

Parking Australia is pleased to announce the Call for Entries for the 2024 Parking Industry Awards. The Awards celebrate the achievements of individuals, teams and organisations in the parking industry. On Wednesday 30 October 2024, Parking Australia will host an evening of celebrations acknowledging the outstanding contributions of the parking industry.

The Award categories are:

1. Outstanding Sustainable Initiative
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. Emerging Leader of the Year
7. Community Impact and Industry Excellence
8. Parking Organisation of the Year\*

There are three changes to the Awards categories this year: Outstanding Sustainable Initiative replaces the former Outstanding Sustainable Car Park category; Young Achiever of the Year is now Emerging Leader of the Year; and a new category of Community Impact and Industry Excellence has been established.

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

## **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**

1. Each entry will be judged in the defined category using the criteria listed and assigning the points allocated. Parking Australia reserves the right to re-categorise entries if deemed appropriate.
2. Organisational awards must be implemented in Australia and, where relevant to the category, be launched or completed.
3. For individual awards, the nominee must reside and work in Australia.
4. Previous entries in any category may be submitted. 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. (Judges are not Parking Australia Board Directors). The Judges will make their assessment online and scores will be averaged for a final score out of 100 points.
5. 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.
6. Each Judge is encouraged to not only score but provide written feedback so that this can be presented to the entrants post awards. Judges' details will not be revealed unless the particular judge requests this.
7. The Chair of Judges has the right to assign a submission to another category, if they believe this is appropriate to do so.

## Category – Outstanding Sustainable Initiative

To qualify the initiative must have been completed after 1 July 2022 or is currently being finalised/implemented.

<p><b>Assessment criteria</b></p> <p><b>Applicant’s description</b> (max 2500 words for all criteria – bullet points are provided as an indicative guide to responses)</p>
<p><b>ENVIRONMENTAL IMPROVEMENT OR IMPACT (40%)</b></p> <ul style="list-style-type: none"> <li>• Outline the function and/or improvements and provide a clear statement regarding the sustainability measures in place, with clear identification of ‘Before’ vs. ‘After’ gains (where applicable)</li> <li>• Environmental indicators e.g., energy saving, water and waste reductions, GHG emissions reduction</li> <li>• Contribution to quality of urban space</li> <li>• Government legislation or environmental building guidelines identified and achieved e.g. BCA lighting standard, green star rating</li> <li>• Any recycled materials used and/or products waste recycling</li> </ul>
<p><b>OUTCOMES FOR CUSTOMER/MOTORIST (20%)</b></p> <ul style="list-style-type: none"> <li>• Sustainable design</li> <li>• Enhanced end user experience</li> <li>• Adaptability of sustainable initiative</li> <li>• Reduced environmental impacts for customers, including transport to and from car park (e.g. GHG emissions)</li> </ul>
<p><b>INNOVATION AND BEST PRACTICE (40%)</b></p> <ul style="list-style-type: none"> <li>• Innovative technology part of the initiative</li> <li>• Implementation of operational best practice</li> <li>• Sustainably sourced products</li> <li>• Expertise sourced</li> <li>• How the sustainable initiative is to be maintained</li> <li>• Solutions aligned with other sustainable solutions (e.g., renewable electricity, etc.)</li> </ul>
<p><b>UPLOADS TO SUPPORT SUBMISSION</b></p>
<p><b>IMAGES (REQUIRED)</b> - upload no less than five images with a maximum of ten high resolution (1920 x 1080 px) JPGs and PNGs.</p>
<p><b>VIDEO OR AUDIO FILE (OPTIONAL)</b> – Audio file or video file, highlighting the strengths of your project (maximum 1 minute). The file may be used to showcase your submission at the awards ceremony. Should you require any assistance please contact Parking Australia on <a href="mailto:paa@parking.asn.au">paa@parking.asn.au</a></p>

**TOTAL POINTS = 100**

<p><b>DETAILS OF THE TEAM INVOLVED IN THE PROJECT</b></p>
<p>COMPANY MAKING THE SUBMISSION</p>
<p>OTHER CONTRACTORS OR CONSULTANTS INVOLVED IN THE PROJECT (and details of the work undertaken by each team member)</p>

