

2026

ATIA International Taxi Conference



Conference Handbook



25 - 28 August 2026

**The Mantra on View,
Gold Coast, Queensland**

GOOD

BETTER

BEST

President's Welcome



Max McBride
President ATIA

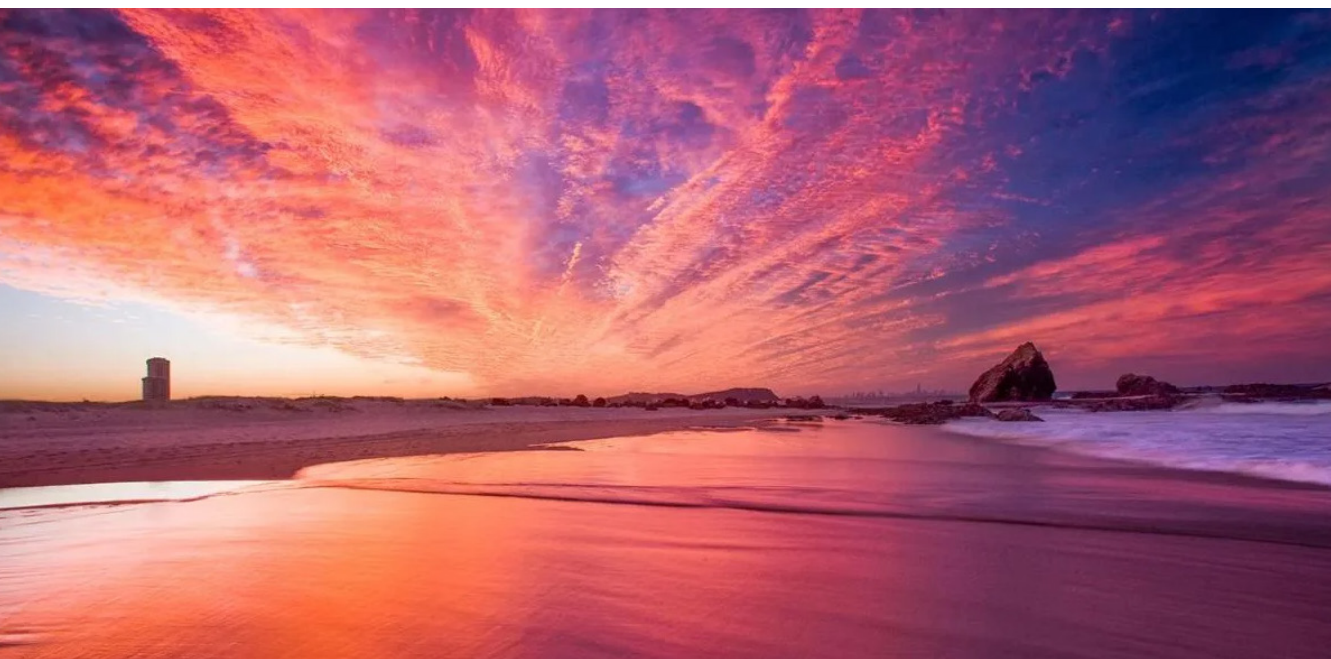
After a very successful conference held last year in Adelaide, with delegates enjoying the delights of a beautiful tourism destination, it is my honour to welcome delegates to Queensland's picturesque Gold Coast, for the 2026 ATIA International Taxi Conference. I trust that attendees will use this once-a-year opportunity to catch up with colleagues from interstate, rekindling friendships and business liaisons, whilst taking the opportunity to enjoy the delights offered by the Gold Coast and the surrounding hinterlands. From Queensland's reputation of being beautiful one day and perfect the next, to the Gold Coast's beautiful beaches, landmarks, and award-winning restaurants, there is something for all.

The theme of this year's conference is "**good ... better ... best**" and the business program features a wide range of expert presenters to lead discussions and stimulate discourse on the many opportunities and issues of significant concern our great industry is currently facing.

This year's exceptional exhibitor line-up features many of the latest innovative technologies and I encourage delegates to take the time to investigate the potential that these products and services have to improve the industry's productivity and to differentiate our services from those of our competition.

Finally, this year's social program is exceptional and will complement the business program and encourage greater engagement between all attendees.

I look forward to catching up with you all over the course of the conference and trust you all will have a wonderful and rewarding time.



ATIA International Taxi Conference

25 - 28 August 2026

The Mantra on View,
Gold Coast, Queensland



Contents

- 2 President's Welcome
- 4 General Information
- 5 2026 Sponsors
- 6 Exhibitor Floor Plan
- 7 Exhibitor Information
- 8 Conference Program
- 8 Conference Opening
- 9 Tuesday Business Program
- 10 Wednesday Business Program
- 11 Wednesday Social Program
- 12 Thursday Business Program
- 13 Thursday Social Program
- 16 Friday Combined Outing
- 18 Speaker Profiles
- 27 Gold Coast Attractions

General Information

DRESS CODE

All conference attendees are expected to wear neat business attire. However, for social outings, casual attire is acceptable and encouraged.

