

Secure Parking at Parkex 2012

Secure Parking confirmed its focus on growing its business in the United Kingdom market by exhibiting at Parkex 2012 in London.

Parkex was attended by over 1,000 key decision makers in the Parking and Property Industry. The two-day event combined seminars with an exhibition that provided attendees with the ability to view the latest parking technology and get a glimpse into the future of the Parking Industry.

Apart from promoting our comprehensive car park management services, some of the products that were featured on Secure Parking's stand were the Shift Car Park Reporting system and the Customer Connect Loyalty Program. In addition, the Stand included a demonstration of SecureVision – the 24/7 remote car park control centre.



Stand at Parkex 2012

The exhibition stand also featured a life-size Formula-1 Ferrari race-car simulator with attendees taking to the track to compete for one of two iPad 3s.



Secure Parking's Team at Parkex 2012

UK Commercial Manager Mike Elrin said "This year, the industry really stood-up and listened to Secure Parking. It was recognised that Secure Parking's approach to car park management is innovative and in a market which has traditionally been conservative, a fresh approach to old problems was well received".

A number of large 'players' in the Property Industry visited the stand and as a result Secure Parking was invited to tender on some exciting parking opportunities.

"We've acquired an enthusiastic team, that's looking forward to assisting in the growth of the business in the United Kingdom and it is comforting to know that our approach to managing car parks is changing the way the Industry thinks about parking."

A fresh new logo for Secure Parking

This year, Secure Parking has given its logo a facelift, revising the colour palette used in corporate branding and car park signage.

The new process blue Secure Parking logo replaces the previous khaki green base with a fresh, vibrant lighter hue. The blue parking "P", recognised as a universal parking symbol, remains unchanged to ensure drivers can easily identify a Secure Parking location on approach of the building.

The change in colour is the next step in the evolution of the Secure Parking brand. Following a minor tweak to the logo layout in 2011, the new blue logo will further improve visibility of both internal and external car park signage whilst also increasing exposure of the Secure Parking brand.

Rollout of the new logo has commenced at new Secure Parking car parks and rebranding taking place at selected sites around Australia in the near future.



SecureFlow: ticketless parking rolled out at 21 Bank Street

Secure Parking has implemented SecureFlow – our ticketless Licence Plate Recognition (LPR) solution at Melbourne's 21 Bank Street Car Park.

Secure Parking's Car Park Development Team, SecureTech sourced and integrated a range of state-of-the-art technology products to transform operations at 21 Bank Street from a staffed site to a ticketless LPR car park with customer service provided remotely by our National Control Centre - SecureVision.

SecureFlow uses a combination of LPR cameras and software linked to the car park's central control system with a credit-card only kiosk that identifies a customer's car by its licence plate and calculates the relevant parking charge.

Further applications of the SecureFlow technology is the system's ability to use additional cameras to create an area dedicated to Early Bird parkers.

In addition to cost savings as a result of reduced staffing on-site, the removal of tickets has eliminated a major operating expense at the car park.

For more information about Secure Parking's SecureFlow LPR solution, please contact your local Secure Parking Business Development Team.

Bloomsbury Square Car Park

Secure Parking was the successful tenderer for the highly prestigious Bloomsbury Square Car Park in Central London.



Bloomsbury Square Car Park in Central London

The Bloomsbury Square car park is a 455 bay underground car park located directly beneath London's oldest square in Holborn. The car park services hundreds of local businesses and hotels and is only a block away from the hugely popular British Museum. It is approximately a 5 minute walk to Covent Gardens and less than 10 minutes away from West End theatres.

Secure Parking's takeover of the car park is to be marked with a variety of marketing campaigns aimed at driving revenue by targeting local businesses and their customers visiting the Holborn district.

Mike Elrin, UK Commercial Manager said "this is a fantastic opportunity for us in the UK, this car park is under-utilised and needs sales and marketing energy and innovation, and we will be showing the market how our different approach to driving revenue into the car park delivers growth and results."

Secure Parking Partners With Australia Gulf Council

Secure Parking would like to warmly welcome the Australia Gulf Council as a Corporate Partner.

The AGC is a peak business organisation that facilitates and nurtures relationships between the Gulf States and Australia through their Corporate Partners and other commercial, government, non-government and diplomatic stakeholders. The AGC mission is to facilitate increased two-way trade and investment by representing Corporate Partners from Australia and the Gulf States at the highest level.



Secure Parking sees this relationship as offering significant opportunities and being associated with some of Australia's leading organisations.

Visit Secure Parking at the 13th Australian Parking Convention

Secure Parking is proud to be the platinum sponsor of the 13th Australian Parking Convention held from 11 – 13 November at the Sydney Convention and Exhibition Centre. We look forward to welcoming you at our stand, where we will be showcasing our latest parking technologies and marketing programs.

Stop by and visit anytime during the conference, or call to make an appointment to meet with the Secure Parking Business Development Team.



13th Australian Parking Convention

11 – 13 November 2012
Sydney, NSW, Australia

Sydney Airport transforming its car parks

As part of a commitment to making parking more efficient and faster, Sydney Airport has recently completed an upgrade of car park systems and equipment.

The multi-million dollar upgrade program included addition of a new Designa parking access control system to improve reliability, provide better statistical information and fitting of barcode scanners to facilitate a smoother online booking process. The installation of a parking guidance system in the multi-level car parks also works to improve traffic flow and ease congestion, directing customers to the most convenient parking space available.

Other changes at Sydney Airport include upgraded automatic pay stations to provide an even more efficient and faster service, and a new “state-of-the-art” Control Room onsite at the Domestic Car Park providing increased customer service via intercom and video interaction.

