

1. Group Overview

2. Bankstown
Products

Sports

3. Digital Age

4. Diversification Strategy



BankstownSports



- ✓ Founded in 1958 - Over 63 years strong
- ✓ 48 sporting clubs
- ✓ Over 120,000 members
- ✓ Employ 600+ staff
- ✓ 20+ experienced & professional management team
- ✓ Driven by purpose and vision for the community
- ✓ Contributes over \$2 million annually to the community

Our Venues



OUR VENUES



Bankstown Sports Bowls



The
ACRES CLUB
GREENWICH 1937



Baulkham Hills Sports



Auburn Tennis
CLUB



Birrong Sports

BANKSTOWN BOWLS

- ✓ Down the road – in Griffith Park
- ✓ Team of approx. 10
- ✓ Outsourced Kitchen: Grill
Central
- ✓ 30 EGMs

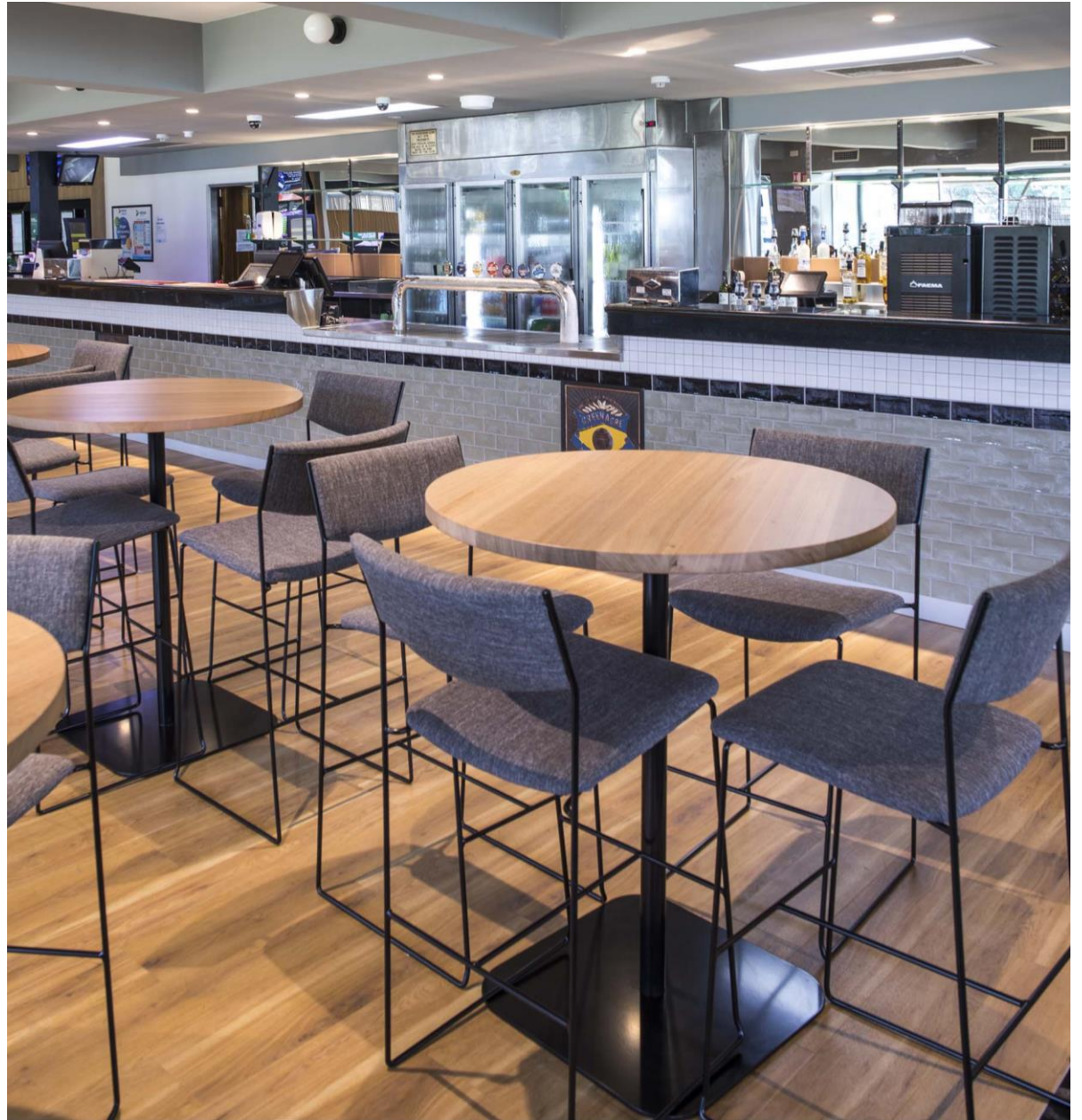




THE ACRES CLUB

- ✓ Team of approx. 20
- ✓ Recently renovated following amalgamation in 2016
- ✓ Family-friendly focus
- ✓ Repurposed bowling Greens:
 - ✓ Smoker & Pit Master
 - ✓ Pizza Container
- ✓ 66 EGMs







Baulkham Hills Sports Club

- ✓ Team of approx. 40
- ✓ Amalgamated in 1998
- ✓ Renovated in 2008
- ✓ Synergy based on constitution & large sporting base
- ✓ Membership base of approx. 7000 locals
- ✓ Internally Operated Restaurant: The Gallery
- ✓ 3 Private Event Spaces
- ✓ 144 EGMs
