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PROJECT 2022

GMDC Major Project 2021 - 2022

CHECKLIST

|  |  |
| --- | --- |
| Project Available to download: | By 4:00pm Thursday August 18 |
| Project Queries Close: | By 4:00pm Thursday September 29 |
| Project Due: | By 4:00pm Thursday October 13  - via hard copy land mail. |
| Address: | Attention: Don Hammond  Leagues Clubs Australia  PO Box 20426  World Square NSW 2002 |
| Course Assessment: | 10% Attendance and Participation  45% Assignments  45% Major Project |

Major Project Marking Criteria

|  |  |  |
| --- | --- | --- |
| Section | Topic | Marks |
| **A** | **Multiple Choice & True or False** | **13** |
| **B** | **General Course Questions and Comments** | **22** |
| **C** | **Carding, Pay Tables, Occupancy & Jackpots** | **24** |
| **D** | **Cash Flow and Contribution Analysis** | **14** |
| **E** | **Floor Plan** | **15** |
| **F** | **Board Report/Proposal** | **12** |
|  | **TOTAL** | **100** |

**Return each section separately.**

**Answer pages only i.e. ‘Attachment’ pages NOT required.**

# GMDC PROJECT 2021 - 2022

**PLEASE OBSERVE THE FOLLOWING:**

* All sections must be clearly labelled.
* Write your name on the front page of each section.
* Keep all sections stapled but separate – DO NOT BIND!
* All sections to be A4 size. (Except Section E – Floor Plan Submit on A3)
* For full marks, show all appropriate ‘worksheets’.
* Be conscious of content, format and narrative. Be wary of cut and paste.
* Return each section separately.
* Provide answer pages only i.e. ‘Attachment’ pages not required.
* Allow yourself ‘plenty of time’ to complete all tasks.
* **Review** before submission.
* File both an electronic/soft copy and hard copy of your project.
* Consider ‘mail time’ to meet due date obligations. It may be prudent to use registered mail to track and confirm project lodgement.
* **Late Penalty: 10%**
* Later than 3 days without notice will result in higher penalty and/or non-acceptance of project.
* Results and Project Review will be provided at Session 5, **Thursday October 27** at Ryde-Eastwood Leagues Club. \*\* OR to be advised due to Covid19 Restrictions
* Results may be reviewed however any decisions will be final and without correspondence.
* All questions pertain to NSW.
* Resources and Reference: GMDC session presentations and notes, Registered Clubs Act, Liquor Act, Gaming Machine Act, Gaming Machine regulations, Registered Clubs regulations, Smoke Free Act, EGM National Standard (NSW), Workplace Surveillance regulations.

# GMDC MAJOR PROJECT 2021 – 20122

**Name:**

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| --- | --- | --- |
| SECTION A: | MULTIPLE CHOICE & TRUE OR FALSE | TOTAL MARKS: 13 |

**PART I**

**Select the most correct answer to the following questions. Write the letter of your selection in the answer column. (8 marks)**

|  |  |
| --- | --- |
| **Question** | **Answer** |
| 1. Which host venue has a Gaming focus of many, varied, and high (per hour) frequent Jackpot Triggers  (a) Canterbury Leagues (b) Revesby Workers (c) Bankstown Sports (d) St. Mary’s Leagues |  |
| 2. NSW Clubs is considered as what type of Gaming Market  (a) Repeat (b) Transient (c) Ageing (d) Destination |  |
| 3. “Mitigation, Detection…” and what other element was mentioned for a ‘Sound Compliance Program’  (a) Proactive (b) Prevention  (c) Protection (d) Protocols |  |
| 4. “Mathematical model, Artistic themed package, with Sound & Lighting - these 3 elements are integrated with what else to produce a game”  (a) Volatility (b) Quality Software (c) Time on Device (d) Tokenization |  |
| 5. What Motel Franchise is involved with St. Mary’s Leagues  (a) Travel Lodge (b) Ibis (c) Holiday Inn (d) Air BnB |  |
| 6. Who is the CEO of Wenty Leagues Club  (a) Stuart Jamieson (b) Ian McCann  (c) Glenn Kovacs (d) Stewart Graham |  |
| 7. What Financial Ratio is “A measure of a Club’s ability to invest, acquire or expand based on excess cash flows after required capital expenditure  (a) BDO (b) EBITDA (c ) DSCR (d) FCFR |  |
| 8. What tool is used to measure and predict Customer Loyalty  (a) Net Reputation Score (NRS) (b) Customer Effort Score (CES)  (c) Customer Satisfaction Score (CSS) (d) Net Promoter Score (NPS) |  |
| 9. In 2009; what was the Install “% Cap” placed on MTGM’s – In NSW  (a) 15 (b) 75 (c) 25 (d) 10 |  |

