



University of  
South Australia

# Centre for Tourism and Leisure Management

## CERM PI® National Operational Benchmarks for Public Aquatic Centres & Leisure Centres

### Introduction

CERM PI® benchmarks have been available each year since 1992 for Australasian public sports and leisure centres (and for public golf courses since 2002).

Upon completing the annual electronic survey, participating organisations receive their own facilities performance indicator results. Subscribers can then compare their results against the relevant national benchmarks in the annual edition of the CERM PI 'Bulletin'.

**A record number** of organisations (**n = 165**) across Australia participated in the 2006 benchmarking survey:

1. 108 aquatic centres
2. 38 dry sports & leisure centres
3. 19 golf courses

### What is CERM PI®

- **CERM PI® is a research project** with a focus on **benchmarking** for sports and leisure services and facilities.
- **CERM PI® staff** are employed by the University of South Australia.
- The CERM PI® benchmarks have been developed by **industry practitioners** and these are reviewed annually.
- Consistent with University ethics and research protocols, **confidentiality of client information** is essential.
- **Collated data is reported in published benchmarks** and results for participating organisations is only available to the person in that organisation who provided the data.
- **Industry funding** (from participating organisations) is **subsidised by resources from the University of South Australia** to sustain the CERM PI® benchmarking
- Additional to their dissemination to practitioners, CERM PI® benchmark **information is also included in several University of SA courses** (in Sports & Recreation Management).

### Subscription to CERM PI

- Subscription to CERM PI includes:
- One issue of the annual Bulletin publication listing the national benchmark medians for Australian sports and leisure centres, and golf courses
- Three issues of the CERM PI newsletter 'The Indicator'
- Access to and support from the CERM PI research team
- Extensive network of industry practitioners

To download a Subscription Form click on the link: CERM PI [Subscription form](#)

## What are CERM PI<sup>®</sup> benchmarks

Benchmarks listed in the CERM PI<sup>®</sup> Bulletin include:

### Aquatic centres and Dry sports & leisure centres

- 2 key indicators (expense recovery and total visits per year), and
- 24 working indicators for: services, marketing, organisation, facilities and finance.

### Golf courses

- 2 key indicators (expense recovery and total number of player rounds per year), and
- 23 working indicators for: services, organisation, facilities and finance.

- The CERM PI Operational Management benchmarks reported in the CERM PI<sup>®</sup> Bulletin are primarily **medians** rather than means (as this ensures that outliers do not distort the benchmarks).
- **Benchmarks** for aquatic centres are available for each group according to **centre size** and **catchment population**.
- Such '**refined**' benchmarks are now available because of the increasing number of aquatic centres contributing data to the CERM PI project.
- For example, Group 5, 6 and 7 aquatic centres also include three subgroups each according to **catchment population** within 5 km of the centre (less than 35,000; 35,000 to 89,999 and over 90,000).
- Groups 6 and 7 aquatic centres include three subgroups each according to **centre size** (less than 3,000 m<sup>2</sup>; 3,000 to 6,000 m<sup>2</sup>; and over 6,000 m<sup>2</sup>).

### CERM PI<sup>®</sup> groupings for aquatic centres and dry sports & leisure centres:

	Type of Centre	Size of Centre
Group 1	Dry Centre (hall and/or gym but no pool)	Less than 1000m2
Group 2	Dry Centre (hall and/or gym but no pool)	1000m2 to 1999m2
Group 3	Dry Centre (hall and/or gym but no pool)	2000m2 x 2999m2
Group 4	Dry Centre (hall and/or gym but no pool)	More than 3000m2
Group 5	Dry Centre with outdoor pool/s	
Group 6	Indoor wet centre with outdoor pool/s	
Group 7	Indoor wet and dry centre with outdoor pool/s	

### Examples of selected benchmarks for Group 7 centres include:

Centre size (m <sup>2</sup> ) (n centres)	< 3000 m <sup>2</sup> (n=10)	3000 < 6000 m <sup>2</sup> (n=12)	>= 6000 m <sup>2</sup> (n=12)	All group 7 centres (n=34)
<b>CERM PI 2006 Group 7</b>	<b>median</b>	<b>median</b>	<b>median</b>	<b>median</b>
<b>Finance</b>				
Expense recovery%	77%	102%	91%	<b>87%</b>
<b>Services</b>				
Visits per metre <sup>2</sup>	87	110	49	<b>76</b>
Total visits per year	206,023	401,124	471,448	<b>343,888</b>
<b>Marketing</b>				
Promotion cost share %	1.4%	1.7%	2.3%	<b>1.8%</b>
<b>Organisation</b>				
Labour cost share %	70%	59%	61%	<b>63%</b>
Presentation cost share %	5.3%	6.6%	7.6%	<b>6.4%</b>
Water costs per visit	\$0.07	\$0.05	\$0.07	<b>\$0.07</b>

## **Method for setting the Operational Benchmarks for public Aquatic Centres & Leisure Centres**

- Participants provide figures for 20 separate questions and return the data via email or fax.
- A guidelines booklet is provided to assist with completing the summary sheet.
- All data is confidential and collated by CERM PI staff.
- A minimum number of centres in any grouping are required before benchmarks for smaller groupings are compiled.
- Benchmark median figures for groups of centres are issued in the annual CERM PI 'Bulletin'.

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