



Newsletter

Vol. 1, Edition No. 4

November 2001

New Projects

Rugby

Darren Adamson, Gary Howat and Duncan Murray are working with the Australian Rugby Union to investigate the perceptions of females aged 12-18 years in regard to contact sport. The project will involve secondary school girls from New South Wales and South Australia. While the focus is on Rugby Union the findings are expected to be of benefit to other contact sports. Completion date is December 2001.



Bowls in country SA

CERM's Barry Couzner will develop Performance Indicators for country SA Lawn Bowling Clubs. Sponsored by the Office for Recreation, Sport and Racing and the Royal SA Bowling Association, the research will focus on both efficiency and effectiveness, and is the first of its kind in Australia. The Office anticipates using the methodology to study the clubs of other sports in the future.

Baseball

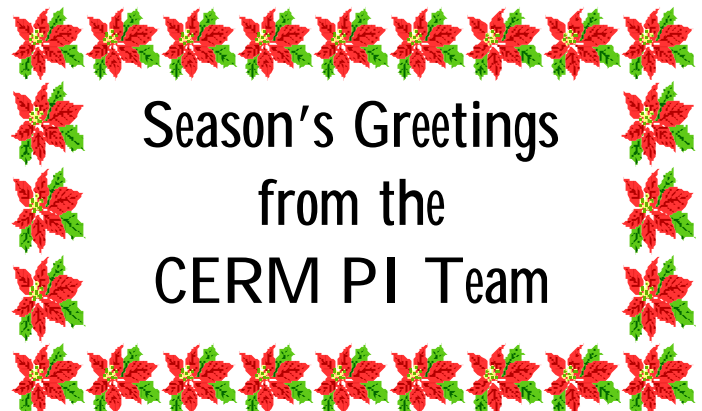
Darren Adamson, Barry Couzner and Duncan Murray are working with Baseball SA to determine the rate of growth of Baseball in South Australia and the cause of the known drop-out factor in the middle teens. Baseball SA are funding the project via a grant from the Office for Recreation, Sport and Racing. The project is expected to be completed by March 2002.

**2001
Operational Management (Efficiency)
Survey**

*If you have not yet received your questionnaire
please contact*

Raylene Jones or Sue Mikilewicz
Phone: (08) 8302 5321/8302 3344
Email: raylene.jones@unisa.edu.au
or sue.mikilewicz@unisa.edu.au

Closing Date Extended to: 19 January 2002
*If you wish to be included in the survey but
require an extension of time please contact
CERM.*



Frequently Asked Questions

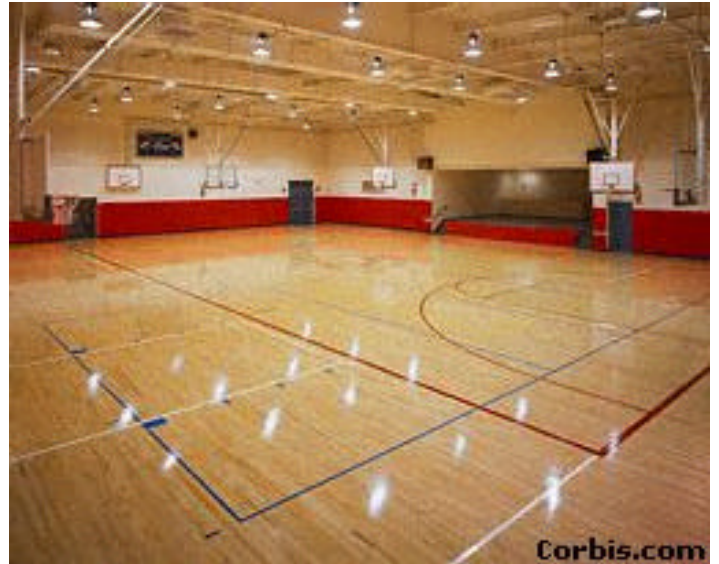
The Customer Service Quality (CSQ) Questionnaire is an integral part of reviews of leisure facilities conducted by CERM PI in Australasia. In the December 2000 CERM PI Newsletter we explained the terms 'review', 'protocol', 'survey' and 'CSQ Gap'. This newsletter concentrates on some key issues surrounding the surveying of customers in sports and leisure centres and considers the process itself in greater detail.

Q. When should I conduct the survey?

If managers intend to use the survey information for decision-making, then the timing of the survey should reflect the service's normal schedule or operating times. For example, at aquatic leisure centres, the survey might be conducted in warm weather, during school term with school groups in attendance (if they are a normal, regular customer group). Similarly, court-based sports centres should try to avoid surveying during finals programs, as only the opinions of the 'top' teams will be included in the survey.

Q. Which customers should I include in the survey?

Many managers may feel that a general 'random' sampling technique is the most effective way of ensuring that the sample is representative of their customer population base. In the context of management decision-making based on customer surveys in service industries, such as sports and leisure facilities, managers generally want to hear the voice of ALL customer groups. Consequently, the most appropriate form of sampling for such services is a stratified sampling approach, where customer user groups (defined by activity and/or time of visit, eg 'early morning lap swimmers' or 'evening female basketball players') are identified and targeted in the collection process.



