



What are the benefits of Benchmarking?

Benchmarking is the collection of performance information that allows comparisons to be made between organisations. It is typically designed to answer the question: "What are the most important performance yardsticks and where do we rank, compared with others in our industry?" It is generally recognised that, when used appropriately, benchmarking is one of the most effective tools for bringing about improvements in performance.

Some of the typical benefits are as follows:

- Allows a wide range of performance indicators to be studied.
- Protects confidentiality of all partners.
- Allows comparisons with competitors to be made and allows identification of best practice.
- Allows performance shortfalls to be clearly seen and assists in identifying priorities for improvement.
- Encourages participants to seek fresh approaches to bring about improvements in performance.

Participation in TOPMARK

Participation in TOPMARK is **FREE OF CHARGE**. To join TOPMARK, all a mill or Topmaker needs to do is contact AWTA Ltd and agree to provide greasy wool and top test results on processing batches. These results will be entered into a confidential database by AWTA Ltd from which the processing performance of each mill can be compared. A standard form has been created to assist mills in submitting the required data to AWTA Ltd.

Unlike TEAM-3, participating mills do not need to send top samples to AWTA Ltd for measurement. For the purposes of the benchmarking service, the top measurement results from the individual mill's laboratory will be used.

Feedback to Mills

CONFIDENTIAL mill reports will be provided to mills on a regular basis. These reports will summarise the characteristics of the consignments submitted by the mill and benchmark their processing performance against other participating mills. It is envisaged that detailed reports will be presented to mills at least every 6 months. Some of the key characteristics that will be benchmarked include: Hauteur, CV Hauteur, Romaine, Top & Noil Yield, and Core/Comb Fibre Diameter.

Further Information about TOPMARK

Please complete the request below and **Send** to AWTA Ltd, PO Box 240, North Melbourne Victoria 3051 Australia or **Fax** on +61 3 9371 4191 or **Contact** either: Ian Ashman – Tel: +61 3 9371 4100 Email: ian.ashman@awta.com.au or Andrew Lindsay – Tel: +61 2 9681 1200 Email: andrew.lindsay@awta.com.au

Name: _____

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Comments: _____

