

## Zambelli Fireworks Volunteer of the Year Nomination

### **Submitter:**

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### **Nominee:**

Keith Crate  
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#### **1. Depth of involvement.**

Keith's involvement in Lake Taupo's festival and event industry is extensive, he has and continues to play a pivotal role in developing the industry here. He has played a major part in many events, I have chosen just the one as the focus of this nomination and attached an annex of comprehensive involvement should this be of interest.

The Lake Taupo Cycle Challenge (LTCC).

Keith's involvement with LTCC started in 1994 when he led a community bid to tender for what was then a new event that involved cyclists biking the 100 miles around Lake Taupo, the largest fresh water lake in the southern hemisphere. The bid was successful and Keith served in a role seldom if ever filled by a volunteer, as Event Director for 15 years.

In 2009 Keith resigned from his role as Event Director to focus on building a new component for the event, a nine day Cycling Festival. He continues to serve on the events team and plays a mentoring role for the new event manager.

Keith is acknowledged as having developed and grown the event from 1000 riders to 12,000 involving seven disciplines and codes of cycling.

This exponential growth meant Keith's role as voluntary Event Director was no longer a few hours or days a week, it was now a fulltime commitment without financial recompense.

LTCC is New Zealand's largest mass cycling event and stands as the 4<sup>th</sup> largest in the world.

It is a non profit event giving all profit back to the community.

#### **2. Roles and responsibilities.**

Fifteen years as volunteer Event Director (ten being a fulltime commitment)  
Responsible for the overall management of the entire event inclusive but not limited to;

Management of a group of volunteer section managers

Marketing initiatives

Media liaison

Website development and oversight  
Budget management  
Distribution of community grants

**3. Enthusiasm, organisational assistance and specific expertise.**

Keith's expertise stems from his formal training as a Physical Education Teacher during which time he organised many sporting tournaments through which he developed the skills necessary to develop an event of the scale of LTCC.

The logistical expertise required to host an event of this magnitude is mind blowing. The relay element of the event alone requires thousands of riders to be transported along with bikes to the various transitions around the course and for those finishing their legs to be transported back to the finish area. A total of 53 bus trips are coordinated and 17 trucks required to transport bikes.

**4. Initiative and leadership.**

Keith's leadership style direct while being inclusive engendering good support and buy in from all stakeholders. Each year he develops a new component, an event within the event to keep it fresh and invigorated. One example being a street criterium the night before the main event. This has become a huge success with crowds lining the route cheering their favourite riders.

**5. Dependability.**

I cannot speak highly enough as to his dependability, I do not know of any other person who has devoted ten years of his life to developing an event, this has effectively been his fulltime employment without recompense.

**6. Positive attitude.**

Keith is widely acknowledged as Mr Events in the Taupo region, always positive, always greeting all he knows with a smile. Even during the event he finds the time to chat with as many of the 2000 other volunteers as he can to encourage and motivate them to higher levels of delivery.

**7. Difference, impact and void**

Here I must confess to struggling to complete this application due to the fact Keith has done so much for Cycle Challenge and the New Zealand events industry as a whole. If I were to draw down on two key examples of recognition they are:

- Being awarded the Queens Service Medal for services to the New Zealand Events Industry
- Elected to the Taupo District Council, campaigning on the positive impact of events in the Taupo region.