



Quarterly Newsletter for Friends of Golden Arrow Bus Services

# INTERCHANGE

VOL 24 | ISSUE 2 | JULY 2015



page 2

**GABS achieves  
level 2 B-BBEE  
certification**

page 6

**Multimech  
receives ISO 9001  
certification**

page 8

**Sports stars  
in the making**

page 3

**National Minister of Transport  
congratulates GABS for RTMS accreditation**

**Golden Arrow Bus Services  
(Pty) Ltd/(Edms) Bpk**  
Reg No 1992/001234/07

**Editorial Office:**  
103 Bofors Circle, Epping Industria  
PO Box 1795, Cape Town 8000

**Redaksielokantoor:**  
Boforssirkel 103, Epping Industria  
Posbus 1795, Kaapstad 8000

**Iofisi yomhleli:**  
103 Bofors Circle, Epping Industria  
PO Box 1795, Cape Town 8000

**Tel: 021 5078800 | Fax: 021 5341520**  
Website: gabs.co.za  
E-mail: information@gabs.co.za

**Editor / Redakteur / Umhleli:**  
Bronwen Dyke

**Contributors / Bydraers /  
Omnye umbhali onegalelo:**  
John Dammert  
Bronwen Dyke

**Design & Layout:**  
Advanced Design Group

**Golden Arrow's Mission:**  
To operate safe, reliable passenger transport services designed to meet the needs of our customers and by applying sound business principles, to create a secure future for the company and its people.

**Golden Arrow's Missie:**  
Om veilige, betroubare passasiers-vervoerdienste te lewer, gerig op die behoeftes van ons klante en, deur gesonde sakebeginsels toe te pas, 'n seker toekoms vir die maatskappy en sy mense te skep.

**Umqophiso kaGolden Arrow:**  
Ukufaka iinkonzo zothutho luka wonkewonke ezikhuselekileyo kunye nezithembekileyo kwaye nezilungiselelwe ukukhawulelana neemfuno zabakhweli bebhasi zalenkampani oku kufezekiswa ngokusebenzisa imithethosiseko yoshishino ephilileyo, nokwakha ikamva elikhuselekileyo lwalenkampani kunye nabantu bayo.

Nic Cronjé  
CEO: Golden Arrow Bus Services

## NOTE *from* NIC



### LAW ENFORCEMENT KEY TO IMPLEMENTING TRAFFIC REGULATIONS

Effective traffic law enforcement is unquestionably fundamental to addressing many of the woes currently being experienced on South African roads. This fact usually comes to the fore during the peak annual Easter and Christmas holidays and is, regrettably, a sad reminder of the lack of consistency of this crucial instrument of policing.

The City of Cape Town's Traffic Services is the agency mandated to effect traffic law enforcement in the precincts of the metropole through one of its three branches, viz. the General Enforcement branch, while another branch, Licensing and Prosecutions is tasked with the processing of traffic fines emanating from the enforcement forays.

Regrettably, the City of Cape Town's Traffic Services Division has an alarmingly low traffic fine revenue collection rate of 19% while their Provincial counterparts have only been able to achieve a 17% rate. Deficiencies in the electronic national administration traffic information system (eNaTIS) and a pervasive attitude of delinquency amongst offenders have been cited as the main reasons for the meagre collection rate.

However, if one considers that there are 789 099 licensed motor vehicles in Cape Town that have to be policed by a combined total of only 803 ( 353 Metro traffic and 450 Metro Police) officers across a road network that spans close to 11 000 kilometres, the inadequacies in rendering consistent and effective traffic law enforcement become distinctly apparent.

The Traffic Offence Code Book was updated last year under the guise of it being "10 years out-dated", with certain categories of offences increasing in excess of 50%. While there has been a denial that the fine increases have not been mooted as a drive to boost revenue collection, it has a veneer of castigation rather than deterrence which is typical of the general style and practice of entrapment on the City's roads.

