
Becoming Code Compliant Through Benchmarking

Benchmarking is the process whereby a club can measure its performance and compare it with others (inside and outside their jurisdiction) for the purpose of improving performance in key areas of operation. More specifically, Benchmarking can help your club improve overall profitability and business efficiency; improve the productivity of your staff; control costs more effectively; utilise equipment and other assets more resourcefully; and meet your community support obligations. And as one of the Best Practice Guidelines that navigates clubs to become more Code compliant, benchmarking is fast becoming the new 'buzz' word of the industry and is one of the simplest Guidelines to comply with – subscribe, supply data and away you go!

So, is there a simple solution available to start benchmarking and become Code compliant today? There is now thanks to 'Benchmarker' - a specifically-designed registered club benchmarking service that provides quarterly performance information and reports on both individual and comparative performance to strengthen your club through the development of a database of operating and economic performance information. But what's great about Benchmarker is that it's now available in an electronic format, making it not only more accessible to clubs all over New South Wales, but even easier to use for instant results. Essentially, Benchmarker takes a snap shot of a club's chart of accounts and allows club managers to gain a thorough understanding of how to improve their business on an incremental level.

Benchmarking can quickly identify performance gaps in your operations; highlight your strengths and weaknesses within your operations; assist in developing business improvement strategies; provide a platform for decision-making and performance improvement; and most important, it encourages best practice. But its benefits don't end there, as it's also an effective communication tool with members, Government and the community, using actual and regularly updated data; provides improved social and economic sustainability; and provides more factual and precise information for industry service providers.

The fundamental purpose of benchmarking is that club managers are able to maintain complete control over their systems in place, particularly on the important components of the business while being able to improve upon them. This allows a club to strive to constantly improve its business, whether conscious of it or not, and knowing that you can potentially improve in specific areas.

Since the launch of the ClubsNSW Code of Conduct there has been a massive surge of interest in benchmarking, with smaller sized clubs, proving that Benchmarker is an operating tool that allows them to take part in benchmarking, a process which may have traditionally been directed more at 'medium / large size clubs'. While for medium and large size clubs there is strong interest in the Club Data Online tool, which is delivered monthly and includes additional reporting functionality such as a database of over 20,000 gaming machines assisting club to undertake 'due diligence' when managing their gaming installation.