



# HOLDEN & ME

## Tales from a Working Life

Lesson 1: Holden and South Australia  
Primary school



# In this lesson, we will...

Learn about the history of Holden in South Australia.

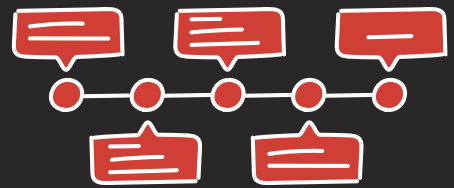
Understand how timelines are used by historians to understand the past.

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...



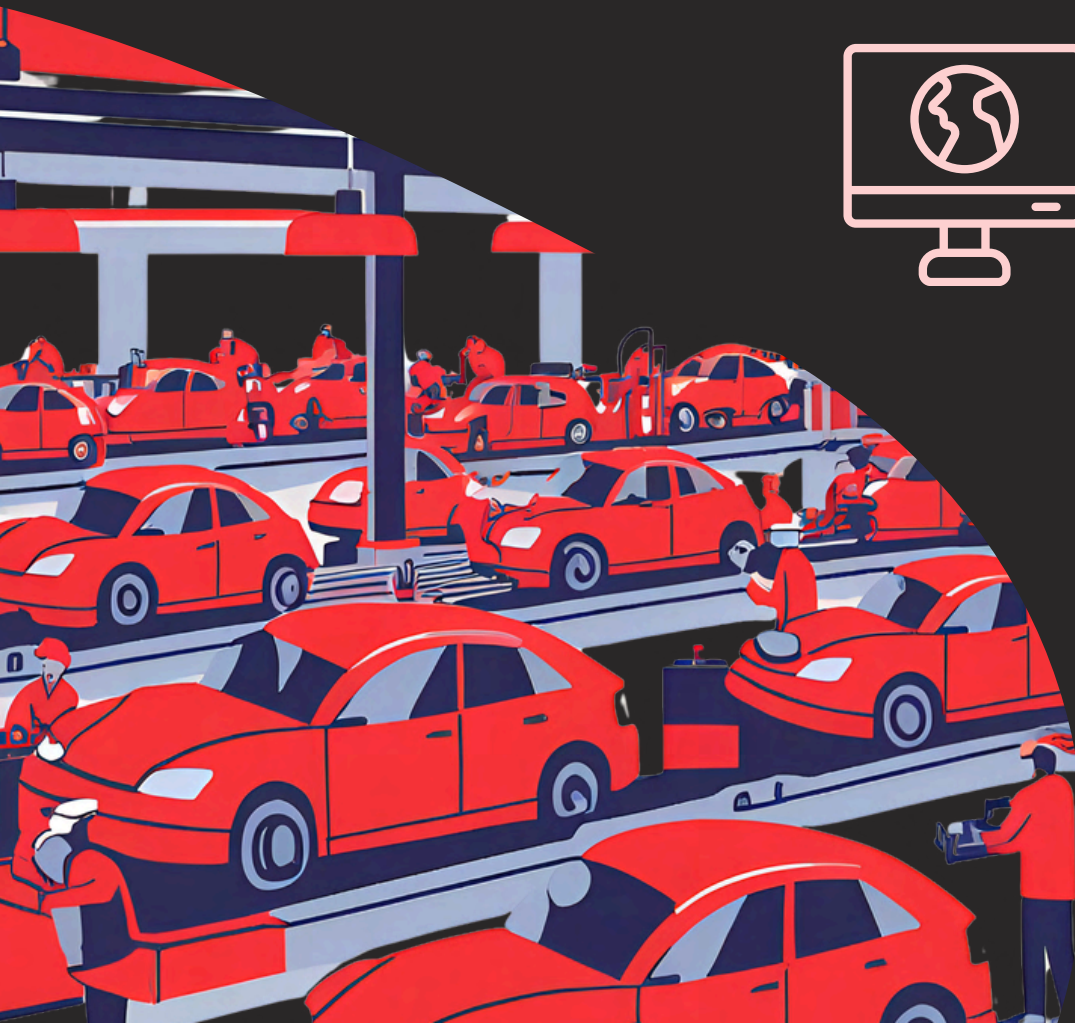
Explain what a timeline is and the key features.



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



Confidently share my findings with the class.



