

Opportunities to Collaborate

- Collaborative research partnerships
- Short courses for professional development
- Workshopping practical applications

People You Can Work With

CERM PI are leaders in benchmarking for the aquatics and leisure industry. Close links with industry through forums such as our industry workshops and conference presentations ensure that we provide information that is practical and current.

Major Collaborators and Clients

The CERM PI project has numerous national and international links with leisure organisations.



Examples of major collaborative links:

- | | |
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| Aquatics and Recreation Victoria (ARV) | City of Rockingham, WA |
| Botanic Gardens of Adelaide, SA | City of Sydney, NSW |
| City of Adelaide, SA | City of Tauranga, NZ |
| City of Auckland, NZ | City of Whitehorse, Vic |
| City of Christchurch, NZ | City of Yarra, Vic |
| City of Dunedin, NZ | Manukau Leisure Services, NZ |
| City of Fremantle, WA | Melbourne University Sport, Vic |
| City of Greater Shepparton, Vic | Northcote Aquatic & Recreation Centre, Vic |
| City of Mandurah, WA | Territory and Municipal Services, ACT |
| City of Melbourne, Vic | Venues West, WA |
| City of Monash, Vic | Warringah Aquatic Centre, NSW |
| | YMCA Victoria |



Quality Assurance

With ISO9001 Quality Assurance for research and consultancy project management you receive a high quality service every time you choose to work with the University of South Australia.

Contact Information

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CERM Performance Indicators® Project

Facilitating quality management in the leisure industries

CERM Performance Indicators® Project

Facilitating quality management in the leisure industries



Project Background

CERM PI service quality reviews for sports and leisure centres

Research focussing on operational indicators and customers' perceptions of service quality for local government sports and leisure centres has been the core focus of CERM PI since the early 1990s. THE CERM PI products are developed with an applied research focus, which contributes to industry specific knowledge and applications. CERM PI and industry partners have developed protocols and methodologies for reliable data collection and have compiled a range of performance indicators for operational management (efficiency), customer service quality (CSQ) and community service obligations (CSO). The performance indicators and related demographic and participant (visitor) data allow for improved operational decision-making, including internal and external benchmarking.

Industry-based Project Areas

The CERM PI annual operational management survey has been the basis for robust benchmarks for Australian aquatic and leisure centres with over 150 aquatic and leisure centres providing data each year. In addition, annual Customer Service Quality (CSQ) benchmarks for Australian aquatic centres are based on data from about 40 centres (over 10,000 customers). Several major New Zealand city councils also embrace the CERM PI benchmarking program, with about 40 New Zealand sports and leisure centres currently providing OM and CSQ data. Manukau Leisure Services has been a major CERM PI partner since 1994 and Christchurch City Council since 1995.

CERM PI key industry partners and related research

CERM PI is proud of the positive relationships it has established with industry partners, both in its historical context of aquatic and leisure centres as well as the more recent expansion to the broader leisure industry.

CERM PI Performance Indicators

Customer Service Quality (CSQ)

Effectiveness indicators are based on attributes of customer service quality (CSQ). The CSQ indicators measure customers' expectations compared to their perceptions of the facility or service's actual performance in a range of areas such as: staff responsiveness, facility cleanliness, and value for money. Other customer measures include overall satisfaction and loyalty.

Operational Management (OM)

These indicators cover several aspects of operational management including services, marketing, human resources, utilities, facilities and finance. Used as a management tool these indicators support managers by monitoring their facility or service annually. The CERM PI project also publishes annual medians for groupings of similar facilities which provides participants with the opportunity to compare their results with well-established industry benchmarks.

Community Service Obligations (CSO)

Appropriateness indicators utilise Bureau of Statistics (ABS) data from the most recent census with a focus on community service obligations (CSO) and priority participant groups.

Research Focus Areas

- Sports and leisure centres
- Tennis facilities
- Golf courses
- Botanic gardens
- National parks

For further details on research focus areas or collaborative opportunities please visit the CERM PI website at: unisa.edu.au/cermpi

