



*~Consulting~*



*~Financial Management~*



*~Operations~*



*~Sustainability~*



*~Marketing~*



*~Technology~*

**The formula for maximising the potential of your car park**



# Realising the full potential of your car park

## Create a unique car park experience that will keep your customers coming back

A car park is often the customers' first impression of the organisation they are visiting as it is the first and last point of contact. A property that provides a good parking experience will command customer loyalty which will result in repeat visits. As the world's most innovative car park solutions provider, Secure Parking has the vision, experience, expertise and flexibility to assist you to maximise the value and potential of your car park asset.

### System4Success

Our System4Success is an adaptable formula that draws on individual business units to form a flexible, customised and uniquely effective solution for each individual car park.

The results are remarkable and immediate. Car park users are happier, revenue increases, costs are reduced and the value of your asset grows and strengthens.

### Car parking for the future

From the outset, Secure Parking took the Car Parking Industry by storm with its visionary approach. In 1979, when the company was founded, car parks were regarded as a commodity with little differentiation between them.

Secure Parking recognised that each car park is a retail business with its own identity, strengths, weaknesses and opportunities. Applying the System4Success enabled the company to respond with a bespoke solution for each site, that could be crafted to maximise the potential of the property.

Innovation underpins every aspect of Secure Parking, ensuring that we select the best of new and emerging technologies and trends and applying them in a way that best serves the ever-changing needs of consumers and property owners. It's our visionary approach that has secured our position as one of the most successful car park operators in the World.

## An established world leader in car park management and innovation – and still growing

As the leading car park operator in Australia, New Zealand, United Kingdom, Indonesia, Malaysia, Singapore, mainland China, India, Lebanon and the UAE, Secure Parking is maximising the performance of car parks and changing the way people think about parking – all over the World.

- Over 1,000 car parks worldwide.
- More than 1 million parking spaces.
- Major city locations include Sydney, Melbourne, Brisbane, Adelaide, Perth, Auckland, London, Abu Dhabi, Jakarta, Kuala Lumpur, Shanghai, Mumbai, New Delhi and Manila.
- Operator of car parks in major airports, shopping malls, hotels, hospitals and medical centres, office towers, shop-estates, industrial complexes and sporting stadiums.
- Secure Parking is the largest tenant with some of the largest property groups in the World.
- Employs over 12,000 employees.



# Guiding you to the best car park solution

## The rewards of a customer-centric car park

Provide your customers with a positive and engaging car park experience and they will return – again and again.

Our car park solutions offer our clients the innovation, creativity, flexibility and commitment required to provide a parking experience that delivers added-value for customers. This translates into more business for your tenants and an improved financial yield on your investment.

The earlier we are involved in your development and planning, the greater the impact we will have on the car park's efficiency and the more your development, tenants and customers will benefit.

## How our expertise can improve your site's revenue and asset potential

Our suite of specialist car parking consultancy services draw on our experience and expertise to deliver superior customer service and practical improvements across a car park operation.

Our understanding and knowledge of new and emerging technology, enables us to plan effectively for future growth.

## How we can help

### Traffic Impact, Public Demand Analysis

Using Industry data and site-specific research, we assess the local traffic impact and parking demand requirements for the local area and car park.

*You benefit from a more streamlined operation that is fit for purpose now and in the future.*

### Feasibility and Revenue Modelling

Our advanced modelling service projects the capital expenditure, monthly operating costs and revenue to calculate the return on investment and the feasibility of a project.

*You benefit by minimising your investment risk.*

### Parking Strategy and Design Review

A comprehensive parking strategy identifies the planning principles, strategic intent and primary issues considered when designing the car park. The design review addresses operational and functionality issues to ensure that the car park is safe and convenient.

*You benefit from a car park design that has been planned and assessed, resulting in rapid and seamless implementation on site.*

### Parking Management System Design

Our experts assess the latest innovations in parking technology and equipment to offer access control, parking, security, and financial management solutions that best suit your business.