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| SECTION A: | MULTIPLE CHOICE - CONTINUED |
| 10. Re Keno; what ‘Spot’ (numbers picked) games were given as the most popular; Referred to as “change your night” selections  (a) 1,2,3         (b) 4,5,6          (c) 7,10,15        (d) 10,20,40 | | |  |
| 11. Re Access Ramps in NSW Clubs; what is the ‘Gradient’ requirement  (a)  1: 4  (b)  1: 10        (c) 1: 14     (d) 1: 20 | | |  |
| 12. Customer messaging/notifications triggered once a customer gets within a digital boundary of a pub, club, racetrack or stadium.  This is the definition for  (a) Easybet (b) Digital In-venue Turnover  (c) Tabify (d) Proximity Based Marketing | | |  |
| 13. Dan Grady mentioned the “Pareto Principal” - What ratio was proposed/given as ‘Effects coming from Causes’  (a) 100% (b) 90/10 (c) 75/25 (d) 80/20 | | |  |
| 14. Shannon Foster mentioned ‘the Six (6) Elements of Ambience’ when enhancing your Customer Experiences …. Which were  (a) Vision, Sound, Taste, Experience, Smell, Space (b) Awareness, Interest, Consideration, Visitation, Retention, Advocacy (c) Sight, Sound, Taste, Touch, Smell, Space (d) Quality, Response, Accessibility, Empowerment, Friendliness, Signage | | |  |
| 1515. What is considered:  “An Insurance Policy - protecting your capacity to earn”  (a) Consultants (b) A Service Contract  (c) Loyalty Programs (d) Compliance Policy | | |  |
| 16. In order to be considered “GEN – Z”; CRAIG BUTLER quoted you must be born in what year onward  (a) 1997 (b) 1977 (c) 1951 (d) 2011 | | |  |

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| SECTION A: | CONTINUED TRUE OR FALSE |

**PART II State True (T) or False (F) to the following: (5 marks)**

1.  In terms of auditing egms – there are two methods of Identification. –

“The Easy Way or The Hard Way” \_\_\_\_\_\_\_

2. ‘X- Series’ is the predominant protocol used for egms in NSW \_\_\_\_\_\_\_

3. All Cark Parks @ Wenty Leagues are leased from the Local Council \_\_\_\_\_\_\_

4. In the GMDC “S.I.T.” referred to Software Integration Terminal \_\_\_\_\_\_\_\_

5. The standard game of Keno is also referred/marketed as “Classic” \_\_\_\_\_\_\_

6. In NSW – The game ‘Draw Poker’ is permitted in MTGM’s \_\_\_\_\_\_\_

7. NSW Clubs – Cashflow Reporting was made compulsory in 1983 \_\_\_\_\_\_\_

8. Bankstown Sports Group are transitioning to the ‘Digital Age’ by

“Incentivising Digital Membership and App usage and streamlining

Club Entry & Player Comfort” \_\_\_\_\_\_\_

9. Overt Surveillance requires the authorization of a Magistrate \_\_\_\_\_\_\_

10. Older style poker machines with Mechanical Reels are also called ‘Hoppers’ \_\_\_\_\_\_\_

# GMDC MAJOR PROJECT 2021 - 2022

**Name:**

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| SECTION B: | GENERAL COURSE QUESTIONS & COMMENTS | TOTAL MARKS: 22 |
|  |  |  |

**Part I: Short Answer (7 marks)**

1. An additional ’Static Prize’ on an egm - not in the base game, is referred as what

2. Which 21/22 GMDC Host Venue had one of its Executive Presenter’s provide the premise there are “Opportunities through Change”

3. Lindsay Verdon in his Presentation Conclusion emphasised that:

“The best venues have ………..” what ?

