

# Victoria Park Council teams up with award-winning virtual permit provider to improve parking options for local residents

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The Town of Victoria Park has launched, vPermit, a virtual parking permit solution developed by award-winning Australian parking technology company, Smarter City Solutions, as part of its efforts to improve residential parking access and modernise the Council's parking management system.

The Town of Victoria Park is located immediately south-east of Perth CBD. It is home to a wide range of businesses and attractions, including Optus Stadium, which has a capacity of over 60,000 people and hosts upwards of 45 major sporting and entertainment events per year. As a result, the streets of Victoria Park are subject to the overflow of event goers scouring for parking on event days, which can be a burden on surrounding residents.

To counteract the influx of cars, The Town of Victoria Park has engaged Smarter City Solutions to deliver a tailored, digital solution that addresses the current parking challenge and simplifies the permit application process via their virtual platform.

Speaking of the project Amadeus Rainbow, Coordinator Parking for the Town of Victoria Park said, "Smarter City Solutions has worked closely with the Parking Team and guided us through a seamless process in implementing a very user-friendly system."

Michael Doherty, Head of Business Development for Smarter City Solutions, said that based on previous experience of delivering virtual permits to councils around Australia, the implementation of virtual permits in Victoria Park should be well received and help streamline the process of residential parking management.

"We are delighted to be partnering with the Town of Victoria Park to help them embrace technology and deliver a progressive parking solution to its residents.

"The residents of Victoria Park will now be able to easily apply for and manage their parking permits through vPermit so they can conveniently access parking near their homes.

"vPermit's technology streamlines the entire process for residents and the council, and residents can have peace of mind knowing their paper permits won't be stolen or lost. In the past, council had to dedicate hours to the manual distribution and authentication of paper permits, which was also removed as a result of implementing this advanced licence-plate-based technology."

Smarter City Solutions has built a strong reputation in deploying integrated, cloud-based parking solutions that enable municipalities and campuses to deliver a better experience to their staff and stakeholders. They have a suite of products including CellOPark, a parking payment app that gives users the flexibility to only pay for the amount of parking they actually use. They have won numerous awards for their work including the ‘Excellence in Innovation and Technology for On Street Parking’ at the 2020 Parking Industry awards last month.

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For further information and interviews, please contact Olivia Jarman,  
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Available for Interview: Michael Doherty, Head of Business Development for Smarter City Solutions

Images of Victoria Park – please download via this link <https://bit.ly/388NR52>

Image of Michael – please download via this link <https://bit.ly/3fuM7pQ>

#### About Smarter City Solutions

Smarter City Solutions (SCS) is an established Australian software and technology services organisation that is leading the way with integrated parking systems. SCS is delivering award winning parking solutions derived from interconnected cloud-based technologies using its own pay-by-app and virtual permit systems as well as vCompliance for infringement issuance and systems from other leading parking technology providers. Smarter City Solutions is on a mission to develop software and systems that enable parking providers to enable a better experience of parking and administrative infrastructure for their staff and stakeholders.

#### About Town of Victoria Park

The Town of Victoria Park is a vibrant and diverse urban community located just 10 minutes from Perth’s CBD, across the causeway on the south side of the Swan River. The Town is centred around the bustling Albany Highway, famed for its culinary smorgasbord, buzzing café strip and unique retail stores.

The Town promotes a ‘vibrant lifestyle’ and its vision for the future is to foster a creative, attractive, friendly and environmentally sustainable place for members of the local community to live, work and play.

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