# Important Words

Advantages

Political

BCE (Before common era)

Significant

CE (Common era)

Social

Disadvantages

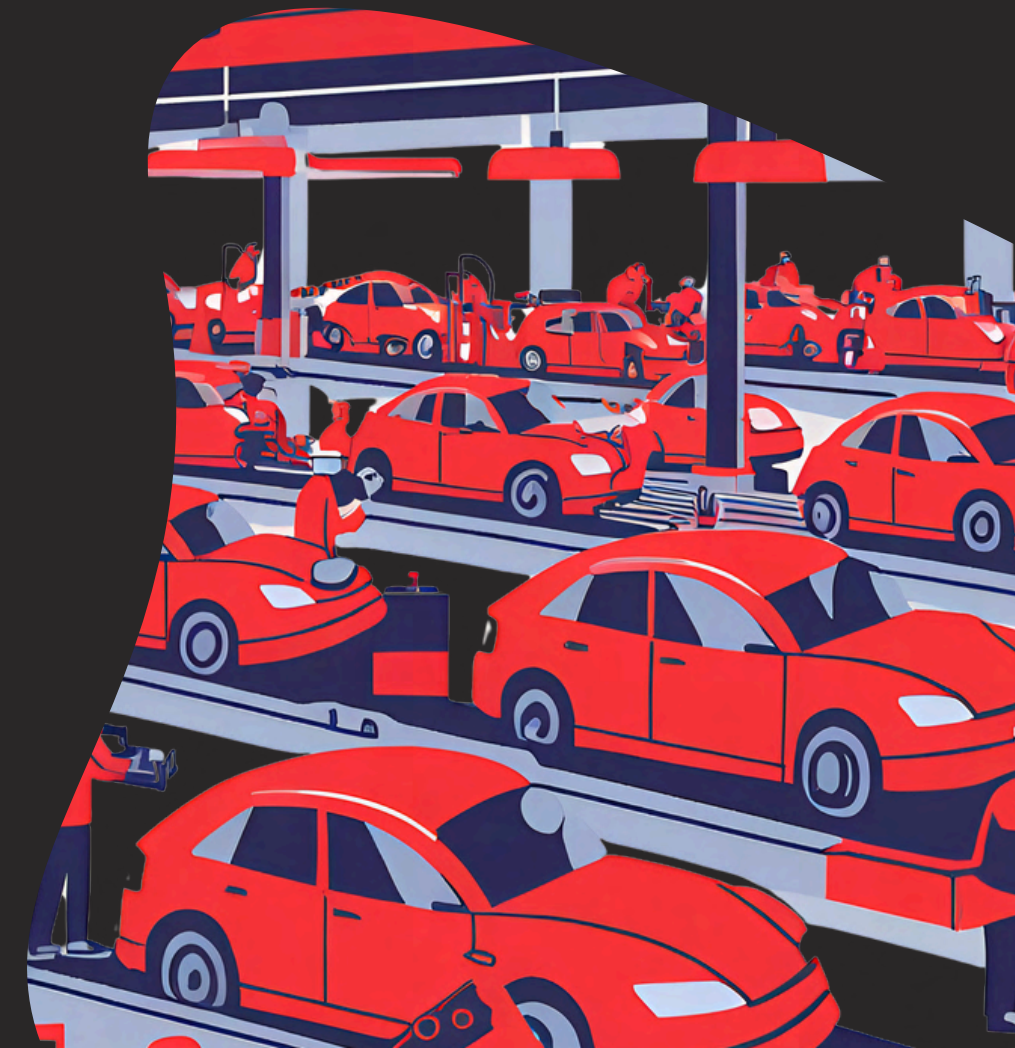
State Premier

Factory

Successful

Migrant

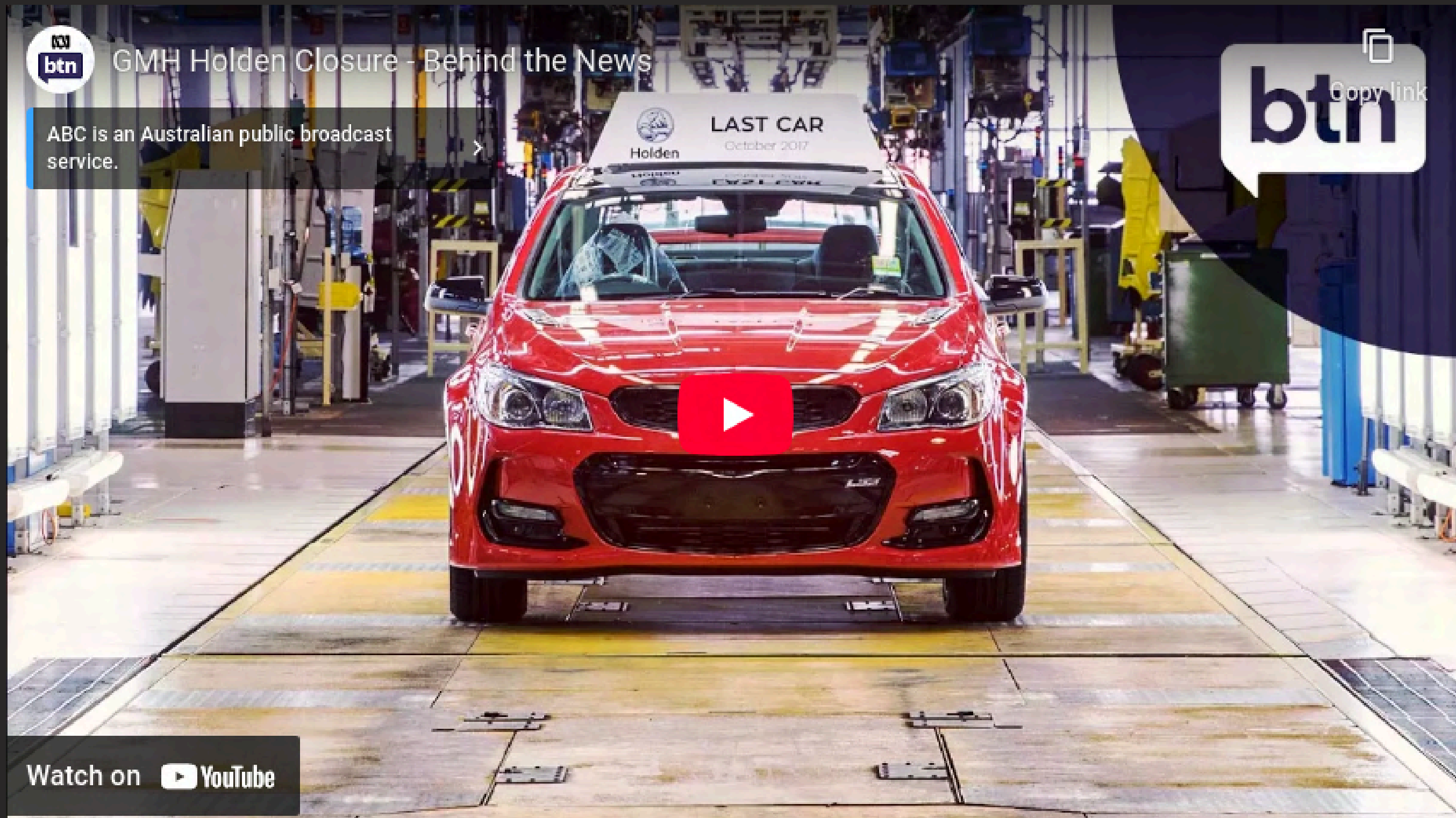
Timeline



Brainstorm:  
What do you know about...

***HOLDEN***

# Holden's History





# Holden and South Australia

At its peak Holden employed over 24,000 workers across five states.

Holden employees were diverse and included different ages, genders, and cultures. Holden employed migrants, and people with different skills.

In 1962, Holden opened a new factory in Elizabeth where many migrants lived and worked.

After 55 years, the Elizabeth factory closed and Elizabeth lost their main employer and a large part of the community.



# 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



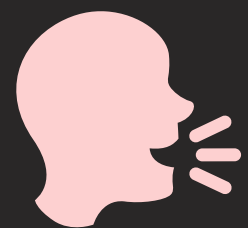
1. Read the questions on your research sheet and clarify any new words.



