

Ticketless Parking is Coming to Birkenhead Point

Dear Retail Staff member,
Birkenhead Point is introducing Ticketless Parking in April 2019. The new parking system is designed to provide quicker and easier access in and out of the car park without the need for paper tickets or access cards.

What does this mean for Centre staff?

Once the system is live, staff will no longer need their parking pass to enter or exit the staff parking areas. Staff will need to register an online account with their vehicle's details. Once registered, the vehicle's number plate will be the 'ticket' to enter and exit the gated car park areas.

Each staff member can register up to three (3) vehicles to their account should you use more than one vehicle to get to work.

PRE-REGISTRATIONS FOR RETAILERS WILL OPEN ON 20 FEBRUARY. ALL STAFF ARE REQUIRED TO REGISTER BY 10 APRIL OTHERWISE CUSTOMER RATES WILL APPLY.

How does it work?

The ticketless entry and exit is facilitated by the latest number plate recognition technology. Special cameras are located at each entry and exit gate. These cameras read each car's number plate which then sends a signal to operate the boom gates.

How much will staff parking cost?

Registered staff will be entitled to a \$6 rate per entry if they park in the designated staff areas. This price is the same as it is currently.

Where can I park?

The staff parking area will now be located on the rooftop Level 4 North Car Park and parts of Level 3. New signage will be placed to direct you where to park. You must park in the new staff area to receive the \$6 rate per entry.

How will the system know I am staff, and charge me staff rates?

Once you have registered your licence plate details via the online portal, the ticketless parking system will recognise your details and apply staff rates accordingly.

How do I register my vehicle?

- 1 Visit parking.birkenheadpoint.com.au
- 2 Select 'Sign up'
- 3 Please fill in your Personal details, all fields are mandatory
- 4 Select 'I am a retail staff member' and complete the fields
- 5 Please read and accept the terms and conditions
- 6 Select 'Next step'
- 7 Enter Vehicle details
- 8 Enter relevant Payment details and notification choices
PREPAID option: If you do not opt for automatic top-up from your account, please deselect the checkbox. If you deselect auto top-up and your account falls into a negative balance, your account will be suspended and full car park daily rates apply until you put funds back into your account.
- 9 Select 'Next step'
- 10 Please confirm all your details are correct and select 'Confirm'
- 11 Once you are registered, you will receive an email with your username and a password which you will need to change to manage your account instantly. Access your account by visiting parking.birkenheadpoint.com.au
- 12 Once you've completed your online registration, visit Point Parking on Level 5, Suite 505 with the below identification documents to validate your account.
Your current staff card,
Proof of employment and
Proof of identification (photo ID)

- 13 Transfer account credit: if you have an existing account with credit on it, Point Parking will arrange for a transfer of funds to be applied to your new account or a refund can be credited to your nominated bank account. This will be done during the validation process in step two. We do ask you to draw down as much credit on your card as you can before the 31 March 2019.
- 14 Return your staff card: We ask that you please return your staff card with your card number clearly marked so we can identify your details in the current system. The pass card system will be made redundant once the new ticketless system goes live.
- 15 Completed process: Once the above is complete, your account will be set-up and can be managed by yourself online.

How can I pay for my parking?

Once registered, staff will be able to pay via four payment options:

- 1 Register a debit/credit card to your account which is then debited as you leave the staff parking area. This is the quickest & easiest option or;
- 2 Pay for parking with cash or a debit/credit card at a pay station or;
- 3 Pay via a debit/credit card at the exit gate when leaving the car park.

What do I need to do now?

Stay tuned for information on how to register and validate a staff parking account. During this transition period, we recommend that staff do not top up their existing staff parking card with more than \$20 credit at a time.

In the coming weeks, the Point Parking team will be available to exclusively assist staff with the registration and validation process.

Who can I contact for any general enquiries?

You can contact the Point Parking team either by visiting their office on Level 5 within the commercial building or by calling 1300 55 11 31.

Yours sincerely,

Birkenhead Point Centre Management

Staff FAQ's

Why are we doing it

Birkenhead Point is introducing Ticketless Parking in April 2019. The fundamental aim of our ticketless parking system is to make it quicker and easier for customers to park and connect with our retailers.

The state-of-the-art technology of the new parking system will ensure entry and exit from the car park will be quick and easy, by using licence plate recognition to track parking without the need for a ticket.

How much will staff parking cost?

Registered staff will be entitled to a \$6 rate per entry if they park in the designated staff areas. This price is the same as it is currently.

How does it work?

The ticketless entry and exit is facilitated by the latest number plate recognition technology. Special cameras are located at each entry and exit gate. These cameras read each car's number plate which then sends a signal to operate the boom gates.

Where can I park?

The staff parking area will now be located on the rooftop Level 4 North Car Park and parts of Level 3. New signage will be placed to direct you where to park. You must park in the new staff area to receive the \$6 rate per entry.

How will the system know I am staff, and charge me staff rates?

Once you have registered your licence plate details via the online portal, the ticketless parking system will recognise your details and apply staff rates accordingly if you have parked in the staff area. Staff have the ability to register up to three vehicles per account but only one can receive the discount staff parking rate.

What happens when I have stock in my car?

Stock can be delivered to the Centre's loading dock. No parking is permitted in the loading dock.

Staff FAQ's Continued**Can customers park in the Staff Parking areas?**

Customers can park in Staff Parking areas but will be charged the full customer rate. With only genuine customers parking, we anticipate more parking bay available and expect the majority of areas assigned for customers will be utilised before the Staff Parking areas.

Do staff from our Head Office who visit the Centre regularly have to pay for parking?

Like all centre retailers, Head Office staff will need to register their vehicle in order to receive the discount staff rate.

