



# The Indicator

## Developing Managers for Parks and Leisure

Sunday, 19<sup>th</sup> to Friday, 24<sup>th</sup> September 2004

University of South Australia  
Mawson Lakes Campus, Adelaide, South Australia



**This course is highly practical and built on field research**

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### For further information please contact:

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University of South Australia  
Phone: 8302 5039 or Email: [Tricia.Huffa@unisa.edu.au](mailto:Tricia.Huffa@unisa.edu.au)

### In this issue:

- ‘Developing Managers for Parks & Leisure’ Short Course September 2004
- 2003 Australian CSQ Benchmarks
- Project Updates
- Staff Promotions

### Diary Dates:

- Operational Management Survey for Sports and Leisure Centres: roll out August 2004
- Operational Management for Golf Courses: roll out September 2004
- Developing Managers for Parks and Leisure: 19-24 September 2004



# CERM PI Australian Customer Service Quality (CSQ) Benchmarks

Data from 35 Australian aquatic centres in 2003 confirmed that almost a third of customers have a problem at their centre, of whom just over half of them report the problem to staff at the centre. In turn about a third of those who reported their problem felt that it was resolved to their satisfaction (Table 1a). Similar results were recorded for customers of Australian dry sports and leisure centres. These figures are similar to those for previous years (1999 - 2002), except for the decrease in *problems reported* for dry centres, which was more than 60 percent in 1999-2002.

Overall Satisfaction had been a consistent 5.6 for both aquatic and dry centres customers in 1999-2002. The 2003 data however indicates a slight increase to 5.9 for Australian aquatic centres (Table 1b).

Table 1	Australian aquatic centres 2003	Australian dry sports & leisure centres 2003
<b>a. Problem Resolution</b>		
<i>N centres</i>	35	9
<i>N respondents</i>	8,170	1,796
Problems experienced (%)	32	30
Problems reported (%)	59	46
Problems resolved (%)	34	32
<b>b. Overall satisfaction</b>		
Overall Satisfaction (1=low, 7=high)	5.9	5.6
<b>c. Highest priority Customer Service Quality (CSQ) attributes (1=lo, 6=hi)</b>		
Pool water cleanliness	E mean = 5.7	
Facility cleanliness	E mean = 5.6	E mean = 5.4
Instructors' experience/knowledge	E mean = 5.4	E mean = 5.4

Of the 20 Customer Service Quality (CSQ) attributes included in standard CERM PI CSQ reviews for aquatic centres *pool water cleanliness* continues to be the highest priority attribute (with an Expectations [E] mean of 5.7), with *facility cleanliness* a close second (E mean of 5.6) followed by *instructors' experience/knowledge* (E mean of 5.4). The highest priority CSQ attributes for dry sport and leisure centres are *facility cleanliness* and *instructors' experience/knowledge* (E means of 5.4).

*This is just one example of benchmark data available to CERM PI® clients. The June Bulletin, V12 No1 will focus on operational management data, including operational indicators for six categories of sports and leisure groupings from the 2003 survey.*

**If you are unsure of your current subscription status please contact Raylene Jones on (08) 8302 5321. This will ensure that you receive a copy in the first week of June 2004**

## Next Issue:

### *2003 Australian Operational Management (OM) Benchmarks*

#### **Group 6 centres:**

- Numbers by State
- Numbers by location
- Median catchment multiple by year
- Median labour cost share by location, and more.



## Project Updates

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### Monarto Zoo

Monarto Zoological Park is a 1,000 hectare open-range sanctuary. CERM PI researcher, Heather March is currently working with Monarto staff to capture visitor perceptions of importance and performance from adults and families who visit the park. The data collection period is almost completed and a Final Report will be prepared for Monarto in the near future.

**For further information please contact Heather March:**

**Phone (08) 8302 5389 or**

**Email [heather.march@unisa.edu.au](mailto:heather.march@unisa.edu.au)**



Photo courtesy of Monarto Zoological Park

### Caravan and Tourist Parks

CERM PI researchers are in the process of completing a CRC for Sustainable Tourism research project involving Benchmarking Caravan and Tourist Park Operations. Carried out in collaboration with the University of Technology Sydney and Griffith University, the project has established industry benchmarks for both operational management and visitor service quality (VSQ). Seventeen caravan parks from South Australia, Western Australia, Queensland and New South Wales took part in the research project. More than 2,000 completed VSQ questionnaires were received from visitors. Individual reports, highlighting strengths and areas for development, have been compiled for each park. Summary reports at State levels (SA &WA, QLD, and NSW) have been issued to industry collaborators. The final report will be available in the near future via the CRC for Sustainable Tourism online bookshop.

