

**DRAFT**

## Letter for SA prospective members

Dear **Name**

### **YARDSTICK PARKS**

The International Federation of Parks and Recreation Administration (Ifpra) are encouraging parks and recreation organisations to join the Yardstick benchmarking project, which has an established network in Australia and New Zealand. The Institute of Environment and Recreation Management (Africa) is supportive of municipalities joining the project as a way of driving improvement and sharing of best practice and other information.

In December 2007, Ifpra Yardstick Project Manager, Chris Rutherford undertook Yardstick workshops in Cape Town and Johannesburg and this letter serves as a follow up to those presentations.

#### **What is Yardstick?**

Yardstick is a benchmarking project, focused on parks and recreation activities. It collects and compares a range of information relating to the provision of services, cost of service provision, asset management processes and planning and policy information. Yardstick comprises of several sub projects including:

Yardstick Parks - a benchmarking tool for the parks industry

Yardstick ParkCheck - a benchmarked park user intercept survey

Yardstick Pools and Leisure Centres - a benchmarking tool for the swimming pools and multi use leisure centres

Yardstick LeisureCheck - a benchmarked pool and leisure centre user intercept survey

Initially Yardstick Parks and Yardstick ParkCheck have been released for international membership.

It is managed by a Technical Group of parks and recreation managers from a range of member organisations in New Zealand, Australia and in future, international organisation representatives. Membership in Yardstick is available through Ifpra internationally.

The project is intended to operate long term, enabling a range of topics to be covered in detail each year, together with the repetition of some topics in future years to provide trend information with ongoing changes to reflect latest industry trends and information needs.

The project is self funding relying on a subscription from members to cover its costs.

#### **What do you get?**

- Corporate membership of Ifpra including the benefits of the network, professional development opportunities, monthly electronic newsletters, and journals
- An annual questionnaire designed by current member park managers which ensures relevant topics and understandable questions
- A hard copy annual report which is an easy to read open document suitable for parks professionals, senior managers and elected officials
- A CD that includes a PDF copy of the current years report, the raw data from all members in an excel spreadsheet and all previous years reports and data
- Measurement against key performance indicators which enable organisations to select certain KPI's for use in their own organisations reporting processes
- The opportunity to suggest categories of the parks industry you would like to see benchmarked and the opportunity to assist in question development

### Costs of membership

Membership costs are scaled on the basis of the population that organisations serve. Where a Trust or national government department (such as the Department of Conservation in New Zealand) joins a negotiated fee is agreed.

Annual membership fees include corporate Ifpra membership	Per Annum
Organisations with a population under 200,000	£ 750
Organisations with a population from 200,000 to 500,000	£ 1,500
Organisations with a population from 500,000 to 1,000,000	£ 2,250
Organisations with a population over 1,000,000	£ 4,350

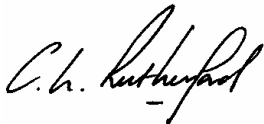
### Further information

Should you require further information regarding membership visit web page [www.yardstickglobal.org](http://www.yardstickglobal.org) or contact Alan Smith Ifpra [lfpraworld@aol.com](mailto:lfpraworld@aol.com) or Yardstick Project Manager Chris Rutherford +64 21 351 602 or e-mail [chris@prophetiam.com](mailto:chris@prophetiam.com)

Attached to this letter is the membership form which should be completed and returned to Yardstick Project Manager, P O Box 127, Tauranga, 3140, New Zealand prior to the end of April 2008 for inclusion in the project in 2008.

Yardstick will be presented again at the IERM conference in 2008

Yours faithfully



Chris Rutherford  
Ifpra Yardstick Project Manager