

## Parks Benchmarking

Yardstick is a benchmarking tool that delivers “need to know” information for your business to inform your decision making and improve your service delivery.

### Yardstick Benchmarks

#### *What is it?*

A system to collect a range of management data, which is analysed to provide a wide selection of performance indicators and information metrics. It identifies total park provision together with annual operating and capital expenditure. Individual asset provision and costs are identified to produce activity unit rates. It is also designed to identify and promote industry best practice in areas such as service delivery, asset management and strategic planning.

#### *Benefits?*

- Identify, plan and improve your strategic goals and direction
- Record your operation costs against a variety of criteria
- Undertake financial performance reviews and cost estimating
- Cost/benefit analysis with accurate and up to date information
- Lobby for additional resources.
- Drive asset management implementation and improvements
- Evaluate your systems and performance
- Develop parks strategies and levels of service
- Compare locally, nationally and internationally
- Prioritise areas for improvement
- Thoroughly understand your business, and the strengths and weaknesses of your operation.

#### *Improvement Plan*

As well as reporting your organisations results against other organisations, Yardstick also provides an improvement plan to help your organisation move towards best practice. Yardstick has identified approximately 30 measures that compares how you are going against industry best practice, and it clearly shows areas where improvement is needed. This can be used as an annual planning tool to set goals with your management team, and then through ongoing participation in Yardstick, it measures the actual improvements that you make.

#### *How does it work?*

Park managers complete an online questionnaire each year to collect financial and usage data for the current year.

One of the Yardstick project managers then visits each member to review the responses to ensure they have interpreted the questions correctly and all members are responded to the questions in an accurate way. This is essential to ensure the results are reliable, accurate and consistent.

Once the member’s responses have been verified, then results are available immediately via the online report.

All results are openly reported amongst members of the project and the online system provides the flexibility to enable you to select your own peer group of similar sized municipality or by region, to allow for even more accurate benchmark comparison and individual summary reports of key results.

## **Price**

Annual subscription varies based on organisation size as follows:

- 1 million + people                      ZAR 64,000
- 500,000 to 1 million                      ZAR 35,000
- 200,000 to 500,000                      ZAR 24,000
- Under 200,000 people                      ZAR 10,000

## **Key Features**

- Audited results to ensure consistency and reliability
- Open reporting
- User defined peer grouping and individual key performance reports
- Country specific questions changed annually based on member feedback
- Business improvement plan measured against industry best practice