



17 December 2010

Mr Andrew Smith
Chair of the Intergovernmental Committee on parking
National Capital Authority
GPO Box 373
CANBERRA ACT 2601.

Dear Mr Smith,

RE: Strategy for parking management in the Parliamentary Zone, Barton and Russell

The National Capital Attractions Association Inc. (NCAA) is the industry association representing tourist attractions within Canberra and the surrounding region. The Association's mission is to promote the National Capital's attractions, and we aim to work collaboratively to increase visitation to the attractions, and to provide a forum for marketing, information sharing, discussing issues and networking.

In this capacity, the NCAA is submitting a list of principles we recommend be included in the development of the strategy for parking management in the Parliamentary Zone, Barton and Russell. This list of principles was formulated as a result of a meeting held by the NCAA with representatives from member institutions Questacon, National Library of Australia, National Archives of Australia, Parliament House, National Electoral Education Centre and National Convention Centre. The High Court of Australia was also consulted in the process of developing these principles.

1. Parking within the study zone should be free for tourist visitors, business visitors and institution volunteer staff.

Most tourist visitors to the National Capital are self drive or by coach. These visitors must be accommodated as first priority. Not only do these visitors inject substantial revenue into the ACT region but charging visitors for parking at the attractions could diminish the positive experience of visiting their National Capital.

There needs to be an acknowledgement of business visitors to the National Capital whether it is a lobbyist visiting Parliament House or researchers using the National Archives of Australia or the National Library of Australia. This also contributes to the sense that the National Capital is accessible to all who wish to use its resources.

National Capital Attractions Association Inc.

PO Box 3436, Manuka, ACT 2603 | www.nationalattractions.com.au | (PH / FAX) (02) 6278 7785 or 1800 007 939

Charging volunteers for parking would almost certainly result in some volunteers being unable or reluctant to continue their valuable work within the cultural institutions of our nation's capital. Currently attractions such as the Museum of Australian Democracy, Questacon and National Capital Exhibition have a strong volunteer program that encourages locals to become involved in sharing and promoting the National Capital and its attractions to visitors. This work becomes even more important as we look forward to our Centenary in 2013.

2. There must be adequate parking within close proximity to the National Capital Attractions for use by visitors. Driving around looking for a car park can cause an extremely negative experience for visitors and could result in them missing out on some attractions, not returning or not recommending the destination to other potential visitors.

Further to this, all National Capital Attractions provide a safe and accessible environment for visitors and staff. This level of safety and accessibility should be extended beyond the buildings to the surrounding parking areas and careful consideration should be given to issues of accessibility, safety, lighting and safe passage within car parks and on routes from car parks to National Capital Attraction buildings.

3. A vital component of the parking management strategy for this study zone must include bus and coach parking. Bus and coach parking must be close to National Capital Attractions buildings and be adequate to cater for the increasing annual demand for coach services to attractions within the National Capital and a global move toward more sustainable modes of transport.

Bus and coach parking has already become an issue in some areas of the Parliamentary Triangle and could contribute to a negative view among these businesses that bring thousands of visitors each year to the National Capital. There is an opportunity to create a bus and coach parking strategy that is unrivalled in any other tourist destination and would be a strength in promoting further coach groups to visit the National Capital.

4. In order to enhance the visitor experience to the National Capital Attractions, while also encouraging a modal shift towards sustainable transport options, amenities should be significantly improved within the study zone to allow ease of access to shops, essential services like banks, a petrol station and a post office, and eateries. Visitors will be encouraged to remain within the Parliamentary zone longer and staff will more readily consider leaving their cars at home.
5. With the increase of special events taking place within the study zone, the strategy for parking management within this zone must plan for these peak demands for parking and for their increase in frequency into the future. A recent example of how an event has affected parking for visitors in the Parliamentary Triangle is the Masterpieces of Paris exhibition at the National Gallery of Australia. Not only did visitors to the exhibition find it difficult to find parking but it affected anyone using the Parliamentary Triangle for other recreation or business.

6. A unique mode of transport should be offered to visitors exploring the study zone, to both enhance their visitor experience and to encourage a modal shift towards sustainable transport. Examples could include segways, rickshaws and bicycles for hire. It should also be noted that the Explorer Buses provide an existing service for transporting visitors between attractions and this service should be developed and supported to encourage visitors to the National Capital to take up a more sustainable transport option.

7. The appearance of the Parliamentary zone must be carefully considered in the development of the parking strategy to ensure that the parliamentary vista is retained and the quality of parking areas meets the expectations of visitors.

We would appreciate your consideration of the above principles when developing the strategy for parking management in the Parliamentary Zone, Barton and Russell and we look forward to hearing about the development of the strategy in the New Year.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Heather Millard', with a stylized flourish at the end.

Heather Millard
President