A more formal dress code is expected for the Gala Dinner on Thursday night.

MOBILE PHONES

Please ensure all mobile phones are turned to silent whilst attending business sessions and during the Gala Dinner.

LOCATION

Positioned right in the heart of Surfers Paradise just metres from the beach, Mantra on View Hotel is an ideal choice when visiting the Gold Coast. Every room provides all of the facilities you need to make yourself at home.

NAME TAGS

Delegates, partners, sponsors and exhibitors are required to wear their name tags to all conference sessions and social functions.

The name tag is your 'entry ticket' to attend business sessions, social sessions, meals and events. They can be collected from the registration desk.

WEATHER ON THE GOLD COAST

Temperatures on the Gold Coast rarely drop below ten degrees overnight, and can be as high as 22°C most days.

A jacket is recommended for the evenings when out and about. Ocean temperatures are cooler in winter.

- Average Low for August: 10°C
- Average High for August: 22°C
- Sunrise: 6.25am
- Sunset: 5.20pm

Past Conferences

October 1971	Canberra	October 1985	Launceston	April 2006	Perth
October 1972	Perth	March 1986	Gold Coast	March 2007	Adelaide
September 1974	Hobart	October 1986	Perth	April 2008	Canberra
October 1975	Singapore	March 1987	Melbourne	May 2009	Cairns
September 1976	Adelaide	May 1988	Brisbane	June 2010	Darwin
March 1977	Sydney	March 1989	Canberra	May 2011	Hobart
September 1977	Townsville	March 1990	Alice Springs	April 2012	Gold Coast
March 1978	Melbourne	March 1991	Hobart	April 2013	Adelaide
September 1978	Queenstown	March 1992	Perth	April 2014	Perth
February 1979	Gold Coast	March 1993	Adelaide	April 2015	Melbourne
September 1979	Hong Kong	May 1994	Cairns	April 2016	Gold Coast
March 1980	Canberra	April 1995	Sydney	April 2017	Hobart
September 1980	Hobart	April 1996	Melbourne	May 2018	Gold Coast
March 1981	Canberra	March 1997	Canberra	May 2019	Gold Coast
September 1981	Perth	May 1998	Gold Coast	May 2020	Cancelled
March 1982	Adelaide	March 1999	Perth	August 2021	Cancelled
September 1982	Sydney	March 2000	Adelaide	August 2022	Gold Coast
February 1983	Melbourne	March 2001	Hobart	August 2023	Hobart
September 1983	Sydney	May 2002	Townsville	August 2024	Cairns
April 1984	Hobart	March 2003	Melbourne	August 2025	Adelaide
October 1984	Melbourne	May 2004	Sydney	August 2026	Gold Coast
March 1985	Sydney	May 2005	Gold Coast		

2026 Sponsors

Gold Sponsor



autocab

Autocab

C Dat Le
P +61 416 286 539
E dat.le@autocab.com

Autocab, the world's leading provider of Taxi Booking & Dispatch Systems, has over 30 years' industry expertise, serving 1,000+ clients worldwide. Discover our innovative solutions designed to propel your business forward.

Silver Sponsors



TIAIB

C Mani Janakiraman
P 1800 333 041
E taxis@marsh.com

TIAIB has been servicing the taxi industry for over 21 years. Throughout Australia, taxi operators rely on TIAIB to help protect their assets while they're on road.



Pigott Stinson Lawyers

C Leonie Kyriacou
P +61 412 270 962
E l.kyriacou@pigott.com.au

Pigott Stinson has been proudly serving the taxi industry for over 50 years. We provide expert advice to taxi networks across Australia and can assist you with:

- regulatory matters
- work health and safety matters including prosecution
- cooperatives law
- companies law
- issues arising from contracts of bailment
- commercial agreement
- competition law issues
- anti-discrimination law

Bronze Sponsor



NSW Country Taxi Operator Association

C Nick Abraham
P +61 (0)2 8339 4644
E nick@nswtaxi.org.au

With over 1,000 Taxis operating in Country and Regional NSW, Taxis are in many cases the Public Transport Network for many Country towns. The Taxi Business' are run and operated by local people, meaning that the money flows within the local communities which they operate in, supporting the local economy. A recent IPART report found that Taxis in Regional NSW are far stronger than Rideshare Services.

