



By **Nicolette Yeo**

Pictures by **Vincent Nghai**

**C**ongratulations are in order for Taxi Operators' Association for attaining an impressive membership breakthrough. Taxi Day, its annual recruitment roadshow, welcomed 479 members and smashed the 10,000 membership target. Together, the six taxi associations now have 10,127 members.

"We have crossed the 10,000 membership mark with Taxi Day. I would like to thank our tripartite partners for showing strong support over the years and who were present at the opening of Taxi Day. They spurred us on. I would also like to express my appreciation for the association leaders and staff who have worked together as a team to make this happen.

"Going forward, we will continue to add more value to our taxi association membership. Our members will feel that their membership is really worth it," said Mr Seng Han Thong, NTUC Assistant Secretary-General and Advisor to the six taxi associations.

Taxi Day was held at Yio Chu Kang Community Centre over two days on 17 and 18 November 2009 to give taxi drivers a wider window to participate. This year's theme was, "Better Benefits, Better Health, Better Life", to drive home the message that members can always enjoy the better things in life with TOA.

Taxi Day was very well received by taxi drivers who had great fun discovering the wide range of products and services for work, live and play which also included access to exclusive benefits and invitations to special deals.

In order to create better awareness of what was on offer, many of the vendors harnessed interactive methods to engage participants and keep them interested for longer. Raffles Medical Group, for example, conducted affordable and friendly \$5 on-site health screens which included checks for blood pressure, glucose and cholesterol levels – perfect for taxi drivers who are too busy to endure long waits at the clinic. OTO Bodycare literally brought a wellness centre into the community centre.

Taxi drivers had a whale of a time trying out the Power Tap, a mechanical massager for the neck, shoulder and back, as well as the massage chairs. Also creating buzz were the SingTel and Farmosa Holiday Tour booths which offered exclusive "Taxi Day" deals for participants.

Taxi Day was jointly organised by TOA and Yio Chu Kang CC and participated by Land Transport Authority and the taxi companies, thereby demonstrating that tripartism, among other things, is the key to continued success in membership breakthrough.



# TOA Smashes 10,000 Membership Mark

## Taxi Day For Taxi Drivers

**"Taxi Day is participated by all the taxi companies. It is a day when we encourage our fellow cabbies to sign up as members so that they can enjoy what we enjoy."**

Wee Boon Kim, Comfort Taxi Operators' Association President

## Deals And Steals

**"Our cabbies enjoyed Taxi Day very much. They benefited from the many deals and discounts that the various participating lifestyle companies offered."**

Lee Choo Kin, ComfortDelgro Corporation Limited Assistant Vice-President (Drivers' Service)

## Good Relations

**"I signed up as a member with TransCab Operators' Association because I hope to get help in solving my problems. I know that the association works well with our management."**

Chua Swee Poh, 42, TransCab Taxi Driver

## Fair Price At FairPrice

**"I always wanted to be a member of SMRT Taxi Operators' Association but I kept putting off a formal sign-up. As it's Taxi Day, I made it a point to do it. Now, with my membership, I can enjoy many benefits, including fair price, rebates and LinkPoints when I shop at NTUC FairPrice supermarkets. I'm looking forward to a grander Taxi Day next year."**

Karamjeet Singh, 40, SMRT Taxi Driver

## Help For The Family

**"I'm very happy with my membership with SMRT Taxi Operators' Association which I have had for six years. Every year, I receive Back-To-School vouchers for my two school-going children, as well as transport vouchers which have been useful to defray costs."**

Kwek Toon Chong, 47, SMRT Taxi Driver

