



**ANNUAL REPORT**  
**2013/14**



## **VISION**

To be the unified voice of the taxi industry in Queensland, with the necessary direction, resources and political and community profile to lead the industry proactively on issues of strategic importance to Taxi Council Queensland.

## **MISSION**

Taxi Council Queensland exists to expand the total market for taxi services by:

- securing a beneficial legislative framework;
- building a positive community profile and awareness of the taxi industry; and
- improving the responsiveness of the industry to market demands and changes for the well-being of all taxi industry participants in Queensland.

## **VALUES**

### **PROFESSIONALISM**

To act in a manner that enhances the reputation of the taxi industry in Queensland at all times.

### **INTEGRITY**

To honestly and consistently act in the best interest of taxi patrons and providers.

### **PROACTIVITY**

To provide leadership to members on strategic issues impacting across the taxi industry in Queensland.

### **ACCOUNTABILITY**

To be accountable to members on the performance of the Council and its officers against agreed benchmarks.

### **TEAM WORK**

To work co-operatively in the interest of the taxi industry in Queensland while encouraging mutual concern and respect for each other.

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## President's Report – Max McBride

### Economic Performance

The Queensland economy has once again produced mixed results with a reduction in employment and investment in the mining sector being somewhat counterbalanced with improvements in the tourism and housing industries. With the Australian dollar continuing to remain “overvalued,” according to Reserve Bank governor Glen Stevens and commodity prices remaining mixed it is likely that economic conditions will remain mediocre over the next 12 months.

### Unregulated Apps

The entry of unregulated app companies into Queensland's urban travel market is a significant concern for the Queensland taxi industry. Initially these entities offered taxi dispatch services to the taxi industry without a service contract, a clear breach of Queensland law. Despite this, it soon became apparent to these new entrants that the Queensland taxi industry offers one of highest levels of service in the world and this meant the first iteration of their business model was a flop.

One unregulated app company then decided to completely flout Queensland law by offering taxi services in unlicensed vehicles, with unaccredited drivers. Frankly, that any law-abiding company could enter any jurisdiction and introduce a product that clearly breaches laws of the land and then attempts to justify their actions by pretending that the product is new and outside current regulations is astounding, especially when customers have been utilising existing free apps to book taxis long before many of these unregulated companies entered the market.

While TCQ does not have issues with any new entrant seeking market opportunities, we do have substantial concerns with new participants who attempt to flout the requirements placed on all other competitors. After everything that we achieved in Queensland in terms of creating a service ethic and building a world leading service, TCQ cannot stand idly by and allow a situation where contracted companies need to satisfy a raft of government and societal outcomes while these unregulated companies are permitted to “cherry-pick” the low cost/high profit segments of the market. Contrary to the regulatory requirements placed on existing dispatch companies, unregulated app providers believe that they are exempt from the responsibility of:

- Providing services to the all sections of the market, homogeneously across a region, on a 24/7/365 basis. So, under the unregulated app model, how are wheelchair accessible services provided; how are services provided to customers who don't have a smart phone or want to book via the internet, text messaging, or voice calls; how are services guaranteed in fringe areas during periods of very low demand?
- Satisfying performance benchmarks prescribed by government regulations and reporting a raft of performance data to government. The system of taxi companies taking responsibility for all aspects of the customer experience and having to satisfy performance benchmarks has been one of the contributing factors which have enabled the Queensland taxi industry to not just achieve, but set world's best practice.
- Providing a range of aftermarket services such as customer complaints and lost property.
- Ensuring service quality with initiatives such as regular vehicle inspections and monitoring driver performance in terms of speeding.

- Providing accredited training and monitoring driver performance in terms of customer service, and presentation.
- Providing safety equipment such as security cameras, GPS tracking and in-car emergency systems.
- Ensuring the maximum fare is not exceeded. Unregulated app companies have the ability to price gouge during periods of overfull demand, as has been found in international jurisdictions.
- Ensuring the requirements for appropriate insurance coverage are satisfied by each taxi operator, including registration and CTP costs of over \$7,000.00 per taxi per annum, personal accident insurance and public liability coverage of \$20 million.

