



22 June 2016

MEDIA RELEASE

Launching the SA Taxi Awards

Minister of Transport Dipuo Peters and the South African National Taxi Council (SANTACO) will jointly launch the South African National Taxi Awards (SANTIA), an initiative created to recognise achievements of the industry as a business and service provider in society.

These achievements are derived from those people who have made a difference in the daily lives of taxi commuters and positioned the taxi business as a true socio-economic role player in the communities it serve.

In the face of the necessary transformation of the public passenger transport sector in South Africa in order to provide a service that is customer-oriented and demand-responsive, SANTACO has been an active participant committed to broad taxi transformation.

Through SANTIA, which is a "Proudly SA" endorsed initiative SANTACO seeks to confer all those who will ultimately be known as Champions of CHANGE with these Taxi Awards as part of the industry's unbending drive for transformation in good service, proper entrepreneurial conduct and general behavioural change.



SANTACO whose Patron is the Honourable State President Jacob Zuma espouses the SANTACO's Hlokomela campaign which means "To Care" by providing a service that is customer-oriented, actively participate in reducing road carnage, bolster government road safety initiatives and programme, unifying, empower women and professionalising the taxi industry.

Whilst the industry acknowledges public perceptions about its service based on daily commuter experiences, there are good untold stories and unsung heroes and heroines whose encounter with commuters have been a lasting experience.

We remember 2014 when taxi driver Thilivhali Singo from Meadowlands whose random act of kindness went viral on social media when he offered a free ride to a young graduate desperate to reach his interview appointment for prospective employment but didn't have sufficient taxi fare.

We cannot forget 2006 when the City Press reported about another taxi driver who preserved the life of a baby born in his taxi when he arranged for another taxi for his passengers in order to rush the mom and the new born to the nearest clinic. This was after the pregnant girl went into labour halfway to her intended hospital destination.

Just in the beginning of 2016, Transport Minister road safety statistics dispelled widespread belief that taxis are the root cause of fatalities on the South African roads. In her report, taxis accounted for 10.1% of the total crashes while small motor vehicles stood at 47.9% followed by light vehicles at 22%. This compared to the less than 5% taxi related road fatalities reported in 2010 by the Road Traffic Management Corporation (RTMC), is a concerning rise.

As we retreat to find what we missed that we did right in 2010 and subsequent two years, we strongly believe that the Taxi Awards contributes towards benchmarking progress and regress of our transformation agenda.



These SA Taxi Awards will be adjudicated by an independent panel of judges and audited by Sizwe Ntsaluba Gobodo Systems firm.

CATEGORIES

- Taxi Driver of the Year: per province & national
- Taxi Operator of the Year
- Hlokomela Champion
- Women's Desk Recognition: per province & national
- Queue Marshall of the Year
- SANTACO Long serving staff members of the Industry
- Veterans Awards: Winner per province (by SANTACO President)
- Taxi Industry Youth Recognition
- Corporate Recognition (by SANTACO President)
- Disability Recognition

PROCESS AND BUILD UP TO THE FINALS

Nominations of category participants will be done by commuters, occasional users of taxis and the community who will SMS their nominees using a short code that has been created to vote.

In the case of taxi drivers, the process will start at the provincial level where winners of the respective provinces will then compete for the national "Taxi Driver of the Year" Award. The Winner in this category will receive a house worth R500 000 (fully furnished) as well as Advanced Driver Training course.

PARTNERS INCLUDE

- Department of Transport, Proudly South Africa, SABC, The New Age, Toyota, Squad Cars and many more...



Rewarding Excellence

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THE MORE YOU VOTE THE BETTER YOUR CHANCE TO WIN A BRAND NEW VEHICLE.
COSTS R150 PER SMS.