

Dear Valued Stakeholder,

I would like to thank you for taking time to participate in our 2015 Stakeholder Survey. Our stakeholder population continues to grow and this year we distributed the survey to 5,791 stakeholders. This was more than previous years and we received more responses than last year.

The primary objective of the Taxi Services Commission (TSC) is to regulate the commercial passenger vehicle industry in a manner that promotes the provision of services that are customer responsive, safe, competitive, efficient and accessible. It is therefore pleasing to note that our stakeholder advocacy result improved this year with a number of respondents recognising that the TSC is working proactively in a challenging environment with a new government, the emergence of ride-sharing and continued implementation of taxi/hire car industry reforms.

A significant amount of the feedback this year centred around UberX. It is no surprise therefore that the topics that stakeholders would like more information on are compliance activity against illegal operators (56%) and ride-sharing apps (40%).

I can assure you that TSC is actively addressing these areas and has undertaken significant compliance activities over the past year in relation to those operating commercial passenger vehicles without authorisation or outside of their licence conditions. A large number of infringements have been issued and the TSC has also actively pursued matters through the Victorian court system against those providing unauthorised/unaccredited taxi or hire car services.

As you may also be aware, the Victorian Government established the Ministerial Taxi and Hire Car Forum (Forum) and a sub-group to specifically consider matters relating to ridesharing. The sub-group presented their findings to the full Forum in July, 2015. These findings will be used by the Department of Economic Development, Jobs, Transport and Resources to prepare advice for the Minister of Public Transport to take to government.

Not surprisingly with the emergence of the ride-sharing issue, as well as the continued implementation of the industry reforms, overall satisfaction across many areas of the business was lower when compared to last year. The exceptions are our Multi Purpose Taxi Program, industry accreditation, licensing and planning/projects, which all improved. In-person enquiries at our Customer Service Centre continued to be our strongest performer, however satisfaction dropped slightly on last year's results.

We were pleased that you believe the quality of our website has improved over the past 12 months. Your satisfaction with our other communication tools has held relatively steady although you have indicated that we need to improve the quality of the Hire Car eNewsletter and consultation papers.

You also reaffirmed that the way to enhance our engagement with you is to improve our transparency and accountability regarding the topics that concern you the most. As mentioned earlier, we are addressing a number of areas and we aim to make our progress more visible to you.

From here, we plan to focus on the following areas:

- improving satisfaction and consistency of service delivered to you across all business areas
- improving communication and accessibility to information with particular emphasis on developing our online capability, content and services; and
- improving our engagement and interaction with you on reform matters or those issues most affecting the industry/stakeholders.

I thank you once again for your feedback and participation.

James Holyman  
Acting CEO  
Taxi Services Commission

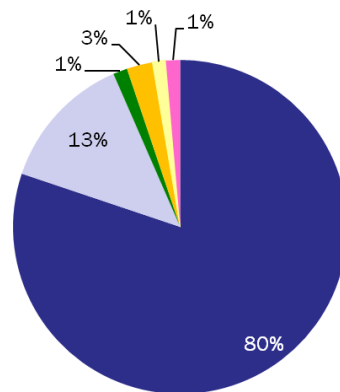
## Overview

As part of our commitment to the continuous improvement in areas of stakeholder engagement and communication, stakeholders were asked to complete a survey in April/May 2015. Insync, an independent research firm, was again engaged by the TSC to conduct the survey on its behalf.

The survey was distributed to 5,791 stakeholders. Overall, **1159 stakeholders responded to the survey** (19% response rate) which was more than responded in 2014; 1087 responses (24%).

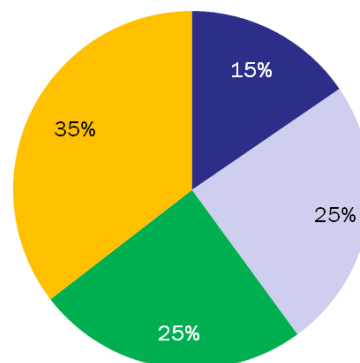
## Demographics

As in previous years, the majority of respondents reside in **greater metropolitan Melbourne** (80%), and have been interacting with the TSC for **10 years or more** (35%). A higher proportion of respondents were from **TSC regulated industries and industry associations** (87.9%) with the large majority of this group being **taxi drivers** (48%).