4. What effect does changing the bet amount have on the hit rate of an egm?

5. A Mystery Jackpot has a Max Prize of $1,500 and Av Inc of $700.

What would be the start up ($) Amount

6. What two factors did Claire Mileto suggest are involved in the

‘Balancing Act’ of producing a successful Poker Machine game

7. What ‘variables’ were suggested should be in close ratio in terms

of an egm “Balanced Installation”

|  |  |
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| SECTION B: | GENERAL COURSE QUESTIONS & COMMENTS |

**Part I: Short Answer Continued**

8. You are a Club Board Member who is about to attend a meeting to decide on a new Cleaning Contract. On the short list of tenders is a small (well qualified) company owned by your cousin. What ethical ‘term’ does this situation present?

9. Would a Club’s Staff Superannuation Contributions be considered an Asset or a Liability

10. Explain/Define - “Tabify.com.au”

11. Re staff Probation/Training – complete the quote from **Dan Grady** “ If they don’t bark as Puppies ……….. “

12. In reference to ‘Inducements to Gamble’ what are the offences: **“s.108 Liquor Act 2007” & “s.109 109 Liquor Act 2007”**

13. What did John Rafferty stress was- “the single most important selling tool in your Resume”

14. What did Shannon Forster suggest as the two main types of Market Research:

|  |  |
| --- | --- |
| SECTION B: | GENERAL COURSE QUESTIONS & COMMENTS |

**Part II: Commentary Marks as indicated (TOTAL MARKS: 15)**

|  |  |
| --- | --- |
| 1. Re NSW Clubs – Cashflow Reporting was made compulsory in year.  - what has been the major benefit of Regulated Auditing (2 marks)    2. In reference to Poker Machines - what is an ‘ RNG’  - explain its main role/purpose (2 marks)    3. . **Refer: Clayton Eveleigh**  P & L - Financials Presentation  From the Slide “Gaming Performance – Business Intelligence” …..  What is the inference/message from the Over-crowded Train Photo (2 marks) |  |
|  |  |
|  |  |
| **SECTION B: GENERAL COURSE QUESTIONS AND COMMENTS**  **PART II: Commentary Continued** |  |

|  |  |
| --- | --- |
| 4. **Refer: Clayton Eveleigh**  P & L - Financials Presentation (2 Marks)  (a) Briefly explain why EBITDA %’s are good as “Key Performance Indicators”.  (b) Why does the EBITDA > 25% have financial ‘status’ as “Business flourishing”.  5. What main two trends or traits did Craig Butler propose are associated with  ‘emerging generations’ (2 marks)  **SECTION B: GENERAL COURSE QUESTIONS AND COMMENTS**  **PART II: Commentary Continued**  6. **Scenario:** A staff member and direct report to you has started to become ‘tardy’ in performance of KPI’s/Duties. - Briefly outline how you would address this situation. (2 marks)  7.From the many venue/site visits and GMDC presentations; briefly provide any ‘light bulb’ moments i.e. something ‘new’, an idea, concept or clarification you found illuminating OR reinforced your own Gaming/Club/Industry - ‘Philosophy’.  (3 marks) |  |
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# GMDC MAJOR PROJECT 2021 – 2022

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|  | Name: | |  |
| SECTION C: | CARDING, PAYTABLES, OCCUPANCY AND JACKPOTS | | TOTAL MARKS: 24 |
| PART I: CARDING - “CHOY’S KINGDOM”  - See file attachments supplied - | | | (6 marks) |
| **NOTE:**   * Refer to the information sheet for the game “CHOY’S KINGDOM” - read it carefully. * See Attachment “2022 – Carding Reelstrips’’ * Reel Strips & Pay-table also provided on the Excel Answer Sheet   - See Attachment “2022 – Carding Exercise”.   * Complete the Excel document and provide as your Carding Answer Sheet. * Ensure you submit in this same format. * Excel formulas are provided for the calculation of the - ‘Chance of Combinations Appearing’ and ‘Win Contribution per Cycle’ only. Enter your data in the required cells i.e. populate the ‘Chance of Combination Appearing’ section as per example given NOTE**:** To ‘get you started’- * ‘5 x TIGER**’** is already populated i.e. (1x7x5x4x4)   Also **“1. The carding Summary”** Table has been populated for ‘Wild’ & ‘TIGER’   * **HINT:** Need to include ‘Wild Symbol’ per reel per each applicable symbol. * The **Carding Summary,** **Gaming Cycle**, **RTP**, **Hit Rate** and **Average Prize** need to be completed by you, i.e. there are no formulas in the worksheet. * **Provide the Excel document (one page/Carding Table) ONLY in the project; - as your answer sheet (i.e. answers on the page provided).** * If you are unable to download, please request for an email version of the:   i) Information page i.e. Game Rules and Reel Strips Layout  ii) Excel document (.xlsx) format, containing the Carding Answer Sheet. | | | |
| |  |  | | --- | --- | |  |  | | | | |
| SECTION C: | CARDING, PAYTABLES, OCCUPANCY AND JACKPOTS - CONTINUED | | |
| PART II: PAYTABLES – “Snapshots – Line Evaluation” | | (6 marks) | |