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




3. Again, starting with the suggested sources, research the South Australia, 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**

List some important events happening in **South Australia** around this time.

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

Population of South Australia

List some important events happening in **Australia** around this time.

What else was happening in the **wider world** around this time?

# Fast Finishers



**Can you add any other important moments to the timeline?**

**Can you find any other...**

- **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

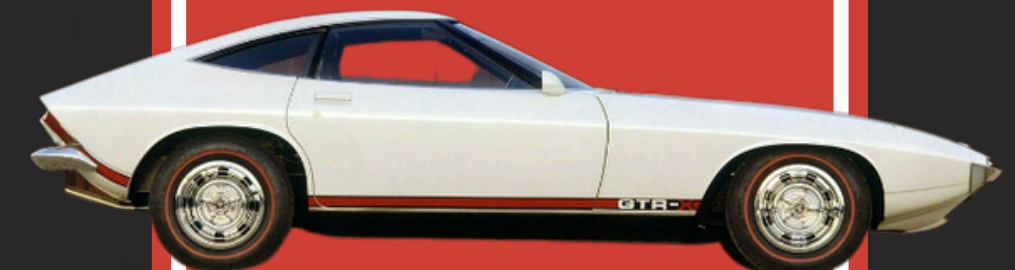


1969

Holden HT Monaro  
350 GTS 'Bathurst'



1970



Torana GTR-X



Holden HX Sandman



Holden VB Commodore  
SL Sedan



Holden VC  
Commodore Junk Car



Sales are strong and  
41,000 vehicles are  
exported.