### Locality

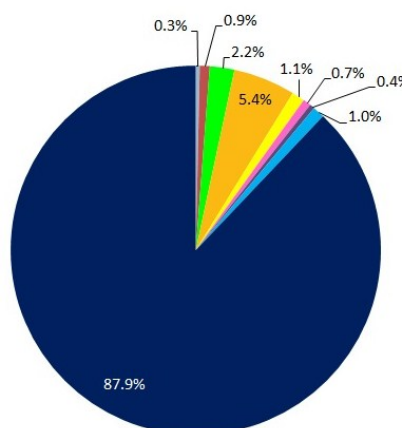
- Greater metropolitan Melbourne
- Country Victoria
- Interstate
- Geelong
- Bendigo
- Ballarat



### How long have you been interacting with the TSC?

- Less than 2 years
- 2-5 years
- 5-10 years
- 10+ years

NOTE: Some graphs may contain figures that do not add up to 100%. This is due to the rounding of all figures to the nearest one (1.0).



### Stakeholder group

- Advocacy and representative group
- Associated organisations
- Current ATAC, SRG & Consultative Committee meeting member
- General public
- Government agency
- Local government
- Recruitment
- Service provider
- TSC regulated industries & industry associations

## Satisfaction with TSC activities



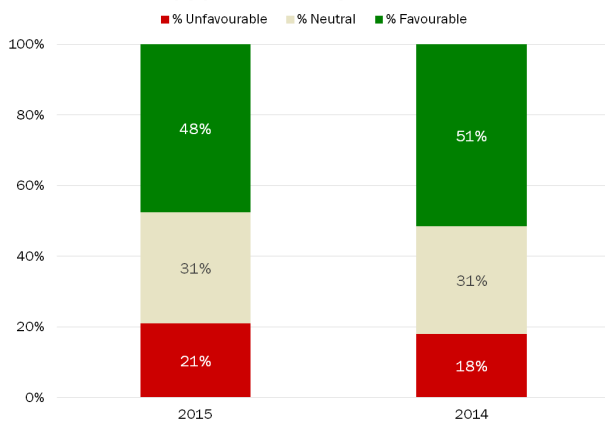
Stakeholders who participated in the survey are most satisfied with **in-person enquiries at the Customer Service Centre** in Melbourne, however the level of satisfaction has marginally declined since 2014.

Overall, stakeholders are least satisfied with **complaint investigations and handling**.

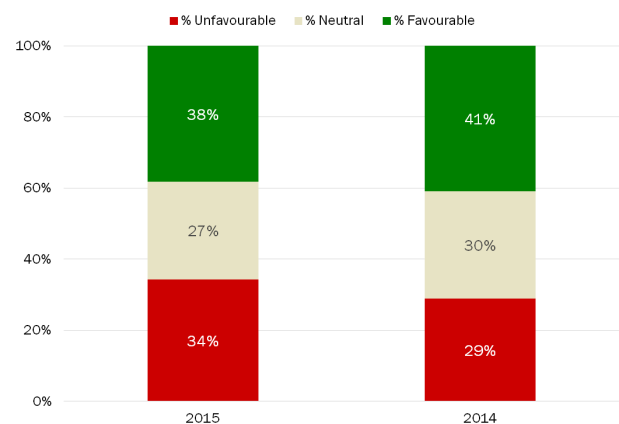
However, there has been an improvement in satisfaction with the **Multi Purpose Taxi Program, industry accreditation and licensing** since 2014.