Exhibitor Floor Plan



Vehicle Display

i. Freedom Motors*

Trade Exhibitors

#1. Les Brazier

#4. Brisbane Autocare

#7. Azpired

#10. Smartmove

#2. eCabs Technologies

#5. Cabcall

#8. Taxi Butler

#11. Flip

#3. ATIA Registration Desk

#6. Freedom Motors

#9. Support Solutions Hub

#12. Autocab

Exhibitor Information

Vehicle Display

i. Freedom Motors Australia*

P +61 1800 672 437

E sales@freedommotorsaustralia.com.au



*vehicle located at the hotel entrance

Trade Booth Directory

#1. Brazier Mobility

C Peter Greig

P +61 400 387 900

E peter@braziermobility.com.au



#4. Avanco

C Sukhjinder Singh

P +61 401 631 741



#6. Freedom Motors Australia

P +61 1800 672 437

E sales@freedommotorsaustralia.com.au



#8. Taxi Butler

C Slavina Paleva

P +61 (0)3 7037 0223

E slavina@taxibutler.com



#10. Smartmove

C Mark Panico

P +61 (0)8 8238 3075

E mark.panico@smartmovesystems.com



#12. Autocab

C Dat Le

P +61 416 286 539

E dat.le@autocab.com



#2. eCabs Technologies

C Eva Kristovska

P +35 6 9935 5199

E evak@ecabstech.com



#5. Cabcall

C Peter Beatty

P +61 417 647 180

E enquiries@cabcall.com.au



#7. Azpired Premier Call Center Services

C Joel Jesper "JJ" Alino

P +18 7 7648 5970

E jj@azpired.com



#9. Support Solutions Hub

C Hamza Javaid

P +92 32 1614 8888

E ceo@ssolutionshub.com



#11. Flip

C Levi Towell

P +44 777 345 4526

E levi@flipcx.com





Conference Program

Tuesday 25 August **CONFERENCE OPENING**

9:00am - 4:00pm Registration Desk Open

11.30am

Trade Exhibition Open
Boulevard One & Two

4:00pm - 6:00pm

WELCOME FUNCTION
Boulevard One & Two

SPONSOR **autocab**

Free evening for delegates and partners to dine and explore the Gold Coast at their leisure

BUSINESS PROGRAM

Tuesday 25 August

9:00am - 4:00pm Registration Desk Open

11.30am Trade Exhibition Open
Boulevard One & Two

1:30pm - 4:00pm **PLENARY SESSION #1**

Boulevard Three

Welcome and Conference Overview

Blair Davies, CEO, Australian Taxi Industry Association

Official Conference Opening

Hon Brent Mickelberg MP, Minister for Transport and Main Roads, Queensland

Q&A Panel

Going from Good, to Better, to Best, to get more people, in more taxis, more often

Max McBride, President, Australian Taxi Industry Association

Bill Rouse, CEO, LA Yellow Cabs & President, The Transportation Alliance (USA)

James Hart, President, Small Passenger Transport Association (NZ)

Matt Daly, Business Development Director, Autocab (UK)

Presentation

Making sure everyone pays their tax - good data under SERR can help

Tony Goding, Assistant Commissioner, Shadow Economy Program & Third-Party Reporting, Australian Taxation Office

Presentations

Technology Products & Services Showcase

Conference Sponsors & Trade Exhibitors

4:00pm - 6:00pm

Welcome Function

Boulevard One & Two

SPONSOR

autocab

Free evening for delegates and partners to dine and explore the Gold Coast at their leisure



Wednesday 26 August BUSINESS PROGRAM

8:30am - 5:00pm Registration Desk Open

9:00am - 10:30am PLENARY SESSION #2

Boulevard Three

Presentation

Robotaxis Insurance - less crashes should mean lower premiums, but who wears the blame when there is no driver?

Brent Jaenke, Head of Placement - Affinity, Marsh Advantage Insurance

Presentation

State of the Union - the growth of Uber-Taxi cooperative business models in the USA

Bill Rouse, CEO, LA Yellow Cabs & President, The Transportation Alliance (USA)

10:30am - 11:00am Morning Tea
Boulevard One & Two

11:00am - 12:30pm PLENARY SESSION #3

Boulevard Three

Presentation

Beyond the R&D Phase: the impending shift to commercial scale for driverless taxis

Hugo Fozatti, Chief Business Officer, Tensor

Presentation

Taxi driver assistance for people with disabilities - legal issues and responsibilities

Leonie Kyriacou, Partner, Pigott Stinson Lawyers

Cameron Sydes, Senior Associate, Pigott Stinson Lawyers

12:30pm - 2:00pm Lunch

SPONSOR



2:00pm - 4:00pm PLENARY SESSION #4

Boulevard Three

Presentation

Gig Accessibility in the Point-to-Point Transport sector - the opportunities and challenges as more vehicles go driverless

