

DETAILED HISTORY OF THE OCEAN SHORES ESTATE

1968: The beginning: Wendell-West applies for development approval from Byron Shire Council.

Wendell-West, an American based development company, applied to the Byron Shire Council For a development approval. The approval sought the creation of a Resort Town to be known as Ocean Shores; bounded in the south by the Brunswick River, in the north expanding into the Tweed Shire near Wooyung, in the east it skirted New Brighton and South Golden Beach and followed the coast.

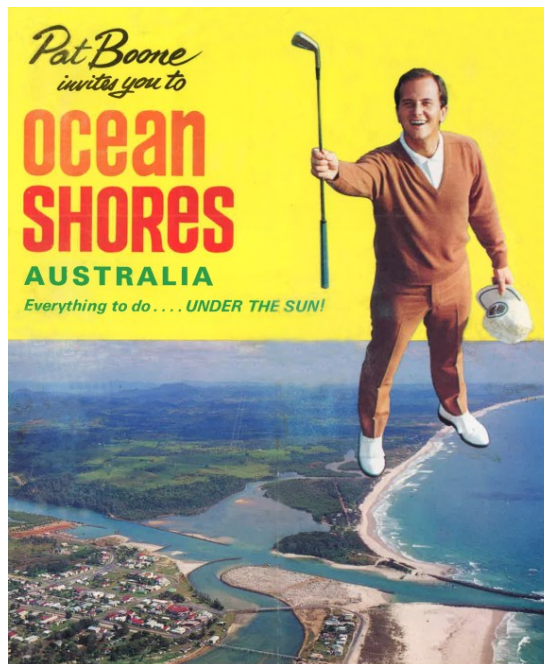
To the west is crossed the Pacific Highway for a considerable distance. The Shire President, Mr Barry James, the Byron Shire Council and Councillors were supportive of, and enthusiastic about this proposal, which in essence would provide some 7,100 building allotments complete with road systems, kerb and guttering, underground electricity, water, etc. It was estimated to cater for some 22,000 people.

Wikipedia tells us that Ocean Shores was established originally on a land holding owned by Wendell West of Washington with backing from American singer Pat Boone, and was named after Boone's residence in Ocean Shores, Washington.

Charles Eugene "Pat" Boone was an American singer, composer, actor, writer, television personality, motivational speaker and entrepreneur.

Pat Boone became a local Washington resident in 1967 as a stockholder in the Ocean Shores Estates Incorporated, and promotion of the US development was sped along by the famous Celebrity Golf tournaments hosted by Boone.

The estate, before its development, is shown in the distance in the picture below, with Brunswick Heads, the bar and the breakwater in the foreground.





Below: Pat Boone on the beach at Ocean Shores with the estate architect, Robert Sully.



July 30, 1968: The initial plans for the Ocean Shores estate were presented to the Byron Shire Council by a representative of the Wendell-West Company of California, Mr Paul Stocker. The original development proposed a 3000-acre project extending from the Main Arm of the Brunswick River to the Tweed Shire boundary, in an estate designed by Robert Sully, renowned Californian urban planner and architect (Sully-Kublici Beverly Hills).

The main features of the proposed development included:

- A golf course to overlook North Arm costing \$500,000
- A sales office also overlooking North Arm and Ocean Shores
- A beach club on the seafront at North Ocean Shores
- A marina in North Arm to take 40ft boats
- a large water-skiing lake at North Ocean Shores
- A tourist hotel area fronting an existing road on the crest of Reilly's Hill

A typewritten handout at the time, describes the developer's outlook for the Estate's development.

THE DEVELOPMENT

In 1967, 6,000 acres of prime land was acquired on the far north coast of N.S.W., of which 3,250 acres is being currently developed as "Ocean Shores." The remainder is run by a subsidiary company as a beef ranch and considerable expenditure and energies are being expended to rejuvenate pastures, introduce new tropical grasses and build the finest possible beef herds of Brahman and Charolais.

Planning we believe is the key to a successful venture of this magnitude and to this end Ocean Shores has been thoroughly master planned. The planning is directed (i) to produce large areas of land for recreation, (ii), to conserve the quality of the natural landscape, native flora and fauna, (iii), to provide the best possible conditions for leisure living and (iv) to provide a safe and efficient traffic system.