The games used in this section are based on Games in various markets, but combinations may have been modified for this project. Refer ONLY to the information provided. All pay-lines are standard re: Aristocrat NSW product.  **- See file attachment supplied -**

* If you are unable to download, please request for an email version of the snapshots.
* Read carefully and Refer to the PDF “Snapshots – Line Evaluation” for the two (2) games: 1) **“GRAND STAR Platinum”** 2) **“5 DRAGONS Rapid”**
* Provided are the pay-tables and information relating to the “snapshot” of winning combinations.
* Bet per line and line costs are highlighted in **RED**.
* Wins are only paid on bought lines. Only the highest win per line paid.
* Scatters pay per total credits staked.
* For Questions 1.1, 1.2, 1.3 and 2.1, 2.2, 2.3, calculate the credits won and the dollar ($) value of the total win. Show all appropriate calculations on this page. Full marks will not be given for “answers only”. **Provide your answer on this answer sheet.** (Do not provide your answers on the “snapshot” attachments).

**QUESTION 1. “GRAND STAR Platinum”**

|  |  |  |
| --- | --- | --- |
| **1.1 Pays** | **1.2 Pays** | **1.3 Pays** |

**QUESTION 2. ”5 DRAGONS Rapid”**

|  |  |  |
| --- | --- | --- |
| **2.1 Pays** | **2.2 Pays** | **2.3 Pays** |

|  |  |
| --- | --- |
| SECTION C: | CARDING, PAYTABLES, OCCUPANCY AND JACKPOTS - CONTINUED |

**PART III:** OCCUPANCY (6 marks)

This GMDC Club Group venue is a mid-size egm install base with large patronage and solid turnover.

Install Average Occupancy: ‘High’

Club Trading Hours: Noon to Midnight daily

The venue has a small ‘NICHE’ - strong performing (10c Denom/10 Line, RTP: 92.15%) bank of 5 x ‘Identical’ egms - “Dime-Time”; @ 205% Floor Average – win per day.(wpd)

The Club has decided to install an additional Unit. Cost: $24,200.

Venue Benchmark for this Bank with additional egm:

(i) Maintain Twice Floor Daily Average (wpd -per/egm). (ii) ROI 90 days

The after Install **90 day trading period**:

The now Six (6) ‘Dime-Time’ Bank Result:

Total Turnover: $1,744,191, Actual Net: $140,844

Average games played 1124 (per/day/per/egm)

**\* Total Install:** Average Turnover: $1,600 per/day, per/egm. House Theo RTP: 91.20%

**\*\*** In reference to the Bank of 6 “Dime -Time” egms

Calculate and show appropriate work (up to 2 dec. plc). Allow: 7.2 Secs. Game Play Av.

1. (a) The Av. Daily Occupancy % Rate (per/egm) (b) The Average Bet/Stake

2. Did the ‘Dime-Time’ Bank meet the Benchmark(s) as set

3. Based on figures provided, would you recommend an additional unit. Why?

|  |  |  |
| --- | --- | --- |
| SECTION C: | CARDING, PAYTABLES, OCCUPANCY AND JACKPOTS - CONTINUED | |
| PART IV: JACKPOTS | | (6 marks) |

The GMDC Club Group in a bid to maintain and develop its High Denom – ‘High Roller’ market has approved the introduction of a new ‘2 LEVEL JACKPOT–LINK' with two Bonus Prize Levels. Initial install will be a **Bank of 4 units** (egms)

The **2 Level Link** **with 2 Bonus Levels** can be determined by the operator.

