

# 13CABS

DRIVER AND OPERATOR NEWSLETTER

January 2013



## TIGER TEAM

CARS ON PATROL TO ASSIST  
IN DRIVER AND PUBLIC SAFETY

# TIGER TEAM

Melbourne's Cabs Rank 10th Worldwide +  
**The Taxi Industry Inquiry**

How the changes could affect your business

**PLUS:** General News, Training, Car Sales, VTD News, Coming Events and More!



# From the COO

We're starting 2013 off with a revitalised 13CABS Driver and Operator Newsletter. The newsletter content is designed to keep you up-to-date and informed with the latest 13CABS is offering, so make sure to pick up your copy each month!

I'm pleased to announce that the 13CABS Tiger Team will be continuing to promote cab safety this year. The feedback from Drivers and the public has been extremely positive and many have said they feel much safer with the knowledge that Tiger Teams are out patrolling Melbourne's roads.

Read on for further information regarding Tiger Team, the Taxi Industry Inquiry and much more!

On behalf of everyone at 13CABS, have a happy and safe new year.

**Stuart Overell**

COO 13CABS  
Black Cabs Combined Pty Ltd

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**Oakleigh** Head Office  
35 Downing Street  
Oakleigh VIC 3166  
📞 9277 3700  
📠 9277 3800

**Preston** Northern Office  
1A Bell Street  
Preston VIC 3072  
📞 9480 0377  
📠 9480 2151

**North Melbourne** City Office  
Level 1, 199 Arden Street  
North Melbourne VIC 3051  
📞 9329 6377  
📠 9326 4429

**To advertise** your business in the 13CABS Driver and Operator Newsletter call Simon Purssey on **9277 3427**

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## Tiger Teams on Patrol

The 13CABS Tiger Team was developed in response to the increasing number of attacks on Cab Drivers and has been a ground breaking safety innovation for the taxi industry. The Tiger Team fleet consists of 3 specially equipped safety vehicles operating during peak periods. Each safety vehicle is driven by a taxi industry expert together with a qualified security guard.

The Tiger Team was launched on 17 October 2012 with the support of Lord Mayor Robert Doyle and Victoria Police Deputy Commissioner Graham Ashton.

*Below: Tiger Team Launch with media present.*

*Right: 13CABS COO Stuart Overell and Lord Mayor Robert Doyle at the Tiger Team Launch*

Since the launch Tiger Teams have attended multiple alarms and stopped situations from escalating until police arrive. In minor cases Tiger Team mediators helped resolve disputes and police were no longer required.

When not assisting Drivers in distress Tiger Teams can usually be found stopped at ranks or events with high cab demand, such as the Melbourne Cup. Here Tiger Teams mingle with the public to increase awareness of the most common dispute causing issues such as mandatory prepayment of fares between 10pm - 5am.

**For further information call Greg Hardeman, Fleet Services Manager on 9277 3450**



## Taxi Industry Inquiry

The Taxi Industry Inquiry final report has been submitted to the Victorian Government for deliberation this year.

Many changes proposed in the Taxi Industry Inquiry's final report would be advantageous to the Victorian taxi industry.

One example being the introduction of shared Metropolitan and Urban zones in areas such as Avalon Airport. This means that when Metropolitan Drivers take passengers to Avalon Airport they would be allowed to pick up Melbourne bound fares at the cab rank and would no longer be forced to drive back empty.

However 13CABS is concerned that some of the key changes in the final draft recommendations would be detrimental to the integrity of our industry.

An example of this is recommendations to drastically reduce the price of cab licenses and remove limitations on the amount of available licenses. This will greatly disadvantage license holders by devaluing existing investments and creating more competition for the same amount of work.

The final report is available online at [taxiindustryinquiry.vic.gov.au](http://taxiindustryinquiry.vic.gov.au). We recommend that all Drivers and Operators read and consider how the final report



would affect your business.

The Victorian Taxi Directorate is currently welcoming feedback from Drivers and Operators while the Government considers the recommendations. You can lodge your feedback via:

- email: [yoursay@transport.vic.gov.au](mailto:yoursay@transport.vic.gov.au)
- post: Taxi Inquiry Response Unit  
Department of Transport  
PO Box 2797  
Melbourne VIC 3001

13CABS is hopeful that recommended changes will be carefully considered and that no major legislative changes will be applied without investigation into the effects.

