
Canberra Elite Fleet Announcement - 6 November 2017

Drivers you MUST be registered to get promotional campaign work allocated to your PIN. See the MDT log in notice (below) which will be live in the car on November 6rd. If you do not act to cancel this registration then you will get the Promo code work allocated to your car.

PROMO CODE CAMPAIGN – Canberra Elite Taxis

Taxi PROMO CODE Campaign – [Starting on Saturday 18 November at 5PM](#)

Canberra Elite is introducing a Promo Code marketing campaign. This campaign's objective is to attract customers to taxis during the quieter booking periods and in particular to the evening shoulder period on Saturday nights. I.e. More business and more cars on the road.

[Driver MDT Logon – screen condition "ACCEPTANCE"](#)

The Canberra Elite MDT logon screen will be changed to show (add) the following conditions on November 3rd:

"MDT Screen Logon – addendum

"I also acknowledge that Aerial Capital Group Ltd will run promotional campaigns with discounted fares from time to time and that I have the right not to participate in these campaigns by advising Aerial accordingly."

[ProMo Code Models:](#)

There are two Promo code models which can be applied to taxi fares. The decision to use either model will be made by Canberra Elites' marketing team when they launch a campaign.

Promo Codes will be varied based on the time of the booking pickup, the customer's travel history, booking media (e.g. Web) and other marketing aids such as targeted advertising media.

The following Promo Code models are based on booking online: (Example - Assumes Rate 1 and 2.35 minutes waiting time = Fare of \$23.95 including GST)

Model 1 – Base fare and \$ rebate

This model starts with a minimum fare of \$11 (including GST). The ProMo code rebate is applied to fares greater than \$11.

Promo code	Maximum Regulated Taxi Fare using a credit card to pay using EFTPOS at end of Trip	Discounted Fare Booked on-line & with Credit Card payment using Canberra Elite Web site ¹	Fare discount for Customer booking and paying online with a Promo Code	Discount applied to Taxi Remittance
Example Avg. trip	\$25.15 ²	\$21.91 ³	\$3.24	\$2.04 ⁴
ProMo 2		\$19.91	\$2	\$4.04
ProMo 3		\$18.91	\$3	\$5.04
ProMo 4		\$17.91	\$4	\$6.04
ProMo 5		\$16.91	\$5	\$7.04
ProMo 6		\$15.43	\$6	\$8.04

Model 2 – Percentage rebate

This Promo Code mode uses a percentage rebate applied to the online fare booking estimate.

Promo code	Maximum Regulated Taxi Fare using a credit card to pay using EFTPOS at end of Trip	Discounted Fare Booked on-line & paid with Credit Card ⁵	Fare discount for Customer booking and paying online with a Promo Code	Discount applied to Taxi Remittance
Example Avg. trip	\$25.15 ⁶	\$21.91 ⁷	\$3.24	\$2.04 ⁸

¹ The current Canberra Elite book online prepaid offer using a credit card

² The example fare of \$23.95 based on rate 1 including 2.35 minutes waiting time plus 5% EFTPOS transaction fee.

³ Assume an average 2.35 minutes (\$2.04) of waiting time not charged and an average credit bank fee of 2.3% (\$0.55) has not charged in the fare.

⁴ The credit card bank charges are paid by Canberra Elite e.g. (\$0.55).

⁵ The current Canberra Elite book online prepaid offer using a credit card

⁶ The example fare of \$23.95 based on rate 1 including 2.35 minutes waiting time plus 5% EFTPOS transaction fee.

⁷ Assume an average 2.35 minutes (\$2.04) of waiting time not charged and an average credit bank fee of 2.3% (\$0.55) has not charged in the fare.

⁸ The credit card bank charges are paid by Canberra Elite e.g. (\$0.55)

ProMo 0		\$21.91	\$0	\$2.04
ProMo 10		\$19.72	\$2.19	\$4.23
ProMo 15		\$18.62	\$3.29	\$5.33
ProMo 20		\$17.53	\$4.38	\$6.42
ProMo 25		\$16.43	\$5.48	\$7.52

Taxi fares are regulated and as such NO Dynamic (Surge) pricing applies. All Promo Codes offer discounts from (OFF) the maximum regulated taxi fare. When a taxi booking is made on the Canberra Elite web page the fare is estimated using the shortest travel distance and the regulated fare table. The Promo code is applied to this fare estimate and a discounted fare quote is given. If this quote is accepted by the customer the discounted fare will be charged and paid to the Car via the Canberra Elite account remittance system.

*Note: Drivers an option associated with the Promo code attribute **You May** elect to receive prompt payment (every Tuesday & Thursday⁹) directly to their own bank account, where a current bailment agreement has been provided to Canberra Elite and the Taxi Operator has been advised of this account change.*

The ProMo campaign will be expanded into other time periods using varying promo code Models and options in order to grow our taxi business. More information is available on the Canberra Elite Web page, via social media and to drivers via the in-car messaging system.

Driver Prizes - \$2000 (Woolworths vouchers)

During November and December 2017, all Canberra Elite driver that are registered with the ProMo code campaign will be eligible to win a prize.

Prize: A Woolworth voucher for goods to the value of \$250

Number of Prizes on offer – 4 per month for November and December.

Who wins – The registered Canberra Elite drivers that do the most ProMo code jobs (4 top performers – completed jobs) and has a driver rating score (on the Canberra Elite system) equal to 4 or greater.