## 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><b>Assessment criteria</b></p> <p><b>Applicant's description</b> (max 2500 words for all criteria – bullet points are provided as an indicative guide to responses)</p>
<p><b>LEADERSHIP (20%)</b></p> <ul style="list-style-type: none"> <li>• Demonstrate how leaders within your organisation operate consistently with a clear well-defined set of values</li> </ul>
<p><b>BRAND VALUE (20%)</b></p> <ul style="list-style-type: none"> <li>• Articulate how brand attributes are driving decisions about how your organisation treats its parking customers</li> <li>• Provide examples of marketing literature, customer charters etc.</li> </ul>
<p><b>EMPLOYEE COMMITMENT (20%)</b></p> <ul style="list-style-type: none"> <li>• Explain how employees are fully committed to the goals of your organisation relating to customer experience</li> <li>• Details of staff training undertaken</li> </ul>
<p><b>CUSTOMER CONNECTEDNESS (20%)</b></p> <ul style="list-style-type: none"> <li>• What are the mechanisms that your organisation engages to integrate customer feedback throughout your organisation?</li> <li>• Detail tangible feedback from customers and/or clients (surveys, awards, testimonials, external audits, etc.)</li> <li>• If applicable provide details of mystery shopping exercises conducted on own, comparable or rival services</li> </ul>
<p><b>RESULTS (20%)</b></p> <ul style="list-style-type: none"> <li>• Outline your organisation's customer experience strategy and results that demonstrate improvements to the service/business (evidence of success in attracting more customers and repeat business)</li> <li>• Details of other awards won</li> <li>• Customer survey results</li> </ul>
<p><b>UPLOADS TO SUPPORT SUBMISSION</b></p>
<p><b>IMAGES (REQUIRED)</b> - upload no less than five images with a maximum of ten high resolution (1920 x 1080 px) JPGs and PNGs.</p>
<p><b>SUPPORTING EVIDENCE OF THE SUCCESS OF INITIATIVE/PROGRAM (REQUIRED)</b> – Provide PDF file of data or testimonials.</p>
<p><b>VIDEO OR AUDIO FILE (OPTIONAL)</b> – Audio file or video file, highlighting the strengths of your project (maximum 1 minute). The file may be used to showcase your submission at the awards ceremony. Should you require any assistance please contact Parking Australia on <a href="mailto:paa@parking.asn.au">paa@parking.asn.au</a></p>

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## Category – Excellence in Technology and Innovation – On Street

<p><b>Assessment criteria</b></p> <p><b>Applicant's description</b> (max 2500 words for all criteria – bullet points are provided as an indicative guide to responses)</p>
<p><b>IMPACT OF THE TECHNOLOGY AND/OR INNOVATION (50%)</b></p> <ul style="list-style-type: none"> <li>• Description of the parking problem or need that the innovation addresses</li> <li>• The technical, operational and/or policy merit of concept, system or service</li> <li>• Deliverability of the innovation (including the practicalities and affordability of the concept, system or service)</li> <li>• Improved customer service/experience</li> <li>• More effective parking facility management</li> <li>• Improved quality of urban space</li> <li>• Incorporates or encourages other sustainable modes of transport</li> <li>• Supports urban economic development</li> <li>• Improves parking income or reduces operational and capital costs (or a combination thereof)</li> <li>• The individual or team responsible for delivering the solution</li> <li>• The development and testing/proving process</li> <li>• The degree of partnership with other interested bodies (clients, government, industry, public bodies, peers etc.)</li> </ul>
<p><b>INNOVATION AND CREATIVITY (20%)</b></p> <ul style="list-style-type: none"> <li>• What makes the project innovative and in what way?</li> <li>• How can it be adapted for other situations or projects?</li> <li>• How is the initiative able to be adopted in other situations?</li> </ul>
<p><b>COST/BENEFIT ANALYSIS (30%)</b></p> <ul style="list-style-type: none"> <li>• Measurement of success (before and after analysis) – by what method of measurement</li> <li>• Level of analysis done at the planning stage</li> <li>• Actual versus budget costs</li> <li>• Financial model</li> <li>• Evidence of successful implementation and customer/client feedback (case studies)</li> <li>• How sustainable is the initiative?</li> </ul>
<p><b>UPLOADS TO SUPPORT SUBMISSION</b></p>
<p><b>IMAGES (REQUIRED)</b> - upload no less than five images with a maximum of ten high resolution (1920 x 1080 px) JPGs and PNGs</p>
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## Category – Excellence in Technology and Innovation – Off Street