**For further information call Greg Hardeman, Fleet Services Manager on 9277 3450.**



# Melbourne's Cabs Rank 10th Worldwide

In a 2012 survey conducted by Hotels.com, travellers voted on the world's best taxis based on friendliness, cleanliness, safety, driving quality, area knowledge, availability and value.

Melbourne's cabs ranked number 10 and were the only Australian cabs to feature in the top 10. Other findings from the study showed that Australians spend more on taxis than any other country in the world and that safety is the highest quality valued by travellers.

As Melbourne's premier cab company, we are proud to see our Drivers and cabs receive the worldwide recognition they deserve!

# 50+ Readers Tour 13CABS

Late last year readers of the magazine 50+ were given a guided tour of the 13CABS head office in Oakleigh.

After the informative tour, the guests enjoyed afternoon tea in the courtyard while being quizzed on 13CABS trivia they had learnt. Prizes included show bags and \$20 Cabcharge gift cards.



# 13CABS Supports Alpha Autism

2012 marked the ninth consecutive year that 13CABS donated its staff's time, its Rotary Club BBQ and, of course, sausages and drinks to Alpha Autism's Christmas lunches.

The year saw changes for Alpha Autism from the top with the position of CEO passed from Tracel Devereux to Wendy Sturgis. Wendy chose this year to give all 5 Alpha Autism centres their own Christmas lunches in replacement of one incorporated lunch as in previous years.

13CABS was pleased to be a part of the celebrations at Alpha Autism's Albert Park, Heatherton and Altona sites.



# VTD News

## New Chapel Street Taxi Ranks

Safety around one of Melbourne's most popular entertainment areas has been boosted with the installation of 18 taxi zones along Chapel Street from Windsor Station to Toorak Road, South Yarra.

The zones include brightly lit taxi signage, taxi totems and in-road LED line markings to make it easier for taxi Drivers and the public to safely identify and access the ranks at night.

The project has been co-funded by Stonnington City Council and the State Government through the Taxi Rank Safety Program. It is supported by Victoria Police and the Victorian Taxi Association.

**For further information contact the Victorian Taxi Directorate on 1800 638 802**

\*Extracted from the VTD eNews – to stay up to date with VTD releases subscribe to their eNews at [www.taxi.vic.gov.au/about-us/subscribe-for-news](http://www.taxi.vic.gov.au/about-us/subscribe-for-news)

### Did you know...

that **13CABS Operators** with a Shell Go Card paid 59.29 cents per litre (Ex GST) or less in December 2012?

**BECOME A  
SHELL GO GAS  
CARD HOLDER  
and save...**



- ✓ save on LPG costs at the pump price
- ✓ improve your cash flow with an interest free period of up to 4 weeks
- ✓ no missing receipts or the need to reimburse purchases at the end of each shift
- ✓ an optional single account each 4 weeks, showing your car number and an option to have odometer readings at time of filling, also cards can have a PIN for added security.



Call Shahzad Iqbal on **9277 3761** to start saving your Time and Your Money.  
**PRICE CHECK HOTLINE** - Call **9277 3737** for the monthly Shell Gas price.

driving our  
community



# Driver Services



## Accidents with passengers on board

If you have an accident with passengers in your cab you must report the incident on the Driver Support Channel.

Passengers may have injuries that are not immediately apparent but can cause issues for Drivers and Operators long after the accident has occurred if not reported.

Account endorsed Drivers should remember that you can lose your endorsement if you don't advise the Driver Support Channel of any unusual incidents during these trips, including accidents.

## 5am Bookings

Drivers need to take care when putting the meter on for 5am pre-bookings, as the 20% late night surcharge between midnight and 5am is applied automatically. If you arrive early and put your meter on before 5am, the passenger will incur this surcharge.

We are receiving feedback from passengers where their fares are more than they expected. When investigating the bookings we find the meter has been switched on prior to 5am.

Avoid being asked to attend Driver Services to discuss feedback in relation to an overcharge by not turning your meter on before 5am for these bookings.

**For further information call Karen Downie, Driver Services Manager on 9277 3715**



## Training Dates

|                              | Oakleigh   | Preston  |
|------------------------------|--|--|
| <b>DC Courses</b>            | Every Monday at 9am<br>2013 classes begin 07/01/13         | Every Monday at 9am<br>2013 classes begin 07/01/13         |
| <b>Advance Training Days</b> | Every second Tuesday at 9am<br>2013 classes begin 15/01/13 | Every second Tuesday at 9am<br>2013 classes begin 08/01/13 |
| <b>PIN Sessions</b>          | Every Tuesday at 6pm                                       | <b>Not Available</b>                                       |
| <b>Driver Inductions</b>     | Every Friday at 9am<br>2013 classes begin 12/01/13         | Every Friday at 9am<br>2013 classes begin 12/01/13         |

You must book for all classes and costs apply.

