



Australian University Sport

Background

Australian University Sport (AUS) is the peak governing body of university sport in Australia and currently has 42 members (Universities), representing more than one million students.

The need for a consistent and reliable overview of operational performance of all AUS member sites was the primary driver for the project. Reporting requirements for member Universities, sport management bodies, and the Australian Sports Commission were also addressed as part of the data capture.

Challenges

While operational information was being collected at all member sites, there were inconsistencies in what was being collected and how it was reported.

An approach to collecting consistent, reliable data from all member sites that enables comparison while respecting the sensitivity of the information, and satisfies reporting requirements was needed.

The solution

In early 2012 AUS approached CERM PI to collaborate on the development of a range of indicators of operational performance for university sport facilities. Managers from eight of AUS's largest member sites joined with key AUS personnel and CERM PI in a series of meetings and workshops to work through the process of identifying what was important to measure, what data needed to be captured, and how best to do that.

Early the following year the first set of University sport specific benchmarks were published, with the survey and report replicated annually since then and integrated into management practices as the USBA (University Sport Business Analysis). The tool has been used as an evidence base to support decision making and advocate for resources.

