



HOLDEN & MIE

Tales from a Working Life

Lesson 1: Holden and South Australia
Middle School



Australian Research Council



In this lesson, we will...

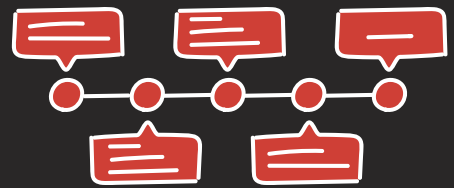
Learn about the history of Holden in South Australia.

Understand how timelines are used by historians to understand the past.

Create a class timeline of Holden and South Australia from the 1940s until the 2020s.



At the end of this lesson, I will be able to...



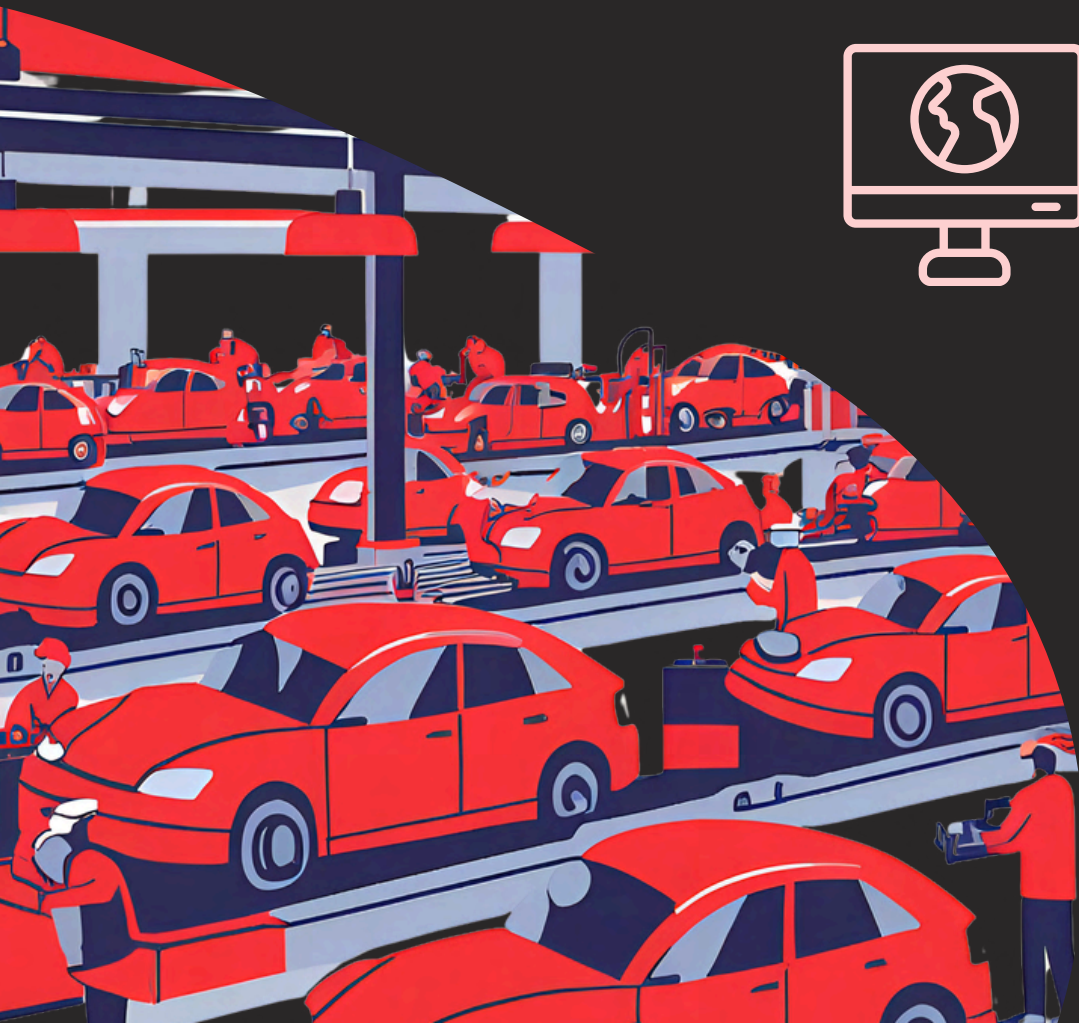
Explain what a timeline is and the key features.