The location of cameras on sections of roadways which are clearly out of synch with reasonable speed parameters, the lack of visible policing at notorious hotspots and the erratic deployment of roadblocks

# GABS achieves level 2 B-BBEE certification

**G**olden Arrow has wholly committed itself to transformation and this has been borne out by the recognition that the company has received in its latest B-BBEE audit. Through a number of transformative initiatives the Company's scorecard has improved by eight points; moving it into the well-respected level two category. Golden Arrow's subsidiary, Table Bay Rapid Transit (TBRT,) achieved level three certification in its first generic rating which is also commendable.

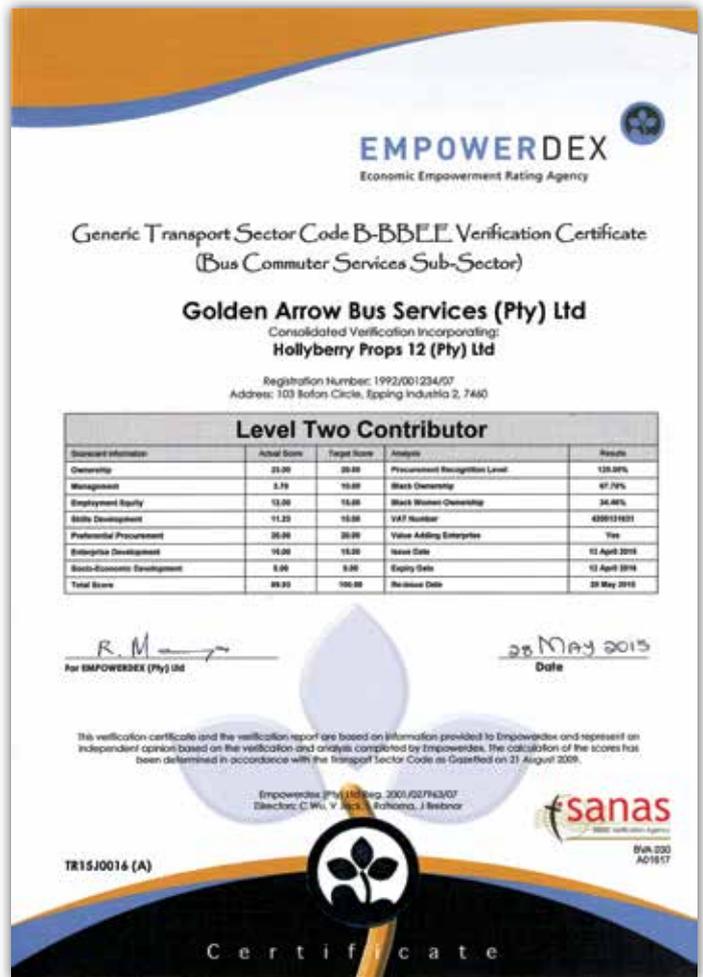
This is particularly timely as companies throughout the country prepare for the implementation of the Revised Codes of Good Practice which will have come into effect for the next audit process. The codes are expected to lower scoring for most companies and Golden Arrow has remained mindful of its possible repercussions in preparing for this audit process.

The new rating has been achieved through a number of important initiatives in employment equity, preferential procurement and skills development. A third of all Golden Arrow suppliers are small and/or black-owned businesses and efforts are being made to further increase this in line with the Revised Codes.

In 2014 GABS invested in assessing employee records to determine the prevalence of disabilities amongst staff. It was found that many employees were not aware of their status as disabled individuals and had not understood that they would be empowered rather than disadvantaged by disclosing their health status.

The company was therefore able to determine the ratio of disabled employees more accurately and thereby increase its score while providing valuable information to employees.