## Trust of the TSC/frequency of communication

I am happy with the way TSC staff treat me

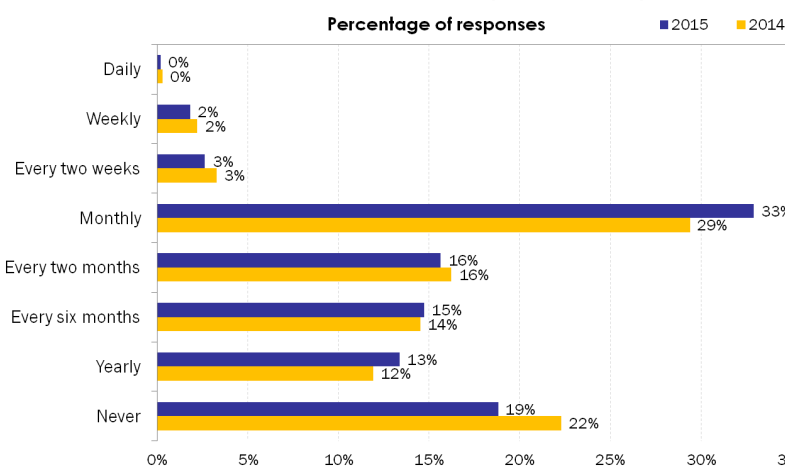


I can trust the TSC

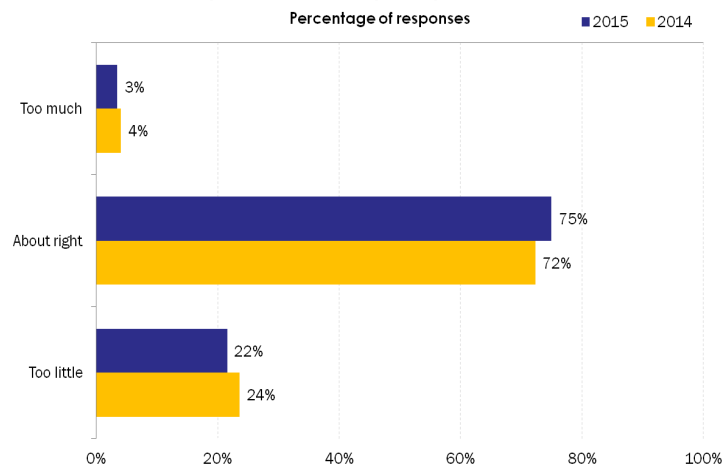


The above charts indicate the proportion of stakeholders that rated the statements as unfavourable, passive and favourable. Overall, the perceptions of the TSC as being trustworthy have decreased compared to last year, with a 2-3% decline in satisfaction across all statements, including 'the TSC does what it says it will do' (36% favourable, down from 38% in 2014).

How often has the TSC contacted you in the last year?



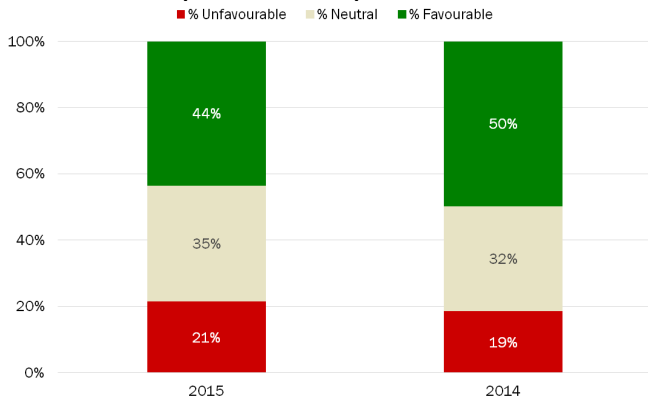
How would you rate the frequency of contact from the TSC?



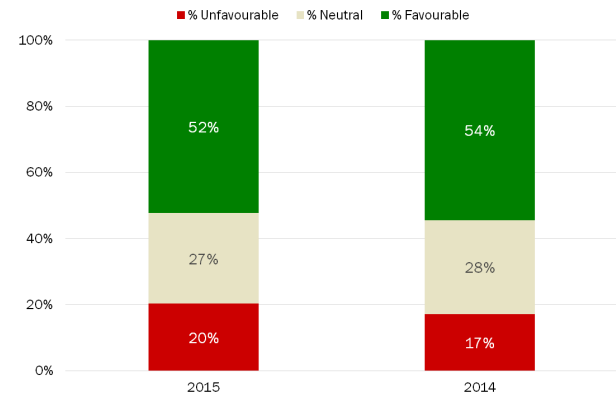
One third of stakeholders indicated they were contacted by the TSC **monthly** (33%). Overall, the frequency of contact was deemed **about right** by most of the stakeholders (75%). One in five stakeholders claim to have never been contacted (19%).

