

# BRUCE CAMPBELL AM MBE



BORN IN LONGREACH, Mr Campbell's working career was devoted to the rural industry. Mr Campbell was awarded Senior Australian of the Year in 2003, Chairman of the Livestock and Meat Authority of QLD, President of the QLD Royal Life Saving Society in the 1970s and was named Lifesaver of the Century in 2005.

*He and his wife Beth, operated Coolalinga stud at Montville a highly successful project that was dispersed on March 28, 1998.*

*In 1988 he was responsible for organising the Primary Industry Pavilion in the Silo in the City at Expo 88, where the society had an impressive promotion.*

*On assuming the presidency of the society on August 6, 1993 one of his*

*aims was to bring a closer working relationship between directors of the board and the membership and with this in mind his first move was to institute a seminar at the University of Queensland, Vet Farm, Pinjarra Hills on January 23, 1994 to precede the regular board meeting the following two days in the Vet Farm board room. This seminar was the forerunner of an annual fixture in the society's program.*

*It was Bruce Campbell who initiated the move for the society's headquarters from Indooroopilly to the University of Queensland, Vet Farm on June 30, 1994.*

*Beef 94 held at Rockhampton highlighted the growth in Droughtmaster prestige with the best ever showing of the breed in the stud cattle arena with 139*

*exhibits paraded before charismatic judge Game Hopf. It was the commercial and prime cattle section where Droughtmasters prospered in open competition to be represented by the grand champion pen, the champion pen of 10 grain fed Droughtmaster cross steers in a showing where the breed won numerous classes with males and females.*

*The National Droughtmaster Beef Week, Nanango April 4-8, 1995 was a decisive promotion for the decade sponsored by the society. The stud arena was spectacular where 119 quality exhibits paraded before judge Ashley Coleman, Glen Houghton, Pentland, ably assisted by his associate Sonya Hart, Hodgson River, Katherine NT. Numbers in this section had been surpassed only once at Beef 94. In recognition of the event the society received the Nanango Shire Council Australia Day Event of the Year Award for Droughtmaster Beef Week under the chairmanship of Alben Perrett, Elgin Vale, Nanango.*

*During Bruce Campbell's era a proliferation of annual private stud on-property bull sales emerged with significant marketing achievements. This had a positive effect on society sponsored sales where values were maintained despite an increase in yard numbers, but the domino effect of more bulls more buyers was obvious because the promotion of the breed and image had escalated.*

*During the 1993-98 period he was president, the society increased its membership and during the last 12 months of his reign it was one of six out of 36 breed societies listed with the Australian Registered Cattle Breeders' Association who had not decreased numbers.*

*Bruce Campbell held the presidency for five years but entering his sixth with failing health and family commitments he resigned in September 1998.*

*He was awarded an honorary Life Membership for his service to the breed and society at its seminar at the Vet Farm, Pinjarra Hills on January 24, 1999 by his successor John Gardner, Sunnyvale, Gidgegannup, WA.*

*Mr Bruce Campbell AM MBE passed away in 2021.*

Extract from Droughtmaster, Putting the 'D' in AAA by John Boydell, 2001.