WATS Course information is available at Oakleigh and Preston.

**For further information or to book your place call Oakleigh on 9277 3700 or Preston on 9480 0377**

**LPG CONVERTED  
+ HYBRID**

=

**MASSIVE  
FUEL  
SAVINGS!**

**\$27,450**

**or only \$156 per week!**

- Built 06/2011, 41,930kms
- Taxi Yellow, Hybrid / LPG
- ABS, Cruise Control, Alloy Wheels
- Reverse Camera
- Dual & Side Airbags
- Bluetooth & Phone connectivity
- Fully Fitted, Taxi RWC
- Balance of New Car Warranty
  - 2 Year 200,000km LPG Warranty



# 2011 Toyota Camry Hybrid Sedan

Detailed and in  
Immaculate Condition

with LPG Conversion

**Sales: Matt O'Connor 9921 0280 or 0409 608 063**

**Finance & Insurance: Shahzad Iqbal 9277 3761 or 0409 506 182**

**LMCT 10473 Black Cabs Combined Car Sales Pty Ltd**

N.B. "New Car Warranty" is equal to the balance up to 100,000 kms

\* T.A.P Finance figures are based on a rate of 11.5% fixed. Figures may vary depending on customer's credit rating as well as the age and condition of the vehicle

\* Terms and conditions apply. Fees apply. This information may be regarded as general advice. That is, your personal objectives, needs or financial situation were not taken into account when preparing this information. Accordingly, you should consider the appropriateness of any general advice we have given you, having regard to your own objectives, financial situation and needs before acting on it. Where the information relates to a particular financial product, you should obtain and consider the relevant product disclosure statement before making any decisions to purchase that financial product. Black Cabs Combined Pty Ltd ABN 80 007 321 682 \*New Car Warranty depends on km's and age.

**13CABS**

**Black Cabs** 

**TAXI  
TECH**

**35 Downing Street Oakleigh VIC 3166**



# Client Services



Les Clefs d'Or Australia is a society forming a professional network for Australian Concierges. Many of Melbourne's premier hotels employ the services of Les Clefs d'Or affiliated concierges.

*13CABS would like to congratulate Andy Byrne, Assistant Concierge of The Sebel & Citigate, who received the 2012 Alfred Jasinski Award for Excellence in Service on the night!*

On Sunday 18 November 2012 13CABS representatives attended the annual Les Clefs d'Or Ball. Among the members present were concierges from The Sebel & Citigate, The Bayview Eden, Bayview on the Park, The Windsor, The Sofitel, The Westin Melbourne, The Langham and Crown, just to name a few.

**For further information call Fiona Cotte in Client Services on 9277 3711**

Please work with us to ensure these valuable clients continue booking with 13CABS by attending at the front desk and offering to help passengers with any luggage.



## Purple Docket Reminder

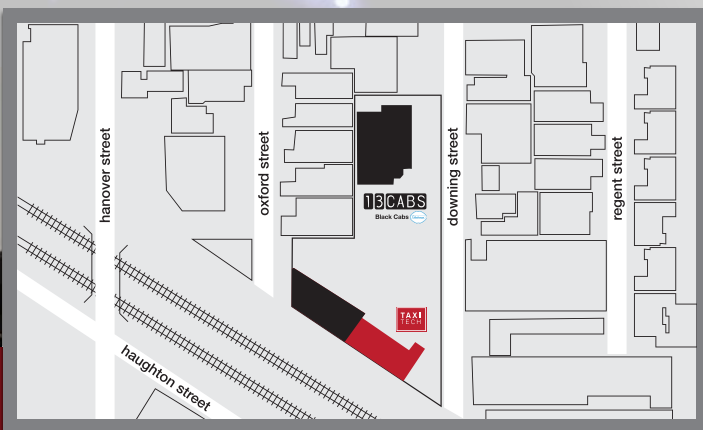
Remember it is essential that you complete **all** details on your purple dockets before handing them to account passengers for signing.

You must **NEVER** ask an account passenger to sign a blank purple docket.

