



# **ANNUAL REPORT**

## **2015**



## **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.

## **TAXI COUNCIL OF QUEENSLAND INCORPORATED**

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## 2015 ANNUAL GENERAL MEETING AGENDA

**Date:** Friday 28 August 2015  
**Commencing:** 9.30 am  
**Chair:** M McBride  
**Minutes:** N Cho  
**Attendees:** Refer to attendees list  
**Observers:**  
**Apologies:**

Number	Item	Action
01	Confirmation of the minutes of the last Annual General Meeting	Resolution Required
02	Receiving of the Audited Annual Financial Statements	Resolution Required
03	Election of the Councillors and President of the Taxi Council	
03A	Nominee for President – Max McBride Nominees for Councillors – Far North Queensland - Layne Gardiner North Queensland - Angela Rheeders Central Queensland - Max McBride Capricornia - Donna-Maree Donoghue Wide Bay - Allan Bond Sunshine Coast - John Lobwein South West Queensland - Noel Spain Gold Coast - Kristina McKinnon, Sacha Moore, Gordana Blazevic Metropolitan - Bill Parker, Wolf Vogel, Gary Walter, David Hughes, David James, Alf Intelisano, Kathy Boorman, Ronnie Woods, Allan Hughes, Gerry DiLucchio	Confirmation only
03B	Election of Vice Presidents and Board	Resolution Required
04	Appointment of the Auditor	
	J O'Connor Pty Ltd	Resolution Required

<b>05</b>	<b>Consideration of notices of motion</b>	
	<p>Motion</p> <ul style="list-style-type: none"> <li>• That a fighting fund be set up to combat illegal taxi operations</li> <li>• The fund be administered by TCQ</li> <li>• Every TSL owner to pay \$ 100.00 per TSL</li> <li>• Every operator to pay \$100.00 per TSL</li> </ul> <p>Proposer – Mr Agron Kello QLD TSL Owner          Seconder – Mr Rino Parrella QLD TSL Owner</p>	Resolution Required
<b>06</b>	<b>Discussion of the general business of Taxi Council</b>	

**Next Meeting: To be held at the Annual Conference in 2016**  
**Location: TBA**

**Signed as true and correct:**

\_\_\_\_\_

**M McBride**

**President**

\_\_\_\_\_

**Date**

## 2014 ANNUAL GENERAL MEETING MINUTES

**Date:** 29 August 2014  
**Commencing:** 8.15 am  
**Chair:** M McBride  
**Minutes:** N Cho  
**Attendees:** Refer to attendees list  
**Observers:**  
**Apologies:**

Number	Item	Action
<b>01</b>	<b>MINUTES</b>	<b><u>Resolved</u></b> <b><i>“That the Minutes be accepted.”</i></b>
01A	Confirmation of Minutes	
	The President called for confirmation of the minutes for the 2013 Annual General Meeting.	
01B	Matters arising from the Minutes	
	<p>The President asked if there were any matters arising from the Minutes:</p> <ul style="list-style-type: none"> <li>• An update was given on the action items from the previous year</li> <li>• There were no matters arising</li> </ul>	
<b>02</b>	<b>ANNUAL REPORT</b>	
		<b><u>Resolved</u></b> <b><i>“That the Annual Report be accepted.”</i></b>
<b>03</b>	<b>ELECTION OF THE COUNCILLORS AND PRESIDENT</b>	
	<p>The number of nominees was the same as the entitlement for each of the Regions and therefore in accordance with Rule 13.3(ii), the nominees are confirmed as the Councillors. The nominees were as follows:</p> <ul style="list-style-type: none"> <li>• Far North Queensland – Layne Gardiner</li> <li>• North Queensland – Angela Rheeders</li> <li>• Central Queensland – Max McBride</li> <li>• Capricornia – Donna-Maree Donoghue</li> <li>• Wide Bay – Allan Bond</li> <li>• Sunshine Coast – John Lobwein</li> </ul>	

