

**OLA AUSTRALIA PTY LTD**

ACN 623 472 202

Level 2, 11 York Street, Sydney NSW 2000

28 June 2019

Legislative Council Economy and Infrastructure Committee  
Inquiry into the Commercial Passenger Vehicle Industry Act 2017  
Parliament House, Spring St  
EAST MELBOURNE VIC 3002

To whom it may concern,

**RE: Inquiry into the Commercial Passenger Vehicle Industry Act 2017**

Thank you for the opportunity to participate in the Inquiry into the Commercial Passenger Vehicle Industry Act 2017. The legislation in question was a significant reform, which created opportunities for Ola and other rideshare platforms to reshape personalised transport in Victoria to the continued benefit of riders and drivers alike.

Ola has operated in Victoria since in or around May 2018, and is currently used by approximately 3,200 drivers across Melbourne, facilitating thousands of rides over that time.

The implementation of the Commercial Passenger Vehicle Industry Act allowed rideshare drivers to tap into a large pool of unmet demand in Victoria. Analysis by Roy Morgan has found that 23.1% of Victorians used rideshare in 2018, up from 12.4% in 2016. In contrast, the number of Victorians using taxis only fell by slightly more than 1%.<sup>1</sup> This indicates that rideshare is servicing a significant body of people whose transport needs were not being met by existing for-hire car services, and has arguably become an important source of utility to Victorian consumers.

This dramatic increase in consumer value has been delivered in a manner which is safe and satisfying for rideshare drivers.

Since 2016, vehicle accidents resulting in death or serious injury have fallen significantly across the Melbourne metropolitan region<sup>2</sup>. Although this cannot be attributed specifically to rideshare, it is notable that such an expansion of the commercial passenger vehicle industry has taken place without any evident negative impact upon the total number of vehicle accidents in the city.

In addition, the requirements for Commercial Passenger Vehicle registration, combined with the tracking capabilities of the rideshare platforms, offer passengers new levels of accountability and traceability – riders now have access on their device to the names and registration details of their drivers, which can be checked against the register. GPS tracking

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<sup>1</sup> [Uber drives forward while taxis stall and new market entrants begin to accelerate](#) Roy Morgan, April 2019

<sup>2</sup> VicRoads, Interactive Crashstats 2013-2018

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allows platforms to see the location of each car using their app, and Ola allows passengers to share their location with friends as an additional safety measure. We also have an inbuilt emergency assistance button which passengers can activate at any time. Few, if any, comparable features were available to passengers before the advent of rideshare.

Drivers have also benefited from the reforms implemented under the Act. Recently released research commissioned by the Victorian Department of Premier and Cabinet shows that gig economy workers, including rideshare drivers, have high levels of satisfaction, particularly with aspects of their job that relate to flexibility such as being able to choose their own hours, working for themselves and being their own boss, choosing their own tasks, working at their own pace, as well as generally enjoying their work<sup>3</sup>.

Growth in rideshare services following the implementation of the Act has been supported by a well-functioning regulatory system in Victoria. From our own perspective, Ola has had a positive relationship with the Commercial Passenger Vehicle Commission, and has no major or systemic issues to report with the function of the registration system.

We are strongly supportive of the Act and would be happy to engage further with the inquiry as may be required.

Yours faithfully,

**Simon Smith**  
Managing Director  
Ola Australia

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<sup>3</sup> [Digital Platform Work in Australia: Preliminary findings from a national survey](#), Department of Premier & Cabinet Victoria, June 2019