

# Gold Band Taxis

Working Smarter

Just Call 3795 795

Gold Band Taxis (Christchurch) Society Limited  
193 Montreal Street  
PO Box 7282  
Sydenham  
Christchurch 8240

Ph 03 366 1001 Fax 03 366 1024  
Email admin@goldbandtaxis.co.nz

## Woman heads Gold Band board

ONE OF THE COUNTRY'S LARGEST TAXI COMPANIES HAS A WOMAN AT ITS HELM FOR THE FIRST TIME IN ITS 80-YEAR HISTORY.

Natalie Woods, a director Gold Band Taxis, Christchurch, for the last five years, became chairman last October.

She has been involved with taxis since 1992 when she first got her licence.

"I knew nothing about taxis then and I believed all taxi drivers did was sit around reading newspapers and smoking. Instead I found a whole new world," she says.

She bought her own cab and it just grew from there. Natalie and her husband John with their 16 cabs, joined forces with another multi operator in Gold Band 2 years ago – and now the 3 of them run 35 cabs.

As well as her five years on the Gold Band board Natalie is a qualified Tranquor industry assessor and a New Zealand Taxi Federation delegate. She still has her taxi licence and gets behind the wheel from time to time. She is keenly involved with wheelchair vans, which she describes as something of a passion within her taxi industry involvement

"The taxi world involves so many people from different walks of life and different cultures.

It is a community within itself," she says.

"There are still lots of challenges for the industry and lots of opportunities. Personally, it challenges me to encompass different cultures and to think outside the square.

"It is a privilege to Chair a board which has a team approach – continuity on the board ensures we have collective strength and we remain focussed on our goals. It is also very important to have an effective partnership with management.

"My job is to focus on governance and represent the interests of shareholders. It's a challenge - it means listening to everyone then working to achieve the wishes of the majority".

"I'm proud of what we've achieved at Gold Band and there is a very positive outlook for our Society. We are focussed on values and making the team work. The hardest part is striking a balance, governance of the company on the one hand while running your own business and keeping out of the day-to-day management of the company."



*Natalie Woods ... chairman of Gold Band Taxis ... sees a bright future for the taxi industry.*