Ultimately successive Queensland governments have built a self-regulatory framework within which all taxi companies must operate. The system has resulted in almost 3,000 small businesses investing over \$1 billion in taxi licences; 20 contracted dispatch companies investing several hundred million dollars in sophisticated infrastructure, control systems, staffing, etc; and hundreds of taxi operators investing at least millions of dollars in providing a low cost, high quality service.

With 20,000 Queenslanders directly reliant on the taxi industry for their livelihoods and unregulated app companies offering services that do not meet all of the community's needs on almost any measure, it is incumbent on the Queensland government to defend their legislation and ensure that all market participants compete on a level playing field. Pleasingly the Newman government is acting to enforce the law in terms of unregulated app companies so that the high quality taxi service being delivered to the Queensland community is not compromised.

### **Media Policy**

TCQ has continued to prosecute its media strategy that was rolled out in 2012. To date the strategy has been very effective in reducing the negative media comment that has previously caused politicians to impose unwarranted regulations on the industry with limited discernable benefits to the quality of Queensland taxi services.

This being said I believe that more needs to be done by the industry to promote the high quality of our service. While, as an industry, we have achieved remarkable performance standards, we do need to promote our achievements much more than has been done in the past.

### **Meter Legislation**

The automation of taxi meters has completed its first stage with a few hiccoughs resulting from a few meter manufacturers struggling to supply products. It is important that the government now moves to stage two implementation of the project, including full integration of the meter, dispatch system and EFTPOS units. While there has been a cost to the industry in respect to this initiative, TCQ believes that reducing overcharging (both intentional and unintentional) to be an important step toward building higher levels of community confidence in regard to the services we provide.

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## **Security Camera Standards**

TMR have introduced new minimum standards for security cameras in taxis. TCQ believes that the legislation governing security cameras should have included forward and rear facing external cameras, the Council is pleased that the Government have moved the process forward enabling operators to plan for existing equipment to be replaced with a three year implementation window.

## **Regulatory Reform in Other Jurisdictions**

The Queensland taxi industry continues to be astounded at the apparent direction of taxi regulation in other jurisdictions. Principally in Victoria where the Fels Inquiry made recommendations that appear based on the premise that lower taxi fares and increased taxi supply will cause a significant improvement in service levels and innovation, resulting in a substantial lift in demand. Of course in "Fairyland" this model probably has merit, but in the real world where markets and consumer buying behaviour is somewhat more complex such simple minded dogma isn't of much value. If Mr Fels needed proof of this assertion an actual case study of the Victorian taxi industry over the past six years would clearly demonstrate the folly of this ideology.

With taxi fares in Victoria not being adjusted since 2007, together with an addition 530 taxi plates having been released by the Victorian government over the past six years, aggregate demand in the Victorian taxi industry has actually fallen, not increased as the "Fairyland model" would have us believe. If Fels wanted proof of these assertions he only had to open his eyes and look in his own backyard. Obviously any industry forced to endure six years of such contrived market conditions must suffer with falling profitability, falling ongoing investment and deteriorating service standards as industry participants start cutting corners in an effort to remain viable. All this causes demand to fall not rise. With taxi services, as it is with all goods and services, price is not the only determinant of demand, more important is the customers perception of the product and the value it represents.

So why didn't Fels and his inquisitors visit Queensland which produces a disproportionately high percentage of national demand, retains very high community satisfaction levels, maintains high vehicle standards and response times, and provides a substantial range of after sale services? Why would the Inquiry cancel at least two meetings with Queensland regulators? Could it be that examining the Queensland regulatory model may have actually meant that the Inquiry would have been putting "Customers First"? Was the Inquiry really interested in service to the community or were they only interested in the value of taxi licences? To suggest that goodwill in the taxi industry (as was intimated by the Productivity Commission and blatantly stated by the National Competition Commission) should be zero is quite frankly absurd and an indication of how ideology and not community outcomes are what these so called economic gurus are about.

## Regional Reports

### ***Far North Queensland – Bob Roberts, GM of Cairns Taxis***

While there has been some improvement in the tourism industry with Cairns Airport reporting higher numbers through the terminal, there has been little change in the demand for taxi services. This is apparently due to the higher tourist numbers being predominantly of Chinese origin who are travelling in groups with pre-booked airport transfers and tours. In addition, demand from locals, who are still struggling with sluggish business conditions, has been relatively soft.