Katherine McKay, Director, Disability & Transport Standards, Transport

Accessibility & Future Fuels Branch, Department of Infrastructure,

Transport, Regional Development, Communications, Sport and the Arts

Presentation

What's happening to credit card surcharges on 1 Oct 2026 - the good, bad, ugly

Fred Lukabyo, Vice President, Australian Taxi Industry Association

Panel Session

Key Performance Indicators in Centralised Booking Services Contracts - the good, the better, the best

Lorna Epps, Call Centre Manager, Cairns Taxis

Jason Erickson, Owner, Byron Bay Taxis

Peter Valentine, CEO, Geelong Taxi Network & My Bus Geelong

Colin Wells, Manager, Taxis Associated of Bendigo

Wrap-up Day 2

Blair Davies, CEO, Australian Taxi Industry Association

4:00pm - 5:00pm Happy Hour
Boulevard One & Two

Free evening for delegates and partners to dine and explore the Gold Coast at their leisure

SOCIAL PROGRAM

Wednesday 26 August

8:30am - 5:00pm Registration Desk Open

11.00am Meet in the lobby of the Mantra on View

High Tea at QT

11:30am - 3.00pm

Not for the quaint-hearted - QTea High Tea delicately dances between savoury and sweet perfection. Located at FIXX Café within the QT hotel, they offer a quirky, modern twist on tradition, featuring creative, chef-driven savory bites and sweet treats in a beautiful sunlit lobby.

The tour begins and ends with a brief walk from the Mantra on View.

Dress code: Casual, bring a jacket and comfortable shoes

4:00pm - 5:00pm **Happy Hour**
Boulevard One & Two

Free evening for delegates and partners to dine and explore the Gold Coast at their leisure



Thursday 27 August

BUSINESS PROGRAM

8:30am - 5:00pm Registration Desk Open**9:00am - 10:30am PLENARY SESSION #5***Boulevard Three***Presentation**

Are rideshare drivers having more wins in the Fair Work Commission – what could that mean for other point-to-point drivers?

*Dr Alex Veen, Senior Lecturer, FHEA, University of Sydney Business School
Emerging Scholar Research Fellow, Deputy Head of Discipline (Education) Work and Organisational Studies*

Presentation

Driverless taxis – a safer, smarter and more efficient solution

Jiazeng Wang, Director, Smart Intelligence Hardware Product Engineering Solution, Pony.ai (China)

10:30am - 11:00am**Morning Tea***Boulevard One & Two*

SPONSOR

**11:00am - 12:30pm PLENARY SESSION #6***Boulevard Three***Presentation**

Driverless taxis – NYC's approach for using taxi medallions to promote public policy solutions that prioritise safety and efficiency

Dawood Mian, Founder, Hudson Far West & Publisher, AutoMarketplace (NY)

Presentation

Assistance animals are part of the journey too – every passenger with disability deserves to travel with dignity

Emily McLean, Senior Manager, Communications & Engagement, Safe Transport Victoria

Panel Session

Regulating point-to-point transport in a world with & without drivers

*Kate Timbs, A/NSW Point to Point Transport Commissioner
Christopher (Kit) McDonald, Director (Personalised Transport Policy), Department of Transport and Main Roads, Queensland*

12:30pm - 1:45pm**Lunch**

SPONSOR

**1:45pm****Trade Exhibition Close****2:00pm - 4:00pm****PLENARY SESSION #7***Boulevard Three***Presentation**

Deregulation doesn't mean no regulation – getting New Zealand to aim for regulatory best practice

James Hart, National Legal and Compliance Manager, Corporate Cabs Limited & President, Small Passenger Service Association (NZ)

Panel Session

Harnessing technological innovations to take taxi businesses from good to better to best

Matthew Bezzina, CEO & Founder, eCabs Technologies

Richard Dale, Product Manager, Flip

Jason Lawrie, CEO, Smartmove

Peter Beatty, Director, Cabcall

Matt Daly, Business Development Director, Autocab

2026 Conference Review & Presentations**2027 Conference Preview****Conference Close****7:00pm - 11:00pm****Finale Gala Dinner***Boulevard Ballroom**Dress Code: Semi Formal / Formal*



SOCIAL PROGRAM

Thursday 27 August

8:30am - 5:00pm **Registration Desk Open**

9:15am

Meet in the lobby of the Mantra on View to board the coach
The bus will depart for HOTA at 9:30am

Home of the Arts (HOTA) Tour (includes Lunch)

Experience a curated tour led by Artist Educators and learn the history, hidden backgrounds, and must know details about the art in an exclusive group setting. This tour has been carefully designed by the HOTA Curatorial team. Partners will then venture on to Palette restaurant on-site at HOTA for lunch. Palette offers a unique combination of art and food with locally sourced ingredients. The team there will extend your art experience, taking inspiration from artworks on display and major exhibitions to show just how naturally art and food blends.

