



# Car Park Management Proposal

## North West Village – Tallawong NSW

Prepared for Deicorp - April 2021



# Cover Letter



23<sup>rd</sup> April 2021

Poonam Chauhan  
Development Manager  
Deicorp

Via email: [PC Chauhan@deicorp.com.au](mailto:PC Chauhan@deicorp.com.au)

Dear Poonam,

Further to our recent discussions, please find enclosed our service proposal for the car park control operations at the North West Village - Tallawong. We have tried to ensure this proposal will give Deicorp the flexibility and control it needs to ensure parking availability for genuine shoppers to the store eliminating all day long stay parkers.

This proposal will allow the Site to effectively balance the parking requirements of Tenants/Retailer Staff/Shoppers.

InterPark specialise in management agreements, not leases, to ensure:

- i. An alignment of interest between the owners and ourselves. The higher your net return- the higher our return; and
- ii. The owner retains control of key operational decisions such as: operating hours, rates and other potential operational issues.

Please review our offer to both manage the car park operation and come back to me with any questions you may have.

Regards,  
**INTERPARK AUSTRALIA PTY LTD**

Matthew Dwyer  
Development Manger

# Company Profile



|                                   |  |
|-----------------------------------|--|
| <b>Entity Name</b>                | InterPark Australia Pty Ltd                                      |
| <b>ACN Number</b>                 | 115 170 771  |
| <b>ABN Number</b>                 | 83 115 170 771   |
| <b>Registered Office Address</b>  | Level 7,<br>7 Macquarie Place<br>SYDNEY NSW 2000                 |
| <b>Company established</b>        | July 2005  |
| <b>Ownership Structure</b>        | InterPark is a private company wholly owned by the Wilson Group. |
| <b>Staff Employed</b>             | Currently 84   |
| <b>Primary Bank</b>               | National Australia Bank  |
| <b>Public Liability Insurance</b> | \$20 million   |
| <b>Website</b>                    | <a href="http://www.interpark.com.au">www.interpark.com.au</a>   |

InterPark is one of Australia's newest and most progressive car park management companies and, since it opened its first car park in September 2005, it quickly established a reputation for bringing a new level of service and professionalism to the parking industry.

The company currently controls a national portfolio of 115 car parks comprising more than 14,000 bays. The company was launched to give car park owners a superior level of service, transparency and financial returns.

InterPark's philosophy, business model and achievements are aimed (and have achieved) mutual benefit to all parties of our agreements.

We are a "**hands-on**" and "**service-orientated**" business with an aim to put our client's key interests first.

# Service Proposal

## 1. Financial Offer

InterPark proposes an ongoing management fee contribution payable by the owner on a monthly basis.

## 2. Commencement Date:

To be agreed by both parties

## 3. Management Term:

## 4. Operating Expenses:

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**\*All car park equipment maintenance costs during the term of the agreement will be the responsibility of the owner**

Minor repairs to and maintenance of the Parking Equipment that cannot be dealt with by on site facilities/building manager that require InterPark to attend will be charged at the following rates –

# Service Proposal (cont.)

## 5. Owners Cost:

- Car Park Equipment Maintenance
- Tickets
- Electricity
- Rates and taxes
- Line Marking
- Lighting
- Property costs
- Internet Access Provision
- Initial Signage Capex
- Credit card clearing facilities and
- All other costs not listed as operating/InterPark expenses

## 6. Scope of Services:

Management Services – InterPark will be responsible for the management of the Car Park Facility in accordance with best practice.

The Management Services to be provided by the Operator will include:

- (a) Provision of staff as required by InterPark to ensure successful operation of the site (1 health check visits per week)
- (b) Administration including billing and revenue collection
- (c) Customer support services including providing relevant assistance to Property Management
- (d) Revenue reconciliation and banking and reporting to the owner
- (e) Procuring the relevant car park and business insurances
- (f) Preparation of monthly reports detailing all revenue and expenses; and
- (g) Liaising with Property Management and other stakeholders maintaining good business relations at all times.