Use my researching skills to identify key moments in the history of South Australia.



Confidently share my findings with the class.



Important Words

Advantages

BCE (Before common era)

CE (Common era)

Disadvantages

Factory

Migrant

Political

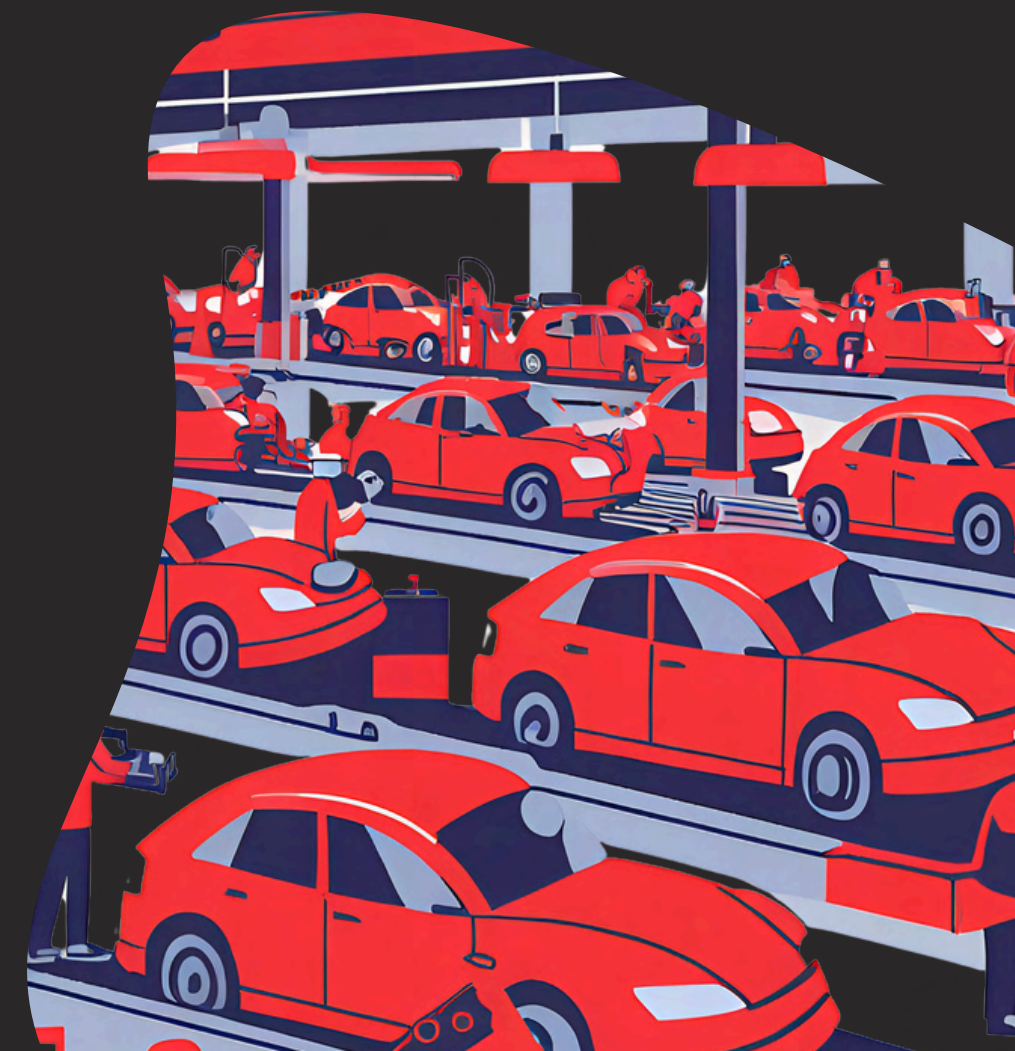
Significant

Social

State Premier

Successful

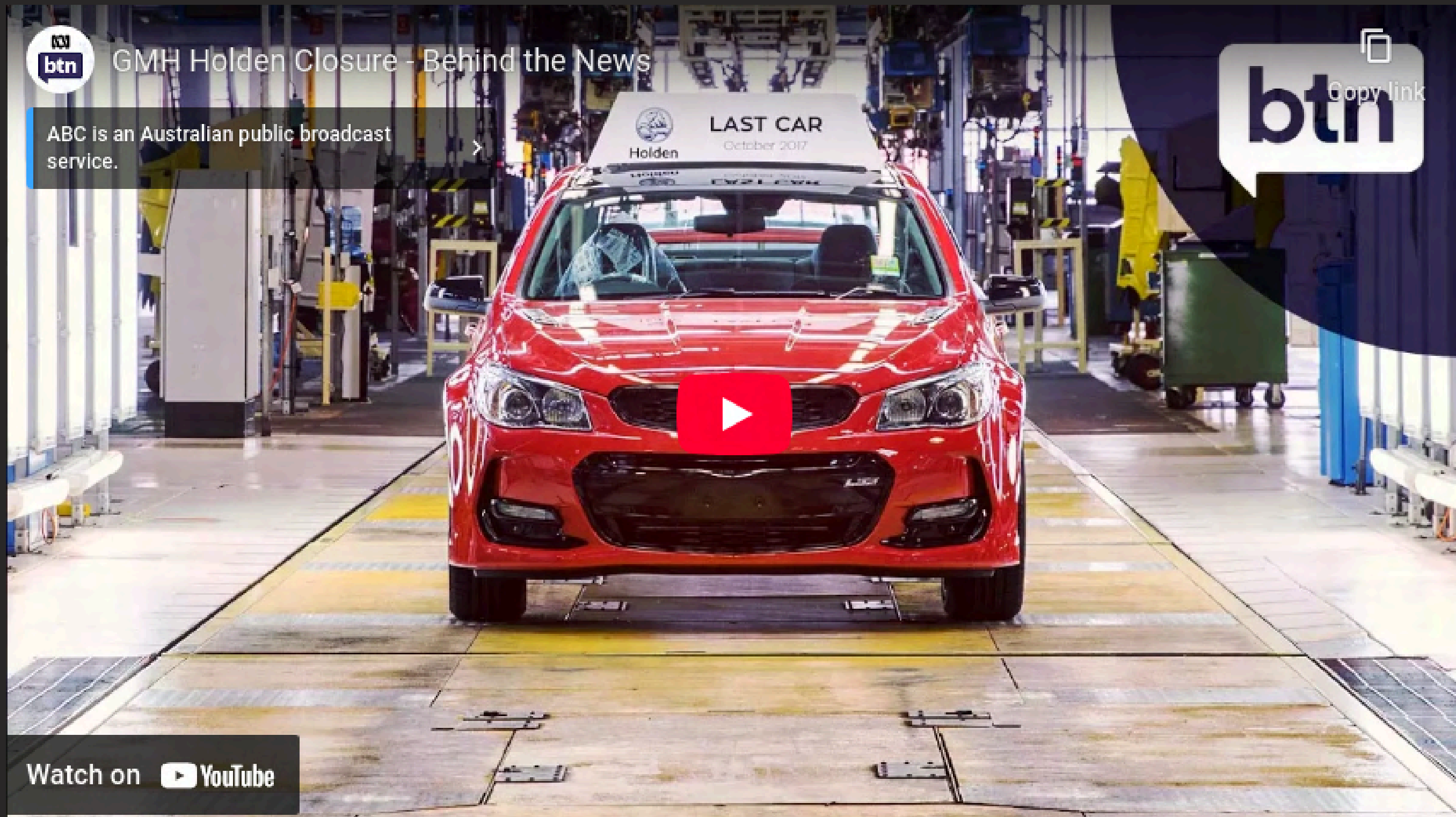
Timeline



Brainstorm:
What do you know about...

