



PARKING
BAY
TURNOVER



INCREASED
CUSTOMER
SATISFACTION



INCREASED
RETAILER
REVENUE

Bring Customers
To Your Door

 **secure** *retail*

maximise revenue through innovative solutions

The misuse of free parking in designated parking areas is growing as the number of free car parks around an area is reduced. 'Unauthorised' parkers can severely effect the revenue of a business within a shopping centre as legitimate customers, that are unable to find a parking bay, take their business elsewhere.

Research indicates that an effectively operated and controlled car park can result in retail revenue increasing up to 25%. With SecureRetail parking solutions in place we will ensure there will always be parking available for legitimate customers.

Secure Parking has the experience, flexibility and technology to develop a tailored parking solution that specifically addresses the requirements of your car park, whether it is a standard free parking period or a Pay & Display operation.

pay & display service

A Pay & Display car park offers a cost effective solution for a paid-parking operation. With the right balance of equipment, effective signage and ongoing enforcement, Secure Parking will ensure that parking is always available for legitimate customers.

- ▶ **Signage:** The secret lies in the signage!
We provide clear and compelling signage that informs drivers about the Terms and Conditions of parking in your car park and the penalties that will apply if they are not followed.

Our signage makes the Pay & Display process clear and easy to understand.
- ▶ **Equipment:** Secure Parking can install the most advanced tamper-proof equipment that is easy for your customers to operate.

We provide flexible equipment solutions that address your car park's individual requirements, whether that be a free parking period or facilities to pay Non-Compliance Breach Notices immediately.
- ▶ **Reporting:** Secure Parking will provide you with transparent reporting – accounting for every dollar put into the machines.

Our equipment accepts both cash and credit cards. Credit card transactions are processed in real time to minimise the risks associated with fraudulent use of cards and we use an independent cash collection service to clear all equipment on a regular basis.

Who can benefit from our Pay & Display Services

The Pay & Display mode of operation is ideal for the following type of properties:

- ▶ Small, medium and large car parks
- ▶ Properties with limited capital expenditure budgets
- ▶ Shopping Centres
- ▶ Re-development sites where long tenure is not guaranteed
- ▶ Car parks prone to security issues
- ▶ Apartment complexes

The initial capital outlay and ongoing operating costs for this mode of operation are substantially lower than the installation of a traditional car park access control system.





time zone parking licence plate recognition (LPR)

Patrolling car parks has traditionally been time consuming and labour intensive. Secure Parking has adopted the latest technology to maximise the efficiency of patrolling and enforcing car parks Terms and Conditions which allows us to provide you with an extremely cost effective service.

Traffic Monitoring Services (TMS) conducts regular vehicular patrols of our client's car park. To maximise the efficiency of the patrols, TMS utilises an advanced mobile LPR system that combines state of the art cameras with accurate and proven software solutions.

TMS' Licence Plate Recognition (LPR) solution is the most comprehensive on the market and ensures that parking abuse will be eliminated and that car bays will be available for legitimate shoppers.

Tenant Parking

If tenants are permitted to park in the car park, the LPR solution will not impact on this arrangement. A list of registered licence plates are uploaded into the LPR software as a 'white-list' allowing them to park in the car park without risk of Non-Compliance Breach Notice.

Time Zone Parking

Time Zone Parking can be effectively patrolled and enforced with TMS' LPR solution. This gives you the ability to create shorter parking periods in the most convenient bays allowing higher bay turnover.

THE BENEFITS

EFFICIENT SERVICE	Electronically chalk over 2,400 licence plates per hour and alerts the operator to any offending vehicle.
REDUCE LABOUR COSTS	Removes high labour costs and human error.
READY TO GO	Equipment is simple to operate, rugged and durable.
FLEXIBLE	Recognises different time zones (1/2 hour, 2 hour etc) and bay use (disabled).
TENANT PARKING	Permitted licence plates are entered into a "white-list" database which ensures the LPR camera does not issue an Non-Compliance Breach Notice.
IDENTIFY PROBLEM PARKERS	Places cars on a "black-list". This is used quite regularly by clients who are experiencing problem parkers or people they don't want on the premises.
ADDED ONSITE SECURITY PRESENCE	
CUSTOMER SERVICE	

protect your parking bays

Enforcement

Through TMS, we issue a non-compliance breach notice which enables us to issue a demand for payment of liquidated damages for breach of contract. The non-compliance breach notice process and all follow up activity is treated with sensitivity.

Appeals Process

TMS pride themselves on customer service and believe their online appeals process is the most fair and equitable in the market. In the event that a parker has overstayed the maximum parking period but has evidence to indicate that they are a legitimate retail customer, TMS may revoke the breach notice if deemed suitable.

As not all parkers have access to the internet TMS directs them to appeal in writing or in some cases an appeal form is available from centre management.

Changing the business of car parking through entrepreneurship and innovation

Secure Parking was founded in 1979, at a time when car parks were largely viewed as a commodity, with little differentiation in the operation of one site from another.

Secure Parking's approach has always been entrepreneurial. It is based on the understanding that no two car parks have the same requirements, and that each car park should be treated as a retail business. As a result, we have developed a series of unique systems and operating strategies specifically designed to maximise each site's revenue and asset potential.

Our ongoing commitment to innovation has led to these systems and strategies being continually revised to ensure they meet the changing needs of consumers and property owners and to continue to make the best use of new and emerging technologies. This approach has been pivotal in turning Secure Parking into the largest wholly Australian owned car park operator in Australia.



No Parking Worries

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