

Where Are They Now?

There is no doubt that hard work, determination an excellent work ethic and great people skills have been the secrets to Mr Bruce Cowan's success.

During years at Wee Waa High School, Bruce's natural talents and interest were in woodwork and metalwork and anything sports related.

His father was an electrical contractor and it was Bruce's job from age 14 to assist him after school and on weekends.

"Being the only son, my father just expected that it would be me that followed him into the business, but to be honest it wasn't what I wanted to do at the time. Right or wrong, being a police officer was where I had my sights set. I think it was the uniform that I liked most. But Dad got his way and after I finished Year 10 I went off to TAFE to study to be an electrician and to work for him. Some years later we became business partners."

Bruce conceded that his father obviously had a better idea of what was best for him than he did because not long after starting his electrical apprenticeship at TAFE, Bruce found he was really enjoying it. "I also really like working with my father. We were great mates."

Can you tell us more about your career path after finishing high school?

"Straight after I finished Year 10, I went to work with my father and did my electrical apprenticeship under him. 99% of our work was domestic work. Working for Dad I learnt to do everything methodically and meticulously. "Do it right the first time" was what he instilled in me.

Dad and I were best friends, but people said working together wouldn't work, but we worked very happily together for 25 years. In my early years with Dad, I also joined our local Fire and Rescue service. I've been with them for 26 years and quickly progressed through the ranks. For the last 22 years I have been the Station Commander. It can be a lot to juggle with work when you've had call outs, but it is rewarding and it is such an important service for Wee Waa and the surrounding area."

What are you doing now?

"After a long drought and as my father was getting on, we I decided to wind the business up and I joined Cotton Seed Distributors as a Production Assistant. My job entailed operating machinery and helping in the factory. After three years in this role I became the Site Electrician and today I am the Assistant Operations Manager." A big part of my role is managing 19 staff, planning and managing our casual staff of up to 16 during peak season. Essentially my role is to ensure that the operations process is efficient and of a high standard."





What do you love about what you do?

“Without a doubt, it’s the people I work with. I enjoy my interaction with each area of the business and my work is really interesting. I enjoy the cyclical nature of business and the seasons bring with them constant change and new challenges. It keeps things interesting. You have to be able to react quickly and respond to whatever the season brings with it.”

What do you think is the secret to success in life and work?

“Work ethic and the way you treat people. I believe in treating people the way I would like to be treated. Also, I have seized every opportunity that has come along.

My father instilled in me a quality and efficiency commitment and attention to detail and this is something I have passed on to my son.”

Do you have a motto you live by?

“I’m here to please and pleased to be here.”

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