- ✓ 6 Remaining Entitlements





Auburn Tennis Club

- ✓ Team of approx. 15
- ✓ Renovated prior to amalgamation
- ✓ Amalgamated in 2017
- ✓ Strong gaming venue
- ✓ 53 EGMs





Birrong Sports Club

- ✓ Team of approx. 20
- ✓ Barely renovated
- ✓ Best performing satellite venue
- ✓ Amalgamated in 2011
- ✓ Outsourced Italian Bistro
- ✓ No outdoor gaming
- ✓ 129 EGMs





Group EGM Entitlements



Bankstown Sports	745
Birrong	133
Baulkham Hills	150
Bankstown Bowls	30
The Acres	66
Auburn	53
TOTAL	1177

Gaming



Product

- ✓ 745 EGMs across 2 levels
- ✓ 3 outdoor areas
- ✓ X Links
- ✓ Mix of manufactures
- ✓ Best performing machine
- ✓ Best performing link
- ✓ Dollar Storm outperforming the market at this site



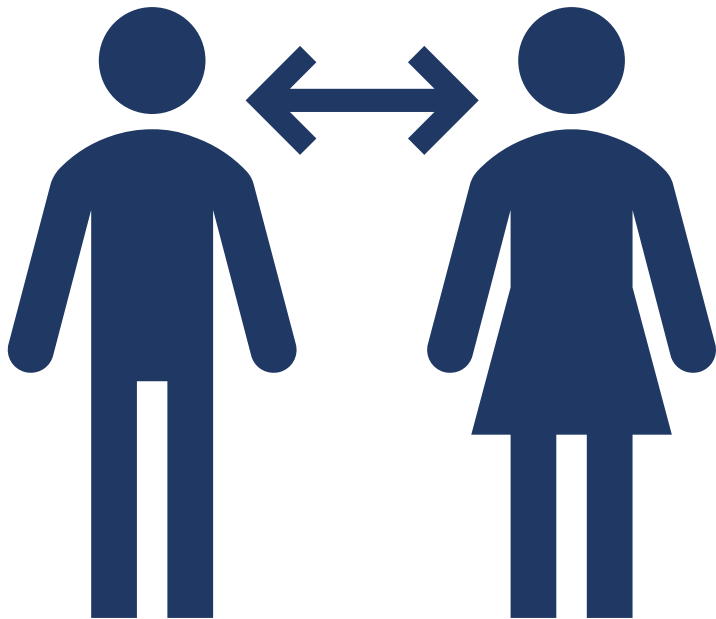


Service

- ✓ Trade 21 hours per day
- ✓ Tiered benefits – membership loyalty program
- ✓ VIP Service Strategy & Team
- ✓ Beverage On Demand
- ✓ Resident Technicians



Learnings from COVID



The COVID shutdown of 2020 paved the way for many changes at Bankstown Sports. We took it as a positive opportunity to reassess the way we do things and optimize the way they should be done. It was a chance to pause, reflect, pivot and plan for the future.