Canberra Elite will announce the names of the 4 winners in the first week of December 2017 and January 2018 on the Canberra Elite web page and via message to the fleet.

Driver Responsibility

The ProMo code bookings will be offered to Canberra Elite cars, assuming that the driver has not acted to cancel the ProMo code attribute.

The customer has prepaid the fare and must be picked up **ON TIME**. The customer has received a payment receipt and has been given the TX number allocated to the job. The receipt email sent to the customer asks the customer to rate the taxi driver's performance on customer service.

At the start of the booked trip, the driver must turn on the meter. The customer does not have to pay the meter fare amount at the end of the trip. The customer can simply walk away.

⁹ Conditions apply

Remember the ProMo code campaign seeks to build work for the taxi industry. So, Driver customer service is an essential requirement.

How to register for the ProMo code campaign:

All Drivers have been given the ProMo code attribute. You do not need to do anything other than log on to receive ProMo code bookings.

Don't want to accept ProMo jobs

Call into the office and provide your Name, Address, Driver License Number and Sign the Form – “NO – I don't want the Promo Code attribute turned on for my PIN”

Promo Code registration can be cancelled or reactivated at any time with 7 days' notice in writing.

Drivers – how do you sign up to receive Promo Code fare payment directly to your bank account?

- Come into the Canberra Elite office – make an appointment to avoid delays.
- Bring a copy of your current bailment agreement (signed and dated) with your operator relating to a specific taxi (TX). This will show your contracted bailment % (e.g. 50%). (Don't have a bailment agreement – Free copies are available on the Canberra Elite web page (download) or in paper form at the office.)
- Complete and sign the Bank Account deposit information form. This gives Canberra Elite authority to make deposits directly to your nominated bank account. It also authorised Canberra Elite to notify your Taxi Operator that this deduction has been requested by the driver.
- Drivers (Bailee) must also advise their Taxi Operator (Bailor) that this deduction option has been put in place with Canberra Elite.

Further information:

Canberra Elite Web site

- ProMo code information
- Operator/Driver ProMo code registration form
- Bailee Bailor agreement – web site download of standard template.
- Driver (Bailee) Bank Account direct deposit authority form – download from web site

DRIVER BANK DEPOSIT AUTHORISATION FORM

Date:.....
Name:.....
Address:.....
Mobile Number:.....
Email Address:.....

Name of Bank:.....
Bank Account Name:.....
BSB:.....
Account Number:.....
GST Registration Number:.....

I acknowledge that I have provided to Canberra Elite a copy/s of my current bailment agreements for the taxis that I drive in the Canberra Elite fleet. I acknowledge that I have a responsibility to promptly notify Canberra Elite of all changes made to these agreements. In particular the bailment % that is to be deposited to my account.

I hereby authorise Canberra Elite to undertake the following actions on my behalf.

- **To deposit** to my nominated bank account the applicable ProMo code payment, based on the bailment agreements provided to Canberra Elite, for taxi fare jobs undertaking in any campaigns;
- **To notify the relevant Taxi Operator (Bailor)** of the all payments and related information including personal information of the ProMo code fares;
- **To make deductions** to my account deposits for all matters relating to customer complaints, over charging, or any errors and omission;
- **To promptly notify Canberra Elite** of any changes that will impact this authorisation form. Particularly my contact details, email address or bank account number.

I acknowledge the following:

- I have read this authorisation form, discussed it with my Taxi Operator (Bailor) and obtained any advice that I need;
- That Canberra Elite can cancel this authority form at any time by giving me notice of 7days in writing. Canberra Elite will make all payments, of undisputed amounts, to my nominated bank account up to the date of cancelation.

In consideration of the Driver (Bailee) giving this authority to Canberra Elite then Canberra Elite will use reasonable endeavours to make a direct deposit of the Bailee's % of the Promo code campaign fare to the above bank account promptly. (Promptly means on the Tuesday or Thursday business day following the taxi jobs date)

Canberra Elite will provide a weekly email statement to you detailing the transactions made with your nominated bank account. A copy of this emailed information will also be provided to your nominated Taxi Operator (Bailor).

Date:.....

Signed:

Witnessed:.....

CANBERRA ELITE DRIVER REGISTRATION FORM PROMO CODE CAMPAIGN

I **consent/withdraw** my previous consent to participate in the Canberra Elite ProMo Code campaign.

I understand that consenting to be part of this campaign means that:

- I **will/will not** accept the ProMo code work dispatched to my car or PIN log-on used in the Car;
- I **will/will not** turn on the meter at the start of the job and let the passenger see the max regulated fare;
- I understand that if I withdraw this consent by giving Canberra Elite notice of 7 days in writing, that I will not get Promo Code work dispatched at the end of this notice. I consent to and understand that Canberra Elite will provide information to Taxi Operators giving a list of names of drivers who have Not consented or withdrawn consent to participate in the Promo Code campaign.
- I understand that Canberra Elite will, with reasonable request notice, also provide to accredited Canberra Elite drivers a list of Taxi Operators and TX numbers where Taxi Operator (Bailors) have denied or withdrawn consent for a car to participate in the Promo code campaign.
- I also acknowledge and understand that I have been provided with information on the Driver Direct deposit arrangement where a Bailment agreement can be sighted.

Date:.....

Signed:

Witnessed:.....