

# CMAA Victoria Gaming Management Forum

**Wednesday 24 & Thursday 25 August, 2022**

This Forum is a **MUST attend** event for all Victorian Club Managers wanting insight and the latest information about the Gaming landscape in Victoria.

The Forum features an array of topical & interactive sessions that will assist club managers with strategies to be able to better cope with the challenges that face them

# Investment

## CMAA Members & Affiliates



**\$480**<sup>+GST PP</sup>

Full package includes:  
Welcome Function, Conference  
Sessions & Conference Dinner

## Non-Members



**\$680**<sup>+GST PP</sup>

Full package includes:  
Welcome Function, Conference  
Sessions & Conference Dinner

## Conference Dinner Only



**\$120**<sup>+GST PP</sup>

Tickets are available for purchase  
to attend the Conference Dinner  
for non-conference delegates  
on application to Chris Keeble  
CMAA on [chris@cmaa.asn.au](mailto:chris@cmaa.asn.au)



**REGISTER ONLINE:**

[www.cmaa.asn.au](http://www.cmaa.asn.au)

**ENQUIRIES EMAIL**

[training@cmaa.asn.au](mailto:training@cmaa.asn.au)

# Timetable

## Tuesday 23 August

**5:30pm – 7:30pm**

Welcome Drinks & BBQ  
Mulgrave Country Club

## Wednesday 24 August

**8:30am – 9:00am**

Registration & Arrival Coffee

**9:30am – 4:30pm**

Conference Sessions

**6:00pm – 6:30pm**

Pre-Dinner Drinks

**6:30pm – 10:00pm**

Conference Dinner &  
Entertainment

## Thursday 25 August

**9:00am – 12:30pm**

Conference Sessions

Speakers may change prior to  
the event date

# Speakers



**Geoff  
Wohlsen**



**Joel  
Williams**



**Chris  
Byrnes**



**Jacqui  
Meagher**



**Renee  
O'Neill**



**Matt  
Rafton**



**Tony  
Donnelly**



**Grant  
Duffy**



**Michael  
Phillips**



**Phillip  
Wohlsen**



**Terry  
O'Halloran**



**Niel  
Spencer**

# DAY 1

**Wednesday 24 August**

## **State of Play in Victoria & What is happening with the Regulator?**

How has the gaming landscape has evolved and changed for Victorian Clubs? Why are we where we are now? What are the challenges for clubs with respect to leasing or purchasing their machines? What could the future look like for Victorian clubs in 20 years' time?

The change from the VCGLR (Victorian Commission for Gambling & Liquor Regulation) to VGCCC (Victorian Gambling & Casino Control Commission) – what does it mean for Clubs? Will the recent governance, corruption & money laundering issues of Crown Casino have an impact on gaming for Victorian Clubs? What is happening with Responsible conduct of gambling and harm minimisation measures likely to be introduced?

*Panel session facilitated by Geoff Wohlsen, Wohlsen Consulting with Neil Spencer Gaming Consultants International, Joel Williams Director Leading8 & Chris Byrne CEO Yarraville Club*

## **Supporting Successful YourPlay Engagement**

In this session the YourPlay Evaluation Report will be discussed from a Policy perspective with regard from industry engagement, compliance, tools and tips, and a general update of YourPlay followed by question and answer time.

*Presenters Jacqui Meagher & Renee O' Neill from the Department of Justice & Community Safety.*

## **Connecting with your Customers**

COVID has changed the way we operate our businesses -mostly for the better! But how do we grow & attract customers in this new 'normal'? Clubs hold an incredible wealth of data that is often underutilised. The secret to unlocking this potential is to engage with your members during the critical stages of their customer journey. Learn how to leverage these opportunities and use data from your existing customers to identify and reach high new value members.

*Presenter Matt Rafton, Managing Director, Maer Group*

## **Getting the Gaming Room Installation RIGHT!**

The importance of designing the right gaming room – floor layout, size & space of EGM banks, lighting & signage, creating atmosphere, décor, access/privacy & security, furnishings, architectural trends. Learn how to prepare your proposal to the Board for change in your gaming installation with key strategies and explanations. What is a good mix of standalone, SAP and linked jackpots EGM's to drive gross turnover.

*Presenter Tony Donnelly, Design Director, Donnelly Design*

## **Countering the Criticism of Clubs**

The privilege to offer gaming is one which all registered clubs value and respect. However, there is often criticism from those in the community that view gambling negatively and question the right of clubs to offer it. Clubs need to do a better job of presenting the benefits of how they support their local communities from the proceeds of gaming and how they endeavour to keep their customers safe from any harm associated with it. This session will explore strategies and how clubs can come together as a voice to present their side of the story to counter anti-gambling criticism.

*Panel session facilitated by Geoff Wohlsen with Club Managers Grant Duffy & Michael Phillips*

# Conference Dinner

**Wednesday 24 August 6pm – 10pm**

Join with your fellow conference delegates in a relaxing networking and social setting after a packed conference day. Enjoy the hospitality of the Mulgrave Country Club management, board and staff.



# DAY 2

**Thursday 25 AUGUST**

## Benchmarking Clubs' Financial Data

National Research Partner Wohlsen Consulting will present their findings on the following benchmarking data analysis –



- Club ADR for VIC vs NSW, QLD, ACT
- Pub vs Club gaming performance State by State
- What are good performing venues (pub or club) doing right to achieve high ADR?
- Why are some Clubs completely missing the mark?

*Geoff & Phillip Wohlsen, Wohlsen Consulting, CMAA National Research Partner*

## Gaming Business Intelligence - The future of Gaming

Terry O'Halloran from Aristocrat Industry Insights will facilitate a panel session comprised of club managers and gaming manufacturer representatives on the current state of gaming play and what the future holds as we again start the slow journey out of shutdowns to some level of normalcy

- Update on the cashless wallet trials
- Product trends and innovations
- Systems innovation
- What have we learned from the Pandemic?
- How are hotels doing gaming?
- Gaming in the digital space
- Risks and opportunities in Victoria

*Panel session facilitated by Terry O'Halloran with IGT State Manager Theo Toklis, & Club Managers*



## ACCOMMODATION IN GLEN WAVERLEY

### Quest Glen Waverley

353-361 Springvale Road,  
Glen Waverley  
(03) 9239 2900

### Novotel Glen Waverley

4-star hotel  
285 Springvale Rd, Glen Waverley  
(03) 8561 2345

### ibis Glen Waverley

3-star hotel  
297 Springvale Rd, Glen Waverley  
(03) 9518 7111

### The Waverley International Hotel

4-star hotel  
301 Springvale Rd, Glen Waverley  
(03) 9560 3311

## ACCM POINTS

**CMAA Members &  
CMDA Affiliates earn**

## 20 POINTS

Earn an extra **10 points** if  
travelling more than 100kms  
from Melbourne.