The prevailing market conditions over recent years combined with increasing costs has resulted in considerable pressure on operator and driver incomes. Cairns Taxis has responded by implementing procedures designed to improve call centre efficiencies and fleet management generally. As a result of these activities, Cairns Taxis has not found it necessary to increase base fees for the last two years, notwithstanding the significant labour and other cost increases that have occurred over the period.

Increased booking automation has been the main driver of call centre efficiencies. Our new mobile phone App has been very well received by customers with bookings via this method showing steady month on month increases.

During the year we introduced an SMS on Approach service. This, together with further refinements to the booking dispatch system, have resulted in improved fleet efficiencies through less “dead running” and reduced “No Job” rates as well as improving customer service.

Recognising the benefits in customer service, Cairns Taxis has had in place for some time a pro-active program for monitoring driver compliance with approved tariffs. The company welcomed the initiative by government in legislating for the automation of tariffs and the fleet was fully compliant prior to the required date.

### ***North Queensland – Angela Rheeders, GM of Townsville Taxi***

Townsville Taxis’ main focus over the past year has, without a doubt, been the installation and implementation of the new dispatch software, MTData. As is to be expected with the rollout of any new software there were a few issues that needed to be rectified before the system was up and running correctly. Ultimately the transition from the previous despatch system of fourteen years with Sigtec to the new all went relatively smoothly.

The company’s network has been upgraded with new equipment to the following:

- Both the Mt Stuart and the Castle Hill repeater sites
- In-vehicle equipment including new radios
- Equipment to the base station, including radio links
- Desktop Computers to the Call Centre & Administration areas
- Taximeters installed to comply with 2014 legislation

We have recently installed a phone call voice recorder on all incoming calls to the Call Centre. This has already proven to be a valuable investment which aids in the investigating and handling of complaints by diminishing the ‘he said/she said’ scenario.

Townsville now has a second Registered Training Organisation for New Drivers: NQ Coastal. They are an agency of Yellow Cabs Queensland whose training schedule has been adapted to meet Townsville Taxis requirements.

Townsville Taxis hold free information evenings on a fortnightly basis to encourage the recruitment of drivers to the industry. The demand from the fleet is, as always, higher than the supply of drivers going through the courses offered. One of our focus areas is to improve the calibre of driver so that our customers' experience within our industry is a pleasant one, encouraging return patronage.

With a continued focus on improving customer relations and satisfaction, we will soon be introducing the 131008 mobile app to our region making it easier for our customers to utilise the services of our taxi fleet. There has also been a restructure in the Call Centre. A team of four Senior Supervisors ensure that the day to day running of the call centre is done in an efficient and effective way. The floor plan has been changed so that all telephonist screens can be viewed from the vantage point of the Supervisor.

The annual events continue to draw good crowds to our region. Amongst events such as the Townsville Show day, Townsville once again hosted the V8's on the first weekend in July. This event once again proved to be successful and well supported. The Goldfield Ashes in Charters Towers held in the last weekend of January was a great success.

Townsville is currently experiencing a very high unemployment rate which is currently at 10.1%. This is impacting negatively on the taxi industry in the region. We remain positive that there will soon be a turn around in the economy in general so that we can once again experience a growth in the industry.

***Central Queensland – Angela Lock, Training and Operations Manager of Mackay Whitsunday Taxis***

Due to a fly-in-fly-out mining workforce and the downturn still in full force, some operators are estimating up to 35% reduction in income. Due to these circumstances we are also seeing dwindling numbers of prospective new taxi drivers making enquiries for taxi driver training. During our prosperous times we actually had people relocating to Mackay just to drive taxis. In Whitsunday however, the demand for taxis is improving with the tourist numbers on the rise and now we have 48 cruise ships per year visiting Airlie.

To offset these hard times we are branching out into other areas of revenue by adding another service category to our operator accreditation: General Services. Under this category we will be offering one, two and three hour tours. Our marketing expert has put together some exceptional tours for our Whitsunday fleet and Mackay's tour packages are very close to completion. We will be rolling these out within the next month or so.

There have been some changes for operators in our Whitsunday region. Whitsunday Coast Airport as of July 1<sup>st</sup> has implemented a ground transport operators permit. Whitsunday Shire Council which are owners of airport are now charging annual fees for all passenger transport which utilise the airport.

