



CERM PI Sk8 Parks Project

A recent CERM PI collaboration with the Adelaide City Council, Adelaide Shores, the City of Onkaparinga and the Office for Recreation and Sport (SA) has culminated in a significant joint venture to evaluate three of Adelaide’s premier skate parks, City Sk8, West Beach Ramp and The Quarry Skate Park at Seaford. This unique project will identify valuable socio-demographic information about skate park users, while highlighting their perceptions of important issues and, the benefits of their participation. A mix of methodologies has been adopted to optimise results, with youths 15 years and over surveyed on-site and, feedback from younger children accessed via guided surveys from schools close to each skate park site. The project will assist government agencies to develop and manage their existing skate park facilities.

For further information on the skate parks project contact:

Scott Edgecombe

Phone: (08) 8302 3319

Email: scott.edgecombe@unisa.edu.au



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Diary Dates:

- Operational Management Survey for Sports and Leisure Centres : closing date 13 February 2004
- Operational Management for Golf Courses : closing date 12 December 2003
- Quality Management in Parks and Leisure : 19-24 September 2004



Project Updates

Campers Perceptions of Service Quality (CRC Project)

CERM PI researchers are wrapping up their year-long CRC research project looking at issues of service quality and water consumption in Australian public protected lands. 500 adults and over 100 children participated in the survey across four parks in Victoria and South Australia. Of all households recruited for the project 64 per cent responded. One park achieved a household response rate of 83 per cent demonstrating extensive camper advocacy and willingness to participate in studies such as this one.

Some interesting results to come out of the study include significant differences in the importance placed on individual attributes by different user groups.

For example:

- Campers who stayed at the campground for the first time placed a higher importance on drinking water and water quality than non-first stay campers, while non-first stay campers rated the importance of an appropriate camp fee structure higher than first stay campers.
- Respondents who nominated a family lifecycle category rated the importance of ranger responsiveness and opportunities for wildlife viewing higher than non-family respondents.

The results of this study will help decision makers in Australian public protected lands to plan for better visitor management and ensure a greater appreciation of the conservation message the core of park management.

For more information on this project please contact Frances Van Ruth on (08) 8302 3972 or email:



Photo courtesy of Parks Victoria

Additional Products & Services

CERM PI has a range of products and services should you require more detailed analyses of specific customer groups or issues at your centre. Examples of products/services offered by CERM PI include:

- ‘Tracking instruments’ that can provide micro level information on particular areas of service quality eg. ‘parking safety, security and suitability’, ‘centre cleanliness’, ‘pool water cleanliness’ or ‘officials’.
- Mining of ‘written comments’ – in-depth qualitative assessment of your centre’s written comments with comparisons to CERM PI’s database of written comments from across Australia and New Zealand.
- Access to one of our trained researchers to conduct focus groups with sub-groups of your customers to determine their particular needs/wants/desires of your centre/course or leisure service.

Contact your state representative (see below) for further information and pricing.

Victoria:

Scott Edgecombe

Ph: (08) 8302 3319

Email: scott.edgecombe@unisa.edu.au

New South Wales:

Sue Mikilewicz

Ph: (08) 8302 3344

Email: sue.mikilewicz@unisa.edu.au

South Australia/Western Australia:

Heather March

Ph: (08) 8302 5389

Email: heather.march@unisa.edu.au

Conference Presentations

National School in Park Management, 20-25 July 2003

Gary Crilley and Scott Edgecombe presented on the "Benchmarking of Performance Indicators in Parks & Leisure".

Further information can be obtained by contacting Scott Edgecombe (08) 8302 3319 or email scott.edgecombe@unisa.edu.au.

Parks and Leisure Australia, 26-29 October 2003

"It's not easy being green : CERM Performance Indicators for Golf Courses", a presentation by Scott Edgecombe.

Further information can be obtained by contacting Scott Edgecombe (08) 8302 3319 or email scott.edgecombe@unisa.edu.au.

Quality Management in Parks & Leisure

During September 2003 the 5-day short course was successfully held at the University of South Australia. A total of 10 participants registered for the inaugural course (5 from SA, 4 from Vic/NSW and 1 from NZ). Guest speakers from industry were invited to present over the week.

Field projects tackled by project teams through the week were based on a greenfield site at Mawson Lakes (development of a golf course), a section of Adelaide Park Lands (leasee and casual use conflicts), and a site at Adelaide Shores (sporting facilities and use maximisation by leasees).

Some testimonials from participants

'I enjoyed the course but I think the networking was the most valuable'

'Great to meet and mix'

'In terms of quality management—very good'

Quality Management in Parks and Leisure

Call for Interest 2004

**Sunday 19 September to
Friday 24 September**
University of South Australia,
Mawson Lakes, South Australia

**THIS COURSE IS ABOUT PROFESSIONAL
DEVELOPMENT BASED ON QUALITY FIELD
RESEARCH**

**Enrol as a stand-alone short course for your
professional development, or as a 4.5 unit
course in the Graduate Certificate program
from the University of South Australia**

**To register your interest and receive
further information please contact:**

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



**Sign up during
December 2003
and beat the
price rises!**

CERM PI would like to advise that a price rise on our products and services will come into effect on 1st January 2004.

Clients who sign up prior to 24 December will secure current 2003 prices (even if the survey is not undertaken until next year).

**For a copy of the current price list
or further information the CERM PI Project
phone (08) 8302 5321.**

Recent Publications

Adamson, D., Howat, G., and Murray D., 2003, **Perceptions of secondary school girls to contact sport**, *The ACHPER Healthy Lifestyles Journal*, (in Review).

Howat, G., and Crilley, G., 2003, **Operational Management Performance Indicators for Australian Aquatic Centres: 1993-2001**, *Journal of the Australian and New Zealand Academy of Management*, (in Review).

Commissioned Reports:

Crilley, G. and Van Ruth, F., 2003, **Camper Perceptions of Service Quality**, Centre for Environmental and Recreation Management, University of South Australia.

Crilley, G., and March, H., 2003, **Perceptions of Service Quality; Establishing a Baseline of the Profile of Adult and Children Customers, and How they Engage with Adelaide Zoo**, Centre for Environmental and Recreation Management, University of South Australia.

Crilley, G. and March, H., 2003, **Perceptions of Service Quality; How Adults and Children are Engaged with the Adelaide Botanic Garden**, Centre for Environmental & Recreation Management, University of South Australia.

Operational Management Surveys



Sports and Leisure Centres

Closing Date 13 Feb 2004

For further information contact: Raylene Jones

Phone (08) 8302 5321

Email: raylene.jones@unisa.edu.au



Golf Courses

Closing Date 12 Dec 2003

For further information contact: Scott Edgecombe

Phone (08) 8302 3319

Email: scott.edgecombe@unisa.edu.au

FOR FURTHER INFORMATION ON THE CERM PI PROJECT PLEASE CONTACT:

Raylene Jones

Phone: (08) 8302 5321 Fax: (08) 8302 5255

Email: raylene.jones@unisa.edu.au