## Responsiveness of communication

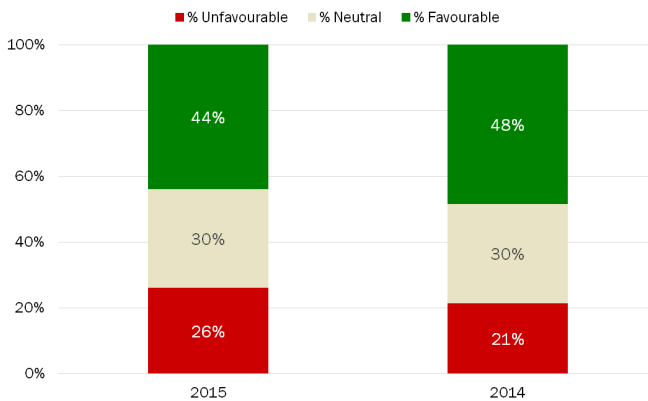
Overall, the quality of communications from TSC has improved over the past 12 months



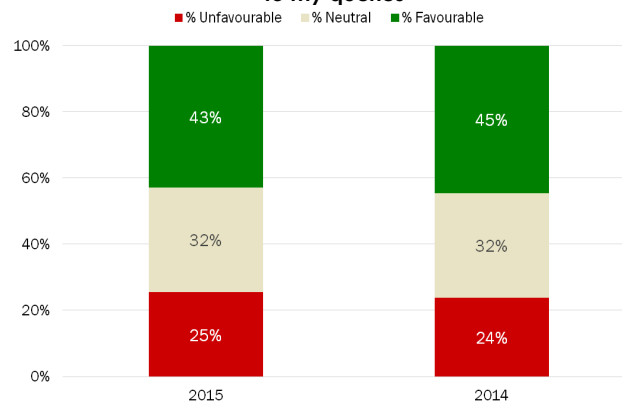
The TSC keeps me updated on things that affect me



My first point of contact at the TSC is usually able to help with my inquiry



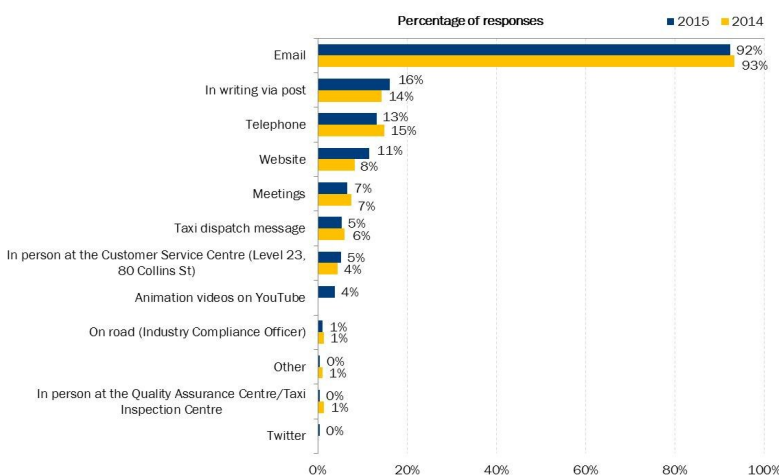
I am satisfied with the speed of response to my queries



