

Acting Lord Mayor

Mayoral Minute

Minute:

Elected Members, there has been engagement from the community and CBD traders around CBD parking across the course of last week. There was some media on this topic that you may have also read in the daily media wraps circulated by Council's PR unit.

It has been widely discussed in the community that the offering of free parking would provide a welcome boost to business over the festive period and in the hope to better stimulate retail and hospitality business in the City by encouraging people to visit the CBD.

Council Officers have determined a potential cost to Council in lost revenue for **on-street parking** would be, in comparison to the previous year, around \$9,000 per business day of:

- January 2018 \$127,903.19

We have seen other examples just last week of where our counterpart Councils, like City of Palmerston and the Darwin Waterfront Corporation have taken similar periods of free parking to attract business and visitation to their CBDs:

- City of Palmerston is offering 30 days free parking from 3 December through to 4 January 2019.
- Darwin Waterfront Corporation is offering 21 days of free parking from 17 December through until 7 January.

If Council was to consider further extending the free parking to **off-street** in either West Lane or China Town Carparks, this would be at around \$9,500 per business day in income, or additional loss of revenue of, compared to the previous year's income of \$158,093.70.

Therefore to offer on and off-street parking for 30 days would cost Council in lost revenue around \$286,000, based on last year's results.

As Lord Mayor, I am asking Elected Members to consider 30 days of free parking for our CBD for on-street parking is commenced on and from Monday 17 December 2018 through until Friday 18 January 2019.

This period will not only encourage shoppers into the CBD for their Xmas shopping, but it will encourage shoppers to visit the CBD during the first few quieter weeks of January 2019. Council Rangers would continue to patrol to ensure availability of parking and turn-over of spaces in compliance with the relevant parking zone time

limits. Council's PR unit would ensure this initiative was actively promoted through a number of media channels.

Council Officers would ensure that parking metres during this time are reprogrammed and that PayStay, Council's choice in parking payment application, is informed of the change so people don't inadvertently pay and cause Council an administrative overhead in refunding incorrect payments during the period.

Historically, each year, Council makes parking in the CBD free between Christmas Day and New Year's Day, in any event. During this time, rangers do not patrol during this period.

By offering a free 30 days of parking in Darwin's CBD, this would send a very positive message to the community and contribute to what is normally a very quiet time for our CBD business. I'm sure our CBD traders would welcome this move.

Andrew Arthur
Acting Lord Mayor

10 December 2018