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Bruce Crowe Hon FAPS - Placing the profession of psychology above all else:

At the 2002 Annual General Meeting, Bruce Crowe was elected an Honorary Fellow of the Australian Psychological Society – the highest recognition the Society can offer – for his extraordinary and distinguished contribution. The information for this article was extracted from citations by Rosemary Laver and James McCallum, nominating Bruce to the grade of Honorary Fellow.

Bruce Crowe has no prefix apart from Mister. He does not have a history of major academic contribution, although he does have academic suffixes and he obtained a Master of Arts, with First Class Honours in Applied Psychology. While he is the archetype of today's independently practising psychologist and a grass-roots member of the APS, he is much, much more and it is for this reason he deserves to be recognised as an Honorary Fellow of the Society.

Bruce Crowe's career in and service to the profession of psychology has been extremely wide-ranging. His almost 15 years of managing his highly successful private practice in Sydney was preceded by a series of human resource executive roles in Europe and Australia. In all of these roles he has brought great credit to psychology by his ability to focus the forces made available by the profession's research programs to identify and resolve many human resource-related corporate weaknesses. His psychological services have been applied in banking and finance, insurance, manufacturing, leisure and telecommunications as well as to the development of significant training programs. His contributions have been equally effective in both large and small organisations. In most of his roles Bruce has had to be an effective manager as well as a psychologist.

Bruce is a foundation member of the APS and a Fellow. He has served the Society in a number of roles during the past two and a half decades and his peers entrusted him with the role of President of the Society for a period of four years, from 1996 to 2000. Before this, Bruce served the APS in varying capacities, starting in 1985 as a Committee Member of the Sydney Section of the then Board of Organisational Psychologists, a position he continued to hold until 1996. From 1988-1991, he was National Membership Secretary of the Board.

He was a member of the Executive Committee of APS Council from 1990 to 1992, and a member of numerous Statutory and non-Statutory committees, including the Working Parties on Communications (from which the Referral Service emerged), Insurances, Medicare, Financial Planning and Six Year Qualifications.

In 1990, Bruce, because of his proven skill, energy and focus, was invited to assume the role of progressing the Society's relationship with the independent practitioner members of the Society, as a growing number of these members felt the APS was becoming irrelevant to their professional needs because they perceived that they were not being heard.

Initially, Bruce chaired the Council's Standing Committee of Independently Practising Psychologists, with this subsequently becoming the Board of Independently Practising Psychologists and evolving into the Division of Independently Practising Psychologists. During this time, Bruce worked energetically to develop constitutions

and the organisational procedures, and forged and maintained the relationships necessary to keep channels of communications open between all players. He devoted considerable time and energy to raising the profile and needs of the practitioner members and gained general respect from the governing body.

In 1996, Bruce was elected to the position of President of the Society, a position he held for four years. During this period, he continued to apply himself with the same energy, at all times directing this to the furtherance of the public and political recognition of psychology in the broad sense. He acquired this position at a time when the Society was somewhat financially strapped and when the science-practitioner alliance was becoming increasingly strained. During this four years, Bruce sacrificed his own practice, devoting more time to the Society than to his own work.

Professor Alison Garton, the immediate past Executive Director, has written: "Bruce always placed the profession of psychology above all else, including his own personal interests and while President, he made many sacrifices in pursuit of his wish to see psychology positioned more strongly in the eyes of government, health funds, compensation bodies, together with other regulatory bodies, business and universities. He was instrumental in initiating and pursuing vigorously the APS marketing campaign aimed at getting psychology out to the public as well as achieving greater recognition from other health professionals."