In the broad planning of the project there are many community facilities. They provide one of the specific attractions that will stimulate growth of population. These facilities will be (i) an 18 hole golf course of international standard designed by Von Hagge, Barnes and Devlin, which will be ready for play in July, 1971. (ii) A Superb \$300,000 golf and country club with swimming pool and associated facilities. (iii) An art gallery to house a unique collection of aboriginal art and artifacts. (iv) Proposed to be constructed with further releases of residential lots are a Beach Club and a boat marina the latter will be subject to the approval of relevant Government authorities.

Land for active recreation set aside in the golf course totals 174 acres, in the recreational lakes probably some 300 acres. For passive recreation not less than 10% of the total project will be set aside for public parks. On the southern boundary there exists a fine native flora reserve.

In the planning of a community like this naturally Statutory bodies become vitally involved. The property lies mostly within the Shire of Byron and is subject to interim development planning control exercised by the Byron Shire Council under the oversight of the State Planning Authority. There are various instruments of control however, the April 1969 agreement is a legal instrument designed to ensure performance by the Company. It is a unique document in relation to land development in Australia in as much as it specifically defines what things the company shall do, when and in what order.

Ocean Shores will contain some 7,500 building allotments which will be produced over a period of approximately 7 years according to marketing conditions. The size of lots ranges upwards from 7,500 sq. ft. and road reservations range from 50' for access roads, 66' for distributor roads to 125' for arterials.

Pat Boone's involvement in the development of the Ocean Shores estate was chronicled in several articles in two Sydney newspapers, the Sun and the Mirror in 1968. Copies are re-printed below.

\$100 million resort

A "\$100 million resort" development planned for the N.S.W. North Coast was announced in Sydney today.

The plans were revealed by American entertainer Pat Boone (pictured) when he arrived at Sydney Airport for a two-week tour.

Boone said the project would be on 6,000 acres in the Brunswick Heads area.

He said the development was for a Miami Beach type of resort which may take \$100-million.

Boone, who is one of the promoters behind the planned resort, said, "About \$750,000 has already been invested in land for the development."

"It will be a joint Australian - American venture."

He added that the project would "incorporate a new city."





On October 9, 1968, it was revealed that a start on construction of an administrative building for the Wendell-West land development company was expected "within the next fortnight." The first work force to arrive at Ocean Shores were the surveying team from Jones, Flint and Pike of Brisbane.

The building, to be located near the site of the demolished home formerly occupied by Mr H.J. Bower, overlooking the North Arm of the Brunswick River, was to be the first move in a project believed to include a golf clubhouse and a museum for aboriginal art planned for the same general area, to be built by Sydney contractors Stewart Bros.

November 10, 1968: Pat Boone, who was a director of Wendell-West, came to Australia to inspect the development, addressing an audience of 127 guests at the Capricornia Restaurant, New Brighton. His arrival and later his brief visits to the beach and other district locations were covered by TV cameras, with films of the visit to go on view for United States-wide audiences.

By February 5, 1969, little progress had been made due to delays in final decisions by the State Planning Authority and Byron Shire Council.

Mr Del Sell, a partner in the Wendell-West Company, addressed a group of Byron and Tweed Shire representatives, Mullumbimby Council representatives and members of the Press on the project site in an endeavour to speed the project along.

He said the first area to be released for sale would be in the general area of the sales centre and west towards the Pacific Highway. When that project was finished, a start would be made on the Country Club building to be located on the same ridge, overlooking the coast and the "Salad Bowl" valley where an 18-hole golf course was planned.

Cost of the sales centre (the Roundhouse) designed for later conversion for community use, with a floor area of 4000 square feet, circular, and lighted by six central skylights, was listed at "about \$100,000" and the estimate for the Country Club building had escalated to "about \$450,000."

On April 16, 1969, the State Planning Authority of the day consented to the proposal and a Principal Deed was made between The Wendell-West Company, the vendor, and the various governmental and local government authorities on the other hand, the Deed providing for the overall proposed development.

The purpose of the Deed was to define the development conditions for the land, then zoned as Non-Urban "A" under the provisions of Interim Order No.1--Shire of Byron. The Deed contemplated that total development of all land held by the company in three stages.

The Deed was regarded as a unique document in relation to land development in Australia, in that it was a legal instrument designed to ensure the performance by Wendell-West, specifically defining what things the company shall do, when, and in what order.

