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Mr Nik Wheeler  
Urbis  
Level 23, Darling Park Tower 2  
201 Sussex Street  
Sydney NSW 2000

Sent via Email: [nwheeler@urbis.com.au](mailto:nwheeler@urbis.com.au)

Dear Mr Wheeler,

Point Parking have been invited by AMP Capital, to provide comment regarding the proposed provision of managed parking at Marrickville Metro Shopping Centre, 34 Victoria Rd, Marrickville NSW 2204.

Firstly, as an introduction, Point Parking is a specialist shopping centre and high volume car park management company with offices in Melbourne, Adelaide, Sydney and the Gold Coast. They manage over 7 million vehicles in shopping centre environments each month. Point Parking has been involved in the implementation and management of controlled parking in shopping centres throughout Australia for the past 15 years, including at the Ashfield Mall within the Inner West Local Government Area.

Although every car park is unique, at Point Parking we understand and focus on the key to a successful shopping centre car park, which is to optimise carpark efficiency for customers which is why a managed parking scheme is being promoted at the Marrickville Metro Shopping Centre.

The shopping centre's car park needs to 'churn' each bay several times daily 'at the right time' allowing the next customer a convenient parking experience. It is the case that the car park can be a significant deterrent to convenience at a shopping centre if it is not controlled correctly.

In general, the fees for controlled parking at shopping centre car parks are primarily aligned to the direct local market to find a balance between creating the much needed 'churn' whilst not being too draconian as to act as a deterrent. An initial free period for customers, which varies depending on the shopping centre and location, is typically provided. This typically results in over **96% of customers parking for free.**

It is common practice and recommended to provide an allocated section of staff parking in a non-premium location at a heavily discounted rate compared to the all-day casual parking rate, as is anticipated for Marrickville Metro. Like the casual rate, the discounted staff rate will be aligned with surrounding parking density and other shopping centres with controlled parking.

As an example, one of the sites Point Parking manage is Ashfield Mall Shopping Centre located at 260A Liverpool Road, Ashfield. Ashfield Mall sits within Inner West Council's boundary and has had managed parking in place for close to 10 years.

Ashfield Mall provides their customers 2 hours free parking. Over 97% of customers who drive to centre stay less than 2 hours and are not required to pay for their parking. Customers who have stayed more than 2 hours in the Centre will incur a fee dependent on the time spent, see table below:

Length of Stay	Rate
0 - 2 hrs	FREE
2 - 2.5 hrs	\$2
2.5 - 3 hrs	\$5
3 - 3.5 hrs	\$8
3.5 - 4 hrs	\$12
4 - 4.5 hrs	\$15
4.5 - 5 hrs	\$18
5 - 5.5 hrs	\$20
5.5 - 6 hrs	\$25
6 - 6.5 hrs	\$30
6.5 - 7 hrs	\$35
Daily max / Lost Ticket	\$40

Staff and contractors who work at Ashfield Mall are required to park in a designated area away from the main entrance to the shopping centre and able to receive a discount from the customer rates for parking onsite at an all-day rate of **\$5** and **\$10** respectively.

To conclude, the introduction of managed parking at Marrickville Metro is in line with shopping centres within the local and NSW market, including Ashfield mall, just 7 km away and within the Inner West Council area. Furthermore, even after the introduction of the managed parking scheme, it is typical for over 96% of customers to continue to park for free.

Sincerely,



Chris Seller  
National Operations Manager  
Point Parking