*You benefit from our expert knowledge of technology that underpins the 'best-fit' parking solution we develop for your business.*

### Signage and Way Finding Strategy

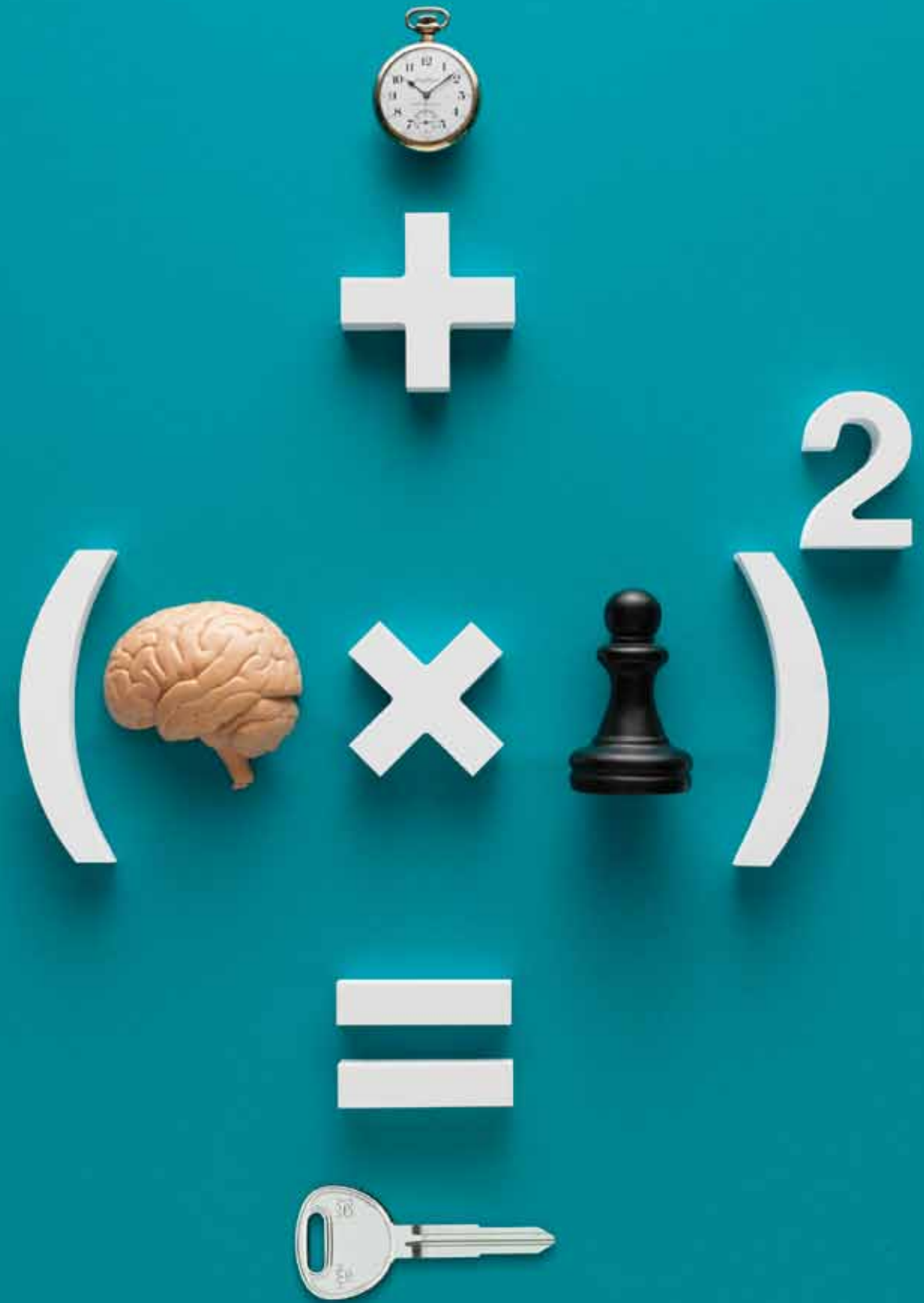
The signage and way finding system efficiently and safely directs drivers through the access control system to vacant bays. Way finding signs will direct pedestrians to their destinations and then back to their vehicle and out of the car park.

