

## PARKING INDUSTRY AWARDS 2020

Parking Australia is pleased to announce 24 November 2020 as our first Virtual Awards presentation event. Although 2020 has been a challenging year for many companies and individuals in the parking industry, it's important to continue celebrating the wins as they come along. The 2020 Parking Industry Awards aims to shine a light on any positive outcomes and recognise the outstanding quality of work, that is still taking place in parking, despite the recent downturn.

The Award categories are:

1. Outstanding New Car Park Development
2. Outstanding Customer Service
3. Excellence in Technology and Innovation – ON STREET
4. Excellence in Technology and Innovation – OFF STREET
5. Outstanding Marketing and Communications
6. Parking Young Achiever
7. Parking Organisation of the Year\*

\*(To win this category entrants must also be a finalist in one of the other categories).

**Entries close 31 October 2020 5pm (AEDT)**

## RULES & JUDGING GUIDELINES

The process is completely online from the application to the submission as well as the reviewing/assessment of the applications by our team of Judges.

### Judging guidelines

1. Each entry will be judged in the defined category using the criteria listed and assigning the points allocated. Parking Australia reserves the right to re-categorize entries if deemed appropriate.
2. The entries will be sorted by category entered and classification. Each category will be assigned to a team of judges who will assess the entries independently. The Judges will make their assessment online and scores will be averaged for a final score out of 100 points.
3. To reach **finalist stage a minimum score of 70** will need to be achieved. The top scoring entries in each category will determine the winning recipient of that award. In the case of tied scores, both entries would receive the same level award.
4. Each Judge is encouraged to not only score but provide written feedback so that this can be presented to the nominee's post awards. Judges details will not be revealed unless the particular judge requests this.
5. The Chair of Judges has the right to assign a submission to another category if they believe this is appropriate to do so.

# Category – Outstanding New Car Park Development

To qualify the project must have been completed/refurbished after 01 January 2019 and operational at time of entry to the awards.

## Assessment criteria

**Applicant's description** (max 2500 words for all criteria – bullet points are provided as an indicative guide to responses)

### **FUNCTIONALITY (25%)**

- Function of the car park (outline improvements and clear statement of why refurbishment was needed if a refurbished car park with clear identification of 'Before' vs. 'After' gains), how does it meet the specific needs of the destination served
- Contribution to local community
- Contribution to quality of urban space
- External ability to find the car park by vehicles and pedestrians with focus on signage
- Act as a gateway to destination

### **STRUCTURE (25%)**

- Design principles and features
  - Outline of construction process detailing materials used (proven use of high quality materials and finish)
  - Details of a sensitive, sympathetic and aesthetic treatment of the exterior and locale
  - Future proofing for new types and sizes of vehicles (e.g. electric vehicles) or repurposing to other uses
  - Number of spaces and levels detailing cost per bay
  - Environmental considerations during construction and when operational – sustainability of materials used
- Applicable to refurbished car parks ONLY
- Detail innovative solutions to engineering challenges
  - Structural and operational problems affecting the car park
  - The process of defining and planning the repairs or improvements

### **LEVEL OF SERVICE (25%)**

- Layout, traffic flow, size of bays
- Facilities for all categories of user (disabled persons, motorcyclists and pedestrians)
- Show highest standard signage of pedestrian paths, orientation, internal way finding
- Safety and security features (staffing, lighting, CCTV, help-points etc.)
- Parking equipment, including payment technology adopted where applicable
- Provides high quality, well-lit interiors with well-planned vehicle circulation paths and particulars of
- Presentation
- Entry/exit configuration, flexibility for surges of use
- Value added services

### **MANAGEMENT and FINANCIAL (25%)**

- Overall budget and budget per space with specifics of project funding
- Information and customer service
- Show a degree of co-operation between the developer, designers and planning authority
- Attended/unattended, if attended facilities and working conditions for staff
- Cleanliness
- Environmental impact
- Arrangements for infrastructure maintenance including ongoing costs
- Describe payment systems and enforcement regime (where applicable)

### **UPLOADS TO SUPPORT SUBMISSION**

**IMAGES (REQUIRED)** - upload ten images with a maximum of fifteen high resolution (1920 x 1080 px) JPGs and PNGs of the car park interior and exterior.