## 7. Car Park Rate Survey

The rate recommendation is provided following a rate survey undertaken of parking rates at nearby and similar facilities.

# Service Proposal (cont.)

## Site Specific Issues

- » Area of strip shopping nearby
- » Commercial area nearby
- » Time limited street parking nearby
- » Large residential developments nearby
- » Bus line nearby
- » Rail Station Adjacent

All the issues listed above provides a considerable opportunity to ensure significant revenue is achieved from the car park.

## Management Offer

We propose to operate the car park 7 days per week. An Initial Agreement is to be for a period of three (3) years followed by a month to month ongoing operation under the same terms and conditions.

We see the objectives for this operation as follows;

- » Provide a method of controlled parking
- » Maximise Revenue
- » Ensure parking space turnover
- » Improved presentation and appearance of the car park
- » Provide all car park operational signage
- » Ensure no upfront costs to the owner for InterPark signage supply, maintenance and installation.

## Staff Duties And Responsibilities

- » Maintenance and monitoring of all authorised users
- » Checking and balancing of daily cash transactions
- » Reconciliation and collection of parking fees

## Car Park Appearance

InterPark shall improve the appearance of the car park and incorporate the following work at our costs:

- » Supply and Install all Relevant Car Park Specific InterPark Operational Signage only.

# Service Proposal (cont.)

## Management Proposal

All Car Park Operational Costs as shown in this document will be administered by InterPark from our fixed management fee.

## Operational Costs - Ongoing

- » Staff wages and on costs (1 health check site visit per week)
- » Reporting and administration/fault monitoring
- » Public liability insurance
- » Remote Monitoring of the car park
- » Signage R&M
- » Internet
- » Monthly Meeting
- » Marketing (shared cost with the owner)

## Forecast Rate Schedule (to be agreed with the managers/owners)

|               |                     |
|---------------|---------------------|
| 0 – 3 hrs     | \$ Free             |
| 3 - 3 1/2 hrs | \$5.00              |
| 3 1/2 – 4 hrs | \$10.00             |
| 4 – 4 1/2 hrs | \$14.00             |
| 4 1/2 – 5 hrs | \$18.00             |
| 5 + hrs       | \$20.00 max per day |

- Paid Parking operational from 06:00am to 06:00pm
- No Earlybird Parking
- Free Parking from 06:00pm to 06:00am

## Mode Of Operation - Ticketless Boom Gate Equipment

Similar to the car park operations at South Village and East Village – we propose that Deicorp uses **Ticketless Licence Plate Recognition** access control equipment to control the car park.

Each parker will enter the car park by driving up to the entry boom gate, and their vehicle licence plate will be scanned by the camera, and the gate will raise to allow entry to the commercial/retail car parking area.

On completion of business the customer should drive straight to the exit is within the free parking period or proceed to the Pay on Foot Pay Station and enter their vehicle licence plate number the machine. The Pay on Foot Machine will calculate the length of stay the customer has had in the car park and calculate payment requirement. Once the payment for parking has been made, the vehicle can proceed to the exit and leave the car park.

# Service Proposal (cont.)

Payment can be made by Credit Card, Notes or Coins. A receipt for the amount of parking payment made will be issued.

As a failsafe position for each customer, should they fail to pay for parking at the Pay on Foot Pay, payment can be made at the exit however this is by credit card only.

## Signage

- Operational Terms and Conditions of the Car Park
- Parking Rates Signage
- Directions to the Pay on Foot Machine
- Method of Payment
- Pedestrian Signage (as InterPark see fit)

## Marketing

InterPark undertake to market and promote the car park in an ongoing capacity to ensure revenue levels are maximised at all times with centre management approval and on a cost sharing basis.

## Recommended Equipment

**InterPark can source equipment quotes on behalf of Deicorp.**

As discussed in order to save significantly on equipment maintenance and ticket supply costs, an upgrade to LPR equipment would be InterParks recommendation.