HOLDEN

Holden's History



btn GMH Holden Closure - Behind the News

ABC is an Australian public broadcast service.

LAST CAR
October 2017

btn Copy link

Watch on YouTube

The image shows a red Holden Astra car on a factory floor. A sign on the roof of the car reads "LAST CAR October 2017". The car is positioned on a yellow-painted floor. In the background, there are industrial structures and equipment. A large red play button is overlaid on the front of the car. The video player interface includes a "btn" logo in the top left, a "Copy link" button in the top right, and a "Watch on YouTube" button in the bottom left.

Holden and South Australia (1)

In 1859, James Alexander Holden established a saddlery business at the Beehive Corner in Adelaide. His son Henry expanded the business in 1885, and Holden & Frost employed many South Australians in their Grenfell Street factory.

By 1923, Holden and Frost had outgrown their Grenfell street location and moved to Woodville. In this factory, they made car bodies by hand, which was a very labour intensive job. Trimmings and leather seats were made by a large team of women, also by hand.



After the war, despite labour and part shortages, the factory manufactured 10 pilot cars in 1948. By November, Holden and Frost had succeeded in creating the first fully Australian-made car.



Holden and South Australia (2)

At its peak Holden employed over 24,000 workers across five states. Holden employees were diverse: working men and women, migrants, young and old, skilled and unskilled, professional, short and longterm.

In 1962, Holden opened a new factory in Elizabeth. This was an important location as the new suburb attracted new migrants with the promise of a modern home and a job.

The 2017 closure of the Elizabeth plant marked the end of an era. After 55 years, Elizabeth lost its main source of employment and a large part of the community's identity.



Timelines

Watch this video to understand what a timeline is, and the the key features of a useful timeline such as topic selection, time spacing, and labeling.



Research



1. Read the questions on your research sheet and clarify any new words.



2. Starting with the suggested sources, research the car on your sheet.




3. Again, starting with the suggested sources, research the South Australian, Australian, and global context of your car.



4. Share your findings and add your research to the class timeline.

1946
Prototype No. 1 Holden Sedan



1. List some of the key design features of this model.

2. Who was this model marketed towards?

3. Describe the advantages and/or disadvantages of this model.

4. Do you think this model was successful? Why/why not?

Vehicle Specs:

Engine:	cylinders	Capacity:	cc
Power:	hp	Weight:	kgs

1946

What was the **population** of South Australia?

What were some of the big **social or political changes** happening during the decade?

Can you list any **new inventions** in Australia or South Australia around this time?

Who was the **State Premier** of South Australia?

What else was happening in the **world** during this time?

During this decade, where were **new Australian migrants** arriving from?

Other important moments?