**CAR PARK DETAILS (REQUIRED)** - upload each of the below as a PDF file

1. Plans and circulation details

2. Traffic flow diagrams or images noting site access/egress
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3. Image(s) of site signage
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<b>VIDEO (REQUIRED)</b> – Audio file or video file with voiceover, highlighting the strengths of your project (maximum 2 minutes). The video will also be used to showcase your submission at the awards ceremony. Should you require any assistance with your video, please contact Parking Australia on <a href="mailto:paa@parking.asn.au">paa@parking.asn.au</a> .
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**TOTAL POINTS = 100**

<b>DETAILS OF THE TEAM INVOLVED IN THE PROJECT</b>
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COMPANY MAKING THE SUBMISSION:
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OTHER CONTRACTORS OR CONSULTANTS INVOLVED IN THE PROJECT (and details of the work undertaken by each team member):
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## Category – Outstanding Customer Service

The entry should include details of the nature of the operation, the type of customer served, and the nature of the service provided. Note this category can relate to both parking operations and suppliers.

<b>Assessment criteria</b>
<b>Applicant's description</b> (max 2500 words for all criteria – bullet points are provided as an indicative guide to responses)
<b>LEADERSHIP (20%)</b> <ul style="list-style-type: none"><li>• Demonstrate how leaders within your organisation operate consistently with a clear well-defined set of values</li></ul>
<b>BRAND VALUE (20%)</b> <ul style="list-style-type: none"><li>• Articulate how brand attributes are driving decisions about how your organization treats its parking customers</li><li>• Provide examples of marketing literature, customer charters etc.</li></ul>
<b>EMPLOYEE COMMITMENT (20%)</b> <ul style="list-style-type: none"><li>• Explain how employees are fully committed to the goals of your organization relating to customer experience</li><li>• Details of staff training undertaken</li></ul>
<b>CUSTOMER CONNECTEDNESS (20%)</b> <ul style="list-style-type: none"><li>• What are the mechanisms that your organisation engages to integrate customer feedback throughout your organisation</li><li>• Detail tangible feedback from customers and/or clients (surveys, awards, testimonials, external audits, etc.)</li><li>• If applicable provide details of mystery shopping exercises conducted on own, comparable or rival services</li></ul>
<b>RESULTS (20%)</b> <ul style="list-style-type: none"><li>• Outline your organisation's customer experience strategy and results that demonstrate improvements to the service/business (evidence of success in attracting more customers and repeat business)</li><li>• Details of other awards won</li><li>• Customer survey results</li></ul>
<b>UPLOADS TO SUPPORT SUBMISSION</b>
<b>IMAGES (REQUIRED)</b> - ten images with a maximum of fifteen high resolution (1920 x 1080 px) JPGs or PNGs of initiatives supporting the submission
<b>SUPPORTING EVIDENCE OF THE SUCCESS OF INITIATIVE/PROGRAM (REQUIRED)</b> – Provide PDF file of data or testimonials
<b>VIDEO (REQUIRED)</b> – Audio file or video file with voiceover, highlighting the strengths of your project (maximum 2 minutes). The video will also be used to showcase your submission at the awards ceremony. Should you require any assistance with your video, please contact Parking Australia on <a href="mailto:paa@parking.asn.au">paa@parking.asn.au</a> .

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<b>DETAILS OF THE TEAM INVOLVED IN THE PROJECT</b>
COMPANY MAKING THE SUBMISSION:
OTHER CONTRACTORS OR CONSULTANTS INVOLVED IN THE PROJECT (and details of the work undertaken by each team member):

## Category – Excellence in Technology and Innovation – ON STREET

<b>Assessment criteria</b> <b>Applicant's description</b> (max 2500 words for all criteria – bullet points are provided as an indicative guide to responses)
<b>IMPACT OF THE TECHNOLOGY AND/OR INNOVATION (50%)</b> <ul style="list-style-type: none"> <li>• Description of the parking problem or need that the innovation addresses</li> <li>• The technical, operational and/or policy merit of concept, system or service</li> <li>• Deliverability of the innovation (including the practicalities and affordability of the concept, system or service)</li> <li>• Improved customer service/experience</li> <li>• More effective parking facility management</li> <li>• Improved quality of urban space</li> <li>• Incorporates or encourages other sustainable modes of transport</li> <li>• Supports urban economic development</li> <li>• Improves parking income or reduces operational and capital costs (or a combination thereof)</li> <li>• The individual or team responsible for delivering the solution</li> <li>• The development and testing/proving process</li> <li>• The degree of partnership with other interested bodies (clients, government, industry, public bodies, peers etc.)</li> </ul>
<b>INNOVATION AND CREATIVITY (20%)</b> <ul style="list-style-type: none"> <li>• What makes the project innovative and in what way?</li> <li>• How can it be adapted for other situations or projects?</li> <li>• How is the initiative able to be adopted in other situations?</li> </ul>
<b>COST/BENEFIT ANALYSIS (30%)</b> <ul style="list-style-type: none"> <li>• Measurement of success (before and after analysis) – by what method of measurement</li> <li>• Level of analysis done at the planning stage</li> <li>• Actual versus budget costs</li> <li>• Financial model</li> <li>• Evidence of successful implementation and customer/client feedback (case studies)</li> <li>• How sustainable is the initiative?</li> </ul>
<b>UPLOADS TO SUPPORT SUBMISSION</b>
<b>IMAGES (REQUIRED)</b> - upload ten images with a maximum of fifteen high resolution (1920 x 1080 px) JPGs or PNGs of initiatives supporting the submission
<b>VIDEO (REQUIRED)</b> – Audio file or video file with voiceover, highlighting the strengths of your project (maximum 2 minutes). The video will also be used to showcase your submission at the awards ceremony. Should you require any assistance with your video, please contact Parking Australia on <a href="mailto:paa@parking.asn.au">paa@parking.asn.au</a> .

