



CONSULTATION REPORT

Parking Permit Policy





WHITEHORSE
CITY COUNCIL

Engagement report: Parking Permit Policy

Thank you to everyone who shared their feedback and suggestions for Parking Permit Policy review. This report is about both the trader and single day residential parking permit consultations as they were open at the same time.

We received 290 survey submissions

About the project

We're working towards a single Parking Permit Policy to manage all parking permits in Whitehorse.

This work began in 2022 with a review of our Residential Parking Permit scheme, informed by feedback from more than 1,200 residents through [community engagement](#).

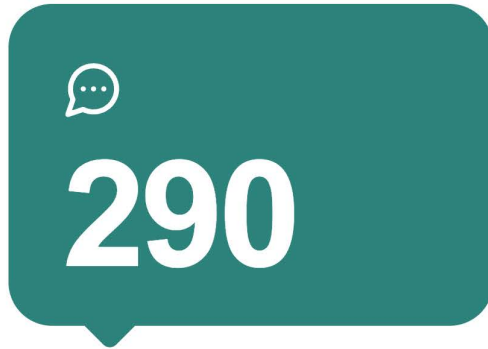
In April 2026, we commenced:

- reviewing how trader parking permits operate across 7 shopping areas in Whitehorse
- exploring the idea of additional single calendar day residential parking permits.

Later this year, the full Parking Permit Policy will be presented to Council for consideration. It will include the:

- updated Trader Parking Permit Scheme
- existing Residential Parking Permit Scheme (with the additional single day residential parking permits)
- existing Construction and Miscellaneous Parking Permit schemes, which are all being incorporated unchanged.

• Engagement snapshot



Survey submissions

220 responses to single day parking permits

101 responses to trader parking permits

31 responses to both surveys (residential and trader)



1,968

Total visits to the project page



14

Visits to trader parking precincts
(2 visits to each of the 7 precincts)
to speak with businesses



We collect feedback in a variety of forms. We also received **emails, phone calls and social media responses** throughout the consultation.

HOW WE SPREAD THE WORD

Some of the key ways we reached the community



12,900

People reached via social media advertising



11,500+

Email newsletter subscribers promoted to via What's Happening in Whitehorse and Your Say Whitehorse



1,000

Letters sent to a sample of residents for representative feedback



450

Letters sent to traders



3 pop-up events

Held for people to speak directly with Council officers



On-site signage

Displayed at trader parking precincts



We asked

Trader Parking permits

We asked traders, employees and the wider community how permits should be allocated when demand exceeds supply, how many permits each business should get, what fee arrangement Council should use, and how much notice permit holders should get before changes take effect. We also asked site-specific questions to traders and employees at the 7 trader parking permit areas.

Single Day Residential Parking Permits

We asked residents across the community whether they supported introducing single day residential parking permits for visitors, how easy the ePermits system would be to use, and what a fair cost per permit would be. We also asked how often they might use them.

You said and we did

Trader Parking permits

You said	What we are proposing
Trader permit allocation is inconsistent across precincts, creating confusion and perceived inequity between businesses.	Introduce a standard allocation of up to two permits per business.

Traders showed strongest support for employee-based allocation, but this conflicts with limited parking supply and risks over-allocation without caps.	Allow limited precinct-specific variations, where justified by business size, employee numbers, and available parking stock
Permit records in some precincts are unreliable, with evidence of outdated, duplicate, or poorly managed holdings that weaken governance and decision-making	Strengthen permit governance and administration.
Trader sentiment shows strong preference for low-cost permits (under \$100), with limited support for higher or current fee levels and some resistance to charging.	Introduce a consistent annual permit (less than \$100) fee.

Single Day Residential Parking Permits

You said	What we are proposing
Pricing expectations are very low.	Proceed with the implementation of single-use residential parking permits, noting that consultation demonstrated majority support. Set a minimal permit fee of \$3.00 to reflect high price sensitivity
Some users may struggle with a digital-only system due to mixed usability experiences.	Introduce a mobile-first, simplified digital experience with reduced login steps and faster permit activation.

Next steps

Trader Permits

Second round of engagement to commence August 2026 to seek feedback on:

- Introduce a standard allocation of 2 permits per business
- Allow limited precinct-specific variations, where justified by business size, employee numbers, and available parking stock
- Introduce a consistent annual permit fee of less than \$100.

Single Day Residential Parking Permits

Community feedback showed strong support for the introduction of a Single Day Residential Parking Permit.

Residents wanted permit fees to remain low and asked for a simple, easy-to-use system that would complement existing residential parking permit arrangements. Following consideration of the consultation findings, Council will now progress with implementing the new permit option.

The Single Day Residential Parking Permit will be available to residents who already have a residential parking permit. In some areas, on-street parking is restricted to permit holders, which can make it difficult to accommodate visitors or special occasions.

Eligible households can apply for their first Residential Parking Permit free of charge. This permit must be applied for before residents can access the additional Single Day Residential Parking Permits.

The new permit will allow residents to allocate a one-day permit for a visitor vehicle within their permit zone. It will be managed through the existing ePermits system by entering the visitor vehicle's registration, making it quick and easy to activate.

A fee of \$3.00 per permit will apply (subject to Council approval).

This is an additional permit option only and does not change existing residential parking permit arrangements.

New Single Day Residential Parking Permits will be made available to residents after the Parking Permit Policy is approved by Council.

Timeline

- Round 2 consultation to commence in August 2026
- Formal adoption of final policy by Council late 2026

Contact us

If you have any questions or would like further information, please contact Council's Community Laws Department on 9262 6394 or via locallaws.admin@whitehorse.vic.gov.au



Acknowledgement of Country

Whitehorse City Council acknowledges the Wurundjeri Woi-wurrung people of the Kulin Nation as the Traditional Owners of the land. We pay our respects to their Elders past, present and emerging.

Contacting Council

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Website: www.whitehorse.vic.gov.au/contact-us

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