

McGUIRE IN CHARGE

Cate McGuire, M.AIRAH, is CEO of Oomiak, an industrial refrigeration specialist headquartered in Adelaide.



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Responsibilities

My main focus is the overarching business performance of Oomiak, and strategic management of key areas of the organisation, including business development and service delivery. I also oversee our marketing and stakeholder communications.

Passions

I am passionate about enabling people to reach their full potential, explore their abilities and be successful. I like to see people thrive and expand on their skills because it often sparks a wonderful motivation in people to achieve more and feel valued for their contributions. It also aids innovation, and that is critical to our work at Oomiak. We've achieved great results with numerous innovative refrigeration projects delivered across Australia.

Finest professional hour

Starting Oomiak and growing it into a successful national business is certainly a career highlight for me. We've been recognised as a significant player in the market and won various awards in a very short time. We've had the opportunity to work on some fantastic high-profile projects and develop innovative world-class systems, which have delivered great results for our customers.

Important lessons

I feel like I learn something new every day, and the most important lesson is to always be open to learning. Valuing people and their contributions, and measuring outcomes to see improvement are also key aspects of managing a successful business. Honesty and transparency are essential to working as a team, and this is highly valued by our customers.

Whom do you most admire?

I admire a lot of people, particular those who want to make a difference and are driven by their passion to achieve and help others. It's anyone from teachers and volunteers to entrepreneurs to our young engineers. It is business leaders that are shaping industry and creating sustainable growth. It is the people who work and live for a better outcome for others that really inspire me and I have great admiration for their contributions.

Dream sabbatical

My daughters volunteered at an Indian orphanage a few years ago and it was very inspiring.

I'd love to have the opportunity one day to volunteer my time helping people who need it most. It would be such a grounding and valuable experience.

What is your motto?

My mottos in life centre on encouraging people to try. For example I often say "have a crack" or "give it a go" or "we only limit ourselves".

Greatest personal achievement

My greatest personal achievement would be balancing the different aspects of life and finding time to do all the things I want to do. From managing a business and spending time with my family to volunteering, such as for Fred's Van and sitting on various boards.

Favourite book

I am always reading new books. I enjoy stories about people and what happens in their journey of life. I don't really have a favourite, I just like a good book. At the moment I'm reading *The Clifton Chronicles* series by Jeffrey Archer.

Favourite film

I appreciate a fairly wide variety of films – especially a good comedy or a thriller, and particularly a story that makes you think outside the square and reflect on your own situation. I really enjoy the creative ways films are made and the skills actors use to convey different messages.

Favourite website

I like to stay up to date with what's happening across a variety of industries and be across the changing demands and trends. Each week I trawl through a handful of industry websites.

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Describe yourself

I like to think I'm a fairly positive person. I have an optimistic and compassionate approach to life and work, and I care about the needs of others, including their success. I'm driven and motivated to achieve great things in all aspects of life.

Define success

Success to me is knowing you've given something your best shot and you've succeeded. Oomiak is a great example of this – we worked really hard to start the business, and as a team we've achieved some great results.

What does AIRAH membership mean to you?

AIRAH membership provides a great way to stay up to date with industry news, and offers young people outstanding opportunities to learn new skills and develop their networks. ■