**For further information call Fiona Cotte in Client Services on 9277 3711**

# TAXI TECH

**your complete taxi maintenance,  
servicing and vehicle fit-out solution!**



For further information  
and bookings call  
Matt O'Connor  
on 9921 0280

## Oakleigh

35 Downing Street, Oakleigh

**Open Monday to Saturday – 8.30am-4.30pm**

# Services

- fit-outs
- changeovers
- MTData equipment installations
- equipment programming
- taxi roadworthy certificates
- deinstallations
- safety screen installations
- approved Verifeye camera installers

# Mechanical\*

- brakes
- minor / major services
- batteries
- fluid changes
- wiper replacements
- globe replacements
- filters
- transmission servicing
- all mechanical repairs

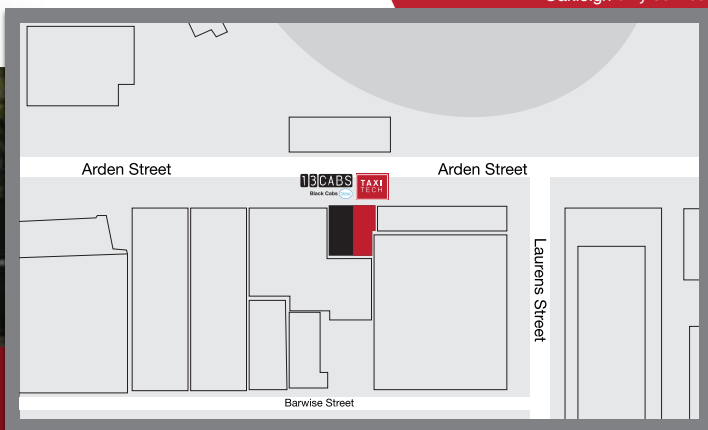
# Tyres\*

- brand new tyres
- fitting
- wheel balancing
- wheel alignment

\*Oakleigh only services



For further information  
and bookings call  
Tim Wallace  
on 9329 8558



# North Melbourne

199 Arden Street, North Melbourne  
Open Monday to Friday – 8am-6pm & Saturday – 8am-12pm

# Driver Support



## Helpful Hints

### Query Options

When using the Driver Support Channel it's important to log queries with the most relevant option. This allows Driver Support Operators to assist you as efficiently as possible.

### MTData Remotes

Please remember not to put your remote in your trouser pocket when leaving your cab. Not only does this activate alarms but the remotes often break when sat on and the cost for replacement is \$250.

### EFTPOS Authorisation Queries

When logging an EFTPOS authorisation query, Driver Support Operators will ask for:

- your mobile number
- the type of credit card present
- the total amount being charged.

Due to the sensitive nature of credit card information it isn't relayed over the radio. A Driver Support Team member will call you to obtain the card details and provide authorisation.

### Reconfirming Plot Positions

It is important upon receiving position 1 that you reconfirm your plot in that area. Your statistics will only show plot positions to Driver Support Operators when you reconfirm your plot. If you incorrectly lose your position, Driver Support Team members can only restore your position to 1 if they can see in your statistics that you were number 1.

This doesn't apply to cases where your position has been lost within normal system operations.

### Fare Prepayment (*10pm to 5am*)

It's clearly marked but many passengers are still not willing to comply with mandatory fare prepayment. If you have any problems obtaining prepayment, contact the Driver Support Channel. They can provide a quote for the estimated fare as well as reiterate the prepay requirement to your passengers.

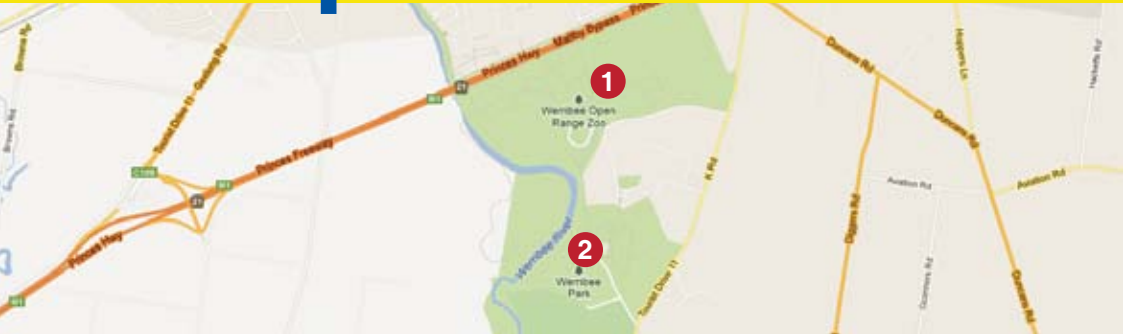
### Driver Support Helpdesk

If you are not able to access the Driver Support Channel for any reason the Driver Support Helpdesk can be contacted on 9226 7101.