Fast Finishers

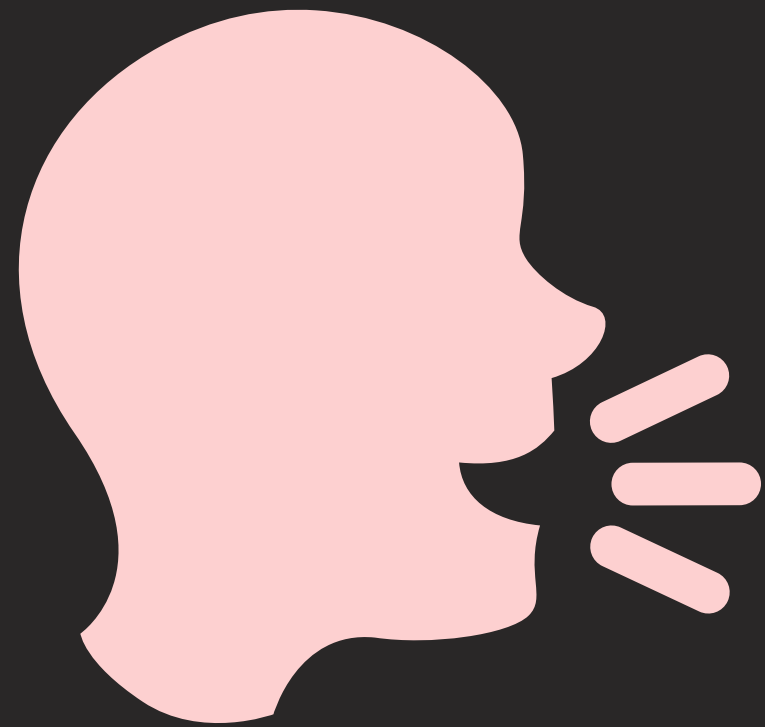


Can you add any other important moments to the timeline?

Can you find any other...

- **Significant changes to laws**
- **Special events**
- **New inventions**
- **Important people**
- **Anything else?**

Time to share!



Prototype No. 1
Holden Sedan



1946

1948

The Woodville plant
is now able to
produce 100 cars
each day.

1951

Holden Series 50
2106 Utility



1952

1953

One third of all cars
in Australia are now
made by General
Motors Holden.

1954



Chevrolet
Stylemaster Sedan



WM Holden
Cooper Bristol

Chevrolet Bel-Air Sedan



1959

General Motors
Holden reaches
1 million sales
globally.

1962

General Motors
Holden opens a
new factory in
Elizabeth.
Production booms!

Holden HT Panel Van

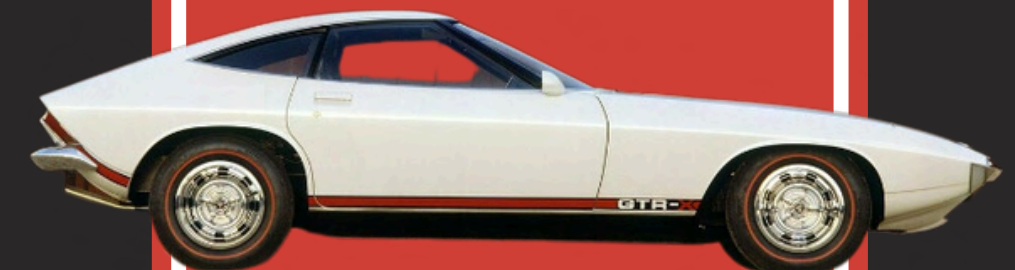


1969

Holden HT Monaro
350 GTS 'Bathurst'



1970



Torana GTR-X

Holden HX Sandman



1976

Holden VB Commodore
SL Sedan



1979

Holden VC
Commodore Junk Car



1982

Sales are strong and
41,000 vehicles are
exported.

1973

But at the same
time, the car industry
faces industrial
disputes, strikes,
retrenchments and
pay claims.



Holden WB
Kingswood Prototype

Holden VQ Caprice
Armoured Vehicle



1991

Holden loses its
primary place in
the Australian car
market for the first
time.



1998



Matilda

Torana TT36



2004

2005



Holden EFIJY



Global Financial Crisis causes sales and exports to fall. Many workers lose their jobs as a result.

2008

2013

2017

2019

2021



20 October, 2017
Final car made at the Elizabeth Holden Factory on the final day.

General Motors Holden announces they will be discontinuing the "Commodore" plate.



General Motors Holden announces their plans to end manufacturing in Australia by 2017.

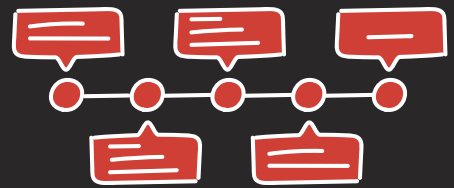


Holden VF Series II
Redline SSV Commodore



General Motors announces they will be discontinuing the "Holden" brand.