	<ul style="list-style-type: none"> <li>• Metropolitan <ul style="list-style-type: none"> <li>○ Black and White Cabs – John Tighe, Kathy Boorman, Gerry Di Lucchio, Alan Hughes and Alf Intelisano</li> <li>○ Yellow Cabs – William Parker, Wolf Vogel, David James, Gary Virk, Gary Walter</li> </ul> </li> <li>• Gold Coast – Gordana Blazevic, Sacha Moore, Kris McKinnon</li> <li>• South West Queensland – Noel Spain</li> </ul> <p>There was only one nomination for President, Max McBride, therefore he was confirmed as President.</p> <p>The President called for nominations for Senior and Junior Vice President from the floor. The nominations were as follows:</p> <ul style="list-style-type: none"> <li>• Senior Vice President – William Parker</li> <li>• Junior Vice President – John Tighe</li> </ul> <p>Voting was taken by a simple show of hands and both nominations were elected.</p> <p>Nominations were taken from the floor for the 3 remaining positions for the Board. Nominations were:</p> <ul style="list-style-type: none"> <li>• Gordana Blazevic</li> <li>• Noel Spain</li> <li>• Layne Gardiner</li> </ul> <p>Scrutineers were called for and the votes were taken from the 20 confirmed Councillors. The scrutineers collected the ballots and the confirmed winners were:</p> <ul style="list-style-type: none"> <li>• Layne Gardiner</li> <li>• Gordana Blazevic</li> <li>• Noel Spain</li> </ul> <p>Further to confirming the ballots it was resolved to destroy all ballots and the President was called on to resume the meeting.</p>	
<b>04</b>	<b>APPOINTMENT OF THE AUDITOR</b>	
	<p>The President called for a resolution to appoint J O'Connor Pty Ltd as the Auditor for the 2014-2015 financial year.</p>	<p><b><u>Resolved</u></b>  <b><i>“That J O’Connor Pty Ltd be appointed as Auditor for the 2014-2015 financial year.”</i></b></p>
<b>05</b>	<b>CONSIDERATION OF NOTICES OF MOTION</b>	
	<p>The following notice of motion, lodged in accordance with Rule 10.2(i)(g), was heard:</p> <p><i>“That TCQ establish a levy of \$75 + GST per car per annum (\$6.25 +</i></p>	<p><b><u>Resolved</u></b>  <b><i>“That TCQ establish a levy of \$75 + GST per</i></b></p>

	<p><i>GST per month) to fight ride-sharing issues."</i></p> <p>The President raised a current industry issue with regard to the ride-sharing app Uber and urged that Taxi Council needs all members' reference to win this battle.</p> <p>B Wash read notice of motion.</p> <p>D Hooke seconded.</p> <p>There was a discussion about the notice of motion.</p> <p>B Parker asked for what purpose the levy will be used.</p> <p>President responded that the levy will be used in an advertising campaign, legal and media strategy.</p> <p>B Parker indicated that TCQ has a million dollar fund in the bank.</p> <p>J Tighe supported B Parker.</p> <p>M McBride noted that TCQ would use these funds as well as those raised from the levy.</p> <p>B Parker did not agree with M McBride.</p> <p>G Goold asked how the levy will be charged.</p> <p>President responded that the levy will be added to monthly dues and annual membership fees.</p> <p>W Ray asked how long the levy will be charged.</p> <p>President responded that the levy will be charged for 12 months or more if necessary.</p> <p>D Hooke suggested to creating a pamphlet regarding the ride-sharing issue.</p> <p>D Hooke asked about the bailment agreement, indicating support for the levy.</p> <p>Z Trengrove asked if \$75.00 was enough.</p> <p>M McBride informed that there was no membership fee increase since 2002.</p> <p>G Collins said it is unfair for lessees, who have no voting rights, and highlighted the need to change the constitution.</p> <p>A Rheeders asked how the levy will help Northern Queensland.</p> <p>M McBride responded that TCQ will be running state-wide high profile advertising.</p> <p>G Goold said he does not want to become a member.</p> <p>T Coco supported the motion.</p> <p>B Wash read the notice of motion for vote. 56 members stood up to accept the notice of motion and 26 members stood up to against the</p>	<p><b><i>car per annum (\$6.25 + GST per month) to fight ride-sharing issues."</i></b></p>
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	notice of motion.	
<b>06</b>	<b>GENERAL BUSINESS</b>	
	The President called for any items of General Business: <ul style="list-style-type: none"><li>• There were no items of General Business</li></ul>	

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**Meeting closed**            **9.05 am**