**For further information call Susan Shaw, Contact Centre Manager on 9277 3720.**



# Hot Spots



## 1 Werribee Open Range Zoo



**K Road Werribee South  
9731 9600**

**Melway Reference 201 B1**

Werribee Open Range Zoo is home to a variety of animals from the towering giraffe to the vigilant meerkat to the speeding cheetah. Visitors even have the option to stay overnight at the zoo in a luxury safari camp for an experience they won't soon forget!

## 2 Mansion Hotel & Spa at Werribee Park



**K Road Werribee South  
9731 4000**

**Melway Reference 201 B4**

Just 30 minutes south west of the Melbourne CBD the Mansion Hotel & Spa at Werribee Park boasts an 1870s Italianate style mansion on 10 acres of manicured gardens.

## 3 Fraser Place Melbourne

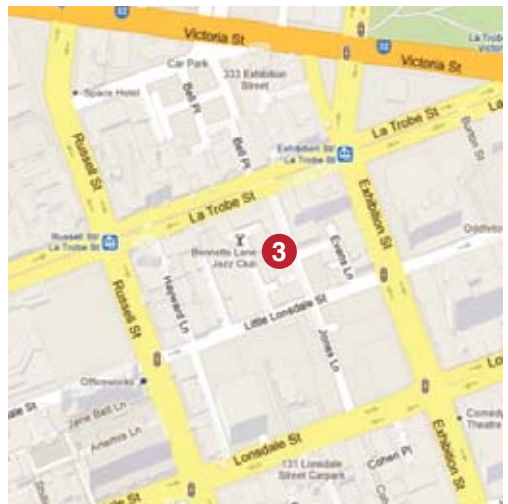
**19 Exploration Lane, Melbourne  
9669 6888**

**Melway Reference 1B S2**



Fraser's Hospitality offers luxury accommodation to travellers and residents in cities throughout 18 different countries. Melbourne has recently been added to that prestigious list.

Guests enjoy the Fraser Place Melbourne's prime real estate location within walking distance to many of the city's most popular food eateries, entertainment venues and sights.



# Staff Profile



**Amy King**

**What is your role at 13CABS?**

Driver Services Client Liaison

**How long have you worked at 13CABS?**

Nearly 2 years

**What do you enjoy most about your job?**

Every day is different but my favourite part is answering police and VTD requests. In some cases I have to conduct my own investigations to get the requested information.

**What do you like to do in your spare time?**

I enjoy spending time with my girlfriends and boyfriend, going shopping and relaxing at the beach now that the weather is nice.

**What is your favourite movie?**

How to Lose A Guy In 10 Days or Magic Mike.

**What is your favourite book?**

Any true crime books.

**If you could have dinner with any celebrity who would it be?**

Channing Tatum.

**What is the funniest experience you have had while working at 13CABS?**

One that happens often is when someone comes into the office and thinks that the lightswitch next to the door is a doorbell. Sometimes they flick it on and off many times before realising. It makes me laugh every time!

# Driver Profile



**Karamjit Grewal**

**How long have you driven cabs?**

Nearly 3 years.

**What do you enjoy most about your job?**

Before I drove cabs I worked in a factory and the boss there was always yelling so I enjoy being my own boss. I like talking to different people and visiting many different suburbs as well.

**What do you like to do in your spare time?**

I play volleyball and even have my own volleyball net in the backyard!

**What is your favourite movie?**

I like some of the Twilight movies and my son and I love watching horror movies like the Wrong Turn series.

**What is your favourite book?**

I don't really have one, usually I read the Indian newspapers on my phone.

**If you could have dinner with any celebrity who would it be?**

Akshay Kumar, who is an Indian actor in movies like Joker.

*If you would like to be featured in the 13CABS Driver and Operator Newsletter call Amy King on 9277 3765.*

# What's On January



## Jersey Boys

10 January - 14 April



The Broadway smash hit Jersey Boys returns this month to the Princess Theatre for a limited 14 week season.

