



**THE ACCREDITED  
OPERATOR SCHEME**

*Delivering fair, professional  
and informed parking standards*

OWNED BY PARKING INDUSTRY BODY



# THE SIGNIFICANCE OF CAR PARKING FACILITIES

- Parking is a major element in the transportation system of our cities.
- Since the 1950's car parking facilities have provided convenience, service and a solution for cars that would increasingly choke our roads looking for on street parking.
- Growing workforce numbers, the revitalization of retail in our CBD's as well as a growth in resident populations in our major cities and towns, means there is a greater demand for parking.
- Currently all vehicles require a parking space at their place of origin and another at their destination.
- The quantity, location and pricing of parking has an impact on the economic productivity of a city or town.
- Car parking facilities play a major role in the movement of people to other forms of experiences, be it work, study, shopping or dining.
- Car parking facilities form an interface between the road network and other land uses and play an important role in facilitating the development of a paid parking transport system that reflects the true cost of parking and therefore encourages sustainable travel behaviour and choice.



The provision of convenient off street parking contributes to **sustainable travel behaviour** and **reduction in congestion.**

# PARKING SERVICES

- We are still buying and driving cars.
- The 2015 Motor Vehicle Census (MVC) shows 18 million registrations (including motor cycles) in Australia.
- This is 2.1% higher than registered in 2014 and 12.1% higher than that of 2015.
- **With the demand for onstreet parking spaces exceeding our current supply, car parking facilities provide parking services to workers, shoppers, commuters and citizens in general to make their journey easier.**
- Investment in new and emerging technologies provides customers and asset owners with positive and rewarding experiences including smart parking solutions, ticketless parking, mobile booking and payment, valet parking, access control and security.
- Operating a car parking facility requires a considerable interaction with the general public which means compliance against many legal rules and regulations.



Parking is generally **the first and last experience** of many journeys.

# PARKING RAISES THE BAR

Parking Australia is an independent industry body that encourages transparency and fairness within the parking sector throughout Australia to the benefit of the motorist and parking operators.

- Parking Australia enjoys a long and distinguished heritage as the parking industry association having being formed in 1986 by the Council of City Lord Mayors.
- In 2013 Parking Australia commissioned research by Institute for Sustainable Futures at the University of Technology Sydney to look at the economic contributions of parking services in particular across the retail industry.
- Recommendations from that research included the establishment of a Code of Practice for those members who delivered enforcement services on private land.
- National roundtables with industry and stakeholders provided the platform for ways that could assist the parking industry to raise its standards.
- An Accredited Operator Scheme was proposed to industry in October 2014.



“A Code of Practice should help enhance the reputation of the industry as well as improve and encourage all operators to engage in best practice parking management”

Garry Glazebrook - Institute for Sustainable Futures

# THE ACCREDITED OPERATOR SCHEME (AOS)

The Accredited Operator Scheme (AOS) is underpinned by a Code of Practice in order to maintain a fair balance between the rights of the motorist and those involved in the management and enforcement of parking on private and unregulated land within Australia.

- Members of Parking Australia who operate within the private parking sector are required to subscribe to the AOS and adhere to this Code of Practice which defines the core standards necessary to ensure transparency and fairness.
- The Code of Practice was created not only with reference to the applicable legal provisions but also with proper regard to the concerns of the motorist.
- The Code is enforceable against the members of the AOS and includes a scheme of sanctions (12 points) that can be invoked and result in an operator having its AOS licence withdrawn due to non compliance.
- The Accredited Operator logo is awarded to parking operators (site) based on a **rigorous audit of some 80 criteria** relating to parking operations, signage and compliance monitoring.

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THE ACCREDITED  
OPERATOR SCHEME  
2016

CODE OF  
PRACTICE

FOR ENFORCEMENT ON PRIVATE LAND

“Monitoring customer satisfaction through car park accreditation provides both a benchmark and barometer for the health of the industry.”

Lorraine Duffy - Parking Australia CEO 2016

# TRUST THE AOS LOGO

The Accredited Operator Scheme Logo will be displayed on those car parking facilities that have been independently audited.

- In the digital age its more important than ever that drivers have confidence in where they park their vehicles and know that the site is covered by correct insurances and regulations.
- Asset owners will also have comfort in knowing that their investment is being operated by an organisation that is compliant and delivers on quality management systems.
- AOS members must set out Terms and Conditions of parking and have signage that is audited against a robust set of guidelines.
- Members of the public will have a means of providing feedback about parking facilities to an independent body.



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The Accredited Operator Scheme and the Parking Australia Convention & Exhibition are owned by Parking Australia Ltd

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