Many innovative concepts were built into this Principal Deed. However, most importantly to the Club, was the Memorandum of Encumbrance with which every lot in Ocean Shores was burdened.

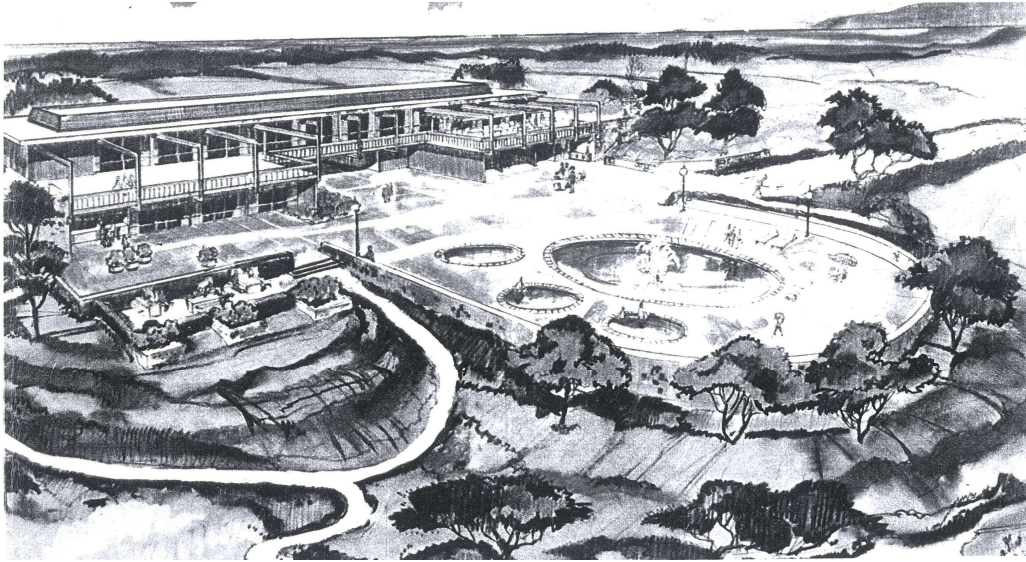
The Memorandum is attached to part of every Certificate of Title to all allotments in Ocean Shores.

It reads (in part): *MEMORANDUM OF ENCUMBRANCES (Real Property Act 1900) For securing the payment of an Annuity...other than a debt. "...For the benefit of Ocean Shores Community Centre Ltd...Annuity of \$48 to be paid on the first day of January in each of the following Ten years. "Provided that the Board of O.S.C.C. Ltd. in any one particular year shall be satisfied by a lesser sum."*

The encumbrance gave the Community Centre the power of sale over any lot in default. It should be appreciated that this encumbrance was not related to any commitment Wendell-West had to the Principal Deed or any other projects of the Company.

By mid-1969, 329 blocks had been sold with a large percentage being sold for speculation and a significant number purchased by overseas buyers.

The photo below shows the original plan for the Clubhouse in 1968.



The following photos are of the Estate and the Golf Course, then work in progress. The first photo shows the roundhouse, the Clubhouse and the 1st and 9th fairways and greens in the process of construction. Others show the general development of the estate, the lakes and golf course.







While lakes were designed as a positive aesthetic feature of the golf course construction, when heavy rain occurred, they became a liability, as demonstrated below.



Wet weather also caused general havoc, with heavy earthmoving equipment frequently bogged or submerged for long period in the lakes.



June 1969: The president of Wendell-West Australia announced the introduction of the Sea Horse, edited by Robert Anthony, an area newspaper to provide the local community with news and information about activities on the Ocean Shores estate.

Shire President congratulates new enterprise

Mr Barry James, president of the Byron Shire Council, was delighted when told of the beginnings of the Sea Horse.

"This is yet another community service which has been added to the Byron Shire. I fully realise that the first copy is rather compact, but it is a beginning. The Wendell West Company has so far shown that it is interested in more than just developing land. The fine buildings, one of which has already appeared on our landscape, the construction of a magnificent golf course and now a completely sponsored news-

paper are but a few samples of their promises being carried out."

Mr James and his council have been instrumental in Ocean Shores existence, by helping in so many ways when the Wendell West Company first came into the area.


A company spokesman said this week the faith of the Shire Council in our plans from the very beginning is one of the reasons why Ocean Shores is so well advanced.