**Next Meeting**            **To be held at the 51st Annual Conference in 2015 – date to be announced**

**Location**                **The location will be Cairns Pullman International**

**Signed as true and correct:**

\_\_\_\_\_  
**M McBride**

**President**

\_\_\_\_\_

**Date**

## President's Report – Max McBride



### Compulsory Third Party Insurance (CTP)

CTP has been an ongoing issue for the Queensland taxi industry for most of the last 15 years. Over that time the industry has had to endure excessively high premiums, which primarily resulted from taxis being isolated in our own class, comprising only 2800 vehicles. From an actuarial point of view, such a small number of vehicles in a standalone class is insufficient to adequately spread risk. So with the potential of a single claim costing many millions of dollars (albeit rare), such a small pool of insurers in one isolated class is insufficient to produce statistical averages which adequately reflects the risk and results in a reasonable premium.

Nothing bears out the poor structure of taxi CTP more than the fact that TCQ's accident reduction program halving the number of CTP claims by the mid-2000s, and this not reflecting in a substantial fall in CTP premiums. While some of this premium growth can be attributed to the "long tail" nature of CTP and the exorbitant payouts for soft tissue claims (averaging more than \$55,000.00 per claim and comprising 60% of taxi CTP claims), ultimately the unsustainable structure of taxi CTP remains our most fundamental problem.

Pleasingly TCQ's persistent effort in regard to CTP has finally started to bear fruit, with premiums finally trending downward. Based on our statistical analysis and assuming that nothing much changes in this area, CTP premiums should continue to trend downward for some time. Despite this, taxi CTP must be reformed with our inclusion in a much larger pool of vehicles if we are to achieve a long term solution to this long term problem.

### Outlaw Taxi Companies

The entry of outlaw taxi companies into Queensland's urban travel market is without doubt the biggest issue ever to confront the Queensland taxi industry, consuming a large portion of TCQ's resources and causing stress and anxiety with the tens of thousands of individuals and families who depend on the industry for their livelihood.

Outlaw taxi companies essentially seek to derive unfair cost advantages over competitors by not complying with Australian law and government regulations; laws and regulations that have been created to ensure public safety and minimum service standards.

First, outlaw taxi companies seek unfair cost advantages by not holding appropriate comprehensive insurance, CTP, public liability insurance; by allowing 10 year old vehicles, when Queensland taxis average 2.3 years; not conducting regular mechanical safety or cosmetic audits; paying no GST and probably no income tax; meeting no performance benchmarks, as is required by all Queensland taxi companies; conducting no RTO driver training; conducting no driver security checks; providing no aftermarket services such as complaint or lost property management; and providing no security cameras or 24/7 vehicle tracking. Second, outlaw taxi companies seek to cherry pick the market, only being interested in the most profitable market segments; generally the inner city services which, involving younger market segments.

During peak periods outlaw taxi companies seek to maximise profitability by charging a premium up to five times regular rates. Third, outlaw taxi companies do not provide service to less profitable market segments, such as wheelchair accessible services, services being provided in periods of low demand (i.e. 2am Tuesday morning) and short transfers in outer areas. Ultimately, outlaw taxi

companies are the very antithesis of fair and free markets. They seek to compromise community standards and expectations to ensure they maintain their unfair market advantage over their competitors.

TCQ's response to outlaw taxi companies has been to mobilise our companies, taxi operators and taxi drivers. Each taxi company operates locally and has very strong community links. Conversely outlaw taxi companies do not operate locally, relying on manipulation of social media and blogs to create the perception of popularity within the media and political parties to achieve their objectives. Ultimately outlaw taxi companies have no interest in Australia, Australians or our communities; their only objective is to maximise their profits from the most profitable sections of the market with the provision of substandard technology. Where are the state of the art dispatch and control systems, world's best telephony technology, security camera systems, payment systems and where is the redundancy for emergencies?

Outlaw taxi companies only have an app, nothing more, a piece of flimsy technology that is completely dependent on the internet to be able to deliver a service. Outlaw taxi companies are a one size must fit all approach, a one-dimensional product with no flexibility or ability to adapt and meet consumer needs.

In response to outlaw taxi companies, TCQ has invested heavily in establishing the solid foundations necessary to support our strategies going forward, for what is likely to be a protracted campaign. Pre-election and post-election strategies have been developed and implemented over the last 15 months, producing good results and setting outlaw companies back, with the interlopers having to change tack on several occasions to try and outmanoeuvre the industry's efforts.