Mackay Whitsunday Auto Care Services is in its second year of operation. Considering the present economy, it is holding its own very well. Our tech services department installed all 66 of the new Cabcharge meters to our fleet way ahead of the deadline. The workshop is very well utilised by our operators with tech support, mechanical and tyres all under the one roof.



Our substitute taxis are proving very popular with our operators. At most times at least three out of our four sub taxis are out on hire.

**Capricornia** – Donna-Maree Donoghue, Manager of Rockhampton Cab Company Ltd

The Capricornia region is in a prime position to launch itself into the future and offers a dynamic environment to enable businesses to prosper and grow.

We have seen a downturn in recent times that has created challenges for our operators, drivers and the general public, this is predominately due to changes in the mining industry and its follow on effects to our region, but we are optimistic for a positive future.

We have a sustainable population of which is projected to increase significantly by 2031.

After 52 years in operation Rockhampton Cab Company has undergone major changes this year with the sale of the business to Yellow Cabs, this is a very exciting time for all involved and we are delighted to welcome the team from Yellow to our region.

Rockhampton and Capricorn Coast are being dispatched by Yellow Cabs in Brisbane whilst Gladstone is still operating their own dispatch with the smaller areas doing the same.

Our regions continue to have a successful partnership with Queensland Transport to ensure our communities receive the best service possible.

In closing I would like to say that I live and work in the region of innovation with an impressive range of employment, health, sporting and cultural facilities in a central location with easy accessibility, affordable housing and great tropical climate and I believe we have a bright future ahead.

**Wide Bay** – Allan Bond, Managing Director of Black and White Taxis Maryborough

After strong outcomes for taxi operators in regional centres in 2012-2013 the financial year just gone has mostly seen a reversal of that trend. Most taxi operators in the Wide Bay area report a retraction of returns with weekend trade showing the greatest decline.

Licence prices however continue to be maintained with recent sales showing moderate increases. Rural towns have struggled more than regional centres with a large down turn in general business activity especially those centres with substantial mining influences.

Department of Transport and Main Roads (DTMR) compliance officers have been active with some audits undertaken and some taxi industry competitors have had their reality adjusted. DTMR is also planning reviews in a number of rural areas and the outcomes could be quite revealing.

Mundubbera remains without a taxi service, while Childers is struggling. Driver availability and driver quality is a major factor affecting the operation of these licences. Community and courtesy vehicles continue to grow and eat into the customer base of taxi services in all areas.

There is no evidence of Uber operating in the area, as indicated by efforts to access their services.

**Sunshine Coast** – John Lobwein, GM of Suncoast Cabs

The 2013-14 year was again one that presented many challenges as the taxi industry in the region continues to combat the effects of a tourism market that continues to climb out of the depths of the

GFC that occurred some six years ago.

Despite this, job numbers continued to rise for the third consecutive year and taxi licence sales continued to trade on a regular basis with licence prices reaching a new record high. Suncoast Cabs invested heavily in radio support with a full upgrade of towers and in-car equipment in early 2014, ensuring that our service continues to meet the expectations of our customer base.

With the \$4bn investment in a new regional hospital now in full swing and customer confidence at high levels, we look forward to continuing growth through the next five years. Driver numbers and enquiries remain constant, and the region continues to focus on increasing our customer base, innovative booking processes and embracing social media opportunities.

The regions, Glasshouse Mountains, Maleny and Gympie all report that growth patterns have followed that of the Sunshine Coast and are looking forward to the challenges of the next 12 months.

***Metropolitan – John Tighe, GM of Black & White Cabs***

Demand for taxi services has been steady if you look at the “daylight hours” market with slightly improved booking numbers for the past twelve months. The same cannot be said for taxi demand during “nighttime hours” early in the week, although Friday and Saturdays generally stood up well. Any night there is “an event” such as State of Origin or a Broncos game we always do well with taxi demand.

Without doubt there is an element of low confidence about the economy throughout South east Queensland following two tough years of restrained spending by the LNP Government – and rightly so given the debt position of our State. Follow this up with a tough federal budget and the amount of disposable income around is not as plentiful. If you look at retail figures over the past couple of years it is easy to see that the public are being careful with their spending habits and taxis are not immune from this. Some of this is still a hangover from the GFC in 2007 / 2008. The “baby-boomers” are preparing for retirement and as such they are in saving mode not necessarily spending mode.

