

The brandhouse RTMC Number One Taxi Driver Campaign is nearing the Announcement of the 2010 Winner!



POWERED BY TOYOTA Ses'fikile



The brandhouse RTMC Number One Taxi Driver Campaign has concluded one of its most exciting stages – the Regional Award Ceremonies. The Campaign, which launched during the Soccer World Cup in July 2010, has announced almost all 9 Regional Winners who will represent their province at the National Finals that will be held in Gauteng in November 2010.

It is safe to say that so far the Campaign has once again been a resounding success. Albeit launching almost six months later than usual, which was due to the above mentioned Soccer World Cup, the Campaign was able to reach over 50 000 taxi driver registrations, distribute more than 250 000 entry forms in over 451 participating taxi ranks nationwide and educate and test over 2240 taxi drivers throughout the country – this figure has increased from last year's figure of 1200.



The practical testing phase was once again testimony of how this Campaign reaches deep within the taxi industry. All participating districts, both urban and rural, saw a full turnout of chosen registered taxi drivers who showed their complete commitment of wanting to learn more about road safety. The feedback from the Toyota Advanced Driving Academy instructors was that never before had they experienced participants who were more interested in what they were learning. All of the drivers did their best and enjoyed the education and subsequent testing that would see one Regional Winner emerge. A message that always surfaces and one that did again this year was that a great number of the

drivers did not know that speed kills. The practical testing was completed in October in Mpumalanga when the Regional Awards Ceremonies were already underway in other parts of the country.

The Regional Ceremonies concluded with the North West Province on 29th October 2010. This year they increased in size and participation – the largest to date was Limpopo with approximately 400 attending guests. The support from all stakeholders was unprecedented where 100% attendance was achieved across the board. Government's buy-in to this Campaign exceeded all expectations with MECs attending all Regional Ceremonies so far – something that was difficult to achieve in the past. The events have been very happy occasions where all stakeholders celebrated the taxi drivers in the room on their achievements, but also reiterated how important "Putting Road Safety First" is for our country.

Probably one of the biggest successes of this year's Campaign is that for the first time since the inception this initiative a female taxi driver has made it through to the National Finals. *"brandhouse and the RTMC are very proud and thrilled to have announced Ms. Moroke as the Provincial Finalist for Limpopo. Cecelia is the first woman taxi driver to have won the regional finals since the inception of this initiative. In an industry that is dominated by men she has done her community and province proud. We would like to encourage more female participation in the Campaign as the number of female taxi drivers is increasing year on year and they too need to be given equal opportunity. We wish her all the best for the National Finals where she can continue to show her commitment to putting road safety first"*, says Phumza Rengqe, CSR Manager brandhouse Beverages.

That said, the Provincial Winners that will go forward to the National Finals are:



Cecilia Moroke, Limpopo



Joseph Pienaar, Free State



Neil Jethas, Western Cape



Elias Mguni, Gauteng



Tshepo Kepadisa, North West



Raymond Ngomane, Mpumalanga



Fikile Mogamisi, Northern Cape



Tat Hendricks, Eastern Cape



Sipiwe Makhubu, KZN

"We reiterate our dream of a taxi industry that enjoys legal status, safe, affordable to both service providers and our best-deserving customers, a taxi industry that is in line with the Constitution of our country i.e. non-sexist, free of violence, respects women and children, and a taxi industry that is developmental and contributing to the economic growth of our province and country. It is programmes like these that make a positive contribution towards making these dreams a reality"

SAID MR. PIET MAHLANGU, PROVINCIAL CHAIRPERSON OF NTA GAUTENG.

These exceptional individuals will now go forward and represent their Province at the National Finals in November at the Gerotek Testing Facility in the North West, which is the only testing facility of its kind in Africa. The National Finalists will undergo an intensive four day advanced driving academy course that includes areas such as road handling skills, customer courtesy and first aid instruction that will include CPR training.



The course will conclude with a live television broadcast on SABC 2's Morning Live where all stakeholders and drivers will be featured.

On 11 November 2010 it will be time for last year's winner Mr. Lunga Tilolo to hand his crown over to the 2010 National brandhouse RTMC Number One Taxi Driver who will be announced at a prestigious Gala Dinner in Soweto, Gauteng. brandhouse, the RTMC, Toyota, the National Finalists as well as all other important stakeholders and media will be present to witness this announcement and will celebrate the conclusion of an enormously successful Campaign for 2010.



Of course the incredible success of the 2010 Campaign would not be possible without the strategic partnership of the Road Traffic Management Corporation and continued support from the main sponsor Toyota, who provides the driver training through the Toyota Advance Driving Academy as well as the main prize, which is a brand new Toyota Ses'fikile Minibus vehicle. In addition, the buy-in and support from the two national taxi associations, SANTACO and NTA, has increased the Campaign's credibility and elevated it to the only CSI campaign supported by the taxi industry.



With all the recent horrific taxi accidents that have taken place in the past months, this Campaign has never been more relevant than now. There are more than 150 000 minibus taxis in South Africa that transport millions of people every day, over short or long distances. With the Christmas period upon us the industry carries a huge responsibility for road safety as this is a time where road congestion is at its peak.

brandhouse and its partners have adopted the slogan "Putting Road Safety First" for the Campaign, which encapsulates all that this initiative encompasses. This includes the search criterion of the best taxi drivers who 'Put Road Safety First' by:

- Staying within the speed limit
- Not drinking and driving
- Obeying the traffic laws and
- Not driving when tired

In 2010 the Campaign has focused on the education of the drivers from the practical testing phase right through to the National Finals. *"This year brandhouse, together with the RTMC and Toyota, continued to show commitment towards 'Putting Road Safety First' by increasing the scale of the project in terms of awareness through the media to commuters and taxi drivers alike, as well as the level of education that the taxi drivers received. brandhouse's decision to increase the overall investment in this initiative was driven by the annual growth in participation of taxi drivers and the credibility that the Campaign has gained within the taxi industry. "We are very proud of what has been achieved so far and excited about where we plan to take it next year"*, says Phumza Rengqe, CSR Manager brandhouse Beverages.



brandhouse and its partners would like to wish the Provincial Winners all the best for the National Finals and congratulate them on being ambassadors for "Putting Road Safety First" on our South African Roads.



"This campaign of brandhouse and RTMC could not have come at a better time since we are now facing a different struggle to boost the morale of our taxi drivers in South Africa... This campaign can only be of benefit to both government and its people by ensuring that we have few accidents on our roads."

SAID MEC FOR TRANSPORT, SAFETY AND CULTURE, PATRICK MABILO.