Vol. 1 - JUNE, 1969

The... CIRC. 1000

Sea Horse

The Voice of Ocean Shores
Brunswick Heads - New South Wales - Aust.



NEW STANDARD FOR BYRON SHIRE



The eye-catching administration centre at Ocean Shores has proved to be a draw card for both local and visiting tourists alike. Its eighteen sided appearance commands views from every room.

WEATHER DATA

We have much pleasure in announcing the maximum temperature today of 73 degrees, the sun shone all day, it rose at 6.55 a.m., about the same time as your editor. Not many people swimming today — the fishing was too good.

Daily Jet Services operate out of Coolangatta, just 1/2 hrs. drive to the north.

Two trains leave the Billinudgel station each day, the first about 1 p.m. and the second about 4 p.m., depending on the enthusiasm of the driver. They both arrive in Sydney before breakfast next morning. We've had twelve hundred and four points of rain this year so far.

Back to the fishing... it's tatter season — they're thick out on the beach.

Message from the Australian president of Wendell-West

Mr Paul Stocker, L.Ld., American born president of Wendell West Australia, said this week that the commencement of an area newspaper is just another part of the Company's long range plan to provide residents and people interested in Ocean Shores with news of the progress and items of interest about their new neighbours.

"We believe people who invest and come to live at our Community Resort are keen to know what is going on around them.

"This little newspaper

although small at the moment, will, I hope, develop into a vital part of Ocean Shores life.

"I wish the producers every success," he said.

WIDE FIELD OF CIRCULATION

The size of this first edition of the Sea Horse is no indication of the limits of its circulation.

Although only one thousand copies are being printed, don't throw it away, it will become a collector's item.

Go out and buy a folder, keep them and watch Ocean Shores grow. What a novelty to show the grandchildren.

We still carry pictures of Surfers Paradise back in 1928. It looked worse than the Back o' Bourke and look at it now.

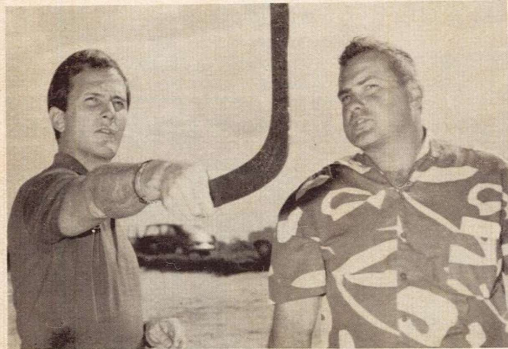
This paper will be

circulated throughout Australia and quite a stack of copies will be sent to America. We have a lot of friends over there who are very interested in just what's going on here; besides, it's one way of letting Pat Boone know that we are getting on with the job.

So although we're small now, we're mighty big in both ideas and circulation.

Pat visits Ocean Shores Pastoral Company

● Pat Boone took a walk on the beach at Ocean Shores and met Professor Lorin Hawes, well known boomerang manufacturer who gave him an old boomerang to throw away for a couple of hours.



Part of big project

The magnificent rolling hills and lush valley pastures which surround the Ocean Shores project were too much for the Wendell West purchasers who could see great value in acquiring the land for future development, so they have obtained a further several thousand acres.

Mostly tired dairy farms where the farmers were unable to rebuild the goodness of their land. A plan was formulated to mould all the farms into one large holding, and so a Pastoral Company was formed.

changing, and the shape of the cattle. Huge ugly Brahman bulls have been introduced to woo the local dairy cows.

"Their progeny will grow twice as fast and twice as big," he said.

In a fast moving program of improvement the Wendell West Pastoral Company will by 1972 have set a pattern that will be an example to the farmers of the coast turning run down pastures into highly productive farmlands.

After watching Jack work for a little while I have no doubts that he means what he says.

Jack Heaton, a former administrator, with years of tough practical experience behind him, in the William Gunn organisation, took on the task of rehabilitating the soil and converting run down dairies into a first class cattle fattening property. Jack hasn't wasted a day. Already the face of the valley is

THE WENDELL WEST STORY

The dynamic personality of its leader Moksha Smith is perhaps the major reason for the Wendell West Company of America attaining the position of its country's second largest resort community developers in only ten short years.

"Moke," as he is known to one and all, has built his company by surrounding himself with officers of ability, integrity and enthusiasm, in that order.

Land is the raw material of the Company, the better the raw material, the better the end result.