TCQ has developed and circulated operator/drivers kits to the industry and has embarked on an education program to have our politicians understand the complex nature and substantial societal dividend delivered by the taxi industry. With outlaw taxi companies attempting to seduce politicians and the media into believing that their business model represents some new paradigm in public transportation it is incumbent on all to do what we can to expose the hype and lies.

While I could provide a much more detailed report of strategies being implemented by TCQ, it would be not wise or prudent to outline these in detail publicly. However, what I will say is that the industry is responding well to the challenge before us, and while this will be a protracted and arduous fight, with an opponent that is willing to do and say anything to achieve their goals, it is important that the industry holds itself to the highest standards of propriety.

So while outlaw companies will lie in the media, misrepresent themselves to their drivers and the community and use their own staff on social media to falsely create the impression of community support with politicians, the Queensland taxi industry has a very long history of delivering for the Queensland community with a range of services which offers world's best practice, achieving world's best outcomes for consumers, all of which is supported by verifiable, robust data and reporting regimes. Consequently the Queensland taxi industry cannot afford to compromise our reputation just because the other guy doesn't fight by the rules.

We can and will win this fight, but we need all in the industry to do what they can to support industry initiatives.

### **Financial Issues**

Over the past year TCQ has spent a substantial portion of our reserves taking on the challenge associated with outlaw taxi companies. At the AGM last year the membership agreed to establish a

fighting fund of \$75.00 per licence to assist in this effort.

TCQ is now in the process of raising the revenue associated with this instruction from our members, however it is important that we all understand that the challenge before us is going to take time and consume a lot more resources than are currently at our disposal.

Outlaw taxi companies have raised billions of dollars from investors in the United States and while the Queensland taxi industry does not have the need to raise those sought of sums, we will need modest revenue streams to ensure that the industry is well placed to deal with this issue.

As a result I expect that over the coming months members will be asked to help fund our fight further and to give up some of their time and effort to help play a part in winning this fight. Working together, with all in the industry lending a hand is the best way for the Queensland industry to confront the challenges before us.

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



### **Policy**

The last 12 months saw many discussions with policy makers regarding illegal taxis, CTP insurance, audio recording in cameras, automated meters and a variety of other topics.

As noted in the President's Report, CTP remains an ongoing issue for TCQ however there are some positive indications that headway is being made. TCQ has worked closely over the last several years with the Motor Accident Insurance Commission ("MAIC") to develop strategies to continue to reduce CTP premiums which saw a 10% drop from 1 July 2014 to 1 January 2015. This collaboration has resulted in MAIC funding a research programme by the QUT-based Centre for Accident Research and Road Safety Queensland ("CARRS-Q"). The research is to focus on causal factors for accidents in taxis and whether advancements in technology has improved safety. Further, it will be examining whether the basis for assessing the premium risk remains appropriate given the additional data that is now captured during the claims process.

In late 2014 TCQ made a submission to the Harper Review and it was pleasing that not only did the submission see a change in the wording of the final recommendation, it was also extensively quoted in the final report. Competition reform remains an ongoing challenge for the industry as we seek to inform and educate the policy makers of the importance for sensible, safety-based regulation. All too often this type of regulation is misconstrued as protectionist and anti-competitive when the reality is that it protects only the consumer and prevents market failure associated with over-supply.

As noted in the President's Report, TCQ continues to dedicate substantial resources to the ongoing issue of illegal taxis. While this is a critical issue TCQ is committed to ensuring that other issues that affect rural and regional areas are not forgotten. Further with the advent of the National Disability Insurance Scheme ("NDIS") in the next 12 months, there will be a focus on ensuring that the taxi industry is well-placed to capitalise on the opportunities that this new initiative will bring.

### **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	Complete
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	Ongoing
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	Ongoing
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	Ongoing
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	Ongoing
Identify possible sponsorship alliances, develop protocols for acceptable sponsorships, develop and implement budget for sponsorships.		

## Regional Reports

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

Notwithstanding increased arrival numbers being reported by Cairns Airport, economic conditions generally in the Cairns area have been subdued. This apparent contradiction seems to be due to the airport including transiting passengers and that most international visitors have all inclusive tour packages pre-booked. Consequently, demand for taxi services has been relatively soft and will result in a small decline in overall job numbers this financial year as compared to the previous year.