Going forward the company will continue to implement Broad-Based Black Economic Empowerment initiatives in a manner which benefits all stakeholders and which further cements Golden Arrow as a trusted, transformed and empowering service provider and employer. ☞



MOVING UP A LEVEL: Golden Arrow now has level two B-BBEE certification

exacerbates the public perception of inadequate traffic law enforcement. Moreover it fuels the jaundiced view that entrapment is more about revenue generation than being a deterrent to negligent driving on our roads.

The Justice Project South Africa recently also pointed out that inconsistencies in traffic law enforcement, the penalties associated therewith and the various provincial and local policies that exist to preside over a national

problem are most certainly contributing to the carnage on our roads.

If the objectives of the plethora of amendments to various pieces of road traffic regulations are to be achieved, the latitude and strategic intent of traffic law enforcement has to be addressed in earnest. Without this vital cog in the justice machinery, lawlessness and delinquency on our roads will not be nipped in the bud. ☞

# National Minister of Transport Congratulates Golden Arrow Bus Services for Prestigious RTMS Accreditation

**G**olden Arrow Bus Services (GABS) was commended by the National Minister of Transport Dipuo Peters, at the recent Handover of the Company's Road Transport Management System (RTMS) official accreditation.

RTMS is an industry-led, government-supported, voluntary, self-regulation scheme that encourages road transport operators to implement a management system with outcomes that contribute to preserving road infrastructure, improving road safety and increasing productivity. It covers vehicle maintenance, speeding controls, accident and traffic violation analysis, driver wellness and skills development.

Golden Arrow has sought over the last century and a half to continuously improve and innovate and the

RTMS sticker that will soon appear on every one of their buses affirms that GABS is a responsible operator that is serious about road safety and committed to sustainable operational practices.

In handing over the accreditation, Minister Peters urged Golden Arrow to continue to act as an example to other public transport operators. The Minister noted that self-regulation is an essential tool in counteracting the scourge of accidents on our roads and that RTMS accreditation gives passengers an assurance that Golden Arrow is pro-actively engaged in ensuring that they are safe.

The provision of safe and reliable passenger transport services is the focal point around which Golden Arrow's mission statement revolves. According to Chief Executive Officer Nic Cronjé, RTMS accreditation was therefore a natural progression and a symbol of



A PROUD MOMENT: From left to right: Nic Cronjé (GABS), Sidwell Nche (SABOA), Dr Paul Nordengen (CSIR), Oliver Naidoo (JC Auditors), Adrian van Tonder (RTMS), Kathy Bell (Standard Bank), Donald Grant (Western Cape Minister of Transport and Public Works), Dipuo Peters (National Minister of Transport) and Yunis Shaik (GABS).

the Company's willingness to support government's strategies as a signatory to the United Nations Decade of Road Safety 2011 – 2020.

GABS Corporate Affairs Executive John Dammert, master of ceremonies at the function, noted that the impetus on public transport operators exists by virtue of their valuable human cargo. "Just as unemployment, poverty and inequality are the ravages of our society, so too is irresponsible driver behaviour."

Golden Arrow joins 146 fleets countrywide representing some 8 000 trucks and buses. It is the third bus operator to have received accreditation after Buscor (404 buses) and Intercap (152 coaches).

Golden Arrow is however the single largest fleet (1 000 buses) owner accredited to date and RTMS auditor Oliver Naidoo, noted that the Company had a number of systems already in place to ensure best practices in terms of vehicle maintenance and driver performance, which in many cases are far more stringent than required by law.

The company had sent their buses for roadworthiness testing every six months long before it became

mandatory, service their vehicles at 15 000 rather than 20 000km intervals and a progressive preventative maintenance strategy has seen a significant decrease in breakdowns.

Cronjé noted that the company has opted for a multi-pronged approach in terms of driver training, which seeks to sensitise and continuously educate drivers in a variety of ways which together form a potent behaviour modification strategy. "We are profoundly aware that these measures mean very little if the human being behind the steering wheel is not proficient in defensive driving and does not fully understand that his decisions could have life-altering consequences for himself, his passengers and other road users. In 2012 we introduced a compulsory two-day safety refresher course that each driver must attend every two years, he says". Feedback from this course has indicated that it is not only appealing to our drivers at an intellectual level but also taps into their empathetic side, which is essential for the learning process.

