

## **DR PETER JOHN WARAKER COTTRELL**

### **Citation for the conferral of a Doctor of Business (*honoris causa*)**

Peter Cottrell is a prominent Australian with very close links to the Central West and to Mitchell College of Advanced Education, one of the two institutions from which Charles Sturt University was created.

Peter Cottrell left school in 1944, having completed third year of secondary school. He commenced work and matriculated through evening classes. Through a combined work and study program, Peter Cottrell graduated from the University of Sydney with first class honours and a University Medal in Engineering in 1951. In 1952 he won one of only four overseas Commonwealth Scholarships to obtain a Postgraduate Diploma in Management from Birmingham University. He completed a Master of Engineering from the University of Sydney in 1956. In 1973 he attended an Advanced Management Program at the Harvard Graduate School of Business Administration.

Peter Cottrell joined Email in 1960 as Manufacturing Manager at Orange. He was appointed Plant Manager at Orange in 1962. From there he became General Manager, Major Appliances, then Consumer Group General Manager and Member of the Executive Committee. He was Managing Director between 1974 and 1992 and is now Chairman of Email.

His principal achievements include a rationalisation of the whitegoods industry in Australia and significant improvements in Email's performance to the point where Email's ranking is consistently in the top fifty of Australia's public companies.

Peter Cottrell was the Foundation Chairman of Email Westinghouse Pty Ltd, Foundation Chairman of Pacific BBA Limited, Director of Leighton Holdings, and Director and now Chairman of Boral Ltd. In addition, Peter Cottrell is Chairman of David Jones Ltd, Chairman of Scania Australia Ltd, Chairman of the Adelaide Steamship Company as well as a Director of the National Australia Bank and a Director of O'Connell Street Associates.

It was Peter Cottrell's impeccable educational qualifications and business background that led the New South Wales Minister for Education of the day to invite him to become the foundation Chairman of the interim Council of Mitchell College of Advanced Education. Peter Cottrell accepted the challenge and successfully led the interim Council through the difficult formative years of 1968 to 1970.

In his address to the first meeting of the interim Council in January 1968 Peter Cottrell demonstrated his strong commitment to regional tertiary education, and from that commitment flowed the leadership and drive which enabled him to complete the pioneering task of bringing into being the first regional College of Advanced Education in New South Wales on 1 January 1970.

In his address to that first meeting he reminded those present that planning would not be easy and that, indeed, it would be difficult to know just where to begin. However, begin they did, and under Peter Cottrell's leadership Mitchell College of Advanced Education was able to open its doors in 1970 with a foundation staff of fifty, and a student population of five hundred and ninety four. Students were enrolled in courses covering General Primary, Accountancy, Economics, Industrial and Commercial Management, and Public

Administration, and in preparatory studies leading to courses in Language and Communication and Statistical and Numerical Studies.

The fruits of that early planning have been enjoyed by the students and staff of Mitchell College of Advanced Education who are now members of the Charles Sturt University convocation.

It was pressure of other work which forced Peter Cottrell to resign from the interim Council of the College in May 1970. At that time his achievements were recognised by the naming of the student residential complex, Cottrell House, in his honour.

In his long and distinguished career Peter Cottrell has been a member of the Australian Trade Development Council, Deputy Chairman and Chairman of the Export Finance and Insurance Corporation, Deputy Chairman of the Australian Telecommunications Commission, a member of the Steel Industry Advisory Council, a member of the Interim Board establishing the Australian Trade Commission, a member of the Australian Manufacturing Council, Chairman of HRH The Duke of Edinburgh's Commonwealth Study Conferences (Australia) Incorporated, and Vice-President of the Business Council of Australia.

Peter Cottrell was awarded an OBE in the Queen's Birthday Honours of 1978 and an AO in the Australia Day Honours of 1987. In 1986 he received the Sir James Kirby Medal from the Institution of Production Engineers; in 1989 he received the Sir Charles McGrath Award from the Australian Marketing Institute; and in 1994 he was awarded an honorary fellowship by the Institution of Engineers, Australia. Peter Cottrell was named "Manufacturer of the Year" by BRW Magazine in 1988 and "Director of the Year" by Sydney Business Newspaper in 1995.

It is with pleasure that Charles Sturt University recognises the contribution of Peter John Waraker Cottrell to regional tertiary education and business, and confers on him the award Doctor of Business (*honoris causa*).

**Dated this First day of May One Thousand Nine Hundred and Ninety Six**