

# Smarter City Solutions Wins in Parking Industry Awards

Smarter City Solutions delivers another award-winning deployment of its suite of products to Warrnambool City Council

For Immediate Release

Lane Cove, NSW, Australia – 16 Nov. 2018 - Smarter City Solutions (formerly known as CellOPark Australia) has been named as winner of the Excellence in Technology & Innovation – On Street category at the 2018 Parking Industry Awards. The award was presented at an industry dinner at The Star Gold Coast on 1 November, attended by over 300 members of the parking community. Smarter City Solutions was also the finalist for Excellence in Technology & Innovation – Off Street, Outstanding Marketing Communications and Parking Organisation of the Year.

The On Street project for Warrnambool City Council that led to the win was an innovative implementation of all three Smarter City Solutions platforms, integrated with State-of-the-art Pay by Plate machines.

The Pay-by-app solution CellOPark has no additional cost to motorists and allows a seamless one-tap parking experience with their smartphone. The Virtual Permit platform vPermit allows Warrnambool residents, contractors and commuters an online portal for managing permits and vCompliance infringement life-cycle management was introduced with minimal hardware and investment by the council, lowering TCO, speeding up procurement and enabling an advanced mobile enforcement solution, including LPR, to be implemented.

The other awards Smarter City Solutions were the finalists for included Australia's first off-street watch app with a fully integrated on-street, off-street and pre-booking parking payment solution, an exciting multi-month car giveaway for CellOPark Premium users and an award for the business itself as Parking Organisation of the Year, supported by references and case studies from all around Australia.

The prestigious Parking Industry Awards celebrates the achievements of individuals, teams and organisations for excellence, outstanding facilities and innovation throughout the parking sector. Through showcasing best practice and rewarding exceptional contributions, the Awards aim to highlight the industry's commitment to raising the standards of the parking industry.

Entries to the 2018 Parking Industry Awards were judged by a panel of nine national and international industry professionals.

Managing Director Ori Almog said "We join Warrnambool City Council in thanking Parking Australia for recognising this innovative implementation of a Smarter City strategy. Warrnambool's foresight has enabled their constituents to enjoy a progressive parking solution that will continue to lead the way for years to come. I'd also like to thank Parking Australia for recognising us in the other categories we were finalists in. We look forward to working hard to achieve a win in them next year."

"The Awards submissions demonstrated exceptionally high standards and show a strong commitment towards excellence across each sector of the industry. We applaud winners and finalists for pursuing the type of innovations that drive the parking industry forward, as well as campaigns that provide an enhanced level of customer experience," said Parking Australia Interim CEO, Lorraine Duffy.

About Smarter City Solutions

We founded Smarter City Solutions with the vision of making city life easy and seamless for both the residents and those who operate it. We believe that technology should not only solve the problems of today, but also be able to meet the challenges of tomorrow. That's why everything we do starts with the residents in mind, is scalable and sustainable in its essence, and is fully integrated every step of the way. Head to [www.smartercity.com.au](http://www.smartercity.com.au) to learn more.

About the Parking Industry Awards

Industry association, Parking Australia, operate the prestigious Parking Industry Awards program which distinguishes outstanding achievement and excellence in the Australian parking industry, recognising leading examples of new car park development and refurbishment, excellence in innovation and technology, outstanding marketing and communications, and exceptional use of on street and public space, as well as individual achievers and the parking organisation of the year.

## Contacts

Mark Katrakis – National Sales Manager  
[mark.k@smartercity.com.au](mailto:mark.k@smartercity.com.au)  
mailto: 0475 296 555