The NightLink supervised taxi rank program is still providing all stakeholders including our taxi drivers and the travelling public a wonderful service and our thanks goes to the rank supervisors who are there hail rain and shine. Passenger numbers for this service are still very strong and our cab drivers are servicing the supervised precincts very well.

In recent months the spectre of illegal taxi services has entered the Brisbane taxi market and has caused concern for all of our industry stakeholders. The logical question to ask is –“how can a multi-national organisation set about to disrupt incumbent taxi services all around the world with seeming impunity?” The Taxi Council, in partnership with both metro Taxi Booking Companies and Transport and Main Roads, are working hard to ensure that all participants are on a level playing field and operate within existing legislation.

At the end of the day the spectre of completion – legal or illegal – should ensure that we as the taxi industry incumbents continue to provide a world class taxi service for the benefit our our passengers – the customer!

***Gold Coast – Gordana Blazevic, CEO of Gold Coast Cabs***

In late 2013, the City of Gold Coast launched its Economic Development Strategy 2023 aimed at growing and diversifying the economy and improving business confidence. With a relatively young demographic profile and population growth from interstate and overseas continuing and expected

to accelerate, the past year has been a turning point for the Gold Coast.

During 2013/14 there were clear signs of positive economic development and a renewed confidence with the opening of the \$700 million University Hospital at Parkwood; commencement of a \$670 million makeover of what will be Queensland's biggest shopping centre (Pacific Fair); announcement of the winning architect for the proposed \$300 million City of Gold Coast's cultural precinct; ongoing consideration of options for a possible cruise ship and casino resort development; continuation of infrastructure construction for the 2018 Gold Coast Commonwealth Games; and most recently completion of the first stage of the Gold Coast Light Rail.

Within this context, Gold Coast Cabs has successfully navigated its way around the construction sites and continues to deliver the best and most reliable door-to-door transport service to residents and visitors.

The download and use of our mobile phone app has continued to grow and is very popular, particularly with local businesspeople. With our strong base of well trained drivers and effective operators, we have also been able to look at ways to provide more cost-effective services to people travelling between set locations. During the past year we introduced a special flat fare for people travelling from Gold Coast Airport to Broadbeach and Surfers Paradise. Initially met with some reticence by our drivers, it is now well promoted by our drivers and well received by locals and visitors alike.

The past year has also been a turning point for Gold Coast Cabs with the departure of former CEO, Martin O'Riordan. After more than 20 years in the transport industry and the last six years at the helm of Gold Coast Cabs, Martin has made a tremendous contribution to the taxi industry and in particular to the growth and development of Gold Coast Cabs.

As we move forward into another year, undoubtedly there will be exciting opportunities and some challenges for Gold Coast Cabs and our industry as a whole. And sometimes, in the busyness of it all, it's easy to lose sight of what's most important.

The tragic downing of Flight MH17 has been a salient reminder of the absolute faith our customers have in us to deliver them to their destinations safely. For us on the Gold Coast, this is particularly important to reflect upon in the lead up to the most significant event Australia will be hosting for the next decade, the 2018 Commonwealth Games.

With the eyes of the world upon us, Gold Coast Cabs will be working tirelessly over the coming four years to consolidate, innovate and deliver a world-class passenger transport service with a continued focus on safety and customer service.

#### ***South West Queensland – Noel Spain, Chair of Black & White Garden City Cabs***

2014 has been a mixed year in various areas across the South West Queensland Taxi Council Area. Some areas are flourishing whilst others are feeling the pinch. This year has also been a rather uneventful year in comparison to the previous when several areas experiences severe difficulties due to flooding and the terrible effects it left behind.

With the soon to be opened Brisbane West Airport currently under construction on the western outskirts of Toowoomba by a private family group there is hope for some benefit to come from this to not only Toowoomba but surrounding taxi areas. The new airport will cater for the larger planes and, in time international planes, both should only boost the taxi work available.

The other benefit from this will also be to Tourism which in turn will benefit the taxi industry. We are also pleased to hear that the new Toowoomba Range Bypass has finally been given the green light and should hopefully be under construction in the very near future. The road works on the existing Toowoomba Range Crossing have finally finished to the delight of all making.

