

Councillor Maher - QoN - Driver's Month Update

Tuesday, 13 October 2026
Council

Council Member
Councillor Patrick Maher

Public

Contact Officer:
Tom McCready, Director City
Infrastructure

QUESTION ON NOTICE

Councillor Patrick Maher will ask the following Question on Notice:

'Can the Administration please provide an update on the outcomes of 'Driver's Month' (Item 17.6, 11 August 2020)? Relevant information to provide in responding to this question would include a summary of what was delivered and an outcomes analysis of such things as parking data and visitation data, before, during, and since, and the costs of the program, including the cost of any promotional material such as 'Happy Driver's Month!' banners.'

REPLY

1. On 11 August 2020 Council resolved:
That Council
Request the administration deliver by November 2020 a suite of initiatives under the title 'Driver's Month', including but not limited to:
 1. Lottery prizes in the form of a \$100 gift voucher given weekly to a random user of the Park Adelaide App, to be spent only at Adelaide city based businesses;
 2. Promotional street-side material as deemed appropriate by the marketing and media team.
 3. Incentives to park and drive in the CBD in Adelaide;
 4. Requesting the State Government implement a uniform 60km/h speed limit on all Park Lands roads entering the city.
 5. Any other measures which will directly improve ease of access for drivers within the city
 6. Marketing and publicity measures appropriate to the above.
2. Following the decision of Council, a campaign was held in November 2020 which included:
 - 2.1. New features and enhancements launched in Council's then Park Adelaide app, to provide real time availability of parking spaces in all UParks and the ability to 'search by bay' – in response to the most common feedback given by customers.
 - 2.2. A new online interactive map on the City of Adelaide website showing customers all on-street parking controls, by weekday or weekend.
3. The following aspects of the campaign were specific to Park & Play in November 2020 and included:
 - 3.1. Lotteries throughout November giving anyone that paid for on-street parking the chance to win \$100 to spend in City businesses.

- 3.2. All on-street parking fees were discounted by 25% during November when paid via the Park Adelaide app.
- 3.3. \$2 parking was available in UPark on nights and weekends when booked online.
4. The marketing and promotional campaign for Park & Play included:
 - 4.1. City of Adelaide website acting as a hub for all relevant city events, parking changes and discounts throughout November.
 - 4.2. Social media and radio promotion.
 - 4.3. Promotional stickers on parking ticket machines and flyers for staff to handout.
 - 4.4. Digital channels such as electronic mailouts, a presence on digital display screens around the City, and targeted advertising via google.
 - 4.5. Position PR through media releases.
5. On 23 May 2023 at the City Finance and Governance Committee, the CEO gave an undertaking to provide information regarding the impact of the Driver's Month initiative previously held.
6. Council were advised of the following:
 - 6.1. Driver's Month was promoted externally as 'Park & Play' and was in operation for the month of November 2020 following a Council resolution.
 - 6.2. The 'Park and Play' campaign featured the following benefits and initiatives:
 - 6.2.1. All on-street parking fees discounted by 25% during November when paid via the then Park Adelaide app
 - 6.2.2. Giving every on-street paid parking user the chance to win \$100 to spend at city businesses for each day during November
 - 6.2.3. \$2 parking available at UPark on nights and weekends when booking online.
7. Analysing city visitation numbers and spend in comparison to other months was challenging due to a snap 3-day lockdown for COVID-19 occurring within the month. This had a significant impact on visitation numbers for the remainder of the month, making assessments difficult.
8. However, information which can be ascertained is as follows:
 - 8.1. Daily use of Council's Park Adelaide app increased by over 40% since 'Park & Play' began (*this number was impacted later in the month during the lockdown*).
 - 8.2. There was no significant change to the percentage of people paying for their on-street parking via the app, even though more people were using it to locate available parking, which indicates the 25% discount did not attract additional visitation.
 - 8.3. 800 people took advantage of UPark's \$2 deal over the month, noting some of those availing of the offer were existing customers.
 - 8.4. Council's 'Park & Play' information webpage had over 3,300 visits, while the Smart Parking sites had over 2,200 visits (90% increase to BAU visits).
 - 8.5. Daily lotteries took place, and the winners were all happy to receive their \$100 to spend in City businesses.
 - 8.6. It was generally observed that visitation did not materially increase over the period.

Staff time in receiving and preparing this reply	To prepare this reply in response to the question on notice took approximately 5.5 hours.
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