The excursion departs and returns by coach to the Mantra on View

Dress code: Casual, bring a jacket and comfortable shoes

2:30pm

Depart HOTA to return to the Mantra on View

3:20pm - 4:00pm **PLENARY SESSION #7**

Boulevard Three

2026 Conference Review & Presentations
2027 Conference Preview
Conference Close

7:00pm - 11:00pm

Finale Gala Dinner
Boulevard Ballroom
Dress Code: Semi Formal / Formal

TOYOTA HIACE COMMUTER



Why choose the Avanco Toyota Hiace Commuter Maxi?

- Full package available, Including new vehicle + conversion
- Fastest turnaround in the industry
- Assistance with finance
- Assistance with Qld WAT subsidy
- 2 Wheelchair positions
- Up to 11 passengers + driver
- Lifter options: Autolift, Braun, Dhollandia
- Custom designed entry step

HYUNDAI STARIA



Why choose the Avanco Hyundai Staria Accessible Taxi?

- Eligible for Qld WAT subsidy
- Fastest turnaround in the industry
- Hybrid & Diesel options
- Electric sliding door option
- 6 Passengers + driver
- Electric side steps
- Fully taxi compliant



27 Devlan Street,
Mansfield QLD 4122



info@avanco.au

By the Operator. For the Operator.

Friday 28 August

OPTIONAL COMBINED OUTING*

** Please note: this outing must be pre-booked*

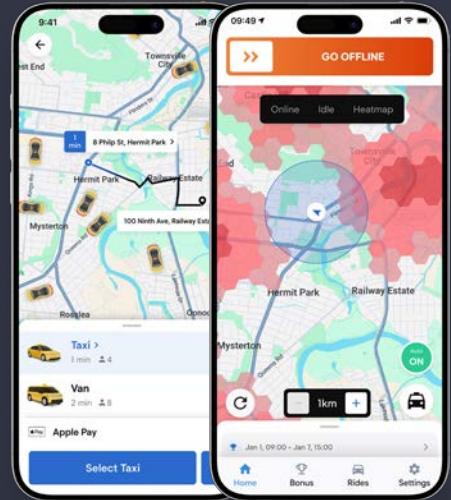
9.00am	Meet in the lobby of the Mantra on View to board the coach
9.30am	Depart from the Mantra on View
<u>Mt Tamborine & Canungra Valley Wine Tour (incl lunch)</u>	
<i>Delegates and partners are invited to experience the Gold Coast hinterland. Located just a short 45 minutes away, Mt Tamborine and Canungra Valley are worlds where time slows down, flavours linger, and every moment is infused with indulgence. Taste some of Queensland's best wines at 3 family owned, award winning, boutique wineries, with a two course gourmet lunch.</i>	
<i>The combined delegates and partners outing departs and returns by coach to the Mantra on View.</i>	
What to bring: Camera, sunscreen, hat, and sensible shoes.	
5:00pm	Arrive back at the Mantra on View



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12

COUNTRIES

16+

YEARS IN OPERATION

Thousands

OF DRIVERS ONBOARDED

Millions

OF RIDES PROCESSED



Branded
Apps



Call Centre
Module



Voice
AI



WhatsApp
Booking



Kiosk
Booking



Dispatch
Portal



Fleet
Tools



Corporate
Accounts



Reports &
Analytics



Flexible
Payment Tools



API-First
Architecture



Management
Portal



B2B Customer
Management

Own your customer & driver relationship

Direct bookings through your branded app, call centre, voice AI, web and corporate channels.

Modernise daily operations

Bookings, drivers, dispatch, payments and reporting from one platform.

Compete without losing control

Your brand, your pricing, your data, your customer base.

See the platform live.

Meet eCabs Technologies at ATIA

Visit us at → **BOOTH 2**

ecabstech.com

White-label taxi & ride-hailing infrastructure

Learn more



Speaker Profiles



Peter Beatty

CEO & Founder, eCabs Technologies



With a taxi career spanning from 1978, Peter has worked at every operational level – driver, call-centre manager, systems installer, and global technology enabler. As a Director and part owner of Cabcall Pty Ltd since 1998, he has been instrumental with his partners in advancing Cabcall's IVR and automation capabilities, ensuring the platform continually adapts to emerging technologies and industry needs. His work has supported taxi operators, passengers, and corporate clients in achieving higher automation rates, improved customer experience, and more efficient operations. Peter brings a practical, real-world perspective on how technology can meaningfully transform taxi businesses.



Matthew Bezzina

CEO & Founder, eCabs Technologies

Matthew Bezzina is the Founder & CEO of eCabs Technologies. Since founding eCabs in 2010, he has led its transformation from a local transport operator into an international mobility technology company, enabling taxi and ride-hailing operators across Europe, Australia and Latin America to launch, modernise and scale their businesses.