If I don't want to pay, where can I park?

We encourage staff to consider the wide range of public transport options available to Birkenhead Point.

I'm concerned about the safety of my staff given parking is now further away from my store.

All staff parking is within close vicinity to the centre in well-lit areas. For any security concerns, our security team can be contacted on 0413 433 766.

What happens if I am shopping on my day off?

Customer rates will apply when you park in customer parking areas. Your registered licence plate will be acknowledged as a staff vehicle when entering the designated staff parking areas.

How long do I have to exit the car park after validating my parking?

Both staff and customers have 15mins to exit the car park after validating their parking at the pay stations. When you link a credit card to your online account, you can proceed directly to the exit.

What if retailers park in the customer parking areas?

Full customer parking rates will apply to staff parking in customer parking areas.

What happens if I drive a car that I normally don't drive and isn't registered?

Should you drive a car to work that is not registered, please contact Point Parking staff on the day who can validate your car to ensure you receive the discount staff parking rate. Only one registered vehicle can be parking in the staff parking at any given time per account.

How will you ensure that only retailers sign up to retailer parking and not customers/commuters?

All staff who register for the discount staff parking will need to be validated in the system. Validation will occur through regular check and correspondence with each store.

What if I have to leave the Centre and return?

The new parking system will be configured as it currently operates. You will be charged the discount staff rate per entry.

Pre-paid Accounts

If your account falls below the minimum balance and you fail to top-up your account, you will be required to pay via the pay machine.

Change of Vehicle Registration in your account

It is your responsibility to have these details uploaded to your account at least 1 hour before entering the Staff Parking area. If the vehicle is not registered on your account, the system will not identify you as a staff parker and you will be unable to receive the staff rate.

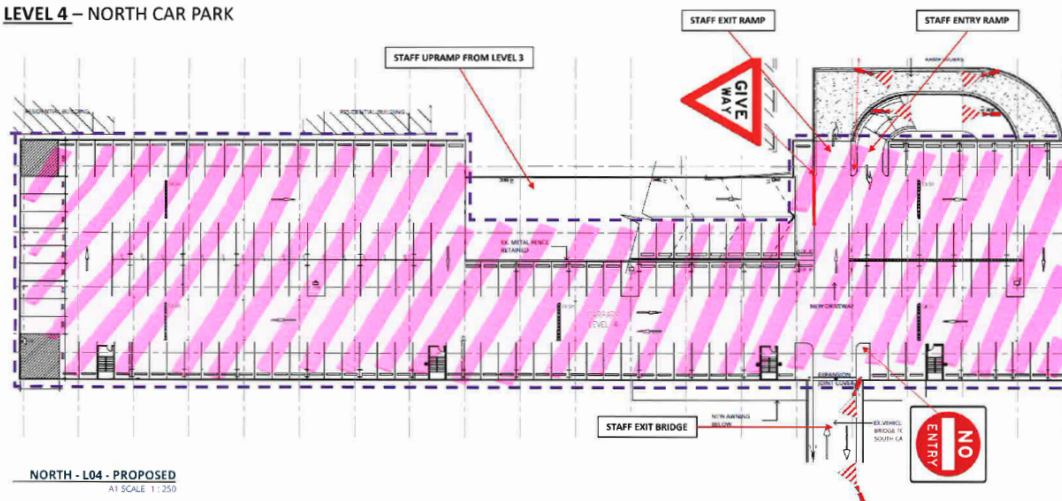
Closing your Account

Please log into your account and select 'CLOSE ACCOUNT'. Please enter a reason and click 'Close Account'. If there is a credit balance on your account, this will be refunded back to your credit card. Depending on your financial institution, refunds can take several days.

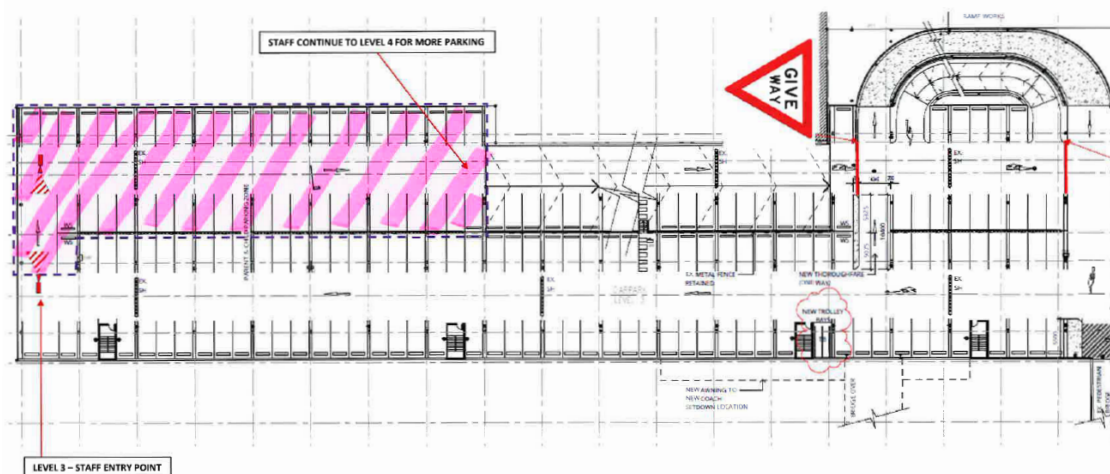
Centre Promotions

Any validations or promotions held by the Centre that include discount parking rates will not be applied to staff members.

RETAIL STAFF AREA
LEVEL 4 – NORTH CAR PARK



RETAIL STAFF AREA
LEVEL 3 – NORTH CAR PARK



BIRKENHEAD POINT