



# "FINDING THE BALANCE"

Finding the perfect balance between staff, customer, and tenant parking can be challenging but it is indeed essential to ensure a seamless parking experience.

## Here are our Key Findings to help you on this journey:

- 1. Prioritise Customer Needs** → Focus on understanding and meeting customer requirements.
- 2. Utilise Data for Planning** → Make informed decisions through continuous data analysis.
- 3. Tailor Value Proposition** → Align your offerings with your target audience.
- 4. Integrate Parking Thoughtfully** → See parking as part of the overall transport system.
- 5. Embrace Future Outlook** → Prepare for uncertainties and evolving solutions.
- 6. Maintain Clear Communication** → Engage consistently and frequently.
- 7. Develop Effective Programs** → Collaborate, simplify processes, promote strategically, and monitor usage.

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