

PARKING INDUSTRY AWARDS 2018



On Thursday 1st November 2018, Parking Australia, will host a gala evening acknowledging the outstanding contributions of the parking industry. In conjunction with PACE 2018 the event will be held at The STAR Casino on the Gold Coast. This is a totally dedicated awards event, which will celebrate the achievements of individuals, teams and organisations.

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 Organisation of the Year
7. Parking Young Achiever

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

- Each entry will be judged in the defined category using the criteria and assigning the points listed. Parking Australia reserves the right to re-categorise entries if deemed appropriate.
- 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.
- 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.
- Each Judge is encouraged to not only score but also 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.
- The Chair of Judges has the right to assign a submission to another category if they believe this is appropriate to do so.

NEXT STEPS

1. Please read the criteria below **BEFORE** you log onto the submission portal
2. **FULL AWARDS APPLICATION PAYMENT** must be received **PRIOR** to commencing a submission- click **REGISTER TO PROCEED**.



Assessment Criteria

Category – Outstanding New Car Park Development

To qualify the project must have been completed/refurbished after 01 JULY 2016 and operational at time of entry to the awards.

<p>Assessment criteria</p> <p>Applicant's description (max 2500 words for all criteria – bullet points are provided as an indicative guide to responses)</p>
<p>FUNCTIONALITY (25%)</p> <ul style="list-style-type: none"> • 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
<p>STRUCTURE (25%)</p> <ul style="list-style-type: none"> • 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 <p>Applicable to refurbished car parks ONLY</p> <ul style="list-style-type: none"> ○ Detail innovative solutions to engineering challenges ○ Structural and operational problems affecting the car park ○ The process of defining and planning the repairs or improvements
<p>LEVEL OF SERVICE (25%)</p> <ul style="list-style-type: none"> • 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
<p>MANAGEMENT and FINANCIAL (25%)</p> <ul style="list-style-type: none"> • 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)
<p>UPLOADS TO SUPPORT YOUR SUBMISSION</p>
<p>IMAGES (Required) - upload ten images with a maximum of fifteen high resolution JPGs, PNGs or PDFs of the car park interior and exterior.</p>
<p>CAR PARK DETAILS (Required) - upload each of the below as a PDF file</p> <ol style="list-style-type: none"> 1. Plans and circulation details 2. Traffic flow diagrams or images noting site access/egress

3. Image(s) of site signage

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 – 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.

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

TOTAL POINTS = 100

Category – Excellence in Technology and Innovation – ON STREET

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

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 – Excellence in Technology and Innovation – OFF STREET

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

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 – 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%) <ul style="list-style-type: none">• 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) <ul style="list-style-type: none">• Upload ten with a maximum of 15 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 (limit 3 minutes)

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 Organisation of the Year

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

Assessment criteria
STATEMENT by the organisation: Max. 1,000 word statement discussing the organisation and why it deserves recognition including a list of products/programs/services offered.
TESTIMONIALS From at least two of the following <ul style="list-style-type: none">• Two clients/customers from recent projects• A staff member or team working in the organisation (not senior management or proprietor)• Customers or clients for recent projects• Customer satisfaction survey data
ORGANISATION AND INFORMATION: 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
INNOVATION AND STAFFING: 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.
UPLOADS TO SUPPORT YOUR SUBMISSION
IMAGES (REQUIRED) - upload ten images with a maximum of fifteen high resolution (1920 x 1080 px) JPGs or PNGs of initiatives supporting the submission

TOTAL POINTS = 100

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

Assessment criteria (max word count of 2000 for all criteria)
OVERVIEW OF THE NOMINEE (20%) 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. (1000 words)
PERSONAL COMMITMENT & EXAMPLE OF ACTIVITIES (40%) 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. (500 words)
BENEFITS TO THE PARKING INDUSTRY (40%) 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. (500 words)
UPLOADS TO SUPPORT YOUR SUBMISSION
RESUME AND RECOMMENDATIONS– Provide PDF file of nominee resume and up to 5 letters of recommendation
IMAGES – upload five profile images of the nominee with a maximum of ten high resolution (1920 x 1080 px) JPGs, or PNGs
PROOF OF AGE – Upload 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 2017 to 30 June 2018.

TOTAL POINTS = 100