Paul Stocker, the present Australian president, invited officers of the company to come and visit Australia (he had been here several years). They came to Brunswick Heads in Northern New South Wales and were captivated by the natural beauty of the district.

The rest of the story is Australian history. A world famous firm of planning architects Sully-

Kubicki of Beverly Hills, California, was engaged to design a master plan on three thousand acres of coastline such as has never been seen in this country.

Two million dollars were set aside to provide amenities for future dwellers, miles of road, water, power and sewerage were planned. A whole new set of rules of development were drawn up with the New South Wales State planners which is rapidly becoming a text book for future development.

The Byron Shire Council bent over backwards to help Wendell West get started.

In November, 1968, Mr Pat Boone, a partner in the Company, came to Australia for a

look at this vast new development and promptly took it to his heart. The project became "Pat Boone's Ocean Shores" because back in the Seattle area Pat helped develop the original Ocean Shores, and he wanted to play his part in Australia, also.

Wendell West have nearly twenty projects under way in the United States and recently moved into Hawaii, but for some reason they seem to like Ocean Shores Australia the best. Maybe it's because of the climate but somehow from what I've heard they just seem to find us a pretty friendly group of neighbours.

Moke jets in

● Moksha Smith, Wendell West president, has every reason to smile. He's just arrived at Ocean Shores again.



• EDITORIAL

It has always been my ambition to be an editor of a big, bustling newspaper, well this one may not be big and it may not be bustling, but I'm boss.

I do the layout, write the stories, take the pictures and I will probably have to meet all the writs — however it is not my intention to produce a controversial newspaper, there are too many in the country now trying to do just that.

The Sea Horse will have a policy of optimism, like the countryside it is born in, it will be a happy little paper. I won't tell you any untruths, a paper loses its value if the only romance it records is in the minds of over-enthusiastic journalists.

The Company and the project who sponsor this paper have been most adamant in every respect of maintaining actual fact, both in its promises and its ability to carry them out.

I've been associated with the Wendell West Company since its inception in Australia, and although I've had a few problems in convincing some of the newly arrived executives that we in Australia can actually do our own ties, I've found them to be a pretty good bunch of men, who after they've been here more than twenty four hours realise that America isn't the only promised land.

I think in years to come these "pioneers" are going to be our best ambassadors.

I hope you enjoy The Sea Horse, you can always reach me at Ocean Shores, Brunswick Heads, N.S.W. I would appreciate your interest.

Editor:
Robert Anthony.

Wendell West Aust. Expands

Although the Company of Wendell West Australia has only been in operation since last year it is already being regarded as a major development company in Australia.

From humble beginnings at Double Bay in Sydney, we have started to stretch our limbs.

Brunswick Heads, Ocean Shores administration centre was completed and officially opened by the N.S.W. Minister for Housing, the Hon. S. T. Stephens, in March, this year.

This was followed by the elegant decor now housed in Sebel House, St. Kilda Road, Melbourne, opened the night Sir Robert Menzies opened the Art Show next door. He hadn't heard about us then.

In May the headquarters of the Company was moved to Australia Square, Suite 4201, 42 floors up. Come and see us some time. In fifteen seconds, forty-two floors. Thank goodness you can't see it happening, but the view is magnificent.

Last week we opened Sydney Sales office at 8 Glenn Street in Milson's Point.

● Ish only carries his trumpet now, he's too busy blowing a horn for Ocean Shores.

WELL KNOWN WITH MUM AND DAD

Six foot tall, slim and young in heart Merwyn Bogue is a real family man. With a lazy sense of humour Ish as he is known to us, takes only

In September last year we had a staff of two, I was going to say with only one sober, but that could make this the first and last, and I've bought enough paper for at least two editions.

Now we have more than seventy men, women and boys on staff. I say this because I want to point out that with a staff and offices like ours, the Wendell West Company is definitely here to stay.

It's not very hard for you to grow with us.



minutes to infuse the good humour and sincerity which surrounds him.

Don't be misled by his slow conversation or his nonchalant manner, you don't become a sales manager because you have a humorous name (Ish-kabibble). Mr Bogue won his position after ten years with Wendell West in places like Palm Springs, or Ocean Shores Washington, where results are the only measure of a man's capability.