Earlier in the year, Cairns Airport advised that they were intending to impose a taxi drop-off fee which would be in addition to the existing pick-up fee. Cairns Taxis Limited (CTL) objected strongly to the proposal on the grounds that fees paid to the airport were already the highest in Australia; it would set a dangerous precedent; and it would cause taxi transport to become less attractive from a cost viewpoint as compared to readily available alternatives. After protracted negotiations over several months, the airport finally decided not to proceed with the drop-off fee but applied an increase to the pick-up fee. While the pick-up fee has risen by 60% since it was first introduced in 2009, this was a considerably better outcome than the original proposal.

As part of our defensive strategies against share ride services, CTL has been pro-active in striving to ensure that customers receive the best possible service. The new services, SMS on approach and smart phone booking apps, have been very favourably received. As well, efforts are ongoing to ensure that wait times are minimised and that drivers fully comply with company policies.

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



As far as we are aware uber or similar operations have not yet entered the market in the North Queensland region however, the uncertainty and anticipated impact that illegal taxi services will have on an already reduced income is placing stress on Taxi Shareholders, Operators and Drivers alike.

It is imperative that we remain competitive particularly as we continue to battle these entities which the public seem to have no qualms in embracing and the authorities seem to be dragging their heels on enforcing the very laws that they passed for all to abide by within the taxi industry.

The powers that be within the government sector need to step up to the plate and do what is merely their duty to do! The application of a demerit system to offenders needs to be adopted, and this should have the desired effect on discouraging those who break the law. Over the past few months we have used every opportunity to lobby politicians so that they can be made aware of the impact that illegal taxi services are making and will make to this industry. This is definitely ‘the time for the industry to unite’ – (Benjamin Wash)

True competition is healthy and with this in mind we have been and need to focus on ways to grow and improve our business.

Our moments of truth are echoed across the media whenever uber is mentioned and these points are not to be ignored:

- Drivers don't know where they are going
- Drivers are overcharging
- Vehicle is not clean or smells

- Car is late or worse, did not arrive at all
- Drivers being obnoxious or rude because the fare is too small

As we are all aware, human nature being what it is, people are slow to compliment but very quick to criticise. It is what it is and we in the Customer Service Industry need to hear what our customers are telling us and do everything we can to improve on these areas regardless of whether our region has yet been affected by an illegal entity or not.

Townsville Taxis are currently focusing on a range of areas which will assist in improving the overall Customer experience when using our taxi service:

- Improve Public perception
- Create Public awareness
- Driver Education
- Operator engagement
- Call Centre Operations

With apps, online bookings, IVR and personal contact centres, it has never been easier to order a taxi, but with that comes many management and operational issues which are being tweaked on a daily basis.

It is great news that the new Mark 5 cameras have finally been given government approval. All vehicles will need to be totally compliant by 1st July 2018. This should give the drivers and passengers a higher level of confidence in times of conflict and danger. As always, it reinforces the importance placed on both passenger and driver safety.

Annual events continue to draw good crowds to our region.

The Goldfield Ashes in Charters Towers held in the last weekend of January being a great success and well supported as in the past.

Townsville proudly hosted the 4th Townsville 400 V8's race. This is the biggest event on Townsville's calendar and this year drew bumper crowds with the 2nd largest turnover recorded.

As always, we will remain focussed and continue to look for ways to improve and grow our businesses.

**Central Queensland** – Glen Cole, General Manager of Mackay Whitsunday Taxis



In November 2014, Glen Cole was appointed as General Manager of Mackay Whitsunday Taxis. Glen came to the role with no prior exposure to the taxi industry, but with twenty years of Management experience in a variety of industries. This experience has served him well during his first six months in the role, when he embarked on a steep learning curve to gain an understanding of the industry. Along with the staff, he has set about reviewing and improving operations to develop a strong company for the challenges ahead over the next few years.

The 2014/15 year has been a challenging year for the Taxi industry in Mackay. Figures have remained approximately 35% lower than the recent highs in 2013 and before.

As a community Mackay has experienced a challenging year with unemployment rates above 5% and



higher in the youth sector. This has led to many families moving away from the region in search of better employment prospects. The local Taxi industry has felt the effects of this in a number of ways; a reduced number of customers and lower turnover, and a reduction in the numbers of available trained drivers.