*You benefit from increased customer satisfaction and a more efficient flow traffic flow in and out of the car park.*

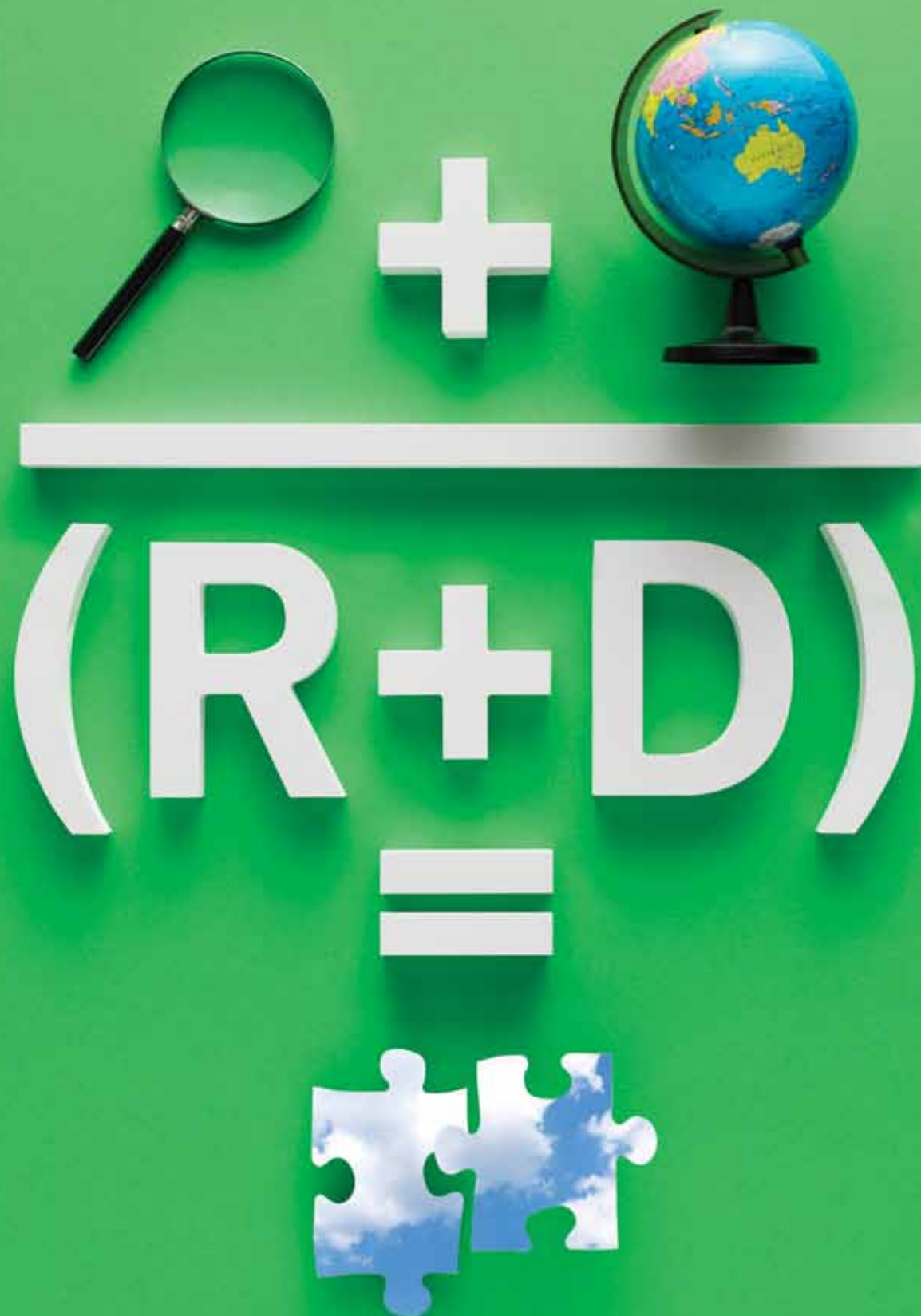
### Environmental Management

Secure Parking offers a range of strategies that minimise the environmental impact of a car park.