**For more information on this research project contact**

**Frances Van Ruth: Phone (08) 8302 3972 or**

**Email [frances.vanruth@unisa.edu.au](mailto:frances.vanruth@unisa.edu.au)**

### SA Tourism Indicators

Gary Crilley and Gary Howat and from the CERM PI Team, along with a team of collaborators, have been successful in obtaining funding from the Sustainable Tourism Cooperative Research Centre.

The \$20,000 funding will allow for a data collection and an information dissemination program of Tourism Quarterly Indicators (expectations and performance) for a sample of South Australian tourism businesses.

The program will include a series of quarterly indicators and benchmarks available for a 12-month trial with industry sectors, across six South Australian tourism regions. Access to this regular, industry specific information is to assist in timely decision-making for individual operators at the local level, as well as collectives such as the SA Tourism Alliance and the SA Tourism Commission. A targeted strategy of information dissemination will include regional training and program review sessions for industry sector partners.

A number of leisure services and domestic tourism operators will be involved in this project, including caravan and tourist parks and wildlife tourism operators. If you would like to know more about the project, **please contact Raylene at the CERM PI office (Phone 08-8302 5321).**



### Parks Victoria Campers Project

The recently completed CERM PI research for Parks Victoria has been acknowledged on the following testimonial:

**Dino Zanon, Team Leader, Parks Victoria**

“I have read the final reports (for the Overnight Campers as Tourist to NPNA Project) and I think they are excellent. They provide very good information for our purposes.”

## Staff Promotions

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### Scott Edgecombe

After over five years of employment with the CERM PI research group at the University of SA **Scott Edgecombe** is now leaving the nest to take up the challenging role of *Business Development Manager* for the **Otago Racing Club** in **Dunedin, NZ**. This will involve co-coordinating all marketing, media, sponsorship, and customer service activities at a number of racetracks around the Otago and Southland regions on New Zealand's South Island.

**Scott Edgecombe** completed the Recreation Planning & Management Degree at UniSA in 1998 and then completed a 1<sup>st</sup> Class Honours degree in 2000. To support his efforts over this time he commenced part-time research work with the CERM PI research team.

Scott reports that, "During this time I also kept my self extremely busy with aligned media interests in the world of thoroughbred horse-racing, working as a part-time interviewer/media assistant for National racing broadcaster Sky Channel, as well as free-lance media roles with the South Australian Jockey Club (SAJC) and Thoroughbred Racing SA (TRSA). This then led to weekly work with the National thoroughbred racing newspaper 'Thoroughbred Express' as the Adelaide Correspondent for form, editorial and tips, as well as guest lecturing roles for apprentice jockeys in the area of communication and media skills. Work also flowed across racing codes, with a regular role as on-course announcer/race-night host for Greyhound Racing SA at Angle Park.

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### Sue Mikilewicz

After five years working as a research assistant for the CERM Performance Indicators Project, **Sue Mikilewicz** has accepted a position as the **University of South Australia's Senior Evaluation Analyst**. During the past five years Sue has been involved in a number of applied research projects as well as completing a 1<sup>st</sup> Class Honours degree in 2000. Working with leisure industry practitioners she has used the results of this research to better inform key stakeholders, improve day-to-day operations and develop strategic directions for these organizations.

Sue's new role is within the University's Planning and Assurance Services. Specifically, Sue is responsible for administering a number of major surveys to students at UniSA including the *Student Experience Questionnaire* and the *Graduate Destinations Survey*. As a member of her Unit's quality team she also holds the position of Executive Officer on the Student Services Advisory Committee which reports to Academic Board.

**Goodbye and Good Luck to Scott & Sue**  
*from the CERM PI Project Team*

**FOR FURTHER INFORMATION ON THE CERM PI PROJECT PLEASE CONTACT:**

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