The slowing of the mining industry has sharpened the focus on the other sections of industry in the region, and has led to business once again looking to Tourism and the Sugar Industry for opportunities. Mackay regional Council has recently announced that it will allocate \$1.8 million in the 2015-16 budgets to establish the Invest Mackay Events Attraction Program (\$1 million) and Invest Mackay Conference Attraction Program (\$800,000).

Mackay Taxis has focused on proactive business development across the local economy, and is exploring all and any opportunities that are available. We have already achieved several successes, and look forward to many more. It is our intention to proactively engage in the events program to secure business for the taxis; this will mean a more active role in the local business and tourism networks to ensure we are aware of any opportunities.

The steady local economy has also returned the focus to identify and reinforce what is the core business of Mackay Whitsunday Taxis and the key contributors to the success of the business.

These are, and always have been

- Customer Service
- Value for money
- Vehicle and Customer Safety

The Taxi business is a customer service business, and there is no better recommendation than from a happy customer, particularly in the social media age, customer perceptions are crucial to the success of our business.

We are focused on ensuring that our Taxis provide excellent customer service, and have been implementing and reviewing our processes to ensure we have an efficient, effective company supporting the Taxis to provide quality service, with an eye on continual improvement.

**Capricornia** – Donna-Maree Donoghue, Manager of Rocky Yellow Cabs



The Capricorn region has had a very eventful 12 months to say the least.

In February Cyclone Marcia caused significant damage to our regions effecting homes, businesses and infrastructure and many homes are still in the process of dealing with its trail of destruction.

On the positive side it has boosted the local economy creating additional work and jobs for local businesses and most importantly Taxis.

Both Capricorn Cabs and Rockhampton Yellow Cabs gained national recognition for their voluntary efforts to evacuate residents in the path of the cyclone and also transport emergency services workers during this difficult time, it's wonderful to see how our communities pull together during trying times!

In June this year a fire gutted the famous Waltzing Matilda Centre in Winton which has devastated their community.

Although the downturn in the mining boom has created a lot of economic hardship for many in all areas of business including and most importantly Taxis. The Capricorn Region is focused on further developing Tourism and the Arts.

Rockhampton has hosted Beef Week in May which attracted 85000 visitors and we also hosted the inaugural Rocky River Fest with 25000 visitors and it will now be permanent fixture on our annual events calendar.

A recent international visitor survey that was concluded in March 2015 has shown a 16% visitor growth to Southern Barriers Reef which includes our Capricorn regions.

In Rocky we have just celebrated our first anniversary since Yellow Cabs acquired our business it has been wonderful to be welcomed into the Yellow Cabs family and the strength and support that is now provided to us is invaluable!

The other Taxi Companies are still running their own dispatch with the exception of Capricorn Cabs that is dispatched by Yellow Cabs.

We are very fortunate in this region to have an excellent working relationship with Queensland Transport, Community Groups, Police, the City Councils and our neighbouring Taxi Companies which creates a very positive environment outlook for future growth of our region.

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



The times they are a changing. With the down turn in the general economy the taxi industry is feeling the pinch in regional and rural areas. With less disposable income taxi customers are changing their habits.

This is most evident with night time trade. They are simply not going out to hotels and night clubs and restaurants in the numbers of past years.

When they do they are more frugal than before: take a cab one way and walk the other, use maxis at night to reduce the cost, the proliferation of courtesy services and their use to travel from venue to venue. There is also a new phenomenon emerging with young friends car-pooling for fuel money and then accessing others through social media.

The financial year just gone may not show large reductions in returns from the 2013 – 2014 year, but business levels from the first half of this year do not augur well for the new financial year.

Most taxi operators, regional and rural report down turns in business particularly at night, Gympie will see their taxi service area increased to cover developing suburbs.

New operators of Childers taxi service are finding it extremely difficult to resurrect the business with many parallel services. Sadly many taxi businesses continue to be for sale.

The recent inaugural meeting of the Southern Region Taxi Operation Forum demonstrated a common desire to develop the industry's partnership with T.M.R. in rural and regional taxi areas.

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



The 2014-15 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 7 years ago.

Despite this, job numbers continued to rise for the 4th consecutive year and taxi licence sales had reached record highs. The confusion around illegal ride sharing apps has slowed the sales market, but so far that is the only impact on our region.

