

Hindmarsh Greening has been one of the most successful community action groups in Adelaide. Far from being a 'one project wonder', since 1989 the group has played a major role in transforming the image and environment of the Hindmarsh area.

The importance of Hindmarsh Greening's work cannot be under-estimated. Their outstanding success is evident in the strength and ongoing commitment of the group as it celebrates 21 years of building the Hindmarsh Community.

The beginning



Hindmarsh Greening was established out of the need to beautify a neglected and rundown part of metropolitan Adelaide, within the old Hindmarsh council area. In the 1980s, Hawker Street (which cuts through the suburbs of Bowden and Brompton) was given the dubious honour of 'the worst street in Adelaide'.

A small group of local residents, who were unhappy with the way the area looked and its reputation outside the Hindmarsh area, began meeting to discuss what they could do to improve the situation.

Site 19

In the early days, Hindmarsh Greening concentrated on planting trees on vacant land. 'Site 19', on the corner of Hawker Street and West Street, was the first major project. A former brickyard 'pughole', it had been filled over time with rubbish and landfill from other sites in the area that were starting to be remediated for housing developments. Years of campaigning by residents to have the site cleaned up may not have been fruitful, but Hindmarsh Greening realised it could plant trees alongside its boundary to screen the rubbish contained and dramatically improve the streetscape.

The response from the community to the improvements made to 'Site 19' encouraged the group to identify other sites that could benefit from a spot of 'greening'. Other former pugholes and vacant allotments were transformed, and the group started to work with local landowners and Council to plant street trees and improve open space.

Artwork

Expansion into artwork occurred in the early 1990s. Mosaic pots were seen as a way of bringing colour and life into Hawker Street, as well as provide an activity that could be undertaken by any member of the local community - regardless of their artistic ability. In addition, the group started to paint stobie poles along Hawker St. to compliment the mosaic pots and other installations. The range of artwork spread from there, to include neighbourhood signs, sculptures and street furniture. The art reflects the diversity and eclectic character of the community, and the heritage of the Hindmarsh area.