ANNUAL PERFORMANCE PLAN - 2026/27

COMMERCIAL PARKING

Whitsunday Regional Council

OUR VISION

To deliver a commercially sustainable, customer-focused car parking network that supports economic activity, improves accessibility, and enhances the visitor and resident experience across the Whitsunday Region

Commercial Business Unit

The Commercial Car Parking function operates within Council's Commercial Directorate and is responsible for the planning, implementation, operation and optimisation of regulated and paid parking across high demand tourism and commercial precincts.

This Annual Performance Plan outlines the operational, financial and strategic objectives of Council's Commercial Car Parking Strategy, ensuring alignment with legislative requirements and Council's broader economic and tourism priorities.

Unit Objectives

The objectives for the Commercial Car Parking function are to:

- Deliver a financially sustainable and revenue-generating parking model
- Support local business activity through improved parking turnover and availability
- Enhance customer experience through smart parking technology and streamlined enforcement
- Implement data-driven decision making to optimise parking utilisation
- Ensure compliance with regulatory frameworks and equitable enforcement practices
- Support tourism and regional visitation through accessible and well-managed parking
- Drive innovation through digital solutions (e.g. digital chalking and mobile payments)
- Maintain high levels of staff engagement, capability and safety

Nature and Extent of Business Activity

Council's Commercial Car Parking function manages regulated and paid parking areas across key activity centres within the region, including high-demand tourism and commercial precincts.

The service includes:

- On-street and off-street paid parking
- Time-limited and regulated parking zones
- Permit systems for residents, businesses and specific user groups
- Compliance and enforcement services
- Implementation of smart parking technologies (e.g. digital chalking, automated compliance systems)
- The transition to a commercialised parking model enables Council to:
- Improve parking availability and turnover
- Reduce congestion in high-demand areas
- Generate sustainable revenue to reinvest into infrastructure and services
- Provide a consistent and transparent user experience

Non-Financial Targets

Customer Experience

- Improve ease of use through digital payment options and clear signage
- Reduce parking search times in high-demand areas
- Increase customer satisfaction with parking services

Technology & Innovation

- Roll out smart parking technology across priority locations
- Implement digital enforcement tools to improve efficiency and accuracy
- Introduce data analytics to inform pricing and time-limit decisions

Compliance

- Increase voluntary compliance rates
- Ensure consistent and fair enforcement practices

Stakeholder Engagement

- Engage with local businesses and community on parking changes
- Provide clear communication and education on parking rules and systems

Outstanding and Proposed Borrowings

There are no current loans or proposed loans over the next ten years.

PRINCIPAL ASSETS

Commercial Parking oversees a range of critical assets to facilitate its operations. These assets include:

PARKING METERS

SIGNAGE & LINE MARKING INFRASTRUCTURE

ENFORCEMENT EQUIPMENT AND SYSTEMS

DIGITAL PLATFORMS

Key Deliverables

- Implementation of staged paid parking rollout
- Introduction of digital permitting systems
- Deployment of digital chalking technology
- Ongoing compliance and enforcement operations
- Data reporting and performance monitoringas restrooms, cafes and parking.

Service Indicators

KPI	Performance Indicator
Operations	Number of regulated parking spaces
	Occupancy rates across key precincts
	Average parking duration and turnover
Compliance	Number of infringements issued
	Compliance rate (%)
	Reduction in illegal parking behaviour
Customer	Customer satisfaction levels
	Number of complaints and enquiries
Financial	Revenue generated per space
	Cost of enforcement vs revenue

PAID PARKING AND THE COMMUNITY

Community Service Obligations

CSOs are funded through parking revenue and Council contributions where required, ensuring community access is maintained while supporting financial sustainability. Parking permits are donated to the Whitsunday Sailing Club and Marine Rescue Queensland - Whitsunday Unit (MRQW).

Cost of, and funding for, the Community Service Obligations (CSO)

CSOs are funded through parking revenue and Council contributions where required, ensuring community access is maintained while supporting financial sustainability. Total value is $89,460.

FINANCIALS

Notional Capital Structure and Treatment of Surpluses

Commercial Parking is a wholly owned Commercial Business unit of Whitsunday Regional Council. Paid Parking's notional capital structure is via 100% equity funding from Council. Surplus earned by the business unit of Council will be returned as a dividend to Council.

This return is in recognition that business units have been established to further the good governance of the region. Funds earned by Council through dividends are utilised to provide enhanced services and infrastructure to the Whitsunday region.

Funding of Capital Works

For the 2026/27 financial year, the capital works program will be funded through a combination of contributions from the Council's budget and, if applicable, grants secured for specific projects. Projects include:

- Waterson Way - Car Park Chip Seal

Financial Targets

The financial report below outlines the estimated and projected financial performance for Commercial Parking

WHITSUNDAY REGIONAL COUNCIL	Commercial Parking			
STATEMENT OF ORIGINAL BUDGET BY BUSINESS ACTIVITIES Income Statement for the periods ending 30 June	Est Act 2026 $	2026/27 $	Year 2 $	Year 3 $
Operating revenue				
Total operating revenue	**1,501,860**	**4,192,591**	**4,359,832**	**4,491,106**
Operating expense				
Total operating expenses	**(360,240)**	**(1,000,871)**	**(1,050,929)**	**(1,079,888)**
Surplus / (deficit) at period end	**1.141.620**	**3,191,720**	**3,308,903**	**3,411,218**
National Competition Policy Transactions	342,486	1,957,516	2,277,900	2,348,178
Income Tax Equivalent	342,486	957,516	992,671	1,023,365
Return to Ratepayer	0	1,000,000	1,285,229	1,324,813
Retained surplus (deficit) at period end	**799,134**	**1,234,204**	**1,031,004**	**1,063,040**
Community Service Obligations:				
Whitsunday Sailing Club - 20 permits	29,820	30,864	31,994	33,062
Marine Rescue Queensland - 40 permits	59,640	61,727	63,888	66,124
Total Community Service Obligation Revenue	**89,460**	**92,591**	**95,832**	**99,186**
Capex	**0**	**350,000**	**0**	**0**

Whitsunday
Regional Council