Richard Dale

Head of Product and Engineering for Transportation, Flip

Rich Dale is Head of Product and Engineering for Transportation at Flip. His transportation career spans over 23 years, from telephonist to management and IT leadership at City Taxis Sheffield, now part of Veezu, one of the UK's largest taxi fleets. Along the way, he has led teams building phone systems, traditional IVR, and Voice AI for dispatch system leaders. He has spent the last four years at Flip, which is exhibiting at booth 11

**Matt Daly***Business Development Director, Autocab*

15+ years in SaaS, mobility, hardware and consumer tech. Leads partnerships at Autocab, scaling platforms, connecting strategy to execution and delivering durable growth across regulated markets.

**Blair Davies***CEO, Australian Taxi Industry Association*

Blair Davies is the CEO of the ATIA – the taxi services industry's national peak body. He is also CEO of the Taxi Council of Queensland (TCQ) and an International Vice President of the US based The Transportation Alliance (TTA). Blair originally joined the taxi industry as CEO of TCQ in 2002, before taking on the role of ATIA CEO shortly after. In 2011-2012, he took a sabbatical from taxis as the Queensland Government's inaugural Business Commissioner.

**Jason Erickson***Director, NSW Taxis & NSW Country Taxi Owners Association, and Owner, Byron Bay Taxis*

Jason Erickson is the owner and operator of several Taxi and Hire Car businesses across the Northern Rivers of NSW. Since entering the industry five years ago, he has focused on expanding operations through the acquisition of 4 local taxi businesses, building a growing regional transport network proudly serving communities across the region. Prior to moving into the Taxi industry, Jason spent 20 years in corporate leadership roles within a Fortune 500 company, holding positions in key account, contract management, corporate strategy, and general management. During this time, he led both large and small multidisciplinary teams and was responsible for delivering complex commercial and operational outcomes. After relocating to Byron Bay, Jason shifted his focus toward building a family-centred life while growing local businesses that support regional communities. Alongside his commercial work, he has also served on the boards of several industry and not-for-profit organisations. Jason brings a unique perspective that combines corporate strategy with practical, on-the-ground experience in regional transport operations.





Lorna Epps

Call Centre Manager, Cairns Taxis

Lorna Epps is Call Centre Manager at Cairns Taxis, specialising in technology-driven operational transformation, process improvement and customer experience. Her career includes sales leadership with global communications company Plantronics, leading the APAC Salesforce rollout, and early cloud SaaS innovation with NewLease. She is passionate about delivering practical technology solutions that improve business performance.



Hugo Fozzatti

Chief Business Officer, Tensor

Hugo Fozzatti is Chief Business Officer and a founding team member at Tensor, a Silicon Valley AI company building physical AI and agentic products for individual consumers. Hugo began his career in finance and venture capital focused on technology, mobility, and energy investments across the globe. He brings expertise in cross-border market expansion to accelerate adoption of Tensor's vision for personal AI autonomy. He has a Bachelor of Science in business administration from Babson College and an MBA from Georgetown University.

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between
1 and 5 taxis



For fleets of
6 vehicles
or more



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Tony Goding

Assistant Commissioner, Shadow Economy Program & Third-Party Reporting, Australian Taxation Office



With over 20 years in the public service, I have extensive experience in data, analytics, risk, governance, audit and assurance across GST, Superannuation and Income Tax in scale markets. As Assistant Commissioner for Small Business at the Australian Taxation Office, I have responsibility for the governance and oversight of the Shadow Economy measures in the ATO. I chair of the Shadow Economy Taskforce that aims to provide a whole of government response to the Shadow Economy. I also have responsibility for third party reporting that supports small business clients across a range of taxation products including the Sharing Economy Reporting Regime and the Tax payable Payment Reporting System. Our team's aim is to lower the tolerance of not reporting income and build mainstream support for a level playing field.



James Hart

*President, Small Passenger Transport Association (SPSA) / National
Legal and Compliance Manager, Corporate Cabs*

As president of the SPSA, I've been focused on organisational governance and advocating for regulatory reform. I am often invited to speak to industry as well as regulatory staff. As a senior manager at Corporate Cabs, I've been involved in moving our business into the 21st century. While my current role is primarily legal, I've held various management positions from operational to health and safety, policy, compliance, and risk.



Brent Jaenke

Head of Placement - Affinity, Marsh Pty Ltd



For almost 20 years, Brent has managed a number of group and industry insurance programs across Australia. Brent and his team at Marsh have managed TIAIB, a taxi industry risk and insurance business, for more than 20 years. As a speaker at the ATIA conference for several years, Brent has previously provided an overview of the taxi insurance landscape, and the challenges associated with high frequency claims activity. This year, the focus shifts to the practical impact of increasing insurance costs, including the rise of unregulated risk and insurance services across the country, and the potential damage it could pose for the industry.



