

HOLLIDAY, William (AIF 5331)



Image 1 ©Mark Hardy 2009
Studio portrait circa 1916.

Name	HOLLIDAY, William Corporal
Service Number	AIF 5331
Date of Birth	4th February 1895
Died	1st October 1917
Place of Birth	Unley SA
Resident	Victor Harbor SA
Cemetery	Lost - Destroyed by Enemy Fire. Commemorated on the Ypres (Menin Gate) Memorial, Ieper, Belgium

William Holliday was born at Unley on 4 February 1895, the eldest of five children of James Holliday and Ada Eliza Holliday.

The family later moved to Victor Harbor where his father James Holliday, built the Warringa Guest House on Flinders Parade. William was educated at the local public school and joined the junior cadets. He later enlisted in the militia forces and prior to his enlistment in the AIF on 24 January 1916, he ran a chicken farm just outside of Victor Harbor.

After his enlistment he was posted to A Company, 2nd Depot at Mitcham where he undertook his basic training. He was promoted to Corporal on 16 February and then transferred to the 17th Reinforcements, 10th Battalion. The unit embarked for England on the HMAT A60 Aeneas on 11 April 1916.

On arrival at Plymouth William entrained to the 3rd Training Battalion at Perham Downs on the Salisbury Plains, Wiltshire, where he continued to be trained. He then sought transfer to the 10th Battalion, which was in the frontline. On 5 August 1917, he arrived at Seninghem, France.

In early September 1917, the Battalion moved to the frontline near Ypres, Belgium and prepared for an attack on Passchendaele Ridge. The British strategy called for the capture of the heights prior to the winter months so that the Allies would have the high ground for a 1918 spring campaign. However, the offensive was carried out during the wettest weather on record for 70 years. The area of operations for the 10th Battalion was to be Nonne Boschen-Polygon Wood.

On the night of 19-20 September 1917, the Battalion moved up to the assembly point in front of Jargon Trench. The move was done in sleeting rain. Between Halfway House and Hooze Crater, an enemy gas shell burst and movement was restricted by having to wear gas masks. For over five hours, until zero hour (0540 hours), the Battalion was subjected to heavy shelling which caused a number of casualties. However, William was unscathed.

The allied force advance commenced with William in tow. At the first objective, Glencorse Wood, a strong enemy machine gun post manned by about 50 Germans with three machine guns was encountered. During the assault and capture of the emplacement, 40 of the enemy were killed. At the second objective, two enemy machine guns which had caused considerable casualties amongst the Battalion, were captured. During the second day the enemy heavily shelled the area between the second and third objectives, but the new Battalion front line remained intact. In the Polygon Wood operation the Battalion losses were: 18 killed, 151 wounded and 54 missing.

At midnight on 30 September, the Battalion moved to the front line at Zonnebeke and relieved the 48th Battalion. An enemy barrage hit the advance elements of the 10th of which William was one of the soldiers in the leading party. The shelling continued until first light and five men were killed and 24 wounded. Sadly William was one of those killed from shrapnel when an enemy shell burst close to his party.

The dead were buried on site, in the nearby field. However, as was the case, on occasion, the grave markers were later lost, or the graves destroyed by enemy barrages.

Cpl William Holliday is commemorated on the Ypres (Menin Gate) Memorial, Ieper, Belgium along with 54,321 other Commonwealth soldiers who have no known grave in the Ypres sector.

References:

awm.gov.au., 2025., *Corporal William Holliday*. [accessed 01/08/2025]
<https://www.awm.gov.au/collection/P10235329>

Hardy. M., 2009., Images- Family Collection

National Trust., 2025., *Contact SA – National Trust*. [accessed 01/08/2025]
<https://www.nationaltrust.org.au/contact-sa/>

Terrace, V., 2025. “*Holliday William*”, naa.gov.au. [accessed 01/08/2025]
<https://recordsearch.naa.gov.au/SearchNRRetrieve/Interface/ViewImage.aspx?B=5827805>

William HOLLIDAY 2025, vwma.org.au., [accessed 01/08/2025]
<https://vwma.org.au/explore/people/796987>

Compiled by the Victor Harbor RSL History Research Team, June 2009. Updated by T.Young
01/08/2025