Q. How many customers should I survey?

This area often leads to a good deal of confusion and argument amongst people conducting surveys. The general belief is that the more accurate the desired results, the larger the sample required. This is not necessarily the case for three key reasons:

- 1 Firstly, a larger random sample does not automatically mean it is more representative of the population than a well-selected and well-chosen smaller sample. The timing of a survey, also plays an important role.
- 2 The second reason to avoid over-sampling is that, in statistical tests, large sample sizes can lead to apparent significance even when this significance doesn't exist, purely due to the size of the sample.
- 3 Finally, a larger sample is more costly to administer, for possibly little additional benefit. Random sampling commonly follows a 'law of diminishing returns'; once past a certain critical point, increasing the sample size does not result in a proportional increase in accuracy .

For a complete copy of Duncan's journal article (Murray D. "The myths and realities of survey sampling: How many customers are enough?", Parks & Leisure Australia National Conference, 30-31 October 2000) why not try our new Publications Web Link, <http://cermpi.unisa.edu.au>

Project Updates

‘Benchmarking Caravan and Tourist Parks

During 2000-2001 the Centre for Environmental and Recreation Management (CERM) joined with industry and educational collaborators to apply to the Regional Tourism Program (RTP) for funding. The project was designed to be a collaborative research project between CERM (University of South Australia) and its licensee Griffith University in Queensland, the University of Technology Sydney, caravan and tourist park owners and operators, and industry partners.

During 2001 CERM conducted a number of focus group sessions with management, staff and customers at a South Australian caravan park. The project’s objective was to identify and benchmark annually, key operational performance areas and customer service quality attributes of caravan and tourist parks throughout Australia. The results of these initial sessions have given the project an excellent base upon which to develop further the benchmarking of caravan and tourist park operations. CERM has developed and sent a proposal to potential industry collaborators...we’ll let you know how we are travelling in the next newsletter!!

For further information on this Project contact Sue Mikilewicz, Research Associate CERMPI (08) 8302 3344 or Email sue.mikilewicz@unisa.edu.au



Better Services for People with a Disability

The agenda, which is soon to be released, will highlight information gaps for service providers of sport, arts or other recreational choices. It will look at closing these information gaps by prioritising the identified areas of research and evaluation need. This will enable service providers and government bodies to seek information to assist better-informed decision making on the provision of sports, arts and recreation opportunities for all South Australians. Four broad areas of research and evaluation priority were identified including:

- ◆ A better understanding of the benefits of involvement by people with a disability.
- ◆ A better understanding of South Australians with a disability
- ◆ Resourcing issues for service provision to people with a disability, and
- ◆ Issues of program and service evaluation.

For further information on this Project contact Scott Edgecombe, Research Associate CERM PI (08) 8302 3319 or Email scott.edgecombe@unisa.edu.au



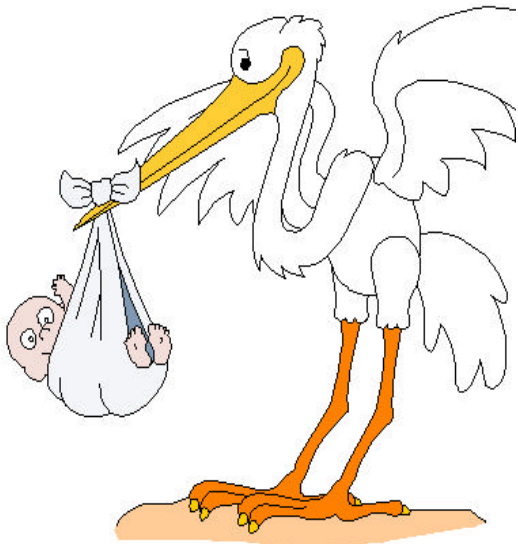
The relationships between service quality, value, satisfaction, and future intentions of customers in Australian sports and leisure centres.

Dr Gary Howat and Dr Duncan Murray

This research paper describes a study of sports and leisure centre customers, and considers the concept of value and its relationship to service quality, satisfaction and behavioural intentions of customers. Findings indicated that, while value appears to play an important mediating role, satisfaction was found to be the dominant antecedent of customers' behavioural intentions. This exploratory study is a further step towards assisting managers of sports and leisure centres to better understand the key drivers of satisfaction, customers' future purchase or visitation intentions and the role that value plays in the perception of a service.

For a complete copy of this paper contact:

Raylene Jones, Phone: (08) 8302 5321 / Email: raylene.jones@unisa.edu.au



***Congratulations to
Heather March &
husband Tim
on the arrival of***

***'Georgia Layne'
6 October 2001***

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**Sign up during December 2001
and SAVE!!**

CERM PI® would like to advise that a price increase on our products and services will come into force on the 1st January 2001.

Clients who sign up during the month of December will secure current 2001 prices even if the survey is undertaken during 2002.

For more information contact CERM:

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Email: raylene.jones@unisa.edu.au

**CERM PI wishes all of
its clients a Merry
Christmas and a
Happy New Year**