

# RATE YOUR BUSINESS

Want to know how your business is tracking against industry benchmarks? A new BizRate Tool is being developed by the industry for the industry—helping you find out what ‘good’ looks like for your business. Learn more about this valuable new resource in our Q&A with **Graham Burke**, Executive Director of the Construction Industry Council.

**Q: What exactly is the BizRate Tool?**

**A:** It’s an online tool for specialist trade businesses, who can anonymously enter their financial, commercial and operational performance data to receive a report, benchmarking their business against industry-wide targets.

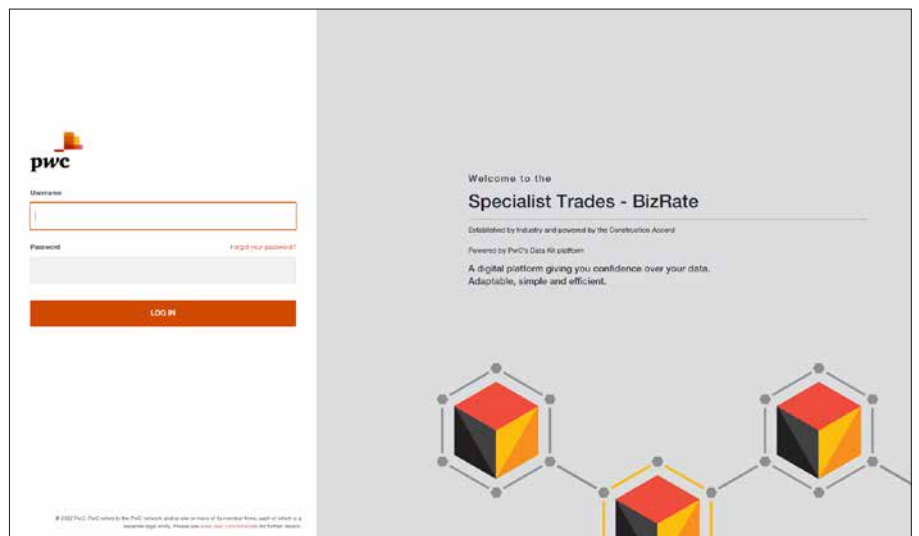
The report will give a clear understanding of what a ‘good’ construction business looks like—helping you measure how well your business is performing against a wide range of criteria.

The report will help your business:

- Spot problems, so you can identify improvements
- Compare your business with other businesses in the same sector
- Measure and evaluate the effectiveness of changes in business functions and processes on your overall performance.



Graham Burke is Executive Director of the Construction Industry Council and past President of the Specialist Trade Contractors Federation.



| Checklist   | Area                           | SubArea                | Measure   | Value Provided | Target  | Status | Why are we asking this?   | How can I improve it? |
|-------------|--------------------------------|------------------------|---|----------------|---------|--------|---|-----------------------|
| Operational | Portfolio & Project Management | Customer Relationships | Do you send out customer surveys?   | Y              | Y       | Green  | Proactive performance assessment                                  |                       |
| Operational | Portfolio & Project Management | Delivery Track Record  | Have you been part of a formal contractor EOI process in the last 3 years?        | N              | Y       | Red    | Good contractor engagement and transparency in pricing and design |                       |
| Operational | Portfolio & Project Management | KPI Monitoring         | Operational KPIs measure system uptime  | 88             | 88      | Green  |   |                       |
| Operational | Portfolio & Project Management | Operating Model        | Do you send out policy updates  | 84             | 88      | Yellow | Do you consider the appropriate issues?                           |                       |
| Operational | Portfolio & Project Management | Pricing                | Evidence of a back-casting process and pricing library?                           | Y              | Y       | Green  | Adaptability of procurement practices                             | Link                  |
| Operational | Portfolio & Project Management | Project Reports        | Frequency of reporting on installed projects (10% of total current project value) | Bi-weekly      | Monthly | Red    | Proactive performance management                                  |                       |
| Operational | Portfolio & Project Management | Risk Register          | Evidence of a company (not project) risk register                                 | N              | Y       | Red    | Understanding of wider business risk                              | Link                  |
| Operational | Portfolio & Project Management | Risk Register Options  | If yes, risk register measure   | 0              | 0.7     | Red    | Proactive management of portfolio risk                            |                       |
| Operational | Portfolio & Project Management | Risk Register          | If yes, mitigation strategies identified against each risk                        | Y              | Y       | Yellow | Proactive management of portfolio risk                            |                       |
| Operational | Personnel                      | Staff Training         | Evidence of a staff training programme and record                                 | Y              | Y       | Green  | Ensuring staff are appropriately                                  | Link                  |

Specialist trade businesses will be able to log in to the BizRate Tool to anonymously enter their business performance data and receive an industry benchmark report on an annual basis.

Once you receive the report, the BizRate Tool will provide links to a knowledge library where you can find resources to help you build capability and further develop your business.

**Q: Is it confidential?**

**A:** The data you enter and the report you receive are completely confidential. Your data belongs to you, and you have the right to ask to see what the system has, as well as to be removed from the database.

Only the system administrators at PwC will be able to access the data so they can provide help for your business, if required.

Industry associations, such as Master Plumbers, will be provided with an anonymous industry-level report, so they can identify overarching sector trends and focus areas, but no individual businesses will be mentioned. Your privacy is assured.

**Q: Who's behind it?**

**A:** The BizRate Tool is a collaboration between numerous specialist trade associations. It is funded by the Construction Sector Accord and delivered by PwC.



## WHAT DOES 'GOOD' LOOK LIKE?

Construction businesses are facing a barrage of challenges, making it more crucial than ever to have a sustainable, resilient business.

Without an industry benchmark, it can be hard to know what 'good' looks like—which is why the BizRate Tool has been developed.

To read about the key challenges facing the industry right now, see the article *NZ Plumber* ran on page 62 of the October-November 2021 edition.

The Construction Sector Accord has supported the development of the tool because it aligns with its goals to foster sustainable, resilient and successful construction businesses.

Many people working in the specialist trade sector do a great job, but most acknowledge they could improve how they look after their finances and manage risks. A similar, successful programme is already available to the vertical construction sector.

**Q: Is it free?**

**A:** There is a small annual fee to input your data and receive your yearly report.

**Q: How do I take part?**

**A:** The programme is moving into its pilot phase and we are keen to get Master Plumbers' member businesses involved in this pilot.

We are offering the first 25 users free access to the Datakit tool, where you can input your data anonymously to receive a report for your business. Please email [admin@masterplumbers.org.nz](mailto:admin@masterplumbers.org.nz) to register your interest. The BizRate tool is expected to officially launch within the next three months. 📧



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