It is hoped that many more transport operators will follow Golden Arrow's lead and favour self-regulation in order to ease the burden on traffic officials and to encourage a climate of safety consciousness. ☞

## In Memoriam: Virginia Engel



**FONDLY REMEMBERED:** Virginia Engel made a vital contribution to the HCI family and will be sorely missed

It is with great sadness that the HCI family and Golden Arrow Bus Services report the passing of Virginia Engel, former chief executive of the HCI Foundation, on 18 May 2015.

Engel spent much of her life as a political activist and trade unionist

having assisted in the formation of the National Textile Workers Union some 40 years ago. Today the Union is known as the South African Clothing and Textile Workers Union whose investment arm is the major shareholder in the HCI Group.

Engel was employed as President Nelson Mandela's Principal Private Secretary in 1997. She worked with

President Mandela until the end of his term of office but was not able to accept his offer to join him in his post-presidential office because of ill-health.

She was appointed to the Board of HCI as non-executive director in January 2004. Virginia was employed as chief executive officer of the HCI Foundation until her retirement in 2012. She also held a non-executive directorship in Golden Arrow Bus Services.

According to Golden Arrow CEO Nic Cronjé, Engel was passionate about her work with the Foundation and had an effect on every person she interacted with. "Virginia is sorely missed but her memory will live on in all the lives that she touched. She was truly the embodiment of Ubuntu and her integrity and strength of character were always admired," says Cronjé.

Her tireless efforts to establish a public transport museum now lives on through the GABS Heritage Room. ☞

# Multimech receives *ISO 9001 certification*



**G**olden Arrow Bus Services' Multimech division achieved official certification for being in compliance with the International Organization for Standardisation (ISO) 9001:2008 standards on 24 June 2015.

This milestone follows in the wake of GABS' subsidiary company, Table Bay Rapid Transit (TBRT) receiving ISO 9001 accreditation a year ago and provides a solid basis for all the other operating divisions of the company attaining this much vaunted recognition.