<p><b>Assessment criteria</b></p> <p><b>Applicant's description</b> (max 2500 words for all criteria – bullet points are provided as an indicative guide to responses)</p>
<p><b>IMPACT OF THE TECHNOLOGY AND/OR INNOVATION (50%)</b></p> <ul style="list-style-type: none"> <li>• Description of the parking problem or need that the innovation addresses</li> <li>• The technical, operational and/or policy merit of concept, system or service</li> <li>• Deliverability of the innovation (including the practicalities and affordability of the concept, system or service)</li> <li>• Improved customer service/experience</li> <li>• More effective parking facility management</li> <li>• Improved quality of urban space</li> <li>• Incorporates or encourages other sustainable modes of transport</li> <li>• Supports urban economic development</li> <li>• Improves parking income or reduces operational and capital costs (or a combination thereof)</li> <li>• The individual or team responsible for delivering the solution</li> <li>• The development and testing/proving process</li> <li>• The degree of partnership with other interested bodies (clients, government, industry, public bodies, peers etc.)</li> </ul>
<p><b>INNOVATION AND CREATIVITY (20%)</b></p> <ul style="list-style-type: none"> <li>• What makes the project innovative and in what way?</li> <li>• How can it be adapted for other situations or projects?</li> <li>• How is the initiative able to be adopted in other situations?</li> </ul>
<p><b>COST/BENEFIT ANALYSIS (30%)</b></p> <ul style="list-style-type: none"> <li>• Measurement of success (before and after analysis) – by what method of measurement</li> <li>• Level of analysis done at the planning stage</li> <li>• Actual versus budget costs</li> <li>• Financial model</li> <li>• Evidence of successful implementation and customer/client feedback (case studies)</li> <li>• How sustainable is the initiative?</li> </ul>
<p><b>UPLOADS TO SUPPORT SUBMISSION</b></p>
<p><b>IMAGES (REQUIRED)</b> - upload no less than five images with a maximum of ten high resolution (1920 x 1080 px) JPGs and PNGs</p>
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## Category – Outstanding Marketing and Communications

A DESCRIPTION OF THE PROGRAM should address the following:

- 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
- Likelihood of the program being repeated

<b>Assessment criteria</b>
<b>Applicant's description</b> (max 2500 words– bullet points are provided as an indicative guide to responses)
<b>PROGRAM OUTCOMES (100%)</b> <ul style="list-style-type: none"><li>• Professionalism of program</li><li>• How well program achieved desired outcomes, how results measured against stated goals</li><li>• How can the program be replicated by other organisation's successfully and/or use insights and lessons learned?</li><li>• 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?</li><li>• Estimated direct expense budget with high level explanation of main cost components</li><li>• Quality of the submission (please include examples as per below)</li></ul>
<b>VISUALS TO DESCRIBE/ILLUSTRATE THE PROGRAM ELEMENTS (REQUIRED)</b> <ul style="list-style-type: none"><li>• Upload five with a maximum of ten high resolution (minimum size 1920 x 1080) JPGs or PNGs of images, PDFs of brochures, printed materials, media coverage, posters, signage etc.</li></ul>
<b>VIDEO OR AUDIO FILE (OPTIONAL)</b> – Audio file or video file, highlighting the strengths of your project (maximum 1 minute). The file may be used to showcase your submission at the awards ceremony. Should you require any assistance please contact Parking Australia on <a href="mailto:paa@parking.asn.au">paa@parking.asn.au</a>

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## Category – Emerging Leader of the Year

This Award recognises emerging leaders (of any age) who are outstanding and exceptional professionals working in the parking industry and their contribution through their leadership to improving the customer experience and reputation of the Australian parking industry. 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
- Demonstratable examples of their leadership to date, and potential for ongoing leadership development
- Consistent application of best practice
- Undertaking training in subjects and skills relevant and helpful to their parking role
- Active membership of professional bodies and initiatives (professional bodies’ committees, transport institutions, charity)

