



# Creating A Benchmarking Service To Measure ICT Uptake For The Australian Construction Industry



**CRC** Construction Innovation  
BUILDING OUR FUTURE



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## University of Newcastle



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# Introduction

- CRC CI commissioned scoping study
  - AU\$56M over 7 years
  - 19 Partners
- Investigation of ICT uptake and integration
- Development of a web-based survey mechanism
- Part of a suite of proposed CRC CI benchmarking initiatives



CRC CI Board

VISION

Research Program

A) Business and Industry Development

Program Director  
Dennis Lenard  
Deputy Program Director  
Don Allan

B) Sustainable Built Assets

Program Director  
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C) Delivery & Management of Built Assets

Program Director  
Tony Sidwell  
Deputy Program Director  
TBA

Outputs

Programs

ICT Platform

Platform Director:  
Robin Drogemuller  
Deputy Platform  
Director - TBA

Inputs

INDUSTRY PARTNERS

RESEARCH PARTNERS

INTERNATIONAL PARTNERS



# Benchmarking Benefits

- Centralised benchmarking acts as a spur to industry-wide performance improvement
- Exposure to best practice case studies triggers organisational re-engineering
- Access to mean industry performance values provides a direct measure of organisational performance improvement



# Rationale

- Organisations beginning to use ICT as *enabling* tool
- Benchmarking to trigger organisational improvement
- Spot benchmarks allow comparison with best practice
- Longitudinal benchmarking allow monitoring of development





# Research Process

- Twin strands:
  - Review existing Benchmarking practice from around the world
  - Consider delivery mechanisms
- Three mechanisms short listed:
  - Postal survey
  - Computer-Assisted Telephone Interview
  - Web-based survey

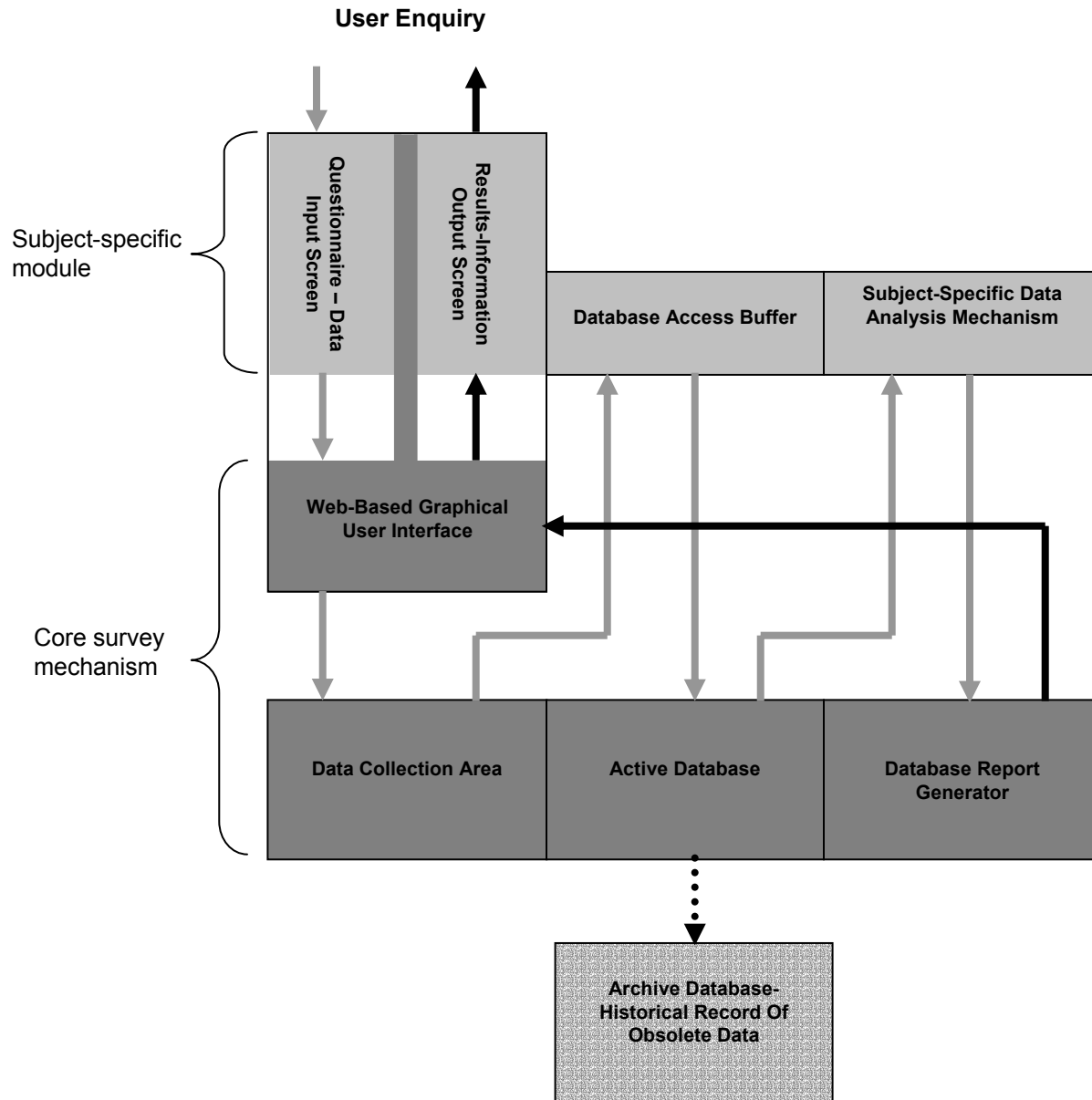


# Findings

- Web-based survey recommended:
  - E-mail follow-up
  - Instant feedback
  - Low running costs
  - Low data entry and processing costs
- Careful design would produce a survey mechanism that would be of use to other projects, for other uses







# Features

- Results will generate KPIs appropriate to enquirer's profile
- Results presented in user-friendly formats
- Unique user ID
  - Prevents multiple entries
  - Allows periodic user updates, allowing progress to be charted



# Advantages

- The survey will be web-based
- Adds new data to existing database
- Automatically compare this dataset to the industry mean and report back to the user
- Database reports tailored to the user's needs
- The master database constantly updated
- Periodic culls of old datasets
- The user subscription structure to encourage periodic updating of the database
- Identify sector leaders targeting them for inclusion as best-practice case studies.

# Current Status

- In-principle agreement from CRC CI to develop as part of Programme A “Business And Industry Development” as part of a suite of benchmarking initiatives
- Beta development under way at University of Newcastle.

