

Benchmarking & Customer Satisfaction in Sport and Recreation Short Course 15-19th April 2012 (UniSA, Mawson Lakes Campus, SA)

Experience. The Difference.



The course is specifically designed to bring together experienced managers, emerging managers and final year degree students in a stimulating learning environment.

Supported by practising managers, industry leaders and key academic staff, the course provides the best possible mix of pragmatic “on the job” experience with the latest research, development, and contemporary studies from the parks and leisure industries.

Limited Class size

Features of the Course

Five key elements

1. Quality Management (QM & TQM)
2. Benchmarking for sports and leisure facilities & services
3. The successful organisation (benchmarking key components of the Balanced Scorecard)
4. Understanding the customer (underlying constructs & measuring these in sports & leisure contexts)
5. Application of Performance Indicators & Benchmarking to management decision-making

Previous Projects

Include customer, visitor, and operational issues at:

- Adelaide Shores
- Adelaide Aquatic Centre
- Botanic Gardens of Adelaide
- North Adelaide Golf Courses

Course Entry

Applicants are expected to have three years of relevant work experience within a park or leisure industry sector. A selection of undergraduate students enrolled in their final year of UniSA Division of Business programs will be accepted into the courses dependent on their GPA and demonstrated interest in parks and leisure.

2012 Fees

- \$A1,550 (+ GST) all inclusive of
 - comprehensive course notes;
 - transport to study sites;
 - morning/afternoon refreshments, lunches: and
 - access for the week to computer hardware and networks.
- UniSA students pay HECS fees for 4.5 units (up front or deferred)

Concessions 10% Savings

- Earlybird Rate (pay by 28th February 2012)
- CERM PI research collaborators (completed reviews in 2011-2012)
- More than one participant from the same organisation

Credit & Course Articulation

Participants may:

- Complete the 5 days as professional development
- Enrol in the course as a 4.5 unit elective at the UniSA or your home university (cross-institutional enrolment fees apply)

This course is taught through

- Short lectures, to provide an outline of the key concepts;
- Case studies, simulations and class exercises to reinforce application of concepts;
- Work within small team syndicates;
- Site visits (e.g. SA State Aquatic Centre, Adelaide Aquatic Centre, Adelaide CC Golf Courses).

Need More Information?

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or

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Course content is driven by applied research

The following are just some of many who have provided data & experiences of relevance to this course

Adelaide Aquatic Centre
Adelaide Botanic Garden
Aqua Jetty (WA)
Auckland City Council (NZ)
Australian National Botanic Garden
Casey ARC
City of Blue Mountains
City of Brimbank
City of Brisbane
City of Christchurch (NZ)
City of Dunedin (NZ)
~ aquatic, sports, botanic garden
City of Fairfield
~ aquatic, sports
City of Fremantle
~ aquatic, sports
City of Greater Geelong
~ aquatic, sports, golf
City of Mandurah
City of Melbourne
~ aquatic, sports, golf
City of Moreland
~ aquatic, sports, golf
City of Salisbury
~ aquatic, sports
City of Stirling
~ aquatic, sports
City of Sydney
City of Tauranga (NZ)
City of Yarra
City of Whitehorse
~ aquatic, sports, golf
Dept of Territory & Municipal Services (ACT)
Manukau Leisure Services
Melbourne University Sports
Northcote Aquatic & Recreation Centre
Parks Australia
Rockingham Aquatic Centre
Royal Botanic Gardens, Sydney
Sunshine Coast Regional Council
Venues West (WA)
Warringah Aquatic Centre
YMCA Boroondara
~ aquatic, sports
YMCA Victoria