During the upgrade program, Secure Parking's Airport Operations Team worked closely with Sydney Airport Corporation to ensure minimal disruption to Landside transport operations and car park customer service. Hundreds of hours of training have been undertaken with a particular focus on enhancing Customer Service delivery.

Congratulations to Sydney Airport Corporation and Secure Parking's onsite parking management team for delivering a dynamic project that will ultimately deliver great results for Sydney Airport.

Over at the Long Term Car Park, the facility has been rebranded as the “Blu Emu Car Park” repositioning the Long Term car park as the easy, budget domestic parking option at Sydney Airport. Changes on site include the launch of the Blu Emu Express, operating between Blu Emu car park and Domestic T2 & T3 terminals and the introduction of a new parking mascot – the Blu Emu. Until 31st October, customers also have the chance to win \$5,000 by suggesting a name for the Blu Emu. Full entry details can be found at sydneyairport.com.au.

Sydney Airport's car park transformation continued with the construction of a new eight-storey, 2,300 bay car park at the International Terminal in August.



Sign Spinners turn Early Birds to Secure Parking

Secure Parking recently hired world famous sign spinners to create excitement about parking on the streets of Sydney.

While promoting Early Bird rates at a number of target car parks across the CBD, the unique sign spinner moves attracted much attention and loads of smiles from the corporate morning crowds.

Over the course of the campaign, targeted car parks experienced an uplift in Early Bird transactions, with our sign spinner's tricks becoming a talking point amongst customers.

Click image (right) to check out the Secure Parking sign spinners in action on York Street, Sydney earlier in the year.

Sign Spinners at York Street, Sydney

Freeing Up Bays For Genuine Customers

As the number of free on-street parking bays in key business areas decrease, the misuse of parking in privately owned car parks is on the rise.

This problem can severely affect the revenue of a business within a shopping centre as legitimate shoppers that are unable to find a parking bay will take their business elsewhere. To assist retailers and shopping centres address this growing issue, Secure Parking has introduced a range of retail parking solutions.

Our 'Pay & Display with Patrol' and 'Patrolled Time Zone' car park solutions offer a cost effective way to ensure parking is always available for genuine customers. With the right balance of equipment, effective signage and regular compliance patrols, Secure Parking will provide better parking bay turnover which will increase customer satisfaction and retailer revenue.

The efficient management of these types of car parks has traditionally been time consuming and labour intensive. Secure Parking has adopted the latest mobile licence plate recognition technology to maximise the efficiency of patrolling and the enforcement of a car park's terms and conditions.

Secure Parking utilises Traffic Monitoring Services (TMS) to conduct regular patrols of our client's car parks. To ensure we can minimise disruption and to help allay customer concerns, all TMS staff work to a documented 'Code of Practice' and TMS offers an easily accessed, fair and equitable appeals process.

State Updates

NSW / ACT

- Secure Parking commenced operations at Burwood Plaza, 42 Railway Parade in April, 2012. Burwood Plaza provides a convenient parking option for the local community shopping at Burwood Plaza.
- In May 2012, Secure Parking acquired 109 Pitt Street Car Park. The 120 bay car park offers customers a full valet service situated in a convenient central Sydney location.
- Acquisition of The Octagon Building Car Park in Parramatta extends Secure Parking's already strong presence in Parramatta CBD region. Offering only Monthly Parking, Octagon Building services corporate clientele within the heart of Parramatta 24 hours, 7 days a week.
- Campsie Car Park, located at 14-28 Amy Street is the latest addition to Secure Parking's parking network in Sydney. This 617 bay car park services Campsie Town Centre and shopping precinct.

VIC

Secure Parking offers Free night parking in January!

- Secure Parking has pledged FREE night parking across all Melbourne sites in January 2013 if the State Government waives the CBD parking tax for the same month. General Manager Scott Rush has met with the state government, Lord Mayor Robert Doyle and called for the Property Council and Retailers Association to work alongside him and help eliminate a tax that is strangling activity in the CBD.

To date, all landlords have commended the organisation in its efforts to offer an effective solution to the congestion levy.

NZ

- Chancery Car Park is the latest addition to Secure Parking's growing parking network in downtown Auckland. The 1,100 bay car park currently provides parking facilities to office workers, diners and shoppers, while also being ideally located to service University students attending Auckland University.
- Following on from its successful take-over of operations of Wellington Airport Valet in 2011, Secure Parking was the successful tenderer for the entire parking network at Wellington Airport in April, 2012. The Wellington Airport Car Park property portfolio includes the Premium, Covered, Terminal, Long Term and Valet Car Parks. New Zealand General Manager, Ryan Hawken said "the addition of the entire Wellington Airport network with our existing car park operations at Auckland's Skyway Airport means that arguably Secure Parking now operates two of New Zealand's most important car park facilities".

QLD

- Secure Parking has been appointed car park managers of Stones Corner Village, 405 Logan Road, Greenslopes, South Brisbane. This 250 bay car park is an ideal location for retail clientele visiting Stones Corner Village Shopping Centre.
- The latest in LED signage has been installed at multiple car parks across the Secure Parking Brisbane CBD network. 12 Creek Street, 123 Albert Street and Festival, 53 Charlotte Street are the latest sites to be equipped with LED car park signs. Installation is soon to be complete at St Andrew's Place in Spring Hill.



Festival Car Park LED Signage

WA

- In August 2012, Secure Parking commenced operations at City West, 61 Railway Parade. The 750 bay car park is located in the heart of West Perth, within easy walking distance of many Perth highlights including Scitech and Harbour Town Shopping Centre. City West consists of automated, Pay & Display operations and Licence Plate Recognition technology, operating 24 hours, 7 days a week.

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