As such, the Board has requested your recommendation for its configuration to best utilize its versatility to accommodate/attract additional players and improve the Player Experience.

The Base Game has 55% RTP with Free Game/Feature(s) 14.5% RTP allocation.

The 2 levels of Jackpot and 2 bonus prizes have a total of 24% RTP (at variable allocation).

**Base on a 28 day ‘month'**

Use the assumption/benchmark the BANK will have an Average Turnover of

- $2,250 per day per egm

**Provide:** Your Overview/Philosophy re: the strategy to set the Jackpot Levels and Bonus sizes for these egms/Bank. ( Approximates/Averages – ok )

(i) Indicate the (assumed) Total Prize Pool per month

(ii) Average Prize of each Jackpot Level and Set Bonus(es) **(only)**

(iii) Provide the frequency (trigger) for each level (per day/week or month)

(iv) Your rationale.

– include expected win - (theo. hold $) for the bank per month

**NB:** In-depth ‘math’ **NOT** required; however your strategy/recommendations need to be consistent to the pool ($) & your rationale.

**\*\*** Marks allocated re: format (at your discretion); and appropriate narrative.

# GMDC PROJECT 2021 – 2022

**Name:**

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| SECTION D: | CASHFLOW AND CONTRIBUTION ANALYSIS | TOTAL MARKS: 14 |
| PART I: CASHFLOW | | (7 marks) |
| 1. In terms of meters on Poker Machines; what is the difference (if any) between  ‘Turnover’ and ‘Stroke’ (1 mark)    2. In NSW it is a regulation that in terms egm ‘Cashflow’ any variance greater than  +/- 0.1% must be investigated. Explain (2 marks) | | |

3. For the following egms, the meters have been manually read and had the cashflow formula applied to give a ‘cash available’ **(A).** The meter reading for cashbox **(B)** and actual cash cleared **(C)** is also supplied. (4 marks)

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Egm** | **Open Hopper** | **Turnover** | **Refills** | **Cancel**  **Credits** | **Money Out** | **Money In** | **Credit Wins** | **Close Hopper** | **Cash (A) Manual** | **Cash (B) Metered** | **Cash (C)**  **Cleared** |
| 1 | 0 | 6789 | 0 | 6123 | 0 | 0 | 5432 | 0 | 7480 | 7480 | 7480 |
| 2 | -0 | 9855 | 0 | 7753 | 0 | 0 | 11053 | 0 | 5655 | 6555 | 6555 |
| 3 | 0 | 10028 | 0 | 9357 | 0 | 0 | 8385 | 0 | 11000 | 9999 | 11000 |
| 4 | 0 | 12852 | 0 | 6848 | 0 | 0 | 9885 | 0 | 9815 | 9815 | 9015 |

* Complete the table below.
* If/where there is a variance, suggest a possible reason for the discrepancy.

|  |  |  |
| --- | --- | --- |
| **egm** | **Variance ($)** | **Possible Reason** |
| 1 | B – A =  C – B =  C – A = |  |
| 2 | B – A =  C – B =  C – A = |  |
| 3 | B – A =  C – B =  C – A = |  |
| 4 | B – A =  C – B =  C – A = |  |

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| --- | --- | --- |
| SECTION D | CASHFLOW AND CONTRIBUTION ANALYSIS – CONTINUED | |
| PART II: CONTRIBUTION ANALYSIS | | (7 marks) | |

1. List/comment what you (or would) consider as the main issues and/or

‘benchmarks’ in terms of optimising your Gaming Floor ‘win per day’ – Profit (3 marks)

|  |  |
| --- | --- |
| SECTION D | CONTRIBUTION ANALYSIS – CONTINUED |

2. Refer B. Cook Presentation “Contribution Analysis” May, 2022 (4 marks)

**Slide 8: “Overall Performance”** – Performance by Area (i.e. Alfresco/Main Floor)

Consider this Report as ‘typical’ of recent months…..