2015 has been another year of investment with Suncoast Cabs investing more than \$100,000 in further improvements to the IT areas of the business in such areas as upgraded hardware and new mapping.

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 5 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** – Kathy Boorman, Fleet Operations Manager of Black & White Cabs



**Increase in Automated Bookings**

There has been substantial growth in passengers booking by IVR, website and app. The flexibility, ease of use and low cost of automated systems make them the beneficial to both the passenger and the taxi booking companies.

One of the great benefits for the Brisbane Call Centres is that automated bookings allow staff to spend more time on corporate, community, disabled and special needs bookings.

**Nightlink Ranks**

The Nightlink Rank program continues to perform successfully. Secure taxi ranks operate on Friday and Saturday nights and for special events. In this financial year, the Nightlink Ranks moved 455,760 cars and 1,011,772 passengers.

There has been a significant drop in serious assaults and crimes on or around Nightlink Ranks which has also proven to be a great public relations exercise for the taxi industry.

**Demand for Taxi Services**

There has been a softening of demand for taxis in the last 12 months which can be linked to a downturn in consumer spending, illegal taxis and the willingness of the government to allow a continual increase in General and Courtesy OAs and HACC vehicles. Despite these factors, the demand for taxi services has been steady with taxi bookings comparative to the same time last year.

Cruise ships, naval ships, heavy rain periods and the State of Origin have been good for the Brisbane taxi industry.

### **Marketing and Innovation**

Brisbane Airport Corporation has introduced its new Taxi Short Fare System which works on GeoFencing, removing pressure on the driver to speed to arrive back at the rank within a set time. The new system has already been successful, resulting in fewer customer and driver complaints.

### **New Camera System**

Brisbane is preparing for the introduction of audio to the Taxi Security Camera System. DTMR has approved the specifications, and for the first time has announced an open supply arrangement. The first approval has been granted to Verifeye.

### **Service Levels**

Minimum service levels for both conventional and wheelchair accessible taxis in the Brisbane metropolitan area continue to improve.

### **Shared Areas**

The introduction of shared areas between Brisbane, Redcliffe and Ipswich has been successful in improving service levels particularly in the marginal areas along the boundaries.

### **iHail**

At the time of writing this story, the much anticipated international taxi app “iHail” is about to be launched. iHail will dispatch the closest taxi regardless of the taxi booking company. This means iHail will have almost 1900 taxis to service the travelling public in Brisbane, using the latest booking, dispatch and payment technology.

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



Coming into the 2014/15 financial year, we had tough economic times and the launch of the G Link (light rail) Stage 1 closely followed by uberX.

Throughout the year we have experienced tougher economic times, uberX continues to operate on the Gold Coast and it is more than likely that G Link Stage 2 will connect to the hard rail system by early 2018.

More recently business analysts have been telling us that the silver lining has returned to the Gold Coast. A clear sign of this was the recent announcement of a \$2 billion dollar resort and casino development at the Southport Spit. This development will be one of Queensland’s largest urban renewal projects. Located next to Sea World, it will provide thousands of job opportunities and attract millions of visitors to an exciting 24 hour entertainment hub ... the vast majority of whom will be traveling by taxi and we’ll be ready for them.

Admittedly, it has been a tough year and that’s why we have made some deliberate changes at Gold Coast Cabs to build a high energy resilient team to take the company forward.

Our Board and Senior Management Team comprise a dynamic group of people with broad business

experience, the ability to think laterally and manage risk, and the drive to take Gold Coast Cabs forward with confidence.

We have reinvigorated our customer service team, made service delivery changes in consultation with key stakeholders, improved the management of our key airport and secure ranks and worked hard to support our drivers who do the heavy lifting in the front-line.

We have been delivering the best and safest form of 24/7 door to door transport to our community since 1937. That fact is reinforced every day by the thousands of people who choose to travel in a Gold Coast Cab.

Despite what we know, our detractors can still be very loud and it's sometimes hard to remember the last time someone said:

"Thank you so much for having such wonderful staff. Every experience I've had with your drivers has been awesome!" (Facebook message from Amanda, August 2015)

Our greatest challenge moving forward is not to be blind-sided and to believe in ourselves, as individual contributors, as businesses and as an industry.

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



2015 has been a challenging year for many areas of the South West with numerous Government organizations introducing their own community transport.

