



Flexicar in your development

Helping make your development more sustainable

Flexicar overview

Flexicar is a membership based service that offers members the option of renting cars by the hour or day. Flexicar currently operates in Melbourne and Sydney, having grown to 70 cars and 2000 personal and business members in three years. Flexicar is positioned as a cheap, green and easy alternative to car ownership. Membership includes both personal and business drivers.



The success of the Flexicar model relies on particular member/revenue ratios per car. To date, the majority of Flexicar parks are provided on-street by local Councils, in an effort to reduce parking congestion, pollution and overall car usage. Councils currently providing parks to Flexicar in Melbourne and Sydney include Melbourne, Maribyrnong, Manly, Moreland, Port Phillip, Sydney and Yarra. More information on the Flexicar service can be found at www.flexicar.com.au

Reducing car ownership

International car sharing experience has demonstrated that a car sharing car takes 6-10 privately owned cars off the road. Members drive an average of only 500km a year, compared with the 15,000 a year driven by the average, Australian car owner.

Incorporating Flexicar in a development

Flexicar receive many approaches from private developers regarding placing a Flexicar in their development. This can be due to limited parking or where the developer is seeking to consider sustainability issues.

Whilst Flexicar welcomes the interest in developers looking at providing tenants with a sustainable transport solution, we can only consider selective requests when it fits with our own strategic plan. Opportunities must be mutually beneficial to be considered.

We can consider both a dedicated Flexicar or a Flexicar that can be used by both tenants and the general public. Developments of mixed use are preferable so that a Flexicar is more likely to be used 24/7.

We have outlined the following "Frequently Asked Questions" to help you assess whether your development project would suit a Flexicar.

If you determine it does meet the criteria, please complete the brief application form following and we'll be in touch within a few days to discuss your proposed project in more detail.



Frequently Asked Questions

Please review this section to help determine if your development may suit a Flexicar. A dedicated (exclusive use) Flexicar would not be accessible by the general public.

1. What developments would suit a *dedicated* Flexicar?

Mixed development – with a mixture of business and at least 100 residents

Residential – with housing available for 200 or more residents

Developments should also be located within a 20 km radius of the Melbourne or Sydney CBDs.

2. What developments would suit a *non-dedicated* Flexicar?

Mixed development – with a mixture of business and at least 30 residents

Residential – with housing available for 100 or more residents

Developments should also be located within a 10 km radius of the Melbourne or Sydney CBDs.

3. At what development stage should you be when approaching Flexicar?

Projects should be at or just beyond initial planning stage.

4. How many car parks can you eliminate by having a Flexicar?

This will depend on the size of the development, the number of potential members and uptake. One Flexicar park could replace 2-6 tenant parks.

5. Is there a cost associated with having Flexicar involved in planning applications?

Yes, if you require a customised response from Flexicar for a planning application, a head hour charge will be applied to the CEO's time. This will be charged at \$150 per hour.

There is no charge to be included in applications if there is no time required of the Flexicar team.

6. Is there any cost to incorporate Flexicar into your development?

There is no cost to incorporate Flexicar if the car is utilised to "normal" Flexicar standards.

If you are looking for a dedicated Flexicar to be exclusively used by tenants, the Body Corporate (or other body) must commit to \$1,500 per month of usage by members. This is easily achievable should 15-30 members be active users of the service. If this minimum is not achieved, the shortfall must be covered by the Body Corporate. If more than this is achieved, profit will be split between Flexicar and the Body Corporate.

If you are looking at incorporating a non-exclusive use service, the park you are looking to provide must be in a safe location and easily accessible to the Flexicar member community 24/7. Thus, parks in areas requiring swipe cards or PIN codes would not suit.

Flexicar would then need to assess if there is sufficient demand in the area by prospective Flexicar members. If it is assessed that it is a viable opportunity, the Body Corporate would only need to commit to \$800 per month of usage by tenants. This would be easily achievable with 10-20 active members. Only if there is a shortfall would there be any cost to the Body Corporate. Flexicar would also provide special / reduced rates to tenants.

7. What is included in the Flexicar service?

The Flexicar service is a fully managed solution. Once installed into a site, there are no requirements of the car park provider. Flexicar provides a new, fully insured vehicle with smartcard and GPS tracking technology installed. Each Flexicar comes with: Fuel cards and e-tag management, vehicle cleaning, maintenance, roadside assistance, accident management and damage repair. In addition Flexicar provides: Member screening and management, online booking and billing system, 24/7 phone and email customer support.



Initial application for Flexicar in a Development

Please return via fax to 03 9650 0259 or via email to info@flexicar.com.au

Development Name	
Development Address/Location	
Development Local Government Area	
Contact Person	
Contact Company/Business Name	
Contact Email	
Contact Phone	
Profile of Developments (Number of tenants, residential vs business, etc)	
Would you like an exclusive use contract?	
Do you need a customised planning response?	
Why would you like Flexicar in your development?	
Any other pertinent information?	
Key Deadlines for your Development Project?	
Date submitted to Flexicar?	