

# Parks Benchmarks and Surveys

**How efficient is your parks service delivery?  
 What level of service are you providing to your community?  
 How well do your parks meet the expectations and needs of users?  
 Are you putting your resources into the right areas?  
 How do you know?**

*Yardstick is the essential management reference with over 200 benchmarked metrics and detailed user feedback. Yardstick provides tools for an evidence-based approach to decision making*



**Yardstick is a suite of performance measurement tools that delivers "need to know" information for your business to inform your decision making and improve your service delivery and customer outcomes.**

## Benchmarks



Yardstick **Benchmarks** provides a quantitative assessment of parks network performance and management best practice:

- Provision of parks land and assets (what do we provide?)
- Investment and efficiency (how much is it costing?)
- Operational excellence (how good are our systems?)
- Asset management (how much do we know about our parks assets?)
- Planning and strategy (where are we headed?)
- Environmental sustainability (how are we managing impacts?)
- Community engagement (how well do we engage?)

## Surveys



Yardstick Park User **Surveys** complement benchmarking by giving you feedback on the level of service you are providing. User surveys enable you to:

- Understand your customers based on reliable and independent user research
- Identify and report on customer satisfaction using comparative data to provide meaningful performance assessment and KPI reporting
- Identify and measure service level gaps
- Prioritise service delivery improvements and development projects
- Define and review levels of service based on factual evidence
- Include specific questions to address specific issues

## Features



- Open reporting allows direct comparison with other organisations
- A selectable peer group allows tailored reporting options
- Surveys can be carried out in any number and at any time of the year
- Electronic results are immediately available online
- Survey questions can be customised for different parks
- Live web based key result dashboard report can be shared with anyone

## What do you get?



- You will have access to your online reports and data forever, regardless of your membership status
- Full support is provided by Yardstick Project Managers - we will help you to get the most out of your membership to the program
- A summary report and on-site presentation after three years of membership

# Membership options



We have a range of membership options including 20% discounts for combination packages

Program	What You Get	Annual Cost	Population
Benchmarks	Benchmarks access and online reporting + summary report and presentation every 3 years	\$5,900	200,000+
		\$5,450	100,000 to 200,000
		\$4,450	50,000 to 100,000
		\$3,450	20,000 to 50,000
		\$2,850	Under 20,000
User Survey	User Survey access and online reporting + Survey summary report	\$5,900	ALL
User Survey Collection	Intercept surveying undertaken for you - price based on 180 surveys. Additional surveys will incur an additional pro-rata cost	\$10,900	ALL
COMBINATION PACKAGES		Annual Cost	Population
Gold	Benchmarks Tool + User Survey Tool (20% Discount)	\$9,440	200,000+
		\$9,080	100,000 to 200,000
		\$8,280	50,000 to 100,000
		\$7,480	20,000 to 50,000
		\$7,000	Under 20,000
Platinum	Benchmarks Tool + User Survey Tool + User Survey Collection (20% Discount)	\$18,160	200,000+
		\$17,800	100,000 to 200,000
		\$17,000	50,000 to 100,000
		\$16,200	20,000 to 50,000
		\$15,720	Under 20,000

**Contact Us - For more information or a demonstration, please:**

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