

# WELCOME SPEECH FOR BUS WIZZARDS

Have you noticed that the first three letters of the word **BUS**iness is **BUS**? SABOA represents an industry forming a very important pillar in the economy. When people are on the move and their movement is not restricted they get to work and to schools and contribute to the economy. So **BUS** is in direct relationship with **BUS**iness. **LESSON 1** - This is your power.

Have you ever noticed that the first three letters of **BUS**y is also **BUS**? **LESSON 2**

So we are going to play a little game over the next two days. You have to put the wrong emphasis on the wrong sillabel...Just like Austin Powers.

Reason for me doing it is to emphasize where your magical power lies and how important it is to ask the right questions.

If you remove the word **BUS** from the word **BUS**iness you are left with (nothingness)

If you remove the word **BUS** from **BUS**y = Y (WHY?)



Without further ado it is my honour to welcome all of you today, especially SABOA, Members of SABOA and relevant industry players to the Annual SABOA Conference 2016. Mr Soffer (Well known Magician and Mentalist) and I are making sure that none of you ESCAPE this amazing event!

Today we are privileged and grateful to be among people in this room who serves the Bus and Coach Industry contributing to the mobility of people in South Africa. Bus Operators I salute you for your vital contribution in continuing to ensure that the people of South Africa are on the move despite the many challenges you face in the current economic climate. A Special thank you to SABOA, CSIR, Speakers and all the Sponsors for making this event possible.



Ladies and Gentleman thank you for making the time in your BUSy schedules to attend this conference!

When I reflect on the many things I have learned working so closely with SABOA, 3 in particular stands out as most important.

- 1 Become a member of SABOA, Stay a member of SABOA and recruit members for SABOA. By being a member you are creating light for others but also you lighting your own way.
- 2 In the world that we live in today, if there is one thing that matters more than the human mind it is the human voice. SABOA is – The VOICE of your industry who have the power to communicate for the collective needs.
- 3 Participate and attend the meetings and workshops held by SABOA and keep yourself updated with changing legislation. You are never stagnant. You are either growing or falling behind.

What can be more magical than a group of people wanting to make a difference by lighting the way through collective voice on what they have learned through from shared knowledge?



Current economic times will define who we are as an industry. How do we respond to our challenges? Will we innovate, negotiate, collaborate, share, obtain knowledge, cut cost, and create other income streams?

**“ Roald Dahl (Famous Writer):**  
And above all, watch with glittering eyes the whole world around you because the greatest secrets are always hidden in the most unlikely places. Those who don't believe in magic will never find it. ”

We chose SABOA because we have a common dream! We all have a picture in our minds of what the perfect Passenger Transport Industry would look like.

This association is equipped with the Vision and access to the resources, knowledge and support structure to help us do just that! It is up to us to make the difference! You are members, you have each other, and YOU have the power!

**“ People who wait for a Magic Wand, fail to see they are the Magic Wand.”**  
- Thomas Leonard (Personal Development Coach)

*Taking you back in time to the world's 1st COACH ACCIDENT recorded on google.*

10th June, 1925 — Dibbles Bridge was the scene of the first Coach accident recorded when the brakes failed on a coach carrying members of the York Municipal Officers Guild, and it crashed through the parapet and overturned, killing 7 people and injuring 14. The need for the retarders was underlined in November, 1975,

when the owner of the death coach, Norman Riley, of Riley's Luxury Coaches, of Thornaby, pleaded guilty to using a vehicle on which the braking system was not properly maintained.

Summing up after an inquest jury had returned verdicts of accidental death on the victims, Craven Coroner James Turnbull said:

“This has been described as Britain's worst motor disaster. If it is true, let us all hope that it always retains that title”

40 YEARS LATER AT Dibbles Bridge - May 27, 1975, 45 women from Thornaby-on-Tees set out on a mystery coach trip. It was the scene of Britain's worst-ever coach crash, claiming the lives of 32 people once again.

These are the headlines that made it into the news since October 2015 very much the equivalent of a Dibbles Bridge.