Appendix



Image 2 ©Mark Hardy 2009

Formal portrait of William HOLLIDAY and his family, March 1916,

From left to right: sister Ivison Stewart HOLLIDAY (b. 13/01/1899, d. 09/11/1988), father James Hodgson HOLLIDAY (sitting), Cpl William HOLLIDAY, sister Carlyle Agnes HOLLIDAY (b. 04/07/1904, d. 05/01/1992), eldest sister Edith Iveson HOLLIDAY (b. 01/06/1897, d. 10/10/1991), his mother Adeliza Stewart HOLLIDAY (sitting), younger brother James Hodgson HOLLIDAY (b. 04/07/1904, d. 05/01/1992). The photograph was taken when William was on pre-embarkation leave and was most likely made at Warringa Guest House. In 1919 the HOLLIDAY family left Victor Harbor and moved to Glenelg.



Image 3©vwm.org.au2025
circa 1916.

ORD H. OODALL T.H. OODSON H.F. RAHAM J. RENVILLE A.H. ROTH C.S. AMMOND J.G. ANNAN E.G. ANSEN W.L. MPPEL W.A. LL W.E. PE P.V. GGETT H. ING G.H.M. NKINS R.W. NNEDY E. ERVED AS ATEMAN E. GADE R. KLAND S. SON, S.O. IN R.J. EY L.J. OOKE D. REGOR W.A. AIR A.E.H. DLING F.G. LINGTON V.G. RIS W.A. RO A.J.R. ON J. OLSON A.E. ERSON G.	HERITAGE F.H.G.N. MARTIN F.W.S.M.M. MILLS S.S.M.C. SCOTT F.J. SECOND LIEUT. WILSDON W.H.D.C.M. SERJEANT COLE W. CONNOCK E. PAGE N.L. CORPORAL CHILD A.L. HOLLIDAY W. KELEY A.H. LANCHESTER J.A. McNAUGHTON E.E. WILLIAMS R.W. LANCE CORPORAL GORY W.F. SERVED AS CORRIE A.E. GREEN H.F. REICH E. STANTON E.R.B. PRIVATE ADAMS C. ALLCHURCH G. ALLEN E.R. ARRING C.H.	FINCH W.G. FOGGO R.A. FREEMAN C. GILL C.C. GRAY F.T.R. GRAY J. HARRISON C.H. HASS A.F. JOHNS N.N. KEEN A.W. KNEALE R.R. LANGLEY C.F.T. LARKIN J.P. LESTER F.J. LLEWELYN D.L. MCMILLAN W. MADLAND W.S. MANGELSDORE W.H. MILNES A.L. MOBBS H.G. MURPHY J.G. NEALL A.E. NEIL W. NEWTON H. OBORN H.M. OLSTON F.A. O'SULLIVAN E.A. PENGEL A. PHILLIPS A.V. PICKEN J. PRATT W.F. PYBUS F.H. ROBERTS J.	INGLIS L.J. JOSEPH M. KELLOW S. KINNEY S. LEWIS J. LITTLER LOCKE S. LYNE E. MARNEY MASON MIDSON MILLER MOSS J. 13TH LIEU DOUST FITZP SEC STEW COY FRA GRO LON ME AT MO
---	--	--	--

Image 7©Milnes, 2008
William HOLLIDAY's inscription on the Menin Gate Memorial.

Location on the Roll of Honour

William Holliday's name is located at panel 59 in the [Commemorative Area](#) at the Australian War Memorial (as indicated by the poppy on the plan).

Image 6©Milnes, 2008
Roll og Honour Location and Projection display Australian War Memorial Canberra.

Roll of Honour name projection

William Holliday's name will be projected onto the exterior of the Hall of Memory on:

Saturday, 4 April 2026 at 4.27 am

Sunday, 28 June 2026 at 7.50 pm

Friday, 25 September 2026 at 8.32 pm

Monday, 18 January 2027 at 4.56 am

For more information view the [Roll of Honour name projections page](#).

Please note: These dates and times are estimates. The actual time of projection could also change as a result of weather and other factors, so it is advisable to check closer to the date. In the rare event of a temporary loss of electrical power, the names scheduled for display in that period will not appear until the next time listed.