InterPark recommends Skidata boom gate equipment (which is what is installed at East Village and South Village).



# Principal Methodology

In order to achieve our key objectives, we propose to operate the car park as outlined below. The proposed operation serves to optimise the performance of the car park by minimising the operating cost base while enhancing the customer experience through value-add services.

1. **Connect the car park to our control room** - enabling 24/7 remote monitoring. Our data insights from other operations show that our control room specialists can attend to and resolve 99% of customer enquires remotely; enhancing the customer experience and enabling operational efficiency.
2. **Site Overview** - The day to day management of the site will be overseen by our Operations Manager with extensive experience in the parking industry. The main responsibility is overseeing the performance and maintenance of the car park. They will also be called upon to liaise with you and other stakeholders on any operational issues at the car park and to ensure the systems in place at the site are working effectively and in line with our management proposal.
3. **Establish Patrols** - We will provide routine patrols of the car park by way of a Manager on Duty. Our control room would dispatch jobs to them where physical interaction with the equipment is required. They would also perform routine tasks such as ticket restocking, cleaning etc.
4. **Review Car Park** - Conduct a review of the directional and instructional signage across the car park and recommend improvements to ensure the best possible customer experience for users of the car park. Seemingly small changes to wording, layouts or positions of signage can have a significant impact on the effectiveness of signage.
5. **Proactive Management** - Actively review the performance of the car park and provide suggestions that we believe will improve the overall performance of the asset (i.e. rate changes, promotional campaigns, alternative product offerings etc.). This will be overseen by our dedicated office-based staff and supported by team and reporting statistics.

# Car Park Setup

## Car Park Transition Schedule

### Setup Costs:

- As part of our service offering, InterPark **does not seek** any fees for project management of equipment. This is inclusive of our setup process.
- InterPark has extensive experience in the management and operation of car park portfolios, we are experts in boutique car park transitions. Our transition plan provides a strong foundation from which to deliver the highest standards of customer service.

### Implementation Plan:

At North West Village, during the period between the contact execution and eventual operational date of the car park, we will make available our management team to:

- Gain an in-depth understanding of all **operational requirements**, procedures and key issues of the car park facilities
- Develop and implement a **management strategy** to ensure the smooth transition of car park facilities
- **Consult with all stakeholders** to ensure all relevant stakeholder needs will be addressed in the Car Park Operations Manual
- Develop the site-specific Project Management Plan, Risk Management Plan, Quality Management Plan and Safety Management Plan incorporating WHS policies and procedures.

We use this approach to further our understanding of the site dynamics. During this time, we will also suggest any changes in the set up and operations of current practices to create further efficiencies in our operations.

We intend to liaise with management to ensure that our proposed procedures are in line with their expectation and communications between all stakeholders are carried out in an open and transparent manner.

# Key Personnel

## **Sebastian Herberstein** **General Manager**

Sebastian Herberstein is InterPark and the industry's most experienced operations professional with more than 30 years of continuous parking industry and project management experience.

Sebastian has successfully lead parking operations in NSW and ACT over the past 14 years and now has a national remit for operational excellence and major implementation projects.

In addition to a lengthy career with Wilson Parking, Sebastian has also worked for Sydney Airports Corporation, managing the operational and strategic outcomes for Sydney Airport's parking business, including major infrastructure and operational projects.

Some of Sebastian's notable milestones include:

- Project management and operation management of the Sydney 2000 parking and ground transport strategy for Sydney Airport
- Introduction and implementation of Sydney Airports ground transport charging system, including stakeholder management, project management and implementation management
- Development and management of staff parking arrangements and associated bussing services at Sydney Airport
- Transition of Sydney Airports Parking business to Wilson Parking
- Transition of NSW Health's major hospital car park portfolio (consisting of 4 sites)

Sebastian holds a Bachelor of Economics, majoring in Operations Management and holds qualifications in project management.