Leonie Kyriacou

Partner, Pigott Stinson Lawyers

Leonie Kyriacou is a partner at Pigott Stinson and has worked for the taxi industry for over two decades. Her experience includes:

- advising networks across Australia on industrial relations, WHS, business and competition law and the new regulatory environment;
- appearing before the NSW Parliamentary Committee on Transport and Infrastructure, to provide expert evidence on the taxi industry;
- acting as legal advisor in negotiations with government regarding new Point to Point legislation; and
- representing industry bodies before the Fair Work Commission, in the Federal Court and the Federal Circuit Court.



Jason Lawrie

CEO, SmartMove Systems Pty Ltd

Jason Lawrie is the CEO of SmartMove Systems, with over 20 years of experience engineering high-availability software for the taxi industry. Jason specializes in bridging traditional fleet infrastructure with the future of transportation by deploying scalable, production-grade technology solutions.



Fred Lukabyo

Vice President, Australian Taxi Industry Association

Fred Lukabyo is a well-known industry veteran with experience working in large and small Taxi companies both across Australia and internationally. Fred also has specific experience in Taxi payments and Taxi Insurance. Fred holds degrees in business from three Universities and now consults to taxi companies.



Max McBride

President, Australian Taxi Industry Association

Max is currently the President of the Australian Taxi Industry Association (ATIA) and the Taxi Council of Queensland (TCQ). He has held the former position since 2017, and the latter since 2002. Max's experience in this industry however goes back over 43 years to 1981 when he started driving cabs in Sydney, whilst studying. From there he moved back to his hometown of Mackay where he has been involved in all facets of the business, from running Mackay Taxi Holdings Ltd, a taxi booking company for 23 years, to operating a fleet of taxis, to driving taxis, including wheelchair accessible taxis. Max currently owns taxi licences in Mackay and Yeppoon, and continues to operate and drive taxis in both centres. In addition to his industry roles as President of ATIA and TCQ, he is also a board member for the Taxi Industry (Australia) Insurance Brokers. In November 2023 Max returned to the Board of Mackay Taxi Holdings Ltd and is currently active in developing strategies to advance the provision of taxi services in Mackay and Whitsunday areas.

**Christopher (Kit) McDonald**

Director (Personalised Transport Policy), Department of Transport and Main Roads, Queensland

Christopher (Kit) McDonald is the Director (Personalised Transport Policy) within the Queensland Department of Transport and Main Roads. Kit has worked in various roles across the UK and Queensland public sector for 20 years and has been responsible for personalised transport policy for the past 6 years.

**Katherine McKay**

Director, Disability & Transport Standards, Transport Accessibility & Future Fuels Branch, Department of Infrastructure, Transport, Regional Development, Communications, Sport & the Arts

Katherine's team has responsibility for developing and providing policy advice on public transport accessibility for people with disability and oversees the administration of the Disability Standards for Accessible Public Transport 2002. Katherine has over 12 years' experience in the Australian Public Service with significant experience in regulatory reform and legislative design and development.

PIGOTTSTINSON

LAWYERS SINCE 1863

Pigott Stinson proudly serves the taxi industry across Australia by providing expert advice to taxi networks on all industrial, commercial, regulatory, WHS and litigation matters.

CONTACT

Pigott Stinson Taxis and Transport Practice Group
02 8251 7777 – www.pigott.com.au

**Emily McLean**

Senior Manager, Communications & Engagement, Safe Transport Victoria

Emily McLean is a communications and engagement leader with more than 15 years' experience across government, industry and her own business. She has worked with Safe Transport Victoria for more than five years, finding creative and engaging ways to help make Victoria's commercial passenger vehicle industry safer, more accessible and better connected with the community. As Senior Manager, Communications and

Engagement, Emily leads a multidisciplinary team delivering strategic communications and behaviour change initiatives. She is passionate about turning complex regulatory topics into communications that capture attention, shift behaviour and make a genuine difference, including helping build greater understanding of the important role assistance animals play in accessible transport.

**Dawood Mian**

Founder, Hudson Far West & Publisher, AutoMarketplace (NY)

Dawood Mian is the founder of AutoMarketplace, the leading intelligence platform for New York City's \$16 billion taxi and for-hire market, spanning its newsletter, podcast, newswire, and proprietary market indexes. Through Hudson Far West, he operates a for-hire fleet with investments in NYC taxi medallions, FHV licenses, and automotive-mobility companies.



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Hon. Brent Mickelberg MP

Minister for Transport and Main Roads

SPEAKER PROFILES

25

Brent Mickelberg is the State Member for Buderim and Minister for Transport and Main Roads. Brent is a strong advocate for regional Queensland and ensuring every community gets their fair share, especially when it comes to better roads and public transport. He has worked as a stockman, bank manager and financial analyst, and served as an infantry soldier and officer in the Australian Defence Force including a deployment to Afghanistan. Brent was first elected to Parliament in 2017 and from 2020 to 2024 held the portfolio of Shadow Minister for Employment and Training, Small and Family Business, and Open Data.



