

The Parking Association of Australia announces change of name.

After 27 years and a new set of strategic objectives the Association takes the next step.

At 7pm on 20 November the Parking Association of Australia made an official announcement launching a new name and logo for the Association. From this point onwards the Parking Association of Australia will be known as **Parking Australia**. This change has united an expanding Parking industry behind a single industry body and represents a new dawn for this growing sector that covers across so many other industries.

Over the years, the Parking industry has evolved and changed and so has the Association. The Association has been formed in 1986 by the Capital Cities Lord Mayors (CCLM) at a meeting in Perth. Each capital city was involved in the formation of the Association with Council employees making up the management committee. Today the representation spans across car park operators, airports, universities, consultants, retailers, councils and suppliers to the industry.. The Association is still growing and has now taken the next step in its evolutionary journey towards a unified industry body with clear strategic directions,

Parking Australia and its new logo was launched officially in Melbourne at the RACV Club by President Larry Schneider, who along with the Committee has been a driving force behind the future directions initiative of Parking Australia.

"Parking Australia's future direction will be about engaging a whole range of sectors that have an interest in parking through mutual integration of policy and objectives", said President, Larry Schneider.

Parking Australia Chief Executive, Lorraine Duffy, told industry leaders attending the evenings launch that the Parking industry's name and brand change had come about because of the need to strengthen service levels and enhance advocacy. "We will continue to provide a professional delivery of relevant products and services to the Parking industry in Australia and to encourage excellence in standards and best practice among the providers of all types of operations, in the interests of members' prosperity and growth.

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