The Toowoomba Taxi Industry has this year seen the amalgamation of Garden City Black and White Cabs and Garden City Yellow Cabs in late April. The amalgamation seems to have been widely accepted by the travelling public in general. With the introduction of the automatic tariff meters in metered areas, Toowoomba has gone to the same meter in all cabs thus making it easier for the travelling public to understand the meters they see.

With Government agencies cutting into the work that taxis were previously doing and the ever increasing costs associated with running a taxi in the Regional areas some are finding it harder and harder to compete. Regional area Councils are working more with their local businesses to provide and improve various activities and festivals in each area, Chinchilla had a successful Melon Festival this year as did Warwick with their Jumpers and Jazz in July and Toowoomba has had numerous events both of a Cultural and Show type events to entertain the public on weekends. All in all the year has been a steady one.

## **CEO's Report – Benjamin Wash CPA**

### *Policy*

1 July 2014 saw the introduction of the new automated meters in Queensland. Although the policy was announced on 9 July 2013, with the regulatory amendments passing in early December, the rollout has not been exactly smooth. Unfortunately the Department of Transport and Main Roads did not place a great deal of rigour around confirmation that the new technology would be ready in the required timeframe and as such were left with egg on their face when the representations made by the manufacturers proved less than accurate. Notwithstanding this, at the time of this report there is nigh on 100% compliance, despite the hurdles the industry has had to jump over. The lesson to be learned here is that the same rigour afforded to the security camera program needs to be applied for all new technology.

Just before the Easter weekend in April 2014, uber technologies launched their smart-phone app in Brisbane. The service they launched was for uberX which is an illegal taxi service being offered by unaccredited drivers in unaccredited private vehicles. While regulators around the world have grappled with this issue of unregulated services being offered, the Queensland Government have sought to move quickly to make clear their position, "Cease and desist". Unfortunately, as with any criminal activity, the words of the law-makers have fallen on deaf ears and uber continue to induce unwitting innocents to break the law. The natural risk aversion of the bureaucracy means that, despite all good intentions, there will be a slow move towards effective compliance and this will only serve to tacitly endorse their illicit behaviour. TCQ will continue to work closely with the Queensland Government and the taxi industry to ensure that while efforts are made to enforce existing regulations, the good news story of the service provided to more than 100 million customers each year in this great state is told.

### *Strategic Plan 2012-2015*

We have been consistently working toward the goals set out in the Strategic Plan 2012-2015. The

table below gives a snapshot of how TCQ is tracking on delivering against the strategic objectives:

Description	Completion Date	Status
<b>Strategy 1 – Positioning and Image</b>		
<i>Action Plan 1.1 – Develop communication and media strategy</i>	Dec 2012	Complete
Develop communication and media strategy to identify publics, messages and mechanisms for delivering and monitoring messages – develop measures.		
<i>Action Plan 1.2 – Identify appropriate industry/stakeholder bodies to be represented on, and develop key outcomes required.</i>	Jun 2014	Complete
Identify appropriate industry/stakeholder bodies to be represented on, and develop key outcomes required eg Tourism industry, Brisbane City Council etc.		
<i>Action Plan 1.3 –Develop suite of strategic events to support image and positioning.</i>	Jun 2015	Underway
Identify relevant events in other states/overseas, develop new events, and identify key outcomes required for each event, measure outcomes.		
<b>Strategy 2: Further Develop Government Relationships</b>		
<i>Action Plan 2.1 – Make public the standards and good practice requirements/policies of TCQ.</i>	Jun 2014	Underway
Make public the standards and good practice requirements/policies of TCQ and how TCQ would respond to various circumstances. Ensure all standards and policies are regularly reviewed on an annual basis.		
<i>Action Plan 2.2 –Develop list of and invite key government officials to key events</i>	Sep 2013	Complete
Develop list of key government officials (local, State and federal bureaucrats and politicians) to invite to key events, follow up to see if event added to their understanding of the sector. Ensure identification and invitation becomes an ongoing event.		
<b>Strategy 3: Driver Engagement</b>		
<i>Action Plan 3.1 – Develop advocacy and other relevant services to represent driver interests</i>	Jun 2014	Underway

Develop possible services that would assist drivers (eg advocacy services, driver rights etc), develop plan to rollout services, test the services, implement. Develop alliances to deliver these services. Identify relevant success measures for each service. Develop database of drivers. Position TCQ as the peak body in this area.		
<b>Strategy 4: Develop Alternative Income Streams</b>		
<i>Action Plan 4.1 – Identify government funds to develop new products for the taxi industry</i>	Jan 2015	Underway
Identify relevant new products for the taxi industry, liaise with relevant levels of government to seek possible sources of funding, set up advisory committees to input into the possible products.		
<i>Action Plan 4.2 – Develop significant sponsorship income</i>	Jun 2013	Underway
Identify possible sponsorship alliances, develop protocols for acceptable sponsorships, develop and implement budget for sponsorships.		