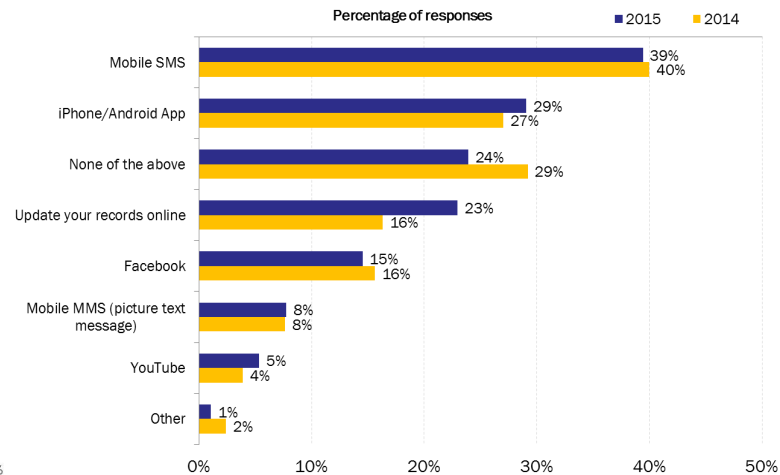
One-in-two stakeholders who participated in the survey believe that the **TSC keeps me updated on things that affect me** (52% favourable). Overall though, the areas relating to responsiveness of communication continue to decline, representing an opportunity for further improvement.

## TSC communication tools

What is your most preferred way of receiving information from the TSC?



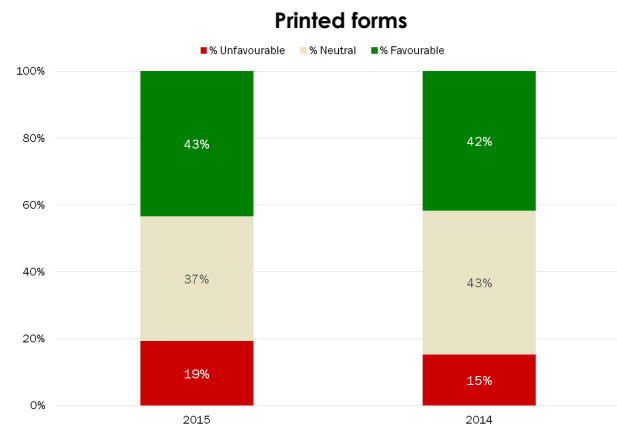
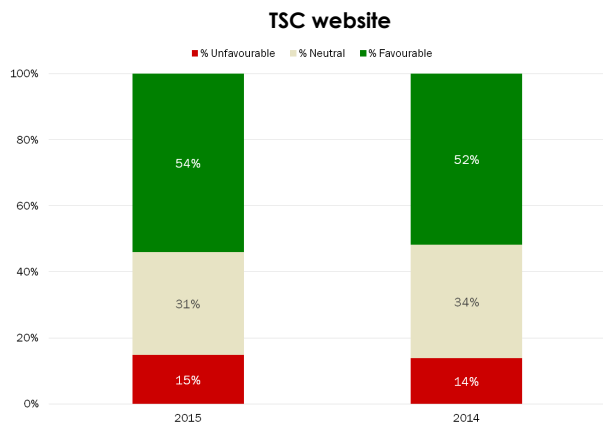
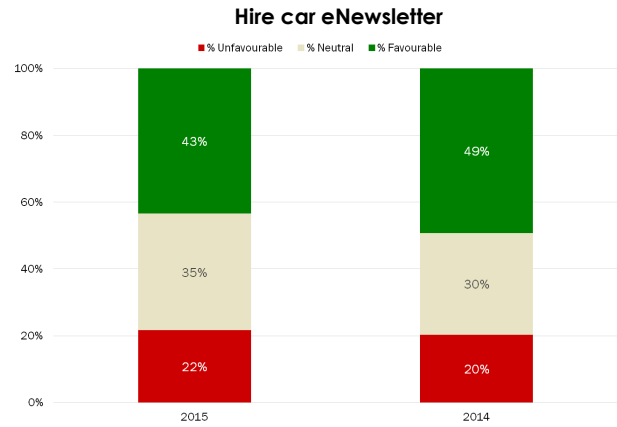
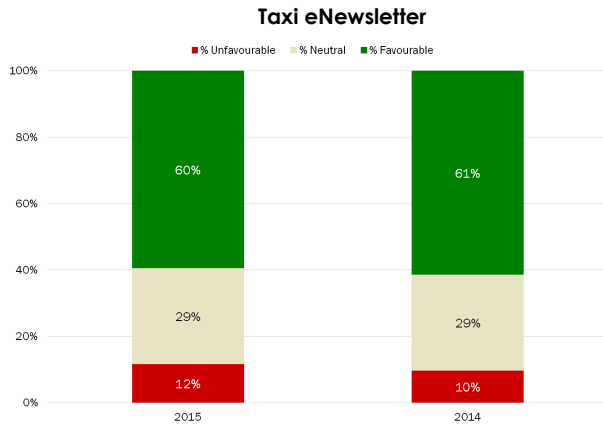
If other communication tools were offered, which would you use?