*You benefit by upholding your commitment to corporate responsibility and the long-term integration of sustainability practices.*







# Sourcing new technologies to improve parking efficiencies and returns

New technology and equipment has made car parks more efficient, user-friendly and profitable than ever before. Secure Parking established SecureTech, an in-house, state-of-the-art technology division to source, supply, manage and support car parking equipment and technology for car park owners and operators.

## How we can provide best-fit solutions for you

### Research and Development

Our dedicated team of parking experts search the World looking for parking innovations. We apply our experience, and understanding to develop best-fit or bespoke parking solutions that streamline your operation and significantly improve your customer's parking experience.

Through strong partnerships with all major car parking equipment manufacturers and suppliers we leverage our purchasing power to negotiate competitive equipment packages on your behalf.

### Plug&Play

Being equipment multilingual means we can offer flexibility in terms of equipment use. Using our Plug&Play open technology, we can integrate our suite of solutions into your existing infrastructure - this means minimal investment in new equipment.



### SecureVision

Based in our National Control Centre, SecureVision's 24/7 monitoring and remote management capabilities assists you to operate your car park at a greatly reduced cost and free up staff to focus on providing your customers with a higher level of service.



### Mobile Payment Technology

To ensure that we are providing outstanding service and convenience for customers, we offer a suite of pay-by-phone solutions including digital wallets and tap-and-go technology.

### Shift Reporting Solutions

Shift is a centralised platform that provides car park data in real time – from volume and payment information to reconciliation for analysis and reporting. You gain from a better insight to your entire car park business and access to information that will improve decision making.

### Customer Connect

Customer Connect is a loyalty program that can be used to manage tailored made offers and reward any customer group with specific requirements in real time.

### Smart Technology

Secure Parking has harnessed technology to deliver better service to customers and provide greater operational efficiencies to owners and operators.

Our range of Smart Parking Solutions also include:

-  Ticketless Parking
-  Mobile and Fixed License Plate Recognition (LPR)
-  Valet Parking and Hotel Solutions
-  Interactive Signage
-  Online Pre-booking Solutions
-  Sensor-based parking
-  Bay Counters

### 24/7 Technical Support

SecureTech offers scheduled preventative maintenance and a high level of technical support on a round the clock basis. We offer parts and labour responses under SLAs that meet your business objectives.





# Deepening customer satisfaction through operational excellence

With over 30 years of experience in car park management and operations, we have learned to use flexibility and technology to improve efficiency.

By combining localised and standard operating procedures, we develop a customised operational solution for each site, addressing its unique features and requirements.

## Operational Solutions

Our operational solutions cover every kind of car park, large or small – whether they are connected to stadiums, airports, shopping centres, commercial towers, hospitals and retail pay-and-display or patrolled car parks.



## Retail Car Parks

Unauthorised parkers can affect the revenue of businesses within a shopping centre or industrial park as legitimate customers unable to find a parking bay, take their custom elsewhere. Secure Parking offers tailored parking solutions that ensure parking is always available for customers.

## Pay & Display

A Pay & Display car park offers a cost-effective solution for a paid-parking operation. With the right balance of equipment, signage and enforcement, Secure Parking will ensure an effective turnover of bays.

## Patrolled Car Parks

Secure Parking uses mobile LPR technology to maximise the efficiency of the patrolling and enforcing of a car park's terms and conditions.

## SecureFlow License Plate Recognition

SecureFlow takes away the need for traditional boom gates and customers queuing at auto pay stations. SecureFlow cameras read and timestamp the license plate of a car at entry and exit of the car park and payment is processed via the customer's nominated card automatically.