## Queensland Taxi Statistics

Qld Taxi Licences by Location	No of Licences	Conven tional	WAC	No of Licences	Conven tional	WAT	No of Licences	Conven tional	WAT
	Aug-12	Aug-12	Aug-12	Aug-13	Aug-13	Aug-13	Aug-14	Aug-14	Aug-14
<b>Metropolitan Companies</b>									
Black & White Taxis Ltd									
Yellow Cabs Queensland Pty Ltd									
<b>Sub-total</b>	<b>1867</b>	<b>1557</b>	<b>310</b>	<b>1867</b>	<b>1557</b>	<b>310</b>	<b>1867</b>	<b>1557</b>	<b>310</b>
<b>Provincial City Companies / Co-Operatives</b>									
Bowen	4	3	1	4	3	1	4	3	1
Bundaberg	29	24	5	29	24	5	30	24	6
Cairns	137	115	22	137	115	22	137	115	22
Gold Coast	352	267	90	357	267	90	357	267	90
Gladstone	25	22	3	28	22	6	28	22	6
Gympie	11	8	3	11	8	3	11	8	3
Hervey Bay	17	11	6	17	11	6	18	12	6
Innisfail	10	9	1	11	9	2	11	9	2
Ipswich	68	53	15	68	53	15	68	53	15
Mackay	70	53	17	73	53	20	73	53	20
Maryborough	15	11	4	15	11	4	15	11	4
Mount Isa	34	33	1	34	33	1	34	33	1
Redcliffe	36	29	7	36	29	7	37	29	8
Rockhampton	65	53	12	67	53	14	67	53	14
Sunshine Coast	109	81	28	109	81	28	110	82	28
Toowoomba	86	73	13	86	73	13	86	73	13
Townsville	135	112	23	135	112	23	135	112	23
<b>Sub-total</b>	<b>1203</b>	<b>958</b>	<b>251</b>	<b>1217</b>	<b>957</b>	<b>260</b>	<b>1221</b>	<b>959</b>	<b>262</b>
<b>Towns</b>									
Allora									
Atherton	3	2	1	3	2	1	3	2	1
Ayr	4	3	1	4	3	1	4	3	1
Bamaga	1	0	1	1	0	1	1	0	1
Barcaldine	0	0	1	1	0	1	1	0	1
Beaudesert	2	2	1	3	2	1	3	2	1
Biloela	2	1	1	2	1	1	2	1	1
Blackall	0	0	1	1	0	1	1	0	1
Blackwater	0	0	0	0	0	0	1	0	1
Boonah	2	1	1	2	1	1	2	1	1
Bribie Island	4	2	2	4	2	2	4	2	2
Bulwer / Moreton is	1	1	0	0	0	0	0	0	0
Burketown	0	0	0	0	0	0	0	0	0