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COMPANY MAKING THE SUBMISSION:
OTHER CONTRACTORS OR CONSULTANTS INVOLVED IN THE PROJECT (and details of the work undertaken by each team member):

## Category – Excellence in Technology and Innovation – OFF STREET

<b>Assessment criteria</b>
<b>Applicant's description</b> (max 2500 words for all criteria – bullet points are provided as an indicative guide to responses)
<b>IMPACT OF THE TECHNOLOGY AND/OR INNOVATION (50%)</b> <ul style="list-style-type: none"><li>• Description of the parking problem or need that the innovation addresses</li><li>• The technical, operational and/or policy merit of concept, system or service</li><li>• Deliverability of the innovation (including the practicalities and affordability of the concept, system or service)</li><li>• Improved customer service/experience</li><li>• More effective parking facility management</li><li>• Improved quality of urban space</li><li>• Incorporates or encourages other sustainable modes of transport</li><li>• Supports urban economic development</li><li>• Improves parking income or reduces operational and capital costs (or a combination thereof)</li><li>• The individual or team responsible for delivering the solution</li><li>• The development and testing/proving process</li><li>• The degree of partnership with other interested bodies (clients, government, industry, public bodies, peers etc.)</li></ul>
<b>INNOVATION AND CREATIVITY (20%)</b> <ul style="list-style-type: none"><li>• What makes the project innovative and in what way?</li><li>• How can it be adapted for other situations or projects?</li><li>• How is the initiative able to be adopted in other situations?</li></ul>
<b>COST/BENEFIT ANALYSIS (30%)</b> <ul style="list-style-type: none"><li>• Measurement of success (before and after analysis) – by what method of measurement</li><li>• Level of analysis done at the planning stage</li><li>• Actual versus budget costs</li><li>• Financial model</li><li>• Evidence of successful implementation and customer/client feedback (case studies)</li><li>• How sustainable is the initiative?</li></ul>
<b>UPLOADS TO SUPPORT SUBMISSION</b>
<b>IMAGES (REQUIRED)</b> - upload ten images with a maximum of fifteen high resolution (1920 x 1080 px) JPGs or PNGs of initiatives supporting the submission
<b>VIDEO (REQUIRED)</b> – Audio file or video file with voiceover, highlighting the strengths of your project (maximum 2 minutes). The video will also be used to showcase your submission at the awards ceremony. Should you require any assistance with your video, please contact Parking Australia on <a href="mailto:paa@parking.asn.au">paa@parking.asn.au</a> .

**TOTAL POINTS = 100**

<b>DETAILS OF THE TEAM INVOLVED IN THE PROJECT</b>
COMPANY MAKING THE SUBMISSION:
OTHER CONTRACTORS OR CONSULTANTS INVOLVED IN THE PROJECT (and details of the work undertaken by each team member):

# Category – Outstanding Marketing and Communications

**DESCRIPTION OF PROGRAM** addressing:

- Program or campaign goals
- Insights into planning process
- Target audience
- Details on background of the situation and/or problem the program was trying to address
- How the program or campaign was executed
- Evaluation of outcomes and changes to behaviour
- Results achieved, and lessons learned
- Likelihood of the program being repeated
- Estimated direct expense budget with high level explanation of main cost components

**Assessment criteria**

**Applicants description** (max 2500 words– bullet points are provided as an indicative guide to responses)

**PROGRAM OUTCOMES (100%)**

- Professionalism of program
- How well program achieved desired outcomes, how results measured against stated goals
- How can the program be replicated by other organization’s successfully and/or use insights and lessons learned?
- Did the program or campaign help educate the community about parking, facilitate better use of parking facilities or help present parking and parking professionals in a favorable light or advance the parking profession?
- Quality of the submission (see below)

**VISUALS TO DESCRIBE/ILLUSTRATE THE PROGRAM ELEMENTS (REQUIRED)**

- Upload ten with a maximum of fifteen high resolution (minimum size 1920 x 1080) JPGs or PNGs of images, PDFs of brochures, printed materials, media coverage, posters, signage etc
- An audio file or video file with soundtrack (limit 3 minutes). The video will also be used to showcase your submission at the awards ceremony.