# Key Personnel

## **Glenn Williams** **State Manager VIC / CFO**

Glenn was previously Finance Manager (Vic/Tas) at Ansett Cargo and then State Accountant and State Manager (Vic) for Kings Parking. When appointed by Kings Parking to the position of State Manager (Vic), in place of the previous management team, Glenn oversaw major changes in management practices and car park operations which resulted in a significant improvement in the company's profitability in just one year. He joined InterPark at its establishment in 2005 and has been crucial to its success.

## **Matthew Dwyer** **Development Manager**

Matthew has 12 years' experience in the property industry, with 5 years working with Wilson Group in various Development and Operation Roles, and will be a key point of contact for the Owners for all enquiries. Matthew is a results driven individual, with proven success at car park acquisition and project management, ultimately to achieve greater returns on investment. Matthew holds a Bachelor of Property Economics from UTS and has been involved with over 80 car park acquisitions with Wilson Group, and a key to his success is communication and proactive feedback to ensure smooth handover and development.

## **Hudson Whealing** **Operations Manager**

Hudson is an experienced and intuitive car parking professional having a recent promotion into the Operations Manager role. Hudson experience has been across the board in terms of car park operations including, WHS, customer service, quality control, staff management, and revenue maximisation.

## **Patrol Staff / Head Office Staff / Sales & Marketing Team**

TSA can be assured of professional, timely and well-resourced Car Park Patrols from InterPark. Our professional training platform offers unmatched frontline training and development, and we have experienced Managers on Duty that are available for fast and effective deployment for any site-specific issues that may arise. We ensure that our staff have the necessary skill sets and demeanour to provide the highest level of customer service. The training and development process is ongoing and comprises core elements tailored to suit the requirements of specific contracts or individual development needs. The staffing process from hiring to induction and site training is covered through the operations departments are designed to comply with our policies and procedures.

# Current Car Park Operations

| NSW Car Parks                                | Building Type               | Bays  |
|--|-----------------------------|-------|
| The Domain, Sydney                           | Multi Level                 | 1,130 |
| South Village                                | Under Building              | 535   |
| University of Technology, Thomas St, Sydney  | Under Building Multi Level  | 254   |
| Diggers Miranda                              | Multi Level and At Grade    | 150   |
| Building B 12 – 24 Talavera Road, North Ryde | Under Building              | 203   |
| Building C 12 – 24 Talavera Road, North Ryde | Under Building              | 160   |
| 101 Waterloo Road, North Ryde                | Under Building              | 250   |
| Pinnacle, 85 Epping Rd                       | Under Building              | 240   |
| Norwest Private Hospital                     | Under Building and At Grade | 580   |
| Newcastle Specialist Medical Centre          | At Grade                    | 75    |
| Dapto Medical and Dental Centre              | At Grade                    | 75    |
| Warringah Medical and Dental Centre          | Under Building              | 88    |
| Wyoming Medical Centre                       | At Grade                    | 75    |
| Bankstown Medical and Dental Centre          | At Grade                    | 75    |
| Phillip (ACT) Medical and Dental Centre      | At Grade                    | 48    |
| AMA House, St Leonards                       | Under Building              | 150   |
| The Atrium, Pyrmont                          | Under Building              | 61    |
| Hurstville Central                           | At Grade                    | 250   |
| 55 Market Street, Sydney                     | Under Building              | 32    |
| Neeta City, Fairfield                        | Multi Level                 | 1,100 |
| Westmead Neighbourhood Shopping Centre       | Under Building              | 125   |
| Revesby Village Centre                       | Multi Level Under Building  | 271   |
| Pacific Square Maroubra                      | Multi Level Under Building  | 147   |
| Kareena Private Hospital, Caringbah          | At Grade                    | 119   |
| Warren Serviceway, Liverpool                 | Multi Level                 | 1100  |
| Big Bear, Neutral Bay                        | Multi Level Under Building  | 157   |
| Emerald Square                               | Multi Level Under Building  | 150   |
| Mount Druitt Medical Centre                  | At Grade                    | 50    |
| Times Plaza, Hurstville                      | Multi Level                 | 150   |
| West Ryde Marketplace                        | Under Building              | 175   |

