



TAXI COUNCIL SOUTH AUSTRALIA INC.

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MEDIA RELEASE

Driver training toughened as the search begins for Adelaide's best taxi driver!

Adelaide's taxi drivers will reinforce their commitment to customer service as they celebrate the launch of the 2011 search for the Adelaide Airport South Australian Taxi Driver of the Year.

A large contingent of industry representatives is expected to attend today's Awards Launch officiated by the Minister for Transport, Hon Patrick Conlon.

"The industry remains committed to encouraging excellence in service delivery and these awards have a proud history of recognising outstanding drivers," said Taxi Council SA President Wally Sievers.

"The awards form part of a suite of initiatives aimed at keeping a focus on continuous improvement," Mr Sievers said.

Taxi Council SA will use today's awards launch to announce further improvements to driver accreditation and training, with the introduction of National Training Competency Units.

"South Australia has really led the charge in driver training and from August 1 there will be further improvements to English comprehension, road law assessment, practical driver assessment and recognising and navigating to landmarks and places of interest.

"We want to ensure that we arm every new driver with the skills to go on and win SA Taxi Driver of the Year," Mr Sievers said.

Nominations for the Adelaide Airport 2011 Taxi Driver of the Year are made by the travelling public and are judged by a panel of community leaders, who assess the entries according to the following criteria:

- Driver Knowledge and Skills
- Courtesy and Helpfulness
- Driver Vehicle and Presentation
- Safety and Comfort
- Service to Passengers with Special Needs

Winners will be announced each month for the next three months and the ultimate winner will be crowned the 2011 Adelaide Airport Taxi Driver of the Year at a gala dinner in November.

Passengers who nominate drivers for service that "stands out from the crowd" will be eligible to win a **\$500** monthly prize, with Award prizes totaling \$20,000.

Passengers should ask their driver for a nomination form or log onto www.sataxidriveroftheyear.com.au

“There are many drivers in the industry who pride themselves on delivering exceptional service – this is about recognising them as an example of what the industry aspires to,” Mr Sievers said.

WHAT: Launch of the 2011 Adelaide Airport Taxi Driver of the Year Awards

WHERE: Adelaide Airport T1 (Southern end), Ground Floor, adjacent Qantas valet

WHO: Hon. Patrick Conlon, Minister for Transport
Wally Sievers, President, Taxi Council SA
Allen George, Previous Taxi Driver of the Year Winner

WHEN: Today - Tuesday, 19 July – 10.15am

For further information contact: Nicole Haack at CPR Communications on 0411 196 661.