Caboolture (now amalgamated with Brisbane)				0			0	0	0
Capella	0	0	0	0	0	0	0	0	0
Cardwell	1	0	1	1	0	1	1	0	1
Charleville	4	3	1	4	3	1	4	3	1
Charters towers	7	6	1	7	6	1	7	6	1
Childers	1	0	1	1	0	1	1	0	1
Chillagoe	0	0	0	0	0	0	0	0	0
Chinchilla	1	0	1	2	1	1	2	1	1
Clermont	1	0	0	0	0	0	0	0	0
Cloncurry	3	2	1	3	2	1	3	2	1
Collinsville	1	0	1	1	0	1	1	0	1
Cooktown	2	1	1	2	1	1	2	1	1
Crows Nest	1	1	0	1	1	0	1	1	0
Cunnamulla	1	0	1	0	0	0	0	0	0
Dalby	8	7	1	8	7	1	8	7	1
Dysart	1	0	1	0	0	0	0	0	0
Emerald	4	4	2	6	4	2	6	4	2
Fraser Island	1	1	0	1	1	0	1	1	0
Gatton	1	0	1	1	0	1	1	0	1
Gaydah	1	0	1	1	0	1	1	0	1
Gin Gin	0	0	0	0	0	0	0	0	0
Glasshouse Mts/Beerwah	1	0	1	1	0	1	1	0	1
Goondiwindi	5	4	1	5	4	1	5	4	1
Gordonvale / Yarrabah	3	2	1	3	2	1	3	2	1
Horn Island	1	0	1	1	0	1	1	0	1
Ingham	2	1	1	2	1	1	2	1	1
Inglewood	0	0	0	0	0	0	0	0	0
Karumba	1	0	1	1	0	1	1	0	1
Kilcoy	1	0	1	1	0	1	1	0	1
Kingaroy	4	3	1	4	3	1	4	3	1
Kumbia	0	0	0	0	0	0	0	0	0
Kuranda	1	0	1	1	0	1	1	0	1
Laidley	1	0	1	1	0	1	1	0	1
Longreach	3	3	0	3	3	0	3	3	0
Lowood	1	0	1	1	0	1	1	0	1
Macleay Island	1	0	1	1	0	1	1	0	1
Magnetic Island	4	2	1	4	3	1	3	2	1
Malanda	1	0	0	0	0	0	0	0	0
Maleny	1	0	1	1	0	1	1	0	1
Mareeba	7	6	1	7	6	1	7	6	1
Millmerran	1	0	0	0	0	0	0	0	0
Miriam Vale	0	0	0	0	0	0	0	0	0
Mission beach	2	1	1	2	1	1	2	1	1



Mitchell	1	0	0	0	0	0	0	0	0
Monto	0	0	1	1	0	1	1	0	1
Moranbah	3	2	1	3	2	1	3	2	1
Mossman	2	1	1	2	1	1	2	1	1
Mount Morgan	2	1	1	1	0	1	1	0	1
Mount Tamborine / Canungra	2	1	1	2	1	1	2	1	1
Moura	1	0	1	1	0	1	1	0	1
Mundubbera	1	1	0	0	0	0	0	0	0
Murgon	2	1	1	2	1	1	2	1	1
Nanango	1	0	1	1	0	1	1	0	1
North Stradbroke Isl (Dunwich)	2	1	1	2	1	1	2	1	1
Normanton	2	1	1	2	1	1	2	1	1
Oakey	1	0	1	1	0	1	1	0	1
Pittsworth	1	0	1	1	0	1	1	0	1
Port Douglas	2	2	0	2	2	0	3	2	1
Rainbow Beach	1	0	1	1	0	1	1	0	1
Ravenshoe	1	0	1	1	0	1	1	0	1
Roma	8	7	1	8	7	1	7	6	1
Russell Island	1	0	1	1	0	1	1	0	1
Stanthorpe	2	1	1	2	1	1	2	1	1
St George	1	0	0	0	0	0	0	0	0
Tara	1	0	1	1	0	1	1	0	1
Theodore	0	0	0	0	0	0	0	0	0
Thursday Island	17	16	1	15	14	1	15	14	1
Tin Can Bay	1	0	1	1	0	1	1	0	1
Toogoolawah	1	0	1	1	0	1	1	0	1
Town of 1770	1	0	1	1	0	1	1	0	1
Tully	2	1	1	2	1	1	2	1	1
Warwick	6	5	1	6	5	1	6	5	1
Weipa	3	2	1	3	2	1	3	2	1
Winton	1	0	1	1	0	1	1	0	1
Capricorn Coast ( Yeppoon)	9	4	5	10	5	5	10	5	5
Woodford	1	0	1	1	0	1	1	0	1
Wondai	1	0	0	1	0	1	1	0	1
<b>Sub-total</b>	<b>180</b>	<b>106</b>	<b>73</b>	<b>176</b>	<b>104</b>	<b>72</b>	<b>176</b>	<b>102</b>	<b>74</b>

## Queensland Taxi Statistics

Year	No. Conv	No. WAT	Total TSL	% Increase from Previous Yr
2012	2621	634	3255	0.1%
2013	2618	642	3260	0.2%
2014	2618	646	3264	0.1%