# Current Car Park Operations

| VIC Car Parks                          | Building Type                  | Bays |
|--|--------------------------------|------|
| St Vincent's Public Hospital           | Under Building and Multi Level | 240  |
| St Vincent's Private Hospital          | Multi Storey                   | 411  |
| St Vincent's Victoria Parade (Staff)   | Multi Storey                   | 510  |
| St George Hospital                     | At Grade                       | 160  |
| 120 Collins Street, Melbourne          | Under Building and Multi Level | 327  |
| 140 Williams Street, Melbourne         | Multi Storey                   | 250  |
| 717 Bourke Street, Melbourne           | Under Building                 | 407  |
| Showground Village Shopping Centre     | Open                           | 200  |
| Richmond Plaza                         | Multi Storey and At Grade      | 225  |
| Ringwood Medical and Dental Centre     | Open                           | 46   |
| Melton Medical and Dental Centre       | At Grade                       | 95   |
| Moonee Ponds Medical and Dental Centre | At Grade                       | 60   |
| Brimbank Council                       | Multi Storey                   | 350  |

| QLD Car Parks                       | Building Type | Bays |
|-------------------------------------|---------------|------|
| Southport Medical and Dental Centre | At Grade      | 80   |
| Toowoomba Medical and Dental Centre | At Grade      | 65   |

| TAS Car Parks                       | Building Type | Bays |
|-------------------------------------|---------------|------|
| Launceston , 16- 18 Margaret Street | At Grade      | 87   |

# Case Studies

## Hurstville Central Car Park

This case study relates to a car park which we took over the operation of from one of Australia's major operators in October, 2009.

### Problems

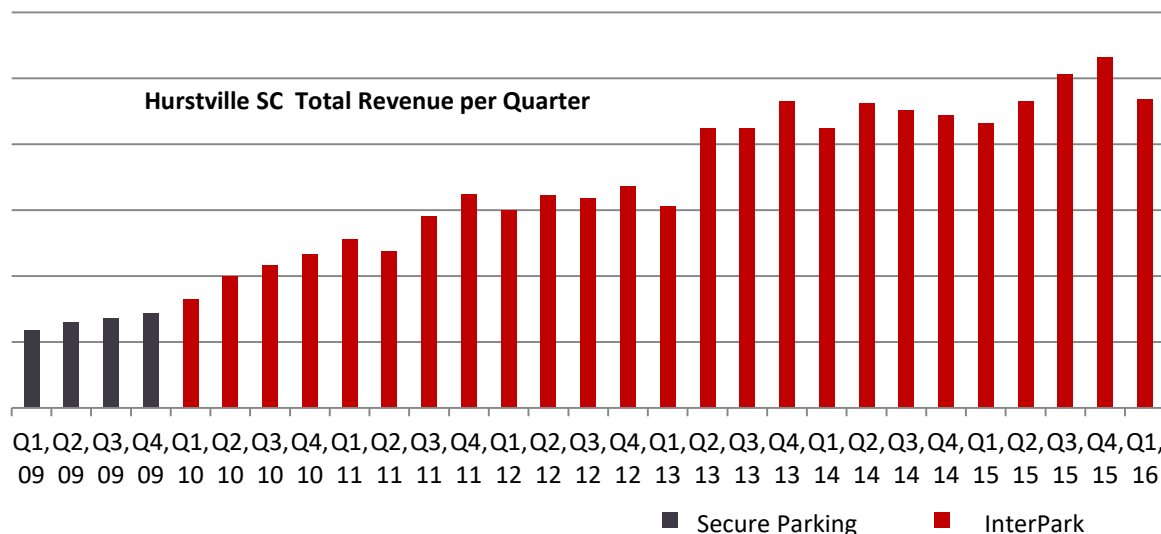
- » No co-operation between car park operator and centre management.
- » Revenue stagnant and underperforming- retailers suffering as a result.
- » Abuse of system by customers.
- » Recurring operational problems resulting in significant revenue leakage due to inexperienced day to day management.
- » Excessive operating costs.

