



# ParkCheck

A measure of user expectation and satisfaction with quality of parks in **WINTER**

## A new industry tool is now available

Yardstick already provides the quantitative measurement of asset provision and service delivery.

**ParkCheck** has been available to measure the qualitative aspects of service provision, measured during the peak summer periods. **WINTER** ParkCheck will just measure qualitative aspects of service provision of sports field and destination parks during the winter season.

### What is ParkCheck?

- ✓ ParkCheck is a park user intercept survey that has been developed by a group of parks managers
- ✓ It provides you with a ready made set of questions, a robust methodology, survey implementation instructions, training and tools.
- ✓ It enables participants to add a few specific questions to survey
- ✓ Survey data is supplied to a professional research company who analyse the data and produce a report containing results from all the participating Councils that enables comparison and benchmarking.

### Why do you need ParkCheck?

Reasons for surveying park users include:

- ✓ To influence resource allocation and budget setting
- ✓ To inform and make choices between competing priorities
- ✓ To assist in setting customer based service levels
- ✓ To drive asset management planning
- ✓ To measure how well we are doing
- ✓ To assist in setting and measuring performance measures
- ✓ To enable interaction with the customer, and not least
- ✓ To provide an element of independence in measuring service levels and user expectations

ParkCheck provides a sound methodology and a cost effective way of achieving these outcomes

### Management

- ✓ ParkCheck is managed by IPWEA / NZRA and project managed by dedicated project managers
- ✓ ParkCheck is run in association with SIL Research Ltd who provide a number of specific inputs to the project to ensure that the methodology and results meet accepted practice in market research

### Further information required ?

Should you require further information regarding membership:

**Australia** – visit web page [www.ipwea.org.au/yardstick](http://www.ipwea.org.au/yardstick) or e-mail Chris Champion CE IPWEA Australia [cchampion@ipwea.org.au](mailto:cchampion@ipwea.org.au) or phone +61 2 9639 3650

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