THE NAMING OF AUSTINMER:

In his unpublished book, “Black Diamonds,” compiled by Mr. William A. Bayley, for Wollongong City Council in 1956, the naming of Austinmer is explained. In its early days Austinmer was called North Bulli.

In January, 1878, a move was made to open a new coal mine at what was then called North Bulli estate, “about eleven miles north of Wollongong,” for which the North Bulli Coal and Iron Mining Company Limited was formed in 1876, with a capital of £20,000. The four-foot seam was opened out and it was proposed to erect a shipping jetty under the lee of Long Nose Point, but little was achieved.

In 1884 another company, the North Illawarra Coal Company, proposed to open two or three collieries between Bulli and Clifton, with a jetty on the north side of Hicks’ Point, also called Long Nose Point, at North Bulli.

The area known up to that time as North Bulli received a new name “Austermere,” with the opening of the coal mine, but that name was already in use for a place between Bowral and Moss Vale, and it was changed to “Austinmere” by newspapers in 1887. Mines Department reports, however, used “Austermere” until 1895, when “Austinmere” was substituted, although by that time other sources had dropped the final “e”.

The reason for the adoption of the name and by whom it was first applied have not been discovered.