As was the case in 2014, the majority of stakeholders prefer to receive information from the TSC via **email** (92%). Mobile forms of communication continue to be popular, with stakeholders indicating that they would be interested in receiving information via **mobile SMS** (39%) and/or an **iPhone/Android App** (29%). There was also a notable increase in stakeholders wanting to update their records online (23%; up 7%).

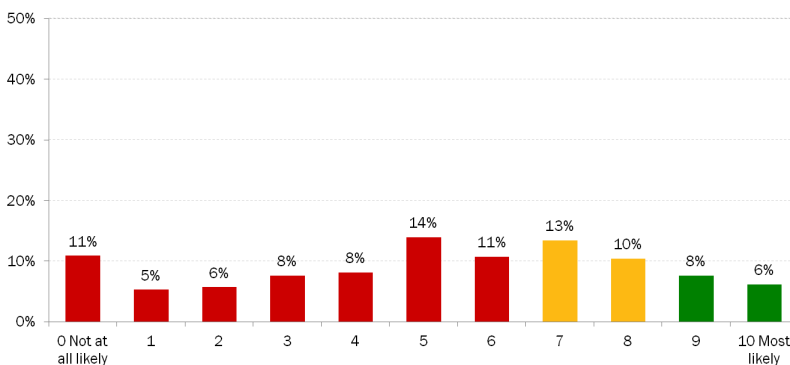
## Satisfaction with TSC communication tools

Overall, satisfaction with the **TSC website** (54%) has improved compared with 2014. Satisfaction with the **taxi eNewsletter** (60%) and **printed forms** (43%) has held relatively steady as has **interactive online forms** (43%) and **information brochures/flyers/posters** (39%). Both the **hire car eNewsletter** (43%) and **consultation papers** (36%) showed a decline in satisfaction since last year.

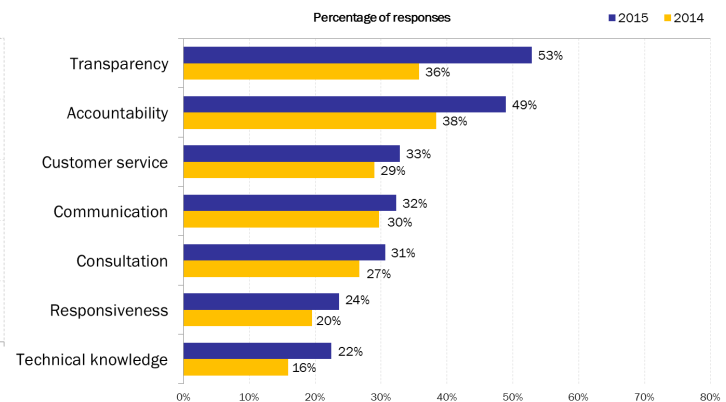


## Stakeholder advocacy and overall satisfaction

How likely are you to speak well of the TSC to others?



Where can the TSC improve?



The chart above assessed stakeholder advocacy and how likely survey respondents were to speak well of the TSC to others. When compared with the results in 2014, the proportion of **'promoters'** (those likely to speak positively of the TSC) increased by 1%, the number of **'passive'** stakeholders (those not holding a strong opinion) decreased by 1%, and the proportion of **'detractors'** (those likely to speak negatively of the TSC) held steady on 62%.

Overall, a third (31%) of stakeholders who participated strongly agree that they are happy with the level of service provided by the TSC. Stakeholders believe that the TSC should dedicate more attention to **transparency** (52.9%) and **accountability** (48.9%) to improve stakeholder satisfaction.