"Ish" used to play a trumpet with Kay Kyser, he made people laugh, sang songs like Three Little Fishes, Mairzy Doates . . . songs we loved twenty years ago. He played in movies, some twenty odd in fact. When Kay gave away the stage life, "Ish" reckoned it was time for him too. He became a natural salesman, and that is his life today. Now he lives at Ocean Shores with his wife, and with a few breaks back to his native shores to visit their three grown up children we will have the good fortune of having the Bogues as our neighbours for many years to come.

'Over the fence'

Crowd turned up to Coolangatta Airport to welcome one of the few Australian television personalities to become as well known overseas as in his own country.

Skippy the Kangaroo, from the show of the same name. Skippy left south about 10.30 a.m., arrived on the Gold Coast about an hour and a half later, which is not a bad hop for a small kangaroo.

And that makes you wonder. Skippy has been entertaining kids on television for years but never gets any bigger than about two feet six inches. Either he's the off-spring of a remarkable slow growing dwarf species or else it's lucky for film producers that one grey roo looks much like any other.

★ ★ ★
Want to have your imagination juices flow wild? Then try this:

Paula Stafford, Australia's first needle of Bikini and Resort Fashion (lives not far from Ocean Shores) was commissioned by Qantas to design an all summer wardrobe for a series of fashion parades in U.S.A. to demonstrate that Australia was a swinging, fashionable country to visit.

Paula turned out an 18 piece wardrobe including top coats, travelling suits, evening wear, bikinis and etc's. The classic point was that it all fitted into a single carrying bag and the clothes weighed a total of 8lbs 14ozs.

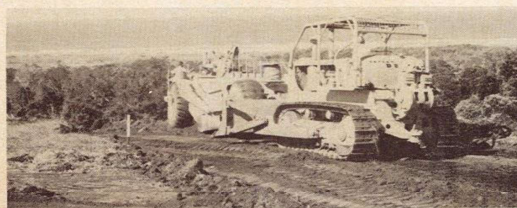
Now lie back, close your eyes, and starting with 8lbs 14ozs, count off 17 items from top coat to slacks, shorts to beach jackets, try to finish up with enough to make 4 ounces of bikini, and make it fit 36, 25, 35.

Beats crosswords.

★ ★ ★
Exotic Tweed Valley, next door to Brunswick Heads is a place where the banana is worshipped as well as devoured as a health food.

Not surprising then that there's a fellow up in the hills above the Valley with a machine that takes the bends out of the 'narners' and packs the neat salted and sweetened circles into plastic bags.

Now he has a problem of what to do with the peelings. And there is no prize to the first person who comes up with the reply that he ought to go and see a skin specialist.



● Earth movers build the new road past the administration centre.

THE FIRST RESIDENT AT OCEAN SHORES

**He's our first resident.
Genial Bob Rowley.
And Ocean Shores says "Aren't we lucky".**



Bob and his family came to Ocean Shores late last year on a holiday trip, took one look and decided this was to be his stamping ground. A "refugee" from the Philippines, he was in the printing business among other things, decided Australia sounded like a good place to live, "Emigrated" to Sydney, stayed a couple

of years and now has just completed a magnificent Japanese flavoured home under the gum trees looking out over some of the best shoreline views one could ever expect to see. He's building a seventy five foot swimming pool in front. I think he wants to take up water skiing without leaving home. The Company said to

Location data— WHERE WE ARE, etc.!

Ocean Shores has quite a history . . .

Did you know that . . .

Captain Cook was the first white man to record the area, he was followed by John Oxley who described the area: "The background was Mt. Warning, the view was altogether beautiful beyond description. The scenery here exceeded anything I have previously seen in Australia". (Not bad words for a tough old sailor one hundred and fifty years ago).

Ocean Shores is just

ninety miles from Brisbane and little more than five hundred miles from Sydney and Sydney as we all know is just north of Melbourne.

We receive about seventy inches of rain each year, sometimes it falls by the bucket load, but this only lasts overnight, and its gone by lunch next day. Average weather is 75 degrees in summer and 59 in winter. I was in Melbourne the other day, first week in June, thank goodness I live in the Ocean Shores area.

Bob the other day "How about helping some of your neighbours settle in". So now he's a building consultant available to help anyone who would like to drop him a line.

Try it some time, just write Robert Rowley, Ocean Shores, Brunswick Heads, N.S.W., at least you'll always get a friendly reply.

Who knows he may invite you skiing . . .

