Tiering – there is discussion around changes to tiering and using it to entice gamers to play more. We don't know what the regulation changes will be but the discussion is that as a minimum existing regulations may be policed only based on customer complaints.

Are tiering changes an advantage for small and country venues – don't have to compete on $ for business with bigger clubs, but on service

Policing existing laws – may be the extent of changes or could be more…no tiers? How will this effect gaming promotions/rewards at your club

Virtual tiers – I've been running virtual tiers for some time and from the players perspective there isn't a tier. They just qualify for stuff based on historical play. Removes expectations of being in Tier X and getting $50 a month just for being in the tier. Is anyone doing anything different here? Are rewards getting more personal or something unusual offered?

Floor/product differentiation

 We used to differentiate areas of the floor by denom. With the reduction in different denominations and increases in Multigames we have less of those games. I now segregate the floor by gaming machine product type and player markets eg bingo players like sitting near the front of the gaming room where they can see who's in the club with "granny games" in that area. Does anyone separate other parts of their floor?

Smaller players – need different type of machine = getting burnt quicker and leaving in droves. I will discuss hold and spin statistics and game structures. Are you noticing declining numbers of smaller but regular players?

Regular players losing out – is time on device play and games a purchase consideration for you

Do we need to put our money where our mouth is and buy a percentage of different stuff from the manufacturers to add some game variety on the floor? How do you sell it to the board when everyone's expectation is that all games should perform at Dragon Cash levels?

John and Col – can discuss the new game features and types they have coming out

Multigames – to add long term game success and variety

Analysis trends – how should we look at data these days?

Is there a benefit to the long tail on a ranking reports at a club these days?

What benchmark do you use for buying machines?

Clubs Vs Pubs –

I will present some info/data on pub growth Vs clubs

What are pubs doing right?

I have a walk-through of the gaming room design for one of the top pubs in Sydney from Tony Donnelly – discuss positive points

What are pubs doing in your areas that are drawing players away from clubs – is it just gaming product driven (eg 30 x Dragon Cash?) or is there more to it?

Pubs now owned by corporate groups not individuals. Using shared knowledge to consolidate marketing and gaming improvements

What are the one percenters that make a difference to your gaming business?

Here is a short list of a few things I see that ensure a consistent product that many clubs dot keep an eye on?

VIP hosts or supervisors – do they promote your rewards programs effectively?

Cleaning – gaming machine buttons are grubby (do your gaming machines smell like pledge?)

Smoking demographic changes – there are less smokers these days. Are we at the point where we need to look at reducing outdoor gaming areas? Have your floors changed their balance?

Bathrooms – "if the bathroom is dirty the kitchen must be dirty" – says every woman that walks into your club.

Greetings – is every customer that walks through the door given a greeting?

Car parks – do you segregate parking. Clubs with small car parks these days are using Uber for top tiers as well as club buses.

5 senses activated – how do you activate your players senses when they walk in your club – line of sight, fresh coffee or professional smells? What does your club do?

Removal of barriers – these days there are lots of excuses not to visit a club. Are there ways you try to make it easier for your gamers – walking distance from carpark to club, walking distance from front door to gaming room, do they have to wander through the whole club to get to the gaming area.   Do they have to go through doors everywhere?

Do the reps (Col and John) see any venues that are making an impact with good ideas?

How regularly do you move machines, convert or update games? Do you have a schedule/budget or is it ad hoc?