**TOTAL POINTS = 100**

**DETAILS OF THE TEAM INVOLVED IN THE PROJECT**

COMPANY MAKING THE SUBMISSION:

OTHER CONTRACTORS OR CONSULTANTS INVOLVED IN THE PROJECT (and details of the work undertaken by each team member):

## Category – Parking Young Achievers Award

*This Award recognises those aged 16 to 30 who are outstanding and exceptional young professionals working in the parking industry and their contribution to improving the customer experience and image of parking. This award will not be made to the same person twice.*

*The judges will be looking for the following:*

- *A clear commitment to working in parking as a career*
- *Examples of ‘doing the extra things’ that result in outstanding performance*
- *Consistent application of good practice*
- *Excellence as a representative of the parking industry to the customer/local community*
- *Undertaking training in subjects and skills relevant and helpful to their parking role*
- *Active membership of professional bodies and initiatives (PA committees, transport institutions, charity)*
- *Personal circumstances will be taken into consideration by the judges*

<b>Assessment criteria</b> (max word count of 2000 for all criteria)
<b>OVERVIEW OF THE NOMINEE (20%)</b> Provide a brief overview of the nominee, highlighting their outstanding attributes. Include a brief history of their career in parking, including a description of their current employment. (500 words)
<b>PERSONAL COMMITMENT &amp; EXAMPLE OF ACTIVITIES (40%)</b> Provide specific examples of activities resulting from the nominee’s performance that have demonstrated leadership and how they have the potential to be a future leader in the parking industry. (750 words)
<b>BENEFITS TO THE PARKING INDUSTRY (40%)</b> Outline the degree of personal involvement that the nominee has committed to the industry, the success resulting from that involvement and the long-term benefits to parking as determined by the ongoing nature of a particular achievement or success. (750 words)
<b>UPLOADS TO SUPPORT SUBMISSION</b>
RESUME AND RECOMMENDATIONS (REQUIRED) – Provide PDF file of nominee resume and up to 5 letters of recommendation
IMAGES (REQUIRED) – upload ten high resolution images of the nominee (1920 x 1080 px) JPGs, or PNGs.
PROOF OF AGE (REQUIRED) – A copy of the nominee’s driver’s license or passport that verifies entrant was/will be 30 years (or less) of age during the qualifying period 1 July 2019 to 30 June 2020.
<b>VIDEO (REQUIRED)</b> – Audio file or video file with voiceover, highlighting the nominee’s strengths (maximum 2 minutes). The video will also be used to showcase your submission at the awards ceremony. Should you require any assistance with your video, please contact Parking Australia on paa@parking.asn.au.

**TOTAL POINTS = 100**

## Category – Parking Organisation of the Year

***This award will be given on the basis of the overall information provided, not by individual scoring of each section. It should be noted that this category is open to anyone involved in the parking industry whether it is a parking operator or supplier.***

*\*To win this category entrants must also be a finalist in one of the other categories.*

<p><b>Assessment criteria</b></p>
<p><b>STATEMENT</b> by the organisation: Provide a maximum 1,000-word statement discussing the organisation and why it deserves recognition including a list of products/programs/services offered.</p>
<p><b>TESTIMONIALS</b> From at least two of the following</p> <ul style="list-style-type: none"> <li>• Two clients/customers from recent projects</li> <li>• A staff member or team working in the organisation (not senior management or proprietor)</li> <li>• Customers or clients for recent projects</li> <li>• Customer satisfaction survey data</li> </ul>
<p><b>ORGANISATION AND INFORMATION:</b> Provide a maximum two pages including an organisation chart, an operating statement and facts and figures that describe the volume, size, efficiency and service of the organisation</p>
<p><b>INNOVATION AND STAFFING:</b> A two-page description highlighting a specific cutting-edge program/product or service that the organisation has implemented within the last two years. Discuss the outcome of the new program or service and how it affected the organisation and its customers and staff. Discuss the company's human resources strategy, employee benefits and involvement. What sets the organization apart from others? Outline certifications, awards and recognitions.</p>
<p><b>UPLOADS TO SUPPORT SUBMISSION</b></p>
<p><b>IMAGES (REQUIRED)</b> - upload ten images with a maximum of fifteen high resolution (1920 x 1080 px) JPGs or PNGs of initiatives supporting the submission</p>
<p><b>VIDEO (REQUIRED)</b> – Audio file or video file with voiceover, highlighting the strengths of your submission (maximum 2 minutes). Images and video will also be used to showcase your submission at the awards ceremony. Should you require any assistance with your video, please contact Parking Australia on paa@parking.asn.au.</p>

**TOTAL POINTS = 100**