Toowoomba has been working hard to increase business for their operators and drivers commencing a City Council Maxi Shuttle Run around the city center whilst major development work is being carried out to redevelop the City Center Major Shopping Area.

The Toowoomba Wellcamp Airport has opened in the last 12 months with Qantas flights going to and from Sydney and Rex Airlines flying west on a daily basis also increasing activity in the area. The airport has plans to grow and increase its daily flights to numerous areas in Australia and the World. With the airport being situated about 15 minutes west of Toowoomba it makes it more accessible to not only Toowoomba but all south west Queensland areas.

The new Toowoomba Range Crossing is also something else for the South West Region to look forward to, increasing jobs and movement in this area and hopefully bringing more central business hubs, employment and Tourism to the Darling Downs and further west.

Medical infrastructure in Toowoomba has also helped increase the Taxi trips for the South West Region by not having to travel all the way to Brisbane for medical appointments.

Councils have been proactive in each of their areas bringing people and tourists in for various events and functions, Farmfest, Ag Show and the Surat Basin Mining Expo just to name a few along with numerous cultural events being held on the weekends.

Taxi apps and payment methods are being used in some of the regional areas and seem to be widely accepted by taxi customers.

We look forward with enthusiasm to the forthcoming year ahead.

## Queensland Taxi Statistics

Qld Taxi Licences by Location	No of Licences	Conventional	WAT	No of Licences	Conventional	WAT	No of Licences	Conventional	WAT
	Aug-13	Aug-13	Aug-13	Aug-14	Aug-14	Aug-14	Aug-15	Aug-15	Aug-15
<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	30	24	6	30	24	6
Cairns	137	115	22	137	115	22	137	115	22
Gold Coast	357	267	90	357	267	90	357	267	90
Gladstone	28	22	6	28	22	6	28	22	6
Gympie	11	8	3	11	8	3	11	8	3
Hervey Bay	17	11	6	18	12	6	18	12	6
Innisfail	11	9	2	11	9	2	11	9	2
Ipswich	68	53	15	68	53	15	68	53	15
Mackay	73	53	20	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	37	29	8	37	29	8
Rockhampton	67	53	14	67	53	14	67	53	14
Sunshine Coast	109	81	28	110	82	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>1217</b>	<b>957</b>	<b>260</b>	<b>1221</b>	<b>959</b>	<b>262</b>	<b>1221</b>	<b>959</b>	<b>262</b>
<b>Towns</b>									
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	1	0	1	1	0	1	0	0	0
Beaudesert	3	2	1	3	2	1	3	2	1
Biloela	2	1	1	2	1	1	2	1	1

Blackall	1	0	1	1	0	1	1	0	1
Blackwater	0	0	0	1	0	1	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	0	0	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	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	2	1	1	2	1	1	2	1	1
Clermont	0	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	0	0	0	0	0	0	0	0	0
Dalby	8	7	1	8	7	1	8	7	1
Dysart	0	0	0	0	0	0	0	0	0
Emerald	6	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
Gayndah	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	3	1	3	2	1	3	2	1
Malanda	0	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	0	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	0	0	0	0	0	0	0	0	0
Monto	1	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	1	0	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	0	0	0
Mundubbera	0	0	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	3	2	1	3	2	1
Rainbow Beach	1	0	1	1	0	1	1	0	1
Ravenshoe	1	0	1	1	0	1	0	0	0
Roma	8	7	1	7	6	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	0	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	15	14	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)	10	5	5	10	5	5	10	5	5
Woodford	1	0	1	1	0	1	1	0	1
Wondai	1	0	1	1	0	1	1	0	1
<b>Sub-total</b>	<b>176</b>	<b>104</b>	<b>72</b>	<b>176</b>	<b>102</b>	<b>74</b>	<b>173</b>	<b>102</b>	<b>71</b>
<b>TOTAL</b>	<b>3260</b>	<b>2618</b>	<b>642</b>	<b>3264</b>	<b>2618</b>	<b>646</b>	<b>3261</b>	<b>2618</b>	<b>643</b>

## Queensland Taxi Statistics

Year	No. Conv	No. WAT	Total TSL	% Increase from Previous Yr
2013	2618	642	3260	0.2%
2014	2618	646	3264	0.1%
2015	2618	643	3261	-0.1%