Golf report—

Course manager, Mr Cliff Meredith, current president of N.S.W. Course Manager's Association, said this week that major works had commenced on the Ocean Shores course. As soon as clearing is completed this week, earth works will commence. Cliff has to supervise the construction of several man made lakes, dog legs, long holes, short holes everything to make a first class golf course. But he hasn't forgotten lazy golfers like your editor, there will be two lengths. The keen golfers will have a championship course of 6990 yards, and another for us social

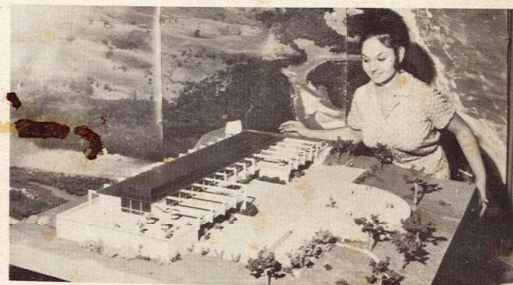
hitters of 6350 yards.

The new club house will have a magnificent view of the coastline from Byron Bay (Australia's most Easterly Point) to the edge of the Gold Coast. It's going to make it hard to ever leave the "nineteenth" hole.

Cliff hopes the first nine will be ready for play in April of next year.

The long term plans call for planting of exotic flowering trees and shrubs which will blend into the natural landscape. The fairways will be of Blue Couch, and the part I like best is the layout has been designed to make the gradients easy to walk

Proposed new clubhouse



● The new Country Club and Golf Club House now under way.

People from all over

Visitors' list could make an autograph hunter jump up and down. We get the darndest people popping in at the Project.

Besides the gorgeous girls the sales team seems to attract, we've had very interesting folk.

Bruce Small, the Gold Coast dynamic seventy-

four-year-old Mayor (He can still outjive the old teenagers) dropped down recently for a look see. Bruce is well versed in land development. He was most happy to tell the press Ocean Shores was headed for success and would be a wonderful adjunct for the Gold

Coast. To quote "It is a completely new concept for Australia, to plan a resort community such as Ocean Shores. I can imagine in a few years the whole coastal strip as one tremendous holiday and retirement community". I wonder when Bruce will retire?

TWIN TOWNS PRINTERY, GOLD COAST.

As noted in Volume 1 of the Sea Horse Magazine published in June 1969 (see above) edited by Murwillumbah identity Robert Anthony, the original Course manager, Cliff Meredith, was the then president of N.S.W. Course Manager's Association.

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The photos below shows the area looking towards Brunswick Heads, then a dairy farm, which now houses the Ocean Shores Shopping Centre, Yalla Kool Road, etc. Pictures courtesy the Ocean Shores Community Centre.

Another view of the almost completed Roundhouse is pictured below, together with an earlier view of the embryonic estate, prior to any development such as subdivision or road and infrastructure activity (such as the Shopping Centre) followed by the final version of the landscaped Roundhouse.





On September 18, 1969: Wendell-West paid the NSW State Planning Authority a \$475,000 cash bond, releasing all land so far opened up at Ocean Shores for home building, thus ensuring the installation of electricity, water and the construction of paved roads, kerbing, guttering and drainage.

On 14 October 1969, Ocean Shores Community Centre was incorporated as a Public Company in N.S.W., the Company number being 114800. To avoid confusion, this organisation is referred to as "O.S.C.C." and the developer as "the Company".

Wendell-West being the original holder of lot titles was obliged to pay the encumbrance to O.S.C.C., at least until the title changed hands and the purchaser continued the payment. As the construction work continued, the created allotments sold quite readily, the majority of the purchased land being either speculative or for future retirement, resulting in slow population growth in the early years.

As stated in the Memorandum of Association of O.S.C.C. the principal objects are (per Clause 2):

- (a) To provide for members and their guests and operate and maintain social, sporting and recreational club...*
- (b) To promote friendship and social, cultural, sporting and recreational activities...amongst the members of the club.*

Building and construction of homes lagged the sale of allotments producing a small number of residents in relation to vacant lots; even so, the absent lot holders were committed to pay the encumbrance annually to O.S.C.C.. This state of affairs resulted in club with a healthy cash flow but not many club members using club facilities.

In contrast, Company senior staff bought land and built homes here and so became the subscribing members to the Memorandum of Association, with Company manager Fred Ludkte as first Club President.