### Strategy

- » Implementing our policy of open, transparent management without hidden fees or charges.
- » Work in partnership with owners.
- » Address operational problems and tighten procedures.
- » Adjust rate structure to increase volumes.
- » Improve marketing.
- » Reduce operating costs.

### Results

- » Partnership established with owners / centre management.
- » Operational problems resolved.
- » Volumes Increased benefitting shopping centre and car park.
- » Revenue increase of over 200% as shown in the graph.
- » We have been able to achieve this because we are proactive motivated managers not disinterested passive managers.



# Case Study

## 717 Bourke Street

This case study relates to a car park which we took over the operation of from one of Australia's major operators in September, 2011.

### Problems

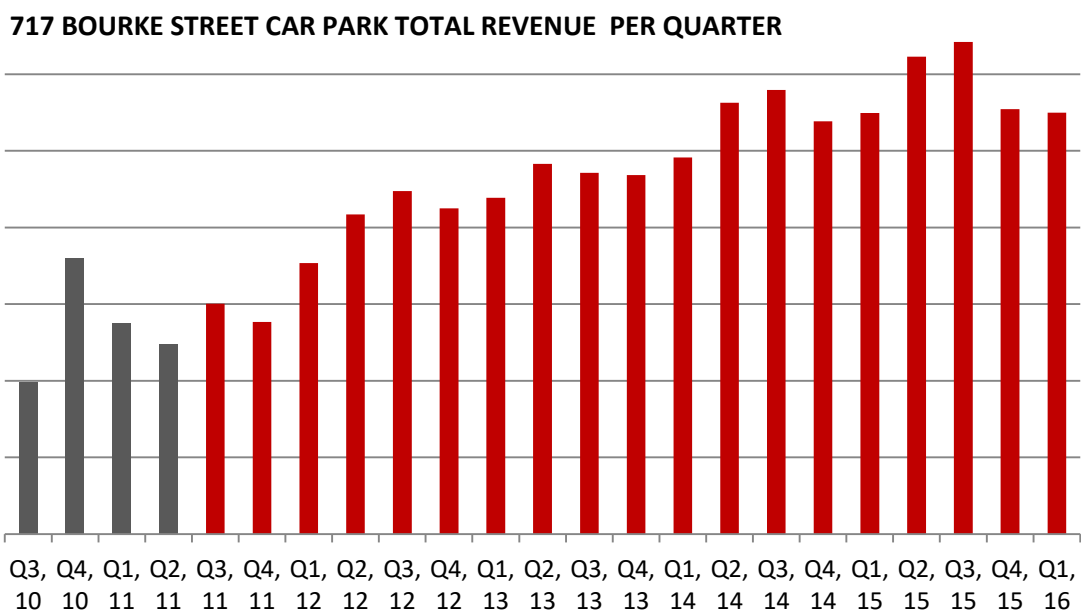
- » Complex operation involving commercial office tower, hotel and event parking.
- » Excessively rigid rate structure.
- » Underperforming revenue due to lack of car park management focus.

### Strategy

- » Work closely with building owner and management to develop strategies.
- » Met with various commercial tenants to address their needs.
- » Met with hotel management to meet their requirements and those of their guests.
- » Closely monitor market in the area.
- » Introduce improved signage and competitive rates for event parking.
- » Market car park to Etihad Stadium patrons.

### Results

- » Greater tenant and user satisfaction.
- » Increased revenue and significantly higher returns to owner.





