



Association's new Executive Officer: Planned and deliberate

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They are two words Sarah Toase has lived by for as long as she can remember and driven her to improve every aspect of her life.

And as one of the Crane Association of New Zealand's *raison d'être* is to raise the standards of operation and efficiency across the face of the crane industry, the two couldn't be a better fit.

Sarah undertook her new role as the Association's Executive Officer on August 10, filling the large hole left behind by the resignation of Chief Executive Officer, Sally Dunbar.

While Sarah is quickly coming up to speed regarding the industry, the Association and its members, she is cognisant of continuing the training and educational momentum that's been building over the past 12 months.

In turn, she hopes that will supplement the industry's profile, and make for an enticing prospect for the younger generation seeking a career in cranes.

Since her professional experience is long and detailed within the construction industry, Sarah is also keen to continue augmenting the pride that people have in the crane industry.

"I do like an industry with a tangible outcome – I enjoy learning about the technical side of industries, similar to what I've done in my previous construction and project management roles.

"In terms of the crane industry, and what appeals to me here, is the skills, abilities, and intelligence needed of the people who are in charge of these huge and high-risk machines. Sometimes these people, and the industry as a whole, are not as appreciated as they could be.

"I'm keen to learn about what it takes to make it in this industry. I can already see how passionate people are about their career in cranes and I want to share that.

"The way we portray ourselves as an Association is incredibly important – we want to be recognised as the voice of the industry."

It won't be without its challenges as she says there are issues on the horizon that need close attention, such as the Review of Vocational Education.

“I’m keen to work with our industry partners to develop a robust training programme with recognised and desirable qualifications.”

Sarah says it’s the legacy of her accomplished predecessor and work that she’s eager to see through.

“This will strengthen our ability to attract people to a career in cranes and not just to view it as a job,” she says.

That, too, Sarah believes will help encourage younger employees to step into the industry.

“But right now, one of my main objectives is to help the Association strengthen its voice; making sure its voice is heard by the appropriate stakeholders, and strongly advocates on behalf of its members’.

“I am the sort of person who is always looking for opportunities to improve, across every aspect of my life. I’m constantly looking for ways to make things better. It’s just something inherent in me, to be planned and be deliberate.

“So, I make sure that I know what I’m doing and why I’m doing it, rather than just leaving things to chance.”

Born in Auckland, Sarah moved to Wellington when she was young where she would go on to try her hand at some Victoria University of Wellington courses.

However, she soon found herself overseas and a niche in the investment banking industry in London.

She moved to American multinational investment bank, Citi, as Assistant Vice President, Investor Relations in London for three years before moving back to New Zealand.

Prior to her new Crane Association role, Sarah was General Manager for Wellington-based Impact Project Management and a Senior Business Analyst for the Department of Corrections.

She lives in Whitby with her husband and two children.