



**Driving Change**

**Membership Prospectus**

# Representing the interests of the parking industry in Australia



Formed in 1986, Parking Australia promotes excellence in the control and management of parking facilities. We represent a broad cross section of local government and statutory authorities, parking operators, service providers and suppliers to the parking industry.

The association liaises with decision makers in government, developers and owners, and other professionals, to advocate for the views of our members and pursue the latest knowledge and research in parking and related fields.

## Raising the Bar

In recent years Parking Australia has evolved into a forward thinking, strategically based association that focuses on the core needs of its membership. Our objective is to provide leadership, education and technical information to our members and the wider parking industry in Australia.

Parking Australia members stand to benefit from enhanced communications with wider reach, more member-focused events and timely and effective advocacy on the issues that really matter to us as an industry.

**“We believe that the association provides the opportunity for individuals to be bigger, united with other like-minded businesses and to have strength in numbers when advocating about a particular topic.”**

Cristina Lynn - President Parking Australia 2014 - 2017

## Who we Represent

With over 1700 member sites and growing, our association constitutes a broad cross-section of local government and statutory authorities, including commercial and public car park operators, in addition to over 50 industry suppliers and consultants.



Suppliers



Airports



Universities



Hospitals



Consultants



Shopping Centres



Local Councils



Commercial Operators

## Key Facts & Figures

2017



**1700+**

**Member parking sites** represented by Parking Australia



**690+**

**Attendance at** Parking Australia events



**109,207**

**Emails sent to members** & industry stakeholders



**80+**

**Stories featured** on parking news, research & events



**3.85%**

**Increase in website users** (2017 vs 2016)





## Events

Parking Australia has an active events calendar with a variety of networking and information gathering opportunities. Parking Australia members benefit from discounted entry to events.

### Biennial Parking Australia Convention and Exhibition (PACE)



The Parking Australia Convention & Exhibition is the only convention of its type in Australia that is specifically targeted at all aspects of parking. Owned and operated by Parking Australia, it attracts delegates Australia wide and

internationally. PACE appeals to a broad range of individuals involved in the parking industry and combines stimulating networking opportunities with the delivery of knowledge and innovation through a program of high profile speakers and debating sessions.



### Biennial Outlook Conference

The Outlook Conference is dedicated to anyone with an interest in parking. Case studies and plenary sessions focus on future directions, smart parking technologies, parking strategies and policy related issues.

The conference includes a delegate-led component, including shark-tank sessions with industry suppliers.



### Annual Parking Industry Awards

Parking Australia's annual awards event is totally dedicated to celebrating and

recognising the achievements of individuals, teams and organisations in the parking industry. This high profile event brings prestige and promotional opportunities for entrants, as well as paying tribute to exceptional standards of service.

### Presentation and Networking Sessions

Throughout the year Parking Australia State Directors host presentation events which are followed by networking drinks and canapés with industry colleagues.

Recent topics have included: *How will we pay for parking in the future, Cyber Security, Customer Experience as Innovation, The Parking Revolution, Self-Driving Cars, Future Needs of Parking.*

## Event Sponsorship

Parking Australia offers sponsorship packages for its Parking Convention and Exhibition (PACE), Outlook Conference and Parking Industry Awards, plus other networking events throughout the year.

Sponsorship provides an excellent opportunity to promote your products and services and demonstrate your company's interest in and commitment to professional development of the parking industry. Parking Australia corporate members receive discounted rates for sponsorship packages.

To see the latest events visit [www.parking.asn.au/events](http://www.parking.asn.au/events).



## Member Communications

Parking Australia generates regular communications to keep members informed of the latest events and changes at the association, together with parking news from around the world.

**"Parking Australia put me in touch with the experts that I needed to teach me what I needed to know about running a car park".**

Michael Griggs, Asset Manager - Property | City Assets Fairfield City Council, 2016





## Membership with Parking Australia

Membership with Parking Australia is open to owners, operators and managers of parking facilities (parking facility members) and suppliers to the parking industry (corporate members).

### Parking Facility Membership

Parking Facility Members are owners, operators and managers of parking facilities. This includes local government bodies providing on street and/or off street parking services.

#### E-News

- Access to the Parking Insider & Parking Insider Express
- **Monthly Parking Insider E-Newsletter**  
Association news, events, parking case studies and updates from industry suppliers.
- **Weekly Parking Insider Express News**  
A pick of the best from parking news across the globe.

#### Events

- Member-only rates for Learning Lab & networking events
- Members-only discount for PACE and Outlook Conference
- Members-only discount for Parking Industry Awards submissions and gala dinner

#### Education

- Members only access to knowledge bank - including e-library, presentations, webinars, podcasts & case studies

#### Member Discounts

- Access to special member-only rates with Parking Australia's strategic partners including Workforce Guardian, HCF and Physio-Control.

### Affiliate Membership

Parking Australia welcomes affiliate members from organisations who are not eligible to be parking facility members or corporate members, but have an active interest in the parking industry. Typically, this would be other associations and industry stakeholders.

### Corporate Membership

Corporate members provide products and services to the parking industry, including both equipment suppliers and consultants. Some benefits apply on a sliding scale according to the level of membership.

#### E-News & EDMs

- Logo and editorial in Parking Insider e-newsletter to circa 2000 industry contacts
- Logo in Parking Insider Express News
- Dedicated EDMs to circa 2000 industry contacts

#### Website & Education

- Logo on homepage
- Business listing in the Suppliers Directory
- Opportunity to make recorded presentations

#### Events

- Member-only rates for Learning Lab & networking events
- Priority guest speaking opportunities
- Priority invitations & VIP tickets to events
- Discounted sponsorship opportunities

#### Access to members

- Referrals to and notification of PA members (on enquiry)
- A presentation at the PA Board meeting



**“Parking Australia is a stage or platform for operators, customers or vendors, to all communicate and participate in the industry and improve the industry going forward at a number of different levels.”**

Michael Doherty, Director Sales & Marketing, UbiPark

## Join Online Now



For full details of membership benefits scan the QR code or visit [www.parking.asn.au/membership](http://www.parking.asn.au/membership)

## Contact Us

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## We're Social