1973

1976

1979

1982

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.



Torana TT36



1998

2004

2005



Matilda



Holden EFIJY



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

2008

2013

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



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

2017



Holden VF Series II  
Redline SSV Commodore



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

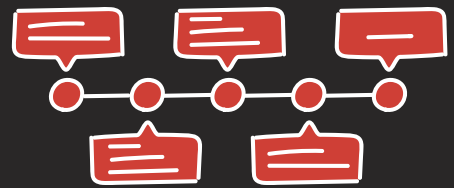
2019

2021

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



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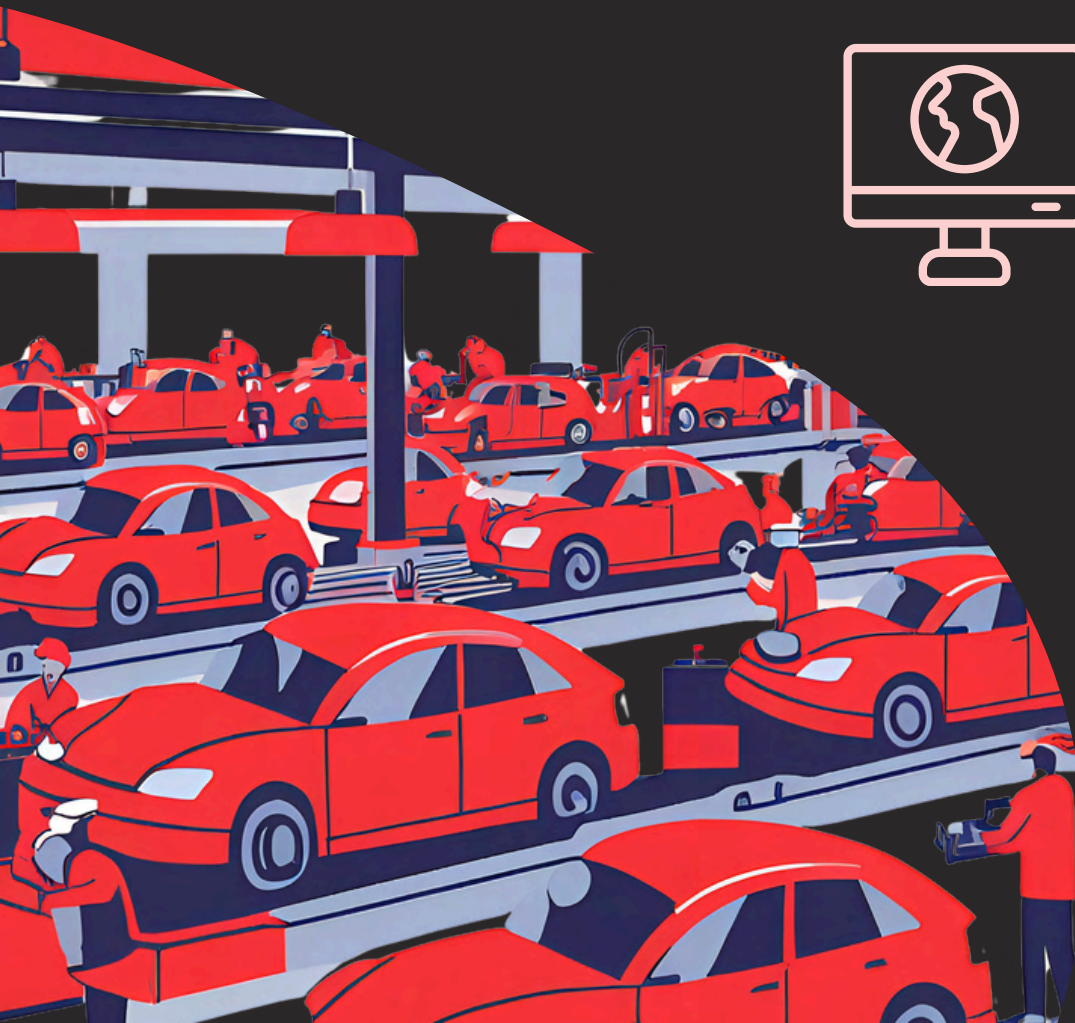
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# Optional: Researching History

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.