(a) What was the RTP % for Main Floor

(b) What was the Variance % (Expected Hold Vs Actual Hold) - for Alfresco

(c) What are your observations/recommendations; why

# GMDC PROJECT 2021 – 2022

**Name:**

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| SECTION E: | FLOOR PLAN | TOTAL MARKS: 15 |

**Gaming Machine Data:**

Now that COVID lockdowns are past and trade is returning to normal, the Board of Club

GMDC has requested you propose a new Gaming Layout for their 85 Machine Installation.

It is expected Social Distancing of 1.5m will not be required but would prefer the players

have sufficient spacing where possible by using smaller banks and clearances as per

below.

Recommended distances between parallel banks should be 2500mm and between

perpendicular banks should be 1800mm.

* There is a total of 85 EGMs to be placed on the floor. Use Attachment E-2 Gaming Layout to prepare your gaming layout.

Note scale is 1 to 100 when printed on A3. Use scale bar to check the scale.

* Tray Service is available, or use of the Sports Bar is close by.
* There are no Links, Slant Tops or Multi Terminal machines.
* You decide the number of machines to be placed in indoor and outdoor areas.

Indoor Gaming area 200m2

Outdoor Gaming area 140m2

* All cabinets are slim line. No need to separate by manufacturer for this project.
* Denomination breakup is as you see fit but must be clearly labelled on the plan.
* Bases are 1000mm wide x 500mm deep (Slim line).
* Diamond Banks and Carousels may be used or variations as you deem fit.
* Screens and plants may be used at your discretion but explain why you have used them. Note: There is a Limited budget for any room enhancements.
* The installation has a Player Loyalty System installed.
* All machines on the floor are TITO.
* Two (2) slim CRTs shall be located on the floor. Refer Base Template for cutout.
* The venue has Two (2) ATMs in the club. Show location on the Gaming Plan using either the cutouts from the template or hand draw on your layout.
* The floor to ceiling wall between indoor and outdoor gaming is glass and lightly frosted to height of 1.5m.
* There is a waterproof Tiled Area separating Louvered Wall from Gaming.
* Roofline to the Outdoor Gaming Area is to above the louvered wall and there should be no issues with weather or glare. Hence the Machines may be placed up to the edge of the tiles.
* There are no supporting columns in the middle of the floors
* NB – remember to print to SCALE (*NOT* print to fit).

**Marking Notes:**

Using the scaled cut-outs supplied (Attachment E1), draft a Gaming Plan on the Gaming Room Layout (Attachment E2). Site Plan (Attachment E-3) is for information only and not required for presentation.

This plan will be presented to the Board. It should have all details documented as there will be no verbal presentation and the Board must fully understand your intentions for the new layout. **Hence, the importance of the Methodology.**

The following information must be easily identified from the Gaming Layout or a combination of plan and methodology with marks shown below.

1. Correct Number of Machines on Plan 1 mark
2. Denominations clearly labelled or Colour Legend 1 mark
3. ATMs and CRTs - 2 off each shown-on Attachment E-2 1 mark
4. Bank Numbers 1 mark
5. House Numbers (Individual Machines) 1 mark
6. Bank Sizes 1 mark
7. Traffic Flow 1 mark
8. Clearances between Banks 2 marks
9. Explain your methodology for the gaming layout. 6 marks

Parts (a) to (e) are simply right or wrong.

Parts (f) to (h) will be marked in accordance with your documentation and layout.

i.e. If you have any tight areas of your gaming area then you will lose a

percentage of your marks accordingly.

Part (i) is methodology. You need to **fully** explain why you have placed machines the way you have. There is no correct answer and you will be graded on your layout and your reasoning.

**Attachments:**

1. E-1 Base Template – scaled 1:100 @ A3
2. E-2 Gaming Room Layout – scaled 1:100 @ A3
3. E-3 Site Plan – scaled 1:250 @ A3

# GMDC PROJECT 2021 – 2022

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|  | Name: | |  |
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| SECTION F: | BOARD REPORT/PROPOSAL | TOTAL MARKS: 12 | |

**PREAMBLE:** Read the following ‘Brief’ Carefully.

Provide the following in a style of your discretion; however, keep ‘The submission’ succinct.

Marks will also be allocated for overall presentation, format & narrative.

**1. Position Vacant** (5 marks) The GMDC Club Group has recently amalgamated with the nearby Greