

Bus Buzz



Monthly newsletter for Golden Arrow passengers

Golden Arrow's passengers have spoken

Golden Arrow has historically made use of a variety of channels to measure passenger satisfaction and possible areas for improvement; these have included comments and complaints, social networking, passenger forums and feedback from small business unit managers. While this information is vital to the Company's functioning it does not provide a complete picture of who Golden Arrow's 200 000 daily passengers are and what their specific concerns may be.

It is for this reason that Golden Arrow once again felt it necessary to commission an independently administered customer satisfaction survey, similar to the last formal survey conducted in 2007. The survey was administered by the Cape Peninsula University of Technology's (CPUT) Mathematics and Physics Department and employed random sampling methods at five separate termini located in Khayelitsha, Mitchell's Plain, Bellville, Golden Acre and Killarney. A total of 2 500 questionnaires were completed and processed by the CPUT team.

The findings are extremely useful in two regards as they create a typical passenger profile and provide insights into passenger perceptions around each aspect of Golden Arrow's service. According to the findings, 81% of passengers believe that "Golden Arrow is the bus for us", while 9% of passengers disagree (the remaining 10%



RATING OUR SERVICES: A CPUT enumerator completes a survey questionnaire with a passenger at the Golden Acre terminus

agree somewhat). While this is a big vote of confidence, there is always room for improvement and that is where the detailed results are the most useful.

The results broadly indicate that passengers are most satisfied with safety levels, how drivers are operating the buses, the availability of buses during the week, overall reliability and comfort. The biggest areas of concern include timeliness, seat availability, fares, route and schedule information and availability over weekends. While Golden Arrow is unable to control external factors such as national legislation, subsidy allocation and

sky-rocketing fuel prices; internal operational issues such as cleanliness, courtesy and the reliability of buses are service areas that can be reviewed.

Golden Arrow has also noted the popularity of cellphone and social networking technology use amongst passengers and will be pursuing innovative ways to incorporate these platforms into future communication strategies. Ultimately, it is hoped that the data from the survey can be utilised to ensure that Golden Arrow's services and policies remain tailored to the needs of our passengers.

Caring for our neighbours

Golden Arrow believes in giving back to the communities which we serve and we are particularly proud of our long-standing relationship with St Josephs Home for Disabled and Chronically Ill Children, which is situated just around the corner from our Arrowgate Depot in Montana.

St Joseph's was established in 1935 to care for disabled and chronically ill children left destitute by the Great Depression. Today the need for their services remains just as pressing and the home continues to provide a holistic healing environment for children living with HIV/Aids, tuberculosis, cancer, diabetes, congenital birth defects, accidents and abuse victims, renal and heart failure and other chronic illnesses.

Most of the children in care come from informal settlements where clean water, electricity, sanitation and healthy food are in short supply. While the children are in care, they are provided with 24 hour nursing care, which involves a multi-disciplinary intervention focus, which includes physiotherapy, occupational therapy, speech therapy, hydrotherapy, special dietary meals, formal schooling and a crèche pre-school programme. Parents also receive training and counselling from social work staff on how to monitor and care for their children.



TENDER LOVING CARE: A staff member at St Josephs cares for a chronically ill child

Most recently, Golden Arrow donated R25 000 to the home to supplement their funds for medical supplies and food. Two oxygen machines were purchased to assist two children living with chronic lung disease and other much needed medical supplies and foodstuffs were also purchased as a result of the donation.

According to St Josephs Resource Development Manager, Chantel Cooper, "the contribution enables us to continue to provide free high quality medical and associated services to the children in our care. We would not be able to do what we do without the help and support of companies like yours". Golden Arrow commends St Josephs for its commitment to caring for children and is truly proud to be associated with such a profoundly important project.

To find out more about Golden Arrow's commitment to community upliftment visit www.gabs.co.za



NO MORE HUNGRY TUMMIES: Golden Arrow's contribution was used to purchase food and medical suppliers

**FOR COMPLAINTS AND ENQUIRIES CALL
0800 65 64 63 TOLL FREE**

The tragic consequences of bus vandalism

Golden Arrow drivers, inspectors and other road-based staff face numerous challenges on a daily basis. Congestion and road works have become part and parcel of a day's work, but facing angry community members during protests is something that no one can ever adequately prepare for. When our drivers climb in to their cabs at the start of a shift, they know that they have a serious responsibility to the passengers that board the bus as well as their families who rely on them for survival during very tough economic times. Sandile Hoko (55) who was tragically killed on the 3rd of August was one such driver.

Mr Hoko's colleagues at Golden Arrow, the passengers who knew him and the family who loved him dearly have been left only with their memories of a man, who was by all accounts a pillar of strength in his own community and all as a result of the careless violence of perpetrators who may never be called to account.

Stones are thrown at Golden Arrow buses on a daily basis, the reasons are never clear and the perpetrators are rarely if ever brought to

book. This time instead of causing only minor damage and injuries, the stones claimed the lives of driver Sandile Hoko, Daniel Sass (52) and 20-month-old Ntlahla Ngalo. We mourn their loss and send our



Bus driver Sandile Hoko was tragically killed on 3 August 2012

sincere condolences to everyone who was affected by the accident.

As all of you who live in areas affected by protests will know, they are particularly challenging for public transport users who need to travel into and out of these areas. At times like these Golden Arrow must decide whether to send

buses into these areas and despite often having to avoid entering areas directly due to road closures, our services almost always continue to run. This requires absolute commitment from our drivers, inspectors and road-based officials who are on the ground in the thick of it assisting passengers, feeding information through to the wider operational network and working with law enforcement to ensure that thousands of people are able to get to where they need to be. For this they deserve our recognition and sincere gratitude.

And finally to our passengers, please rest assured that Golden Arrow always has your best interests at heart. We know how important it is that you are able to get to work and back or to honour your commitments and we will always endeavour to get you there no matter what is happening at the time. If you or anyone you know has any information about stone throwing or other acts of bus vandalism, please pass this on to the South African Police Services (SAPS); your information could prevent injuries and save lives.

Want to speak to us? Here's How...

Our Facebook page (Golden Arrow Bus Services) is growing all the time and we are really enjoying being able to interact with you online. Please do like our page if you are on Facebook and let us know how you feel. It is also important to note that the Facebook page does not

replace the tollfree number, 0800 65 64 63, as the primary source for information regarding timetables and routes. Complaints should, ideally, also be directed via 0800 65 64 63 or complaints@gabs.co.za as there are formal procedures in place to ensure that full investigation and follow-up is



done and records are kept for administrative purposes.

IMMUNISATION SAVES LIVES

Community corner

information .. useful numbers .. first aid .. health

Immunisation, also known as vaccination, is the process of injecting a patient with a vaccine, causing them to build up resistance to certain diseases and keeping them healthy. Immunisation helps to curb the spread of disease in communities.

Child Immunisation Information

Many children in South Africa are HIV-positive, which makes them especially vulnerable to infectious diseases. The Western Cape Department of Health strongly advises mothers to protect their children from infectious diseases by getting them vaccinated from birth up to 12 years of age.

Immunisation provides the most effective means through which parents can protect their children against serious but preventable diseases. Children who have not been immunised are at high risk of becoming infected with these diseases.

What Diseases Do Children Get Vaccinated Against?

- **Polio:** It is caused by germs (polio viruses) that attack nerves, causing weakness or paralysis of the leg and/or arm and if severe, may involve respiratory or breathing muscles. The OPV vaccine protects against Polio
- **Measles:** Causes high fever and a rash, and can lead to diarrhoea and dehydration, deafness, eye complications, pneumonia, brain damage and even death. The Measles vaccine protects against this disease.
- **Haemophilus Influenza Type B (Hib):** Is a serious illness that affects mainly children under the age of five years. Death from Hib disease is common in children under the age of one. The DTaP-IPV-Hib1 vaccine helps against this, and other diseases such as

Diphtheria, Tetanus (lockjaw) and Pertussis (the whooping cough).

- **Hepatitis B:** Is an infection of the liver, which can cause liver damage, liver cancer and death. The Hep B vaccine is to be given.
- **Tuberculosis (TB):** Meningitis is a serious disease that can affect people of all ages. Those that get TB suffer from coughing for a long period of time, chest pain, sweating at night, weight loss and even death if left untreated. In young children, the TB germ may infect the brain and cause meningitis, or it could also enter the blood and spread to other parts of the body. TB can kill young people. The best protection for young children for diseases caused by the TB germ is the BCG vaccine.



Usually babies who are not given the BCG vaccine at birth will be immunised when they are taken to the clinic for their next immunisation visit, at six weeks of age. Any baby under one year who did not get the BCG vaccine at birth must be taken to the nearest clinic, where the vaccine will be given. Babies infected with HIV, who are sick and showing sign of Aids, must not get the BCG vaccine.

The Western Cape Health Department also vaccinates against Rotavirus (one of the viruses that cause diarrhoea) and Pneumococcal disease (for example, meningitis, otitis media, pneumonia and bacteraemia).

When Must Children Be Vaccinated?

Immunisation is available at all primary healthcare clinics and centres as well as secondary and tertiary level healthcare facilities. Always take your child's Road to Health Chart/Booklet to the clinic with every visit to ensure that all the immunisations are up to date.

What vaccination services are available?

- Vaccinations are available throughout the year, at all public primary health care facilities and centres.
- During Child Health Season, usually between April to June, the Western Cape Health Department enables mobile teams to visit creches and day care centres throughout the province, ensuring that children get vaccinated, and administering catch-up doses.
- Special campaigns focusing on vaccination runs throughout the year. This includes the Influenza Vaccination Campaign (from April to June)

What Is the Cost?

All the vaccines on the routine schedule RTHB Immunisation Form are free of charge at all public primary health care facilities and centres.

Who Do I Contact?

You can contact: South African Vaccination and Immunisation Centre (SAVIC)

Tel: 012 521 3880 / 4227

E-mail: info@savic.ac.za

Website: www.savic.ac.za

Source: World Health Organisation (WHO) and the Department of Health