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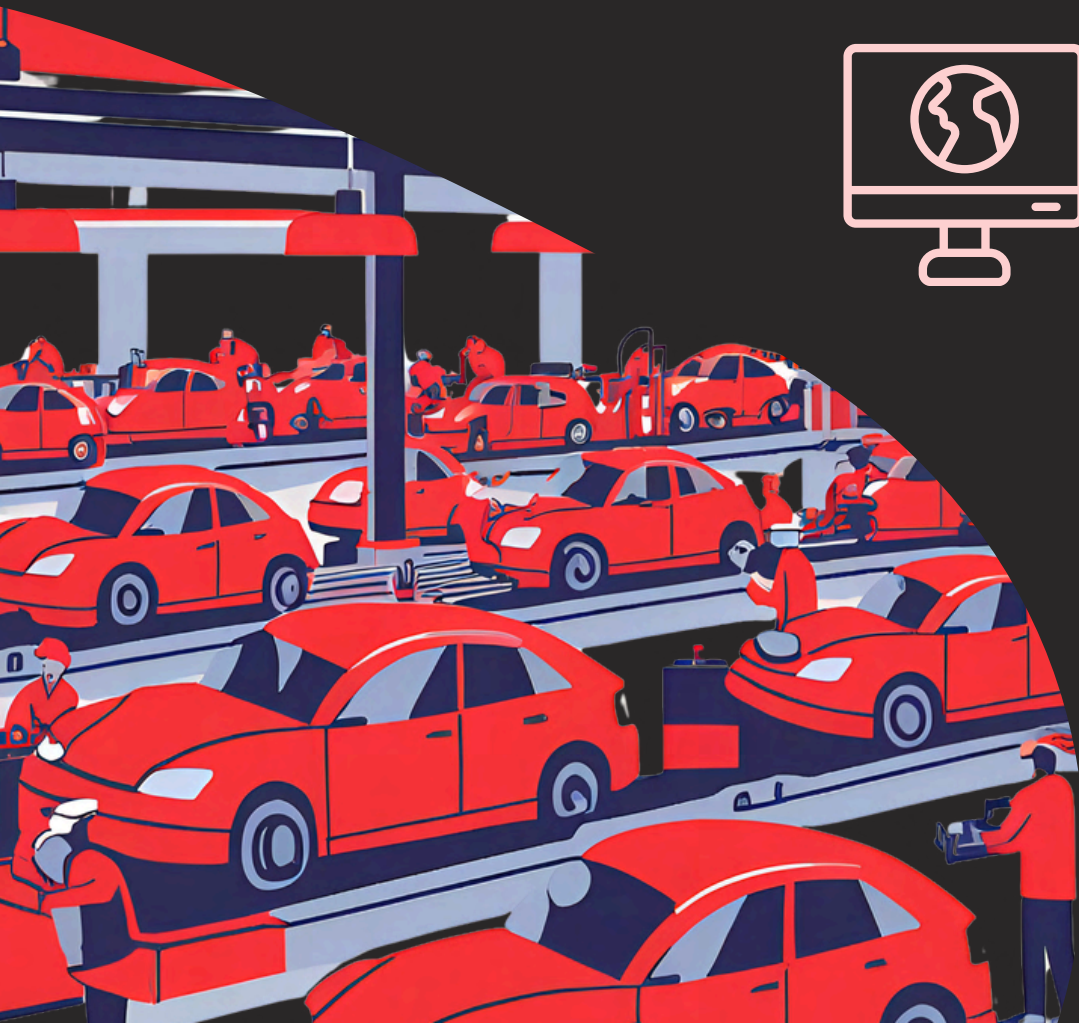
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Optional: Researching History

Watch this video to understand how historians research. This includes selecting a topic, where to find useful sources, applying a research method, and including a balanced perspective.