## Mobile Payment Solutions

Using our M-Commerce solutions, customers can pay using their mobile phone and SMS reminders indicate their parking is about to expire, giving them the ability to top-up payment for additional parking time.

## Maximising efficiencies and service

Operational Excellence is our system of regularly reviewing, examining, auditing and benchmarking our processes and procedures. Our operational agility enables us to take immediate action to correct, enhance or improve, when required.

## Workplace Health and Safety

All Secure Parking staff are trained in our WH&S Policy and empowered with the opportunity to contribute to our WH&S Committee and WH&S toolbox feedback sessions. Car Parks are monitored daily and risk assessments undertaken on a regular basis.

## Staff who have a passion for parking

We employ the right people for the right role and then train them to provide customers and clients with a positive experience by delivering the highest level of service – with passion. Ongoing mystery shopping and customer survey programs help us to continuously monitor service standards.







# Using innovation to drive more business to your car park more often

Car parks gain their relevance from their location in relation to where a customer needs to be.

Each car park is part of its own unique 'community of interest' comprising the building's tenants and their visitors, the local business community and its clientele.

Secure Parking engages these communities with a combination of localised business building marketing activity, customer loyalty programs that use advanced technologies and the immediacy of digital & social media.

### Business building initiatives

#### On-the-ground sales

Each car park is assigned a specialist sales team to drive revenue growth through direct sales and hard-hitting cooperative business-building promotions.

#### Advantage Parker

The Advantage Parker program is a cash-free billing system for fleets with loyal cardholders who actively seek Secure Parking car parks.



#### VIP Parking

Tenants can reserve a parking bay in the car park of their building at the press of a button – a great opportunity for businesses to provide complimentary or user-pays parking for their customers.

#### Innovative Payment Methods

In addition to all major credit cards, Secure Parking has the ability to accept a range of non-traditional payment cards which means increased revenue opportunities as more targeted customers are drawn to your site.

#### Customer Loyalty Initiatives

##### Customer Connect Loyalty Platform

Customer Connect helps you develop a one-on-one relationship with your customers. You can reward your customers for parking in your car park, and provide a personalised service to permanent parkers, staff, fleets, individuals or groups.

##### Club Secure

Club Secure is the largest parking loyalty program in the World with over 150,000 members and counting. Club Secure drives extra revenue to your car park by offering exclusive members access to parking discounts, partner offers and competitions.

##### Secure-a-Spot

Secure Parking's online booking service offers pre-booking and pre-payment services and access to a range of parking products.

#### Partnerships

As the exclusive car park operator to a range of Australia's largest affiliate programs, we provide parking discounts and points-based loyalty benefits to over seven million customers.

#### Digital Media

##### Digital and Social Media

Our social media and digital strategies delivers the right messages get to the right people, right when they need it – from helping people find and book parking, to communicating special offers to thousands of followers on the go.

##### New 'Ground-breaking' Website

Our new website is packed with information and innovative tools. In a World first, the 'Deal Finder' tool directs customers to the cheapest and most convenient parking.

##### Mobile Media

Customers need instant access to information, so we have developed a range of mobile phone and GPS solutions that present your product in the most powerful way at the customer's point of decision making.





# Protecting, improving and growing your asset

We have invested in the best financial and management services to provide real-time data and information to assist us to identify trends and recommend effective yield management strategies. Our transparent accounting and auditing process accounts for every dollar, delivering you complete trust and security. Driving it all is a highly accredited award-winning team to analyse the data and develop the strategy that will improve your business.

### Financial Assurance

We deliver peace of mind. Our accounting and audit assurance processes guarantees you financial transparency. We are committed to capturing and accounting for every dollar of revenue.

### SecureSure

SecureSure is a global best-practice accounting, audit and risk management solution that was born of years of Industry experience.

- Advanced transaction processing software and fully integrated data capture systems come with automated compliance test safeguards.
- Operational Excellence assurance reviews assess and address all financial and non-financial quality and risk issues at car park level.