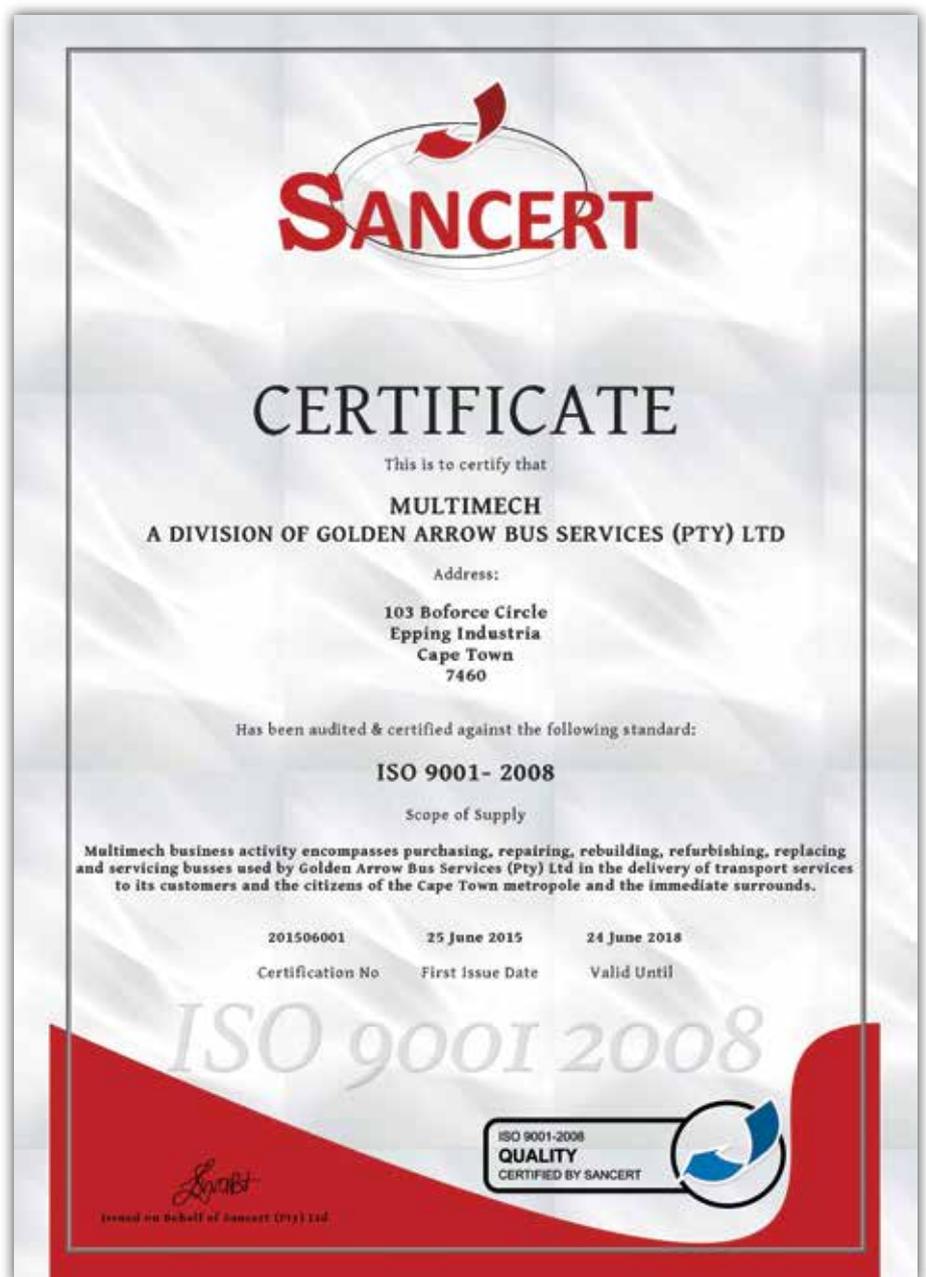
The Multimech ISO audit was undertaken by the fully independent certification body SANCERT through an in-depth assessment of the various ISO variables pertaining to the applicable standards. The ISO 9001:2008 standards specify requirements for a quality management system where an organization needs to demonstrate its ability to consistently provide products that meet customer and applicable statutory and regulatory requirements, and which aims to enhance customer satisfaction through the assurance of conformity to internationally recognised standards.

With the progressive rollout of the Integrated Public Transport Networks (IPTN) across the City, the regulatory authorities have intimated that ISO certification would form part of the tender specifications of future operating contracts.

"Achieving ISO certification not only demonstrates the high levels of our internal operating benchmarks, but

demonstrates our commitment to having these externally audited as an assurance of the pledge in our mission statement to meeting the needs of our customers through the application of sound business principles," says company engineer Roger Overton.

The International Organization for Standardisation is a Geneva-based independent, non-governmental membership organization and the world's largest developer of voluntary International Standards that provides assurances that products and services are safe, reliable and of good quality. ↻



COMPLIANT:  
Multimech ISO 9001 certification

# Schedules Manager Appointed

**C**orné Pringle has been appointed schedules and fare systems manager based at Arrowgate Depot. Pringle joined the Company as an analyst programmer within the IT department in 2001. She has a national diploma in computer data processing (information technology) and is hoping to tackle the Road Transport Management Diploma next.

Scheduling and fare-mapping form an integral part of Golden Arrow's operations and Pringle will steer this process. She will liaise daily with operational staff to effect any changes to the 1 300 unique routes operated by the company and determine public holiday and festive season schedules and ensure that all the necessary accompanying information is communicated efficiently and timeously.

