



Diaspora Stories

Ancestor's Name: James Long
Place of birth (if known): Burriskane, Co. Tipperary
Your Name: Claudia Burns (my great grand father)
Contact (optional): harveburns@gmail.com

James Long left Ireland for Australia in the early 1850's, escaping from the ravages of famine. He was born in 1830 at Burriskane, in the Barony of Lower Ormond. James' grandparents were in farming, and had a 99-year lease on an estate by the Shannon River. In later years land holdings are shown in the towns of Sellernane, and Belinagough for William Long, Ben Long Jr, John Long as well as Ben Long.

James Long had five brothers and two sisters: Benjamin, who died young; George, also died young; William; Joseph, died young; George; Susan and Elizabeth.

In 1851, he left at age 21. He had been living with his family at Mt Shannon working the family's potato fields. His father, James Senior, was a school teacher and his mother was Eliza. They had married in 1824 in the diocese of Kildaloe.

James sailed from Liverpool on the "Hydaspes" and arrived in Sth. Australia on November 27, 1851. His first employment in the colony was reporting vessels for the Port of Adelaide. He stayed in South Australia about 2½ years where he was also engaged in the bakery and confectionary business. He joined a company of bullock teams taking goods to the Ballarat goldfields as their cook. He then moved to Castlemaine where he stayed at the diggings for 18 months. He recalled that he had "a fair amount of success" on the goldfields. Many other family members emigrated also. William Long, aged 26, single from Tipperary arrived on the "Lepander" on November 20, 1851 in South Australia. Other family arrived on the "Victory" on March 24, 1854, in Western Australia.

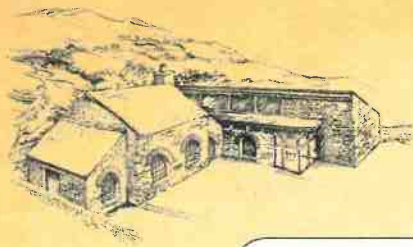
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I agree to submit this story for publication by Skibbereen Heritage Centre.

Signed: Claudia Burns

Date: 2/5/2020

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Ancestor's Name: James Long
 Place of birth (if known): Burris O'Kane, Co. Tipperary 1830 — 1916
 Your Name: Claudia Burns
 Contact (optional): harvcburns@gmail.com

James moved to Geelong, managing a bakery and confectionary business. In 1856, James married Olivia Lucas at the United Methodist church in Geelong. Around 1859, James and Olivia moved to Ballarat where James commenced his own confectionary and bakery business in Plank Road.

It was the start of a grand Australian enterprise! He started making ginger bread in the shapes of animals, using confectionery pastes or currents for eyes. His diversification into other confectionary lines found ready sales. His business grew rapidly and they acquired more property. After seven years of marriage and five children, Olivia died in childbirth. Within six months James married again to Mary Jane Welcock, who was born at Water Looe F. Lland in Yorkshire on September 7, 1842. James and Mary worked hard. She had children to take care of and she boarded some of the hands working at the factory. He travelled early in the morning to reach sales projects. There were no made roads and travelling and transporting goods was arduous. Still the business expanded and the factory expanded ^{also} and new store rooms were acquired. He was then able to produce a greater variety of goods including "Long's Coughdrops", "Long's Rice Biscuits", "Long's Cream Crackers", "Marie" shortbread and "Long's Follies". The business became international, when Chocolates were exported to New Zealand. He was very skillful in buying and selling and was a very successful in business. He became mayor of the cities of Ballarat and Portland, where he passed away at his home in Burswood. He was mayor of Ballarat, serving two terms in 1877-8 and 1878-9 and two terms in Portland as mayor as well 1905-6

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