

**Patterson, Tristan**

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**From:** Brendan Dunning [REDACTED]  
**Sent:** Thursday, 28 August 2025 10:34 AM  
**To:** Economic Regulator  
**Subject:** Re: Owner-operator Taxi Licence Reserve Price Determination Draft Report

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## New Norfolk Taxi Area

### Overview

The New Norfolk Taxi Area presents a unique and growing opportunity for transport operators in Southern Tasmania. With limited competition from rideshare services and strong community support for local taxi businesses, the region is well-positioned for expansion.

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### Key Facts

Licences (PTL): 9 in total, with 5 currently in active operation.

Existing Operators: New Norfolk Taxis and Derwent Valley Taxis 2 Operators + running under 1 Accredited Operator and Brand .

Rideshare Competition: Minimal presence; community preference remains with local taxi services.

Market Demand: Area is experiencing growth through new subdivisions and population increase, creating higher demand for reliable transport.

Driver shortages are the biggest challenge at present .

Collaboration: Hobart-based operators handle non-local contracts but refer local work back to New Norfolk operators, strengthening the local business model.

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### Opportunity

Room for Expansion: With only 5 of 9 PTLs currently in use, there is capacity for new operators to establish themselves.

Community Support: The local population values trusted, community-based transport services, offering operators a loyal customer base.

Growth Potential: Continued housing developments and infrastructure growth will drive demand for point-to-point transport and account/contract services.

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#### Why Enter the Market?

- ✓ Established local brand recognition and community trust
- ✓ Minimal rideshare disruption compared to metropolitan areas
- ✓ Space for new operators to grow within the existing PTL structure
- ✓ Increasing demand from residential growth and subdivision projects

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#### ✦ Conclusion

The New Norfolk Taxi Area represents a stable, community-backed, and growing market with immediate opportunities for additional accredited operators to establish or expand in the existing service provider organisation . Since the inclusion of technology ( Smart Move ) and engaging with a BSP booking numbers are increasing .



**"Proud to be Country Cabbies"**  
**100% Tasmania Owned & Operated**  
**Brendan Dunning** [REDACTED]

On Wed, 27 Aug 2025, 12:22 pm Economic Regulator, <[office@economicregulator.tas.gov.au](mailto:office@economicregulator.tas.gov.au)> wrote:

Good afternoon,

The Tasmanian Economic Regulator has recently undertaken an investigation into reserve prices for future releases of Owner-operator Taxi Licences (OOTLs) by the Transport Commission. The investigation has informed the Regulator's draft determination of the minimum price that the Transport Commission can release an OOTL in each of the 24 taxi areas in Tasmania in each calendar year from 1 January 2026 to 31 December 2029.

The Draft Report and Price Determination has been published today on the Office of the Tasmanian Economic Regulator's website at [www.economicregulator.tas.gov.au/taxis](http://www.economicregulator.tas.gov.au/taxis).

Taxi licensees, operators, and other interested parties are invited to make a submission in response to the Regulator's Draft Report and Price Determination. Submissions close at 5pm, 17 September 2025.

Submissions should be sent electronically to [office@economicregulator.tas.gov.au](mailto:office@economicregulator.tas.gov.au) or by post to:

Office of the Tasmanian Economic Regulator

GPO Box 770

HOBART 7001

Please note that it is the Regulator's policy to publish submissions unless the writer requests that all or part of the submission be treated as confidential. More information on confidentiality can be found in the Regulator's *Consultation Policy and Procedures of the Tasmanian Economic Regulator Guideline*.

After considering submissions received, the Regulator will publish its Final Report and Final Determination by 1 December 2025.

If you have any questions, please contact:

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Kind regards,



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