Ten killed in bus crash in Magoebaskloof, 4 killed, 30 injured in Limpopo bus crash | News24, UPDATE: 35 killed, nine injured in East London bus crash ..., Two children dead after Free State bus crash ..., Two killed, 24 injured in Kimberley school bus accident ..., 40 injured in N2 bus crash - Times LIVE, A tragic weekend on SA, Swaziland roads - EWN. 29-killed-in-South-Africa-bus-crash - Story | Rochester, NY, 24 dead, 8 critical in horror crash | IOL.

Why are we so BUSy to support things that are cool and sexy as human beings? We want everything fast, instant and unfamiliar. We live in a society where people spend their energies on becoming famous for 15 minutes on youtube, the same airtime that some cats get with a bag over their heads. We talk about passengers being killed in airplanes for weeks in the media, but a bus crash is lucky to get coverage for a day. Familiarity breeds contempt. We got used to people being killed every day in automobiles.

Often structuring fund raising projects can only be structured around causes which people perceive as cool.

If you want to make a difference in road safety you can do that / If you want to make a difference in lives of SME Operators you can do that! If you want to make a difference in rural communities, you can do that! Only IF:

**“ you take any discipline and push it as far as it will go, push it beyond where it has ever been before, push it to the wildest edges of edges then you force it in the realm of Magic.”**  
– Tom Robbins

Unfortunately no Magician can create a Driver Academy for SABOA and its members..... Sorry Mr Soffer even you are out of your league on this one.

**“ The quality of our life comes down to the quality of our questions (Tony Robbins) and that is (WHY) the (WHY) in BUSy is so very important ”**

Establishing a Driver Training Academy in South Africa is a cause close to SABOA’s heart. That is one of the solutions we all proposed to work towards Road Safety.

**FACT:**  
Roads will be safer and far less people will lose their lives if our drivers receive internationally-accredited training. It will also uplift the sector by recognising driving as a profession.

**FACT:**  
Safer roads are in the interest of not only the bus and coach industry, but all other stakeholders, and of course the general public. Most Insurance claims results from Driver error as a proximate cause.

It is time to ask (WHY?) If we sort out the (WHY’s) the HOW’s will sort themselves out! It is my hope that you will find the answers as to (WHY) everyone needs to participate & (WHY) supporting a Driver Academy can actually be so COOL.

Do you understand the impact if you don’t establish a driver academy?

All indicators are working against Insurers at the moment. Prices of imported parts are going up, increases in accidents and deaths. It is not long before Insurers will push up motor premiums to try and sustain motor insurance as whole. How long will it take before motor insurance becomes unsustainable? Are we going turn a blind eye until Insurers say they cannot provide cover anymore because we have burst the sustainability bubble?

- Do you know (WHY) you should be a part in the establishment of a Driver Academy?
- Do you have a transcended awareness of what will happen to the economy if we postpone and leave this project for authorities to deal with?

If you want to offer your time, knowledge, resources or money you can send an email it to [saboa@ibiliti.co.za](mailto:saboa@ibiliti.co.za).

(What is important is that you really know WHY you want to get involved and that you know what the IMPACT will be if you don’t. No contribution from someone who really cares is too big or too small)

Ibiliti is about to launch a fund raising project in the next couple of weeks that can be tailored to gain the support of all stakeholders in the industry (From big corporate giants to members of the general public). It has to go through the necessary due diligence processes. Keep reading the monthly Kuphelele Newsletter. If you are not on the mailing list request SABOA to add you to the database.

**“ It’s not the magic that makes it work, it’s the way we work that makes it Magic ”**  
(Walt Disney)

May you be infused today with inspiration to commit to a cause bigger than your own business and your own self and take a memory today as reminder of the powerful magnificent people that you really are and your ability to tap into your power as a joint force and make a difference in your industry and lives our people in South Africa.

Today you will meet and greet the people in your industry and supporting industries and creating memories together and discovering the magic powers within. You will need your network. So do yourself a favour, look cool go and take a selfie with a stranger and if you are not one for selfies, take that stranger to the photo booth. Ever better! Today is about understanding (WHY). Let’s see how we can to plan, action, and foster relationships for our future.

I now DUB all of you Bus Wizzards worthy of preserving and transforming passenger transport sector!

IZZY WIZZY let’s get busy or shall I rather say BUSy