



CASE STUDY

**AUT Millennium
Albany, Auckland.**



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Organisation Background

AUT Millennium is a charitable trust established to help New Zealanders live longer and healthier lives and to enjoy and excel in sport through the provision of world-class facilities, services, research and education.

Located on Auckland's North Shore, AUT Millennium has over 700,000 user visits annually and is home to a diverse range of organisations from sports clubs and national sporting organisations through to medical services. AUT Millennium run programmes and services for the community, local schools and sports organisations.

The facility includes:

- Two Olympic size swimming pools
- Two small training pools
- Track and field stadium
- Members gym
- Athletes gym and sports hall
- Weight lifting area
- Accommodation
- Conference rooms
- AUT Sport and Health Science research facility



AUT Millennium's Parking Problem

Located in a busy, light industrial area, next to New Zealand's largest secondary school, the AUT Millennium carpark was utilised by many people who did not have a relationship with the facility. Each day this filled the 479 carpark spaces and resulted in valid stakeholders not being able to park.

Additionally, given the significant investment in the carpark asset and the on-going costs to maintain the carpark, AUT Millennium required a revenue stream to fund future costs. AUT Millennium decided that making the carpark self-sustaining was better than using its funds, which could be otherwise allocated to building even better facilities and athlete development.

In a nutshell, AUT Millennium needed to take control of its carpark whilst generating an income.

Parking challenge

The challenge was to implement a parking solution that would cover each unique requirement of the multiple stakeholder groups, whilst being quick and easy to use and without a huge amount of back office administration. The stakeholder groups included:

- Gym members
- Staff
- Club athletes
- High Performance Sport NZ Athletes
- Tenants - multiple
- Conference guests
- Public – casual users
- Rangitoto College students

Parking Solution

AUT Millennium selected IntelliCo to implement a full car park management solution.

This “end to end” solution included:

- Parking solution based on Pay by Plate
- Electronic Permit solution and services
- Enforcement solution and services
- Cash collection services
- Repair service
- Ezicom central management system
- Wireless communications for Parking machines
- Coin, Credit card and EFTPOS payments
- Reporting



The parking solution consisted of:

- Seven Pay by Plate – ticketless parking machines, which provided all users 90 minutes free time and then an hourly or daily rate charge.
- An on-line electronic Permit system that was integrated to the parking enforcement back office system. This consisted of three permit types to enable staff and athletes to pre-purchase their parking at a discounted rate.

Function to bulk up-load vehicle licence plate numbers into parking Permits system for conference guests and high-performance athletes

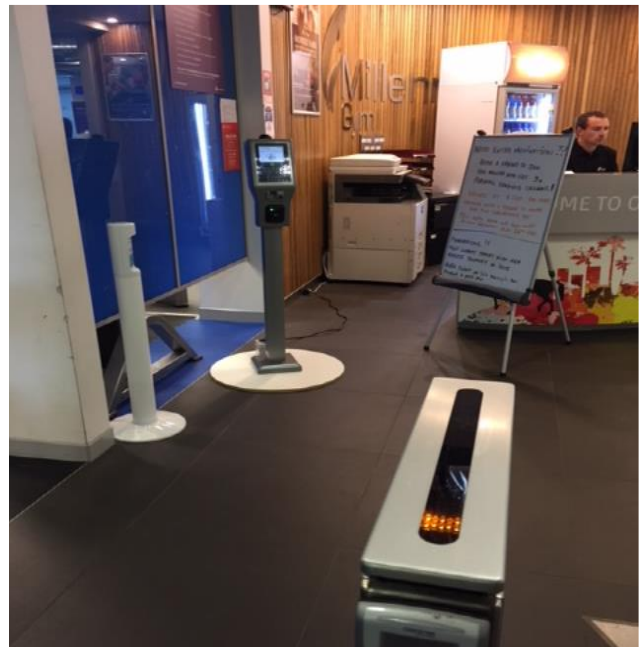
- Creation of an exclusive Rangitoto College student Zone - during school hours
- Gym members card being validated by machine inside gym providing members with 180 minutes free parking

The carpark Terms and Conditions are enforced by issuing a Breach Notice. The standard \$65.00 fee is payable on-line. However, if paid within 24 hours the fee is reduced to \$30.00 to encourage prompt payment. To make it easy for the customer to pay immediately IntelliCo provides customers the option of paying the Breach Notice fee at the parking machine.

Outcome

According to Mike Stanley CEO - AUT Millennium
“Our key objectives were to regain control of the carpark and generate a parking income and we are pleased that both of these have been achieved. Our members can now get a carpark space. We knew from the start that this was a complex carpark with each of the multiple stakeholders having a slightly different requirement. We needed a solution and a solution provider that was flexible and could accommodate our many and changing requirements.

The gym member solution is an example of IntelliCo’s flexibility. Shortly before going-live we realised



Machine located inside Gym

that our gym members required 180 minutes free parking and asked IntelliCo what could be done. To our pleasant surprise they quickly developed, manufactured and installed a parking machine inside the gym to validate members and provide the 180 minutes free. We have found that IntelliCo have been great to deal with and have delivered on the project”.

Summary

IntelliCo is a carpark management business which offers an “end to end” parking solution. IntelliCo provides parking solutions no matter how complex the requirements, while treating the parking customer with due respect.