



TAXI COUNCIL SOUTH AUSTRALIA Inc

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2017 South Australia's Best Cabbie Award

This week marks the start of a radio and social media campaign designed to encourage greater taxi use and more widespread votes for South Australia's best cabbie.

Funded by Taxi Council SA, the ads ask FiveAA listeners to catch a taxi and, if they're impressed by the service, to vote for their driver at www.cabbieoftheyear.com.au

Votes for each driver will go towards determining the winner of this year's SA Taxi Driver of the Year Award.

This year, we're offering a voter prize (a corporate box at the footy) to give the voting public an even greater reason to catch a cab and get behind their favourite driver.

This campaign presents the perfect opportunity for all taxi drivers to give their all and go that extra mile for passengers.

We operate in an increasingly competitive environment and promotions like this give us the chance to show South Australians we're committed to service excellence and we're the best and *only* choice to get people home safely.

This year's Taxi Driver of the Year will be announced at the South Australian Tourism Awards on Friday 10th November. The winning driver will receive a \$1,000 prize and the honour of being named South Australia's best cabbie.

Give it your best and the best of luck!



Cheryle Conduit
State Secretary
Taxi Council SA