

George Hotel 1865 -

139 Cecil Street, corner Coventry Street, South Melbourne
MEL: 2K B2



George Hotel, South Melbourne, 2004

Patrick Reardon, who had previously run a produce store, first licensed the George in 1865. After Reardon's lease expired in 1874, an auction of the hotel, including furniture and effects and a beer engine, took place on 28 September that year. The hotel was rebuilt by architect Sydney W Smith in 1874, and later altered in the 1930s. The hotel was popular amongst council workers and Board of Works employees and was notable for having a strong police presence, which deterred bad behaviour!

Before 1984 when the Swans Football Club moved from South Melbourne to Sydney, the George was their meeting place after both matches and Monday night training. The George was the first hotel in South Melbourne, and the sixteenth in Metropolitan Victoria, to introduce the TAB (Totaliser Agency Board) at the bar. The George Hotel is one of the few hotels in South Melbourne that continues to provide accommodation.