

## BANK OF NEW ZEALAND

18 Grenfell Street

As the original head office of the Alliance Assurance Company this building illustrates the development of the insurance industry, and that of office construction which was particularly evident in the period of office rebuilding and expansion during the 1920s and 1930s.

The Alliance Assurance Company was first recorded in the *South Australian Directory* in 1856 as the Alliance Fire and Life Assurance. After the First World War there was a small boom in the financial world. In 1920 there were only fourteen active companies in life assurance in Australia, but in the next seven years twenty-three new companies were begun. During this period when financial institutions prospered and conveyed their wealth in bricks and mortar, companies such as the Alliance Assurance Company, the T & G, and the Executor Trustee and Agency Company commissioned purpose-built premises.



(CD Ref 3974/28)

The architects were J.A. Kethel of Sydney, and Rutt and Lawson of Adelaide. The partnership of Charles W Rutt and G. Gavin Lawson was short-lived but in that time they designed the Alliance Assurance Company offices and Burnside Town Hall. The reinforced concrete, stone and brick office was completed in 1927 by J. King and Son of Hindmarsh.

The facade of this building is more successful and disciplined than its immediate neighbours of similar time. The design reflects continued interest in, and interpretation of, the classical tradition in the 1920s. The composition centres on an arched central feature emphasised by giant order Ionic columns. The form and proportioning of the rusticated floors are reminiscent of that classical element, the Venetian window.

The building is similar in scale to the nearby Tattersalls Club and the adjacent Executor Trustee building and together the three buildings form a significant streetscape feature.

ACA, BSO, index, 1927, *Digest of Proceedings*, 14 April 1925, 25 May 1925; *Advertiser*, 21 June 1925 (drawing); Gray. A.C., *Union is strength*, unpublished 1986, p. 80; MLSA, Historical photographs (Town Acre 108); Page, M., *Sculptors in space*. 1986, p. 141; *South Australian Directory*, 1856, 1860.

## Heritage of the City of Adelaide

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The property described in this Information Sheet is included in the Register of State Heritage places. A heritage listing does not mean or imply right of access by the public to such properties.

*The heritage related Principles of Development Control as well as the Precinct specific objectives and Principles of Development Control are contained in the Adelaide (City) Development Plan. These should be referred to in whole when contemplating any development.*

(CD Ref 3974/26)

*Further information on the Heritage Incentives Scheme, an initiative of Council to sponsor timely and appropriate conservation action is available upon request of the Customer Service Centre.*

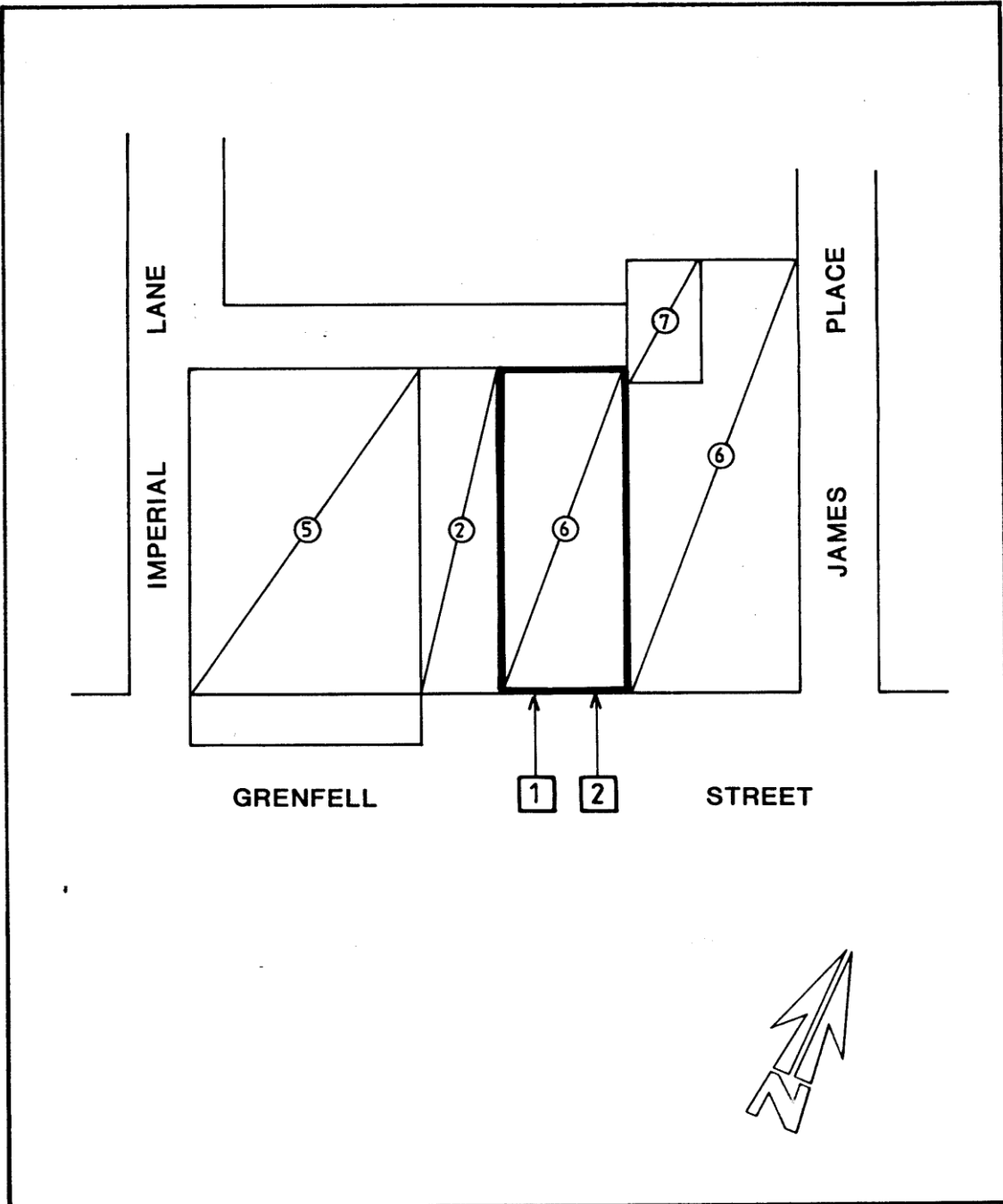


# CITY OF ADELAIDE HERITAGE STUDY

## The City Heritage Register-Definition of Items

Prepared by the Dept. of Planning and Development

Item	BANK OF NEW ZEALAND BUILDING	Building No 3/2018
Address	18 Grenfell Street	CT 4060/935



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**NOTES:**

1. Note granite and sandstone facade.
2. Alterations restricted to ground floor.