# Why InterPark

Why should Deicorp select **InterPark** to manage their car park asset at Tallawong:

- » **InterPark's** Senior Management Team formulate and signoff on all offers and therefore our Clients deal directly with the "decision makers".
- » **InterPark's** highly experienced management team has a combined total of over 100+ years experience in the parking and commercial property industries.
- » **InterPark** does not have any conflicts of interest. For example;
  - » We do not install our own equipment.
  - » We do not take on "High Risk" lease agreements which naturally causes management to focus on them rather than their management agreements.
- » **InterPark's** whole business model is based on achieving an alignment of interest with owners to maximise their net returns.
- » **InterPark's** staff policies ensure every employee is focused on growing revenue at each and every car park.

**InterPark has vast experience in the provision of parking management services in a wide variety of environments**

# References



## The Salvation Army Australia Territory

Territorial headquarters

95-99 Railway Road, Blackburn, Victoria, 3130  
PO Box 479, Blackburn, Victoria, 3130

P 03 8878 4500

29 October 2020

To Whom It May Concern

Dear Sir/Madam,

**Re: Interpark Australia**

InterPark Australia were recently invited to tender and were successful in being awarded the car park management contract for our commercially operated car park in Chalmers Street, Redfem NSW.

We have been increasingly satisfied with their performance and in particular with the alignment of interests we have been able to achieve through the structure of our agreement.

To date we are very satisfied with both their operational control and financial reporting procedures and would have no hesitation in recommending them to owners wanting a professional, focused car park operator.

Should you have any questions please contact the undersigned for further clarification.

Yours faithfully

**Timothy Roberts**  
General Manager - Sales and Leasing

Founder William Booth  
General Brian Peddle

*Wherever there is hardship or injustice, Salvos will live, love and fight  
alongside others to transform Australia one life at a time with the love of Jesus*

[salvationarmy.org.au](http://salvationarmy.org.au)

# References (cont.)



**ST VINCENT'S  
HOSPITAL**  
MELBOURNE

A FACILITY OF ST VINCENT'S HEALTH AUSTRALIA

St Vincent's Hospital  
(Melbourne) Limited  
ABN 22 052 110 755

41 Victoria Parade Fitzroy VIC 3065  
PO Box 2900 Fitzroy VIC 3065

Telephone 03 9288 2211  
Facsimile 03 9288 3399  
www.svhm.org.au

29<sup>th</sup> January 2014

To Whom It May Concern

InterPark commenced management of the car parks across the St Vincent's Hospital Melbourne and St Vincent's Private Hospital on 1st September 2005.

Inter Park during this time have managed to increase revenue in both car parks.

Inter Park until recently efficiently managed a mixture of internal car park attendants and their own external car park staff. In 2014 we have outsourced the car park management totally to Inter Park reflective of their flexible service and excellent performance.

Inter Park have always been responsive to the increasing demands of management and the parkers ensuring minimal complaint and maximizing parking options.

The InterPark car park staff are always well presented have provided a very good standard of customer service to all car park users.

Please do not hesitate to contact me on 0392884260 should you require any additional information.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Stella Moon'.

Stella Moon  
Manager Support Services  
St. Vincent's Health  
0392884260

UNDER THE STEWARDSHIP OF MARY AIKENHEAD MINISTRIES

Facilities  
St Vincent's Hospital Melbourne  
Caritas Christi Hospice  
St George's Health Service  
Prague House

# Referees



**Stella Moon**

St Vincents Public Hospital Melbourne

Ph: 03 9288 4260



**Chris Forbes**

Fund Manager

Ph: 07 3002 4229



**Campbell Hanan**

Head of Office & Industrial

Ph: 02 9080 8545



**Donovan Moodie**

Cerno Property Services Pty Ltd

Ph: 02 9233 2003



## **InterPark Australia Pty Ltd**

### **Sydney**

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#### **Sebastian Herberstein**

National Manager

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Mob: 0411 648 805

#### **Matthew Dwyer**

Development Manager

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Fax: 02 9235 3020

Mob: 0466 507 908

### **Melbourne**

615/20 Queen Street  
Melbourne VIC 3000

#### **Glenn Williams**

State Manager / CFO

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