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Date of submission: Tuesday, 1 April 2025

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Summary From the drivers point of view we need a 30% increase in fares now! My view was that might have too much of a bill shock effect. So my approach is that we might approach the 30% catch up for inflation by 8% per annum for four years. Built into that, we bulk up the short and medium fares [under 12 km] that comprise 80% of all fares with an increased rate, and several other measures, to help encourage drivers to want to do those jobs. All we can offer, and all we can hope to do, is provide a good service. Not a cheap service. And we are not even doing that. That is what is wrong. So I cannot see for the life of me why we are so afraid of raising the fares for the drivers. Tolls go up and up, nobody turns a hair, the passengers still have to pay. But if the fare goes up for drivers, shock horror, we will lose all the business! Will we? It is my experience and long considered observation that there will be no reaction or very small reaction because our business is not really price sensitive, it is service sensitive. In other words people are much more concerned if they cant get a cab when they need one, as to paying a few dollars more when they get a cab. Does that make sense? It does to me. So my suggestion is that for the first 12km customers pay 4 or 5 dollars more, a \$35 fare goes up to \$39 for instance. They would hardly notice, but it makes a big difference to the cab driver at the end of the day. The suggestion that a fixed fare to the city, even at \$70, is unworkable. We cannot possibly ever have a fare system that includes an external toll or impost that is paid for by the cab driver. Tolls go up all the time, the main one is about to go up again very soon. The underpaid drivers never afford to pay external tolls ever, never ever. We do not need a fixed fare to the city, we do need a minimum short from the airport. That is what we do need, is a minimum \$20 running fee, that is, what is most acutely and urgently required. Again this industry is like a man dying of thirst in the desert. He is still staggering along, but he is on his last legs. What he needs is water, cool water. We are losing our good drivers. What our honest drivers, our vocational drivers need, is money, money in every fare, another five dollars, and they can keep going. Rogue drivers are a pestilence, and all the honest drivers hate them. Nevertheless we cannot be distracted by reaction to rogue drivers. We have to take the premise that the drivers are honest, and the great majority are, and improve things for the good honest driver. Trevor Bradley TDBA.