The musical based on the rise of Frankie Valli and the Four Seasons won the 2006 Tony Award for Best Musical and features all of their greatest hits.

## Australian Open

14 - 27 January



Melbourne is world renowned for its regular sporting events and with attendance numbering well over 600,000 for the last few years the Australian Open is a great example of why.

## Big Day Out 2013

26 January



This year marks the 6th year the B.D.O has been held at Flemington Racecourse. It's a year that's sure to bring the crowds in with long-running alternative rock band Red Hot Chili Peppers headlining.

## Cricket: Australia vs Sri Lanka T20

28 January



The nature of a Twenty20 game gives those cricket fans that enjoy fast paced action a version of the game that is closer in length to other traditional team sports.



## GIFT CARD INSTRUCTION

### Balance Checking

Passengers can check the balance of a Cabcharge gift card online at [www.cabcharge.com.au](http://www.cabcharge.com.au) OR simply send an SMS to 0427 458 535 with "card number, PIN, BAL".  
For example, send SMS "5021180000000000, 1234, BAL" to 0427 458 535.

### Insufficient Funds

A Cabcharge Gift Card could be declined if there are insufficient funds to cover the total (which includes extras and service fees) due. If this occurs, you can split the payment between the Cabcharge Gift Card and another payment type.

#### 1 Swipe

Swipe Cabcharge Gift Card through Cabcharge EFTPOS.



#### 3 PIN

Passenger enters 4-digit PIN. Found on the reverse side of the Cabcharge Gift Card.



#### 2 Savings

Enter the fare amount.  
Select "Savings" as the account type.



#### 4 Receipt

Print out receipt.  
Give passenger a copy of the receipt.



Cabcharge Gift Cards are available online at [www.Cabcharge.com.au](http://www.Cabcharge.com.au)

# Rachin's Riddle

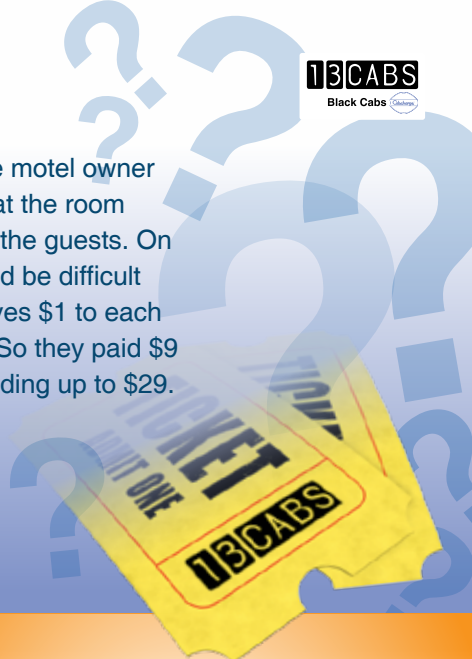
**13CABS**  
Black Cabs 

Three men check into a motel. They pay \$30 to the motel owner and go to their room. The motel owner finds out that the room charge is \$25 and gives the bellboy \$5 to return to the guests. On the way to the room the bellboy thinks that \$5 would be difficult to split among three guests so he keeps \$2 and gives \$1 to each guest. Now each guest paid \$10 and got back \$1. So they paid \$9 each, totalling \$27. The bellboy has another \$2, adding up to \$29.

**Q. Where is the remaining dollar?**

The first correct answer sent to  
[riddle.master@13cabs.com.au](mailto:riddle.master@13cabs.com.au)

**wins 2 movie tickets!**



## Stay Sun Smart with 13CABS

Remember when you're driving that your car's air con may keep you cool but it won't keep you safe from harmful UV rays.

13CABS offices have supplies to help you combat the sun's rays so come in and get yourself protected this summer!

**SLIP** on a shirt,  
**SLOP** on the sunscreen,  
**SLAP** on a hat,  
**SEEK** shade where you can,  
**SLIDE** on some sunglasses!



Caps **\$7**



Hands Free  
Sunscreen Lotion **\$6.50**

**Check out some of our other products:**

- Double Meter Book **\$5.50**
- Shirt **\$20**
- Melways **\$38**
- Coin Dispenser **\$8**



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[@13CABS](https://twitter.com/13CABS)



[youtube.com/my13CABS](https://youtube.com/my13CABS)

**13CABS.com.au • [info@13CABS.com.au](mailto:info@13CABS.com.au)**

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