Pringle is keen to tackle all the challenges that accompany the position and her first priority will be streamlining the processes within the department to achieve optimal accuracy and turnaround time. This will ultimately ensure that duties are operating effectively in terms of mileage and hours worked. Once she has tackled all of these challenges, she has her sights firmly set on the position of operations manager. ➔



**KEEPING GABS ON TIME:**  
Schedules and fare systems manager Corné Pringle



## New Face in Finance

**S**hakeerah Diedericks has been appointed assistant financial manager at Multimech. Diedericks has a history with Golden Arrow as she was previously the external auditor for three years before being appointed temporary financial manager in 2014.

She is a qualified chartered accountant with honours degrees in accounting sciences and management accounting from UNISA and Stellenbosch University.

Diedericks' key roles and responsibilities include supporting the finance manager in recording and retrieving financial details and statistics for Golden Arrow as well as Table Bay Rapid Transit and N2 Express. This includes maintaining financial records, processing payments and cash handling. In five years' time she would like to see herself playing a strategic role in the company and strengthening her current portfolio of skills.

In terms of her position, she faces a number of challenges including gaining knowledge about various subsidiaries, departments and operations within Golden Arrow as the finance department plays an overarching role. ➔

**CRUNCHING THE NUMBERS:**  
Assistant Finance Manager Shakeerah Diedericks



BAFANA BAFANA IN THE MAKING: The City Masters soccer teams are able to travel to matches thanks to support from the Community Transport Programme

## Developing our sports stars in the making

**D**eveloping our sports stars in the making Golden Arrow Bus Services pursues its corporate social responsibility initiatives in partnership with the HCI Foundation (and a number of community upliftment projects around the metropole.

These programmes range from providing opportunities for children from underprivileged communities to enjoy and participate in performing arts, heritage, sport and educational excursions; to providing visual arts lessons for teachers and children; and extra maths and science lessons for school learners. In this issue of Interchange we focus on the Pauline Podbrey Foundation; a programme participant.

In 2010 Maurice Podbrey decided to start a foundation that would honour the memory of his sister, Pauline, a fearless apartheid activist. When a struggling football club in Makhaza was brought to his attention he knew it would be a perfect fit' despite the fact that his sister had not been particularly sporty. It was the spirit of the project that called to Maurice Podbrey and which ultimately resonated with the community transport programme. For the 2015/2016 budget period R100 000 worth of transport has been allocated to the Pauline Podbrey Foundation for use in its sporting and educational endeavours.

The Pauline Podbrey Foundation raises funds and oversees the financial management for the City Masters Sport and Education Club. The club was founded in 2005 by two brothers who persevered on

meagre resources out of their home and backyard shed to provide a haven to youngsters in their area. Today the Club operates out of a clubhouse and allows more than 200 girls and boys to pursue their passion for sport while strengthening educational abilities and interests. There are currently 12 soccer and netball teams ranging from under nine to over 21s who are coached during the week, fitted out in handsome togs, and bussed on weekends to the Athlone League where they play in a professionally-run organisation that demands punctuality, I.D. cards, membership and good conduct.

Before and after practice on weekdays, supervised homework sessions take place in the clubhouse and the results have been so impressive that the local high school principal believes it has helped his school achieve a historic 100% pass rate.

According to Maurice Podbrey the Community Transport Programme's assistance came at just the right time as provincial government had cancelled its transport sponsorship during the FIFA World Cup in 2010 and the project was in dire straits.

Golden Arrow Corporate Affairs Executive and HCI Foundation Trustee John Dammert says that the Pauline Podbrey Foundation and City Masters Sport and Education Club are exactly the kind of projects that the Community Transport Project seeks to assist. "This project is about developing well-rounded individuals; it encourages boys and girls from Makhaza to excel in sports and at school and we are very proud to play some small role in making this possible," he says. ☺