- ✓ Effective Communication is crucial
- ✓ Staff Safety & Cleanliness is Key
- ✓ Machine spacing for player comfort
- ✓ Know Your Customer
- ✓ Diversification is necessary

Responsible Gaming

Bankstown Sports takes the issue of responsible gaming very seriously and is continually looking for ways to ensure members and guests are safe, supported, and remain within their limits.



- ✓ Operate 2 Exclusion Schemes
- ✓ Facilitating Third Party Exclusion
- ✓ Facial Recognition Technology
- ✓ Strong Counselling focus
- ✓ Prompted welfare check processes
- ✓ In-house RG & Community Coordinator
- ✓ RG Committee
- ✓ Helped Fund University of Sydney Research Program into staff training for proactive assistance with problem gambling
- ✓ Working with Aristocrat to improve real-time reporting on suspicious transactions

Digital Age



Transitioning to the Digital Age...



1. PREPARING FOR CASHLESS GAMING,
NEAR FUTURE BUT MORE IMPORTANTLY,
BEYOND.



2. INCENTIVIZING DIGITAL MEMBERSHIP &
APP USAGE; STREAMLINING CLUB ENTRY
AND PLAYER COMFORT



3. KNOW YOUR CUSTOMER – TAILOR TO
THEIR NEEDS AND THEIR SAFETY LEVELS.

Diversification



Diversification

- ✓ **1. Traditional Club Methods:**
 - ✓ - F&B Revenue
 - ✓ - Membership revenue & Club Promotions
 - ✓ - Functions
 - ✓ - Ticketed Shows Revenue
 - ✓ - TAB/Keno Commissions

- ✓ **2. Internal Outlets with Unique Offerings**

- ✓ **3. Outsourced Outlets internally:**
 - ✓ - Rental Income
 - ✓ - Sales Income (Beverage)
 - ✓ - Diverse Demographics & new foot traffic

- ✓ **4. Alternative Products**

- ✓ **5. Alternative Businesses**

Internal Outlets with Unique Offerings



Internal Outlets with Unique Offerings





Lady Banks

ROOFTOP

Outsourced Outlets

Family Friendly



Outsourced Outlets



Different Demographic

Alternative Products



A screenshot of the CLUBCO e-wholesale Direct website. The header includes the logo "CLUBCO e-wholesale Direct" and navigation links for "Delivery and Shipping", "Suppliers", "Sign up for newsletter", "Login", "Register", and a cart icon showing "\$ 00.00". The main content area features a large image of a woman wearing a KN95 mask, with text: "KN95 MASKS NOW AVAILABLE". Below this are bullet points: "Active carbon high-filtration mask with 5 layers", "High filtration efficiency & low breathing resistance", and "Adjustable nose clip". At the bottom, it says "AVAILABLE VIA THE COVID-19 SAFETY ESSENTIALS RANGE". Other product images include "TGA Face Masks" (\$8.00 per pack), "Rapid Antigen" tests, "Powder-Free Gloves" (\$5.32 per pack), and "Instant Hand Sa" products.

A screenshot of the Gasser Chair Company website. The header features the "gasser" logo and navigation links for "Galleries", "Resources", and "Contact Us". The main content area displays a grid of various chair models. Text in the center reads: "Gasser Chair Company", "Manufacturing Built-to-Order", "Commercial Seating", and "Since 1946".



Alternative Businesses



✓  FLINDERS CENTRE

✓ Investment properties and rental income

✓ Corporate partnerships

✓ Labour-for-hire solutions

✓ Independent living

Thank You.

