

CAMPASPE SHIRE COUNCIL
MEDIA RELEASE



FOR IMMEDIATE RELEASE: 5 December 2019

12 DAYS OF CHRISTMAS PARKING

Locals and visitors to Echuca's central business district will receive complimentary parking at the two off-street carparks located on Nish Street and High Street in Echuca from 12 December through to 24 December.

Campaspe Shire Mayor Cr Adrian Weston said council has partnered with the Echuca Moama Business and Trades Association (EMBTa) in a bid to encourage people to shop locally in the lead up to Christmas.

"We anticipate that by offering shoppers free parking in the Nish and High Street off-street carparks, it will boost the Christmas trade in Echuca," Cr Weston said.

"Town parking is an ongoing debate amongst residents and we feel this to be a good trial for future planning."

EMBTa member and Echuca Furniture Store owner, Anka Smith, said it's a great opportunity for local business to work in partnership with council to encourage local shopping.

"This is a fantastic initiative which I believe will drive additional sales due to the convenience of free parking the two carparks," Ms Smith said.

On-street parking will continue to incur a fee, meters will remain active during this time and time limits still apply to enable shopper turnover. Infringement notices will be issued if shoppers don't comply.

Signage will be in place to remind customers no need to pay for parking at the Nish and High Street carparks during the complimentary parking period.

"This is another way council is supporting traders and we believe the economic outcome to business will far outweigh the loss of revenue of around \$6,000 from paid parking," Cr Weston said.

To coordinate an interview or seek further information contact:

Communications Unit, Bel Anderson 5481 2825 or Chris Hawking 5481 2830