In the absence of other needs, the main activity of O.S.C.C. was generally devoted to Article 5, in which *"...to the advancement, maintenance and upkeep of registered lots in Ocean Shores" was permitted.*

The Company made minor topographical changes, but with tar sealed roads, kerb and guttering delineating vacant lots and the growth of tall paspalum grass, the Estate, if left unattended would present a bedraggled state. The early major effort was to clear the long grass by slashing, this being done 3 or 4 times a year. Initially the Company machinery was hired for this purpose.

Grass slashing being the major project, the Board decided to take control of the operation and purchased a tractor and slasher, employing a driver. The slasher had a hard life in those days. Most lots contained loose stones, small shrubby trees and uneven ground. Annual maintenance costs on the plant started to grow, eventually becoming excessive until finally, the work was done by contract, at about \$10,000 p.a.

We return to the Principal Deed, Clause 6j., it was undoubtedly part of the overall concept that a golf course and club house, amongst other things, be included in the land development program.

November 1969: Fred Ludtke, from the USA, was appointed the Ocean Shores estate project manager. Eric Walter Miller was recorded as the "first boy to be born" at Ocean Shores.

In an oral history account documented by the Heritage Committee, Bob Baxter confirmed that Wendell West started buying land around Ocean Shores in 1967-8. *"They were mostly dairy cattle farms. They started marketing and built the round house, which was opened in 1969. They had an office in St Kilda Road, Melbourne, and in Australia Square in Sydney."*

Bob joined Wendell West and started in their St Kilda office in early 1969. He had not been up to the property at that stage, and they were selling "off the plan" and from movies. They had 10 or 12 sales guys. Pat Boone was a director. All the directors were Americans from Seattle.

"They were big developers and they had a line of credit to develop in Australia. But they were really underfinanced, and the State Planning authority came down on them and insisted basic infrastructure get under way."

"In their home base of Seattle the Boeing Aircraft Company suffered a downturn in sales and this affected the local economy and in turn, Wendell West. So within 12 months they were shutting down here. Everyone in the Melbourne and Sydney sales offices, and the round house were put off."

Bob was pulled aside. Near the end of 1969 he was told the group had been taken over by Princess Properties. They told him they would like him to stay on, and he could go to Sydney or up to the site as one of the managers. By this time he had seen the site and loved what he saw, so he opted to come up here as Manager. They flew him up, and he and his wife lived in New Brighton, but faced a very different lifestyle to what they were used to.

"Princess Properties was owned by Daniel K Ludwig. He really got things moving. One of the salesmen from up here, Kevin Reid, went to Sydney as Manager. They closed the Melbourne office. So they were flying people up from Sydney to here, and we would meet them to make the sales."

"At that time, late 1969, Princess Properties also got moving with the golf course development. They had a foreman called "Boots" Berckemeyer. He was a big, tall American who used to wear big army boots. They really got stuck into it with bulldozers and dredges. They tore mountains down and dug out the lakes for about 12 months."

Fred Ludtke was the project manager, and he and Bob were the first people to "play" on it: walking around with a couple of clubs. It was just about to be seeded. Pic: Bob Baxter (left) in his early days at Ocean Shores, with Jim Anning, Bob Miller and Geoff Gross



An expanded view of the sales office is pictured below (now the Pacific Palms Motel).



Bob wasn't here when the course opened in 1972, as he had returned to Melbourne for personal reasons. When Bob left, Jim Anning, who Bob had employed, took over as Sales Manager. When Bob came back up here in 1980 the numbers of people had not grown very much and about 30 would play on golf days.

Bob notes that the land on which "Seagrass" is now built (Units next to the Club) was offered to the Club for \$95K, but was not taken up. It was bought by Jim Anning. Judy sold it after Jim died for \$2.3M. The entity that built Seagrass acquired it for \$3.7M.

Prior to the development of the Seagrass estate, the area was used by the Club as a parking area for members and visitors, as depicted in the picture below.



Bob concluded: "In reality, this whole development was way too early...people were buying properties as an investment...high pressure sales...we were flying people in from Sydney and Melbourne every weekend on Lanham's aircraft...landing on the road at South Golden Beach... our American jeeps would meet them and wheel them up to the round house...we'd give them coffee and have Pat Boone music playing.... Wendell West would have a big roller going up and down Orana Road to give the impression that something was happening...all very impressive."

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