- External cash collection and banking services providers ensure independence and control over revenue verification methods.
- Rigorous internal and external auditing at state and national levels keeps Secure Parking ahead of assurance trends.

### CPA Knowledge Partner

The Finance team is supported by a training program that promotes and enables internal learning. The program has been recognised by CPA Australia, resulting in the Secure Parking Finance team being awarded the coveted 'Knowledge Partner' status under the Recognised Employer Program.

### CFO DealBook Award-winning Team

The Secure Parking finance team was awarded the prestigious CFO DealBook Finance Team of the Year. This award recognises the Finance Industry team that makes a difference to their organisation and their clients.

### Shift Cube Reporting

The Shift Cube Reporting Tool is a business intelligence tool that allows for both real time and predictive analysis and can be used to report on many different dimensions. The Cube aids your business through more flexible data analysis, which in turn enables better decision making and more accurate planning for the future.

### Flexible Financial Solutions

Secure Parking works towards developing a structure that is financially beneficial to both parties and ensures we are working towards common goals. We are extremely flexible in terms of the type of arrangements we can work with:

- Lease
- Rental
- Management
- Labour-hire
- Profit-share
- Consignment

We can provide tailored operating and capital funding solutions for all of these arrangements.







## Our role in a better future

At Secure Parking we are proud of our sustainability credentials. Our commitment to working with owners to achieve improvements in environmental management has highlighted a clear alignment between environmental and commercial objectives. Taking care of the environment actually makes business sense and also differentiates our service as the issue of sustainability becomes more important to our customers.

We continue to work closely with key environmental organisations, policy makers, councils and other relevant bodies to influence plans and decisions that affect our business and your car park operation.

### Sustainable Practice Strategy

By putting a quantifiable sustainability strategy in place, you can contribute to the value of your property. Our menu of sustainable practices options include:

- Understanding, measuring and reducing your property's environmental footprint
- Collaborating with you to meet regulatory environmental standards
- Introducing innovative services, products and carbon offset programs
- Active compliance with national reporting guidelines for carbon emissions

Buildings have been identified as having the most cost-effective climate change mitigation opportunity in terms of emissions reduction and performance improvement. We work with owners to improve the holistic performance of their buildings in each stage of construction and use. Delivering comfortable buildings, with clean air, reduced energy dependence and costs are a few of the tangible benefits of our drive for environmental sustainability.

### Secure Parking Sustainability Initiatives

- Reduction of carbon footprint at Head Office and car parks
- Carbon offset programs for parking customers
- Off-peak parking
- Bicycle parking
- Hybrid car parking bays and electric vehicle charging points

- Measuring and managing CO<sub>2</sub> emissions
- Replacing light tubes with energy-efficient LED lighting
- Installation of light sensors
- Introduction of solar panels
- Installation of the best practice, energy-efficient parking access control equipment
- Assistance with ABGR Programs
- Parking guidance systems
- Shared car services
- Environmentally friendly car wash services





## No Parking Worries

### Head Office

Level 13, Northpoint  
100 Miller Street  
North Sydney NSW 2060

Ph: (61) 2 8912 4900

Fax: (61) 2 9954 1032

### State Offices

New South Wales	(61) 2 8912 4900
ACT	(61) 2 8912 4900
Victoria	(61) 3 9613 0000
Tasmania	(61) 3 9613 0000
Queensland	(61) 7 3232 2800
South Australia	(61) 8 8223 2255
Western Australia	(61) 8 9202 1498

### Customer Service/Sales

1300 727 483

### International Offices

Indonesia	(6221) 626 5868
Malaysia	(603) 7885 0680
Lebanon	(961) 1 999 941
United Arab Emirates	(971) 4363 7464
China	(86 21) 6412 6571
India	(91) 2242 153 400
Singapore	(65) 6592 2700
New Zealand	(09) 379 9481
United Kingdom	(44) 0203 178 5062

[www.secureparking.com.au](http://www.secureparking.com.au)