Bill Rouse

President, The Transportation Alliance

William Rouse leads a management group over the largest taxi operations in Los Angeles, Orange County and San Diego, California. Mr. Rouse graduated from the University of Southern California in 1988 with a Bachelor of Science degree in Business Administration, with an emphasis in Finance and Business Economics. He received his law degree from the University of Southern California in 1992. Mr. Rouse was an attorney from 1992 until 2018. In 2025, Mr. Rouse and his partners acquired the taxicab operations of Metro Taxi and Yellow Cab in Denver, Colorado. Mr. Rouse's organization owns and operates a

complete technology stack under the name of Rylo Technologies. This includes call-taking and dispatch software, accounting and cashing software, the driver-facing front seat Android App, the passenger-facing back seat credit card Android app, as well as the fully functional RideYellow passenger app on both IOS and Android. He is currently serving his second term as President of The Transportation Alliance (TTA), having served his first term in 2013. TTA is formerly known as the Taxicab, Limousine and Paratransit Association, and is the private, for-hire ground transportation industry's international trade association. He is also a board member and three-term past president of the Transportation and Paratransit Association of California (TPAC). Mr. Rouse has presented at many conferences over the years including those of TTA and TPAC, the International Association of Transportation Regulators, and VerdeExchange.



Cameron Sydes

Senior Associate, Pigott Stinson Lawyers

Cameron is a Senior Associate working primarily in Pigott Stinson's Litigation & Dispute Resolution, Taxis & Transport and Workplace Relations & Industrial Law practice groups. Cameron regularly advises taxi industry clients on range of regulatory and commercial matters and recently assisted a taxi network defending a workplace safety prosecution in the County Court of Victoria. Cameron has experience across a broad range of civil litigation matters, including general commercial litigation, debt recovery, personal and corporate insolvency, discrimination, employment, property and consumer claims, with a

focus on assisting clients to resolve matters through alternative dispute resolution. Cameron has acted for litigants in all jurisdictions in New South Wales, Federal courts and tribunals and various jurisdictions in Victoria and Queensland.



Kate Timbs

A/NSW Point to Point Transport Commissioner

Kate Timbs is an experienced public sector executive and Acting Point to Point Transport Commissioner at Transport for NSW. She has led regulatory, licensing and customer-focused reforms across transport, bringing a practical and collaborative approach to leadership. Kate is committed to safe and reliable services, strong partnerships, positive workplace culture and delivering outcomes that make a real difference for people and communities.



Peter Valentine

CEO, Geelong Taxi Network & My Bus Geelong

Peter has 31 years' experience in public transport, 26 as taxi-cab CEO. He is a VTA Director and Victorian Chamber Executive Councillor. He enjoys the challenges of dealing with the Regulator with a can-do philosophy leading from the front with integrity and values in a professional partnership, to get results.



Dr Alex Veen

*Senior Lecturer, FHEA, University of Sydney Business School
Emerging Scholar Research Fellow, Deputy Head of Discipline
(Education) Work and Organisational Studies*

Associate Professor Alex Veen FHEA is an employment relations scholar and an expert on new technology and work. He is based in the School of Work and Organisational Studies at the University of Sydney Business School. His research has significantly shaped global academic and policy debates on gig work, algorithmic management, and the regulation of

work-related AI. He is an inaugural University of Sydney Business School Emerging Scholar Research Fellow (2025–2026). He has also been the recipient of an ARC Discovery Early Career Researcher Award (2021–2025). Alex's research examines how digital and algorithmic technologies transform management, work quality, institutions, and regulatory systems.

A committed educator and academic leader, Alex brings his research expertise into the classroom through innovative, industry-engaged, and experiential learning. He currently serves as Deputy Head of School (Education) and is a Co-Director of the Sydney Employment Relations Research Group (SERRG).

Jiazeng Wang

Title, Company

To be filled by Jiazeng



Colin Wells

Manager, Taxis Associated of Bendigo

Colin has 11 Years in our Industry and has a 41 year sales back ground. He has a diverse sales history being involved in competitive sales in both the Car and Finance Industries. With a strong customer focus rather than a price focus he was ideally placed to help manage the deregulation transition. With such a wide background Colin was also well placed to deal with the ever evolving regulatory requirements, as well as the technological changes constantly effecting the Industry.

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Baritalia

Baritalia Italian restaurant is a Surfers Paradise favourite. Located on the edge of the Chevron Renaissance Shopping Centre. The alfresco setting is perfect for coffee, breakfast, lunch, or dinner, with a contemporary focus on food and style. Baritalia stands apart from other restaurants in Surfers Paradise, offering the best Italian food on the Gold Coast, with exceptional service and a charming, laid-back atmosphere.



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