Peacock was to be the main exhibit. It was found floating in its packing case at the time of the wreck. Its finder Mr Miller bought the rights to the wreck in 1878. In 1982 the site was gazetted as an historic shipwreck under the Commonwealth Historic Shipwreck's Act 1976. The site was gazetted again in 1990 as the 1982 gazettal was found to be invalid because the site declaration had preceded the actual declaration of the Commonwealth Historic Shipwrecks Act 1976 in Victoria by four days. The site is part of Victoria's Underwater Shipwreck Discovery Trail.

The Loch Ard Peacock is also significant because of its association with important Victoria events places in particular the Loch Ard Shipwreck which is of State significance, the world renowned 1880-81 International Exhibition which was held in Melbourne (VHR S417) and the opening of the Royal Exhibition Building which is World Heritage listed (VHR H1501). The Loch Ard Peacock was displayed at the Melbourne National Museum Exhibition in 1935. In 1980, the Loch Ard Peacock travelled to Melbourne for the, Royal Exhibition Building centenary celebrations. It was accompanied by officials from the Warrnambool City Council and was officially received by the Victorian Premier, Mr Rupert Hamer. It was the major display in the Victoria Pavilion at World Expo 88 in Brisbane. In 1987 the Loch Ard Peacock was included in the National Gallery of Victoria, *Ceramics Education Kit of High Victorian Ceramics*. The Peacock is also significant for its association with Minton & Co the world famous French animalier Paul Comolera and 19th century International Exhibitions.

Plaque Citation

This renowned majolica peacock sculpture made between 1873 and 1878 by the English pottery company Minton & Co., was salvaged from the 1878 *Loch Ard* shipwreck, one of Victoria's worst shipwreck tragedies.

Extent of Registration

The object known as, the Loch Ard Peacock held in, the collection of the Flagstaff Hill Maritime Village, Warrnambool.

This place/object may be included in the Victorian Heritage Register pursuant to the Heritage Act 2017. Check the Victorian Heritage Database, selecting 'Heritage Victoria' as the place source.

For further details about Heritage Overlay places, contact the relevant local council or go to Planning Schemes Online <http://planningschemes.dpcd.vic.gov.au/>