<b>Assessment criteria</b> (max word count of 2500 for all criteria)
<b>OVERVIEW OF THE NOMINEE (20%)</b> 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. (750 words)
<b>PERSONAL COMMITMENT &amp; EXAMPLE OF ACTIVITIES (40%)</b> 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. (875 words)
<b>BENEFITS TO THE PARKING INDUSTRY (40%)</b> 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. (875 words)
<b>UPLOADS TO SUPPORT SUBMISSION</b>
<b>RESUME AND RECOMMENDATIONS (REQUIRED)</b> – Provide resume and no more than two letters of recommendation.
<b>IMAGES (REQUIRED)</b> - upload a maximum of five high resolution images (1920 x 1080 px) JPGs and PNG
<b>VIDEO OR AUDIO FILE (OPTIONAL)</b> – Audio file or video file, highlighting the strengths of your project (maximum 1 minute). The file may be used to showcase your submission at the awards ceremony. Should you require any assistance please contact Parking Australia on <a href="mailto:paa@parking.asn.au">paa@parking.asn.au</a>

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## Category – Community Impact and Industry Excellence

This new award recognises organisations demonstrating outstanding leadership and commitment in one of the following areas:

- Diversity and inclusion (including but not limited to Indigenous; disability; cultural; and LGBTQIA+)
- Meaningful partnerships and collaborations
- Special project initiatives
- Community support
- Health and safety
- Workplace wellbeing
- Industry Excellence

<b>Assessment criteria</b> (max word count 2500 words for all criteria)
<b>IMPACT (20%)</b> Demonstrate how your organisation has supported and championed your initiative/project within your organisation's values.
<b>BENEFITS TO THE COMMUNITY (40%)</b> Outline the benefits of your initiative /project to the wider community and the success resulting from that involvement. This could be quantified through statistics, testimonials, or stories that highlight the changes and improvements.
<b>INNOVATION AND COLLABORATION (20%):</b> 1. Provide examples of collaboration with various stakeholders, including employees, community members, experts and partners with an emphasis on engagement and active participation and fostering a sense of belonging; 2. Provide examples of how your initiative/project is innovative, incorporating emerging trends, utilising technology engagement, and making adjustments to cater to evolving needs and challenges.
<b>EMPOWERING AND EDUCATING (20%):</b> Outline how your initiative /project has not only provided support and made positive change, but also educated and empowered individuals and organisations to take ownership of their own wellbeing journey and give examples.
<b>UPLOADS TO SUPPORT SUBMISSION</b>
<b>IMAGES (REQUIRED)</b> - upload no less than five images with a maximum of ten high resolution (1920 x 1080 px) JPGs and PNGs
<b>VIDEO OR AUDIO FILE (OPTIONAL)</b> – Audio file or video file, highlighting the strengths of your project (maximum 1 minute). The file may be used to showcase your submission at the awards ceremony. Should you require any assistance please contact Parking Australia on <a href="mailto:paa@parking.asn.au">paa@parking.asn.au</a>

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## Category – Parking Organisation of the Year

This award will be given based on 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.

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

<b>Assessment criteria</b>
<b>STATEMENT</b> by the organisation: Provide a maximum 1000-word statement discussing the organisation and why it deserves recognition, including a list of products/programs/services offered.
<b>TESTIMONIALS</b> From at least two of the following: <ul style="list-style-type: none"><li>• A staff member or team working in the organisation (not senior management or proprietor)</li><li>• Customers or clients for recent projects</li><li>• Customer satisfaction survey data</li></ul>
<b>ORGANISATION AND INFORMATION:</b> Provide a maximum of two pages, including an organisation chart, an operating statement, and facts and figures that describe the volume, size, efficiency and service of the organisation.
<b>INNOVATION AND STAFFING:</b> 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 organisation apart from others? Outline certifications, awards and recognitions.
<b>UPLOADS TO SUPPORT SUBMISSION</b>
<b>IMAGES (REQUIRED)</b> - upload no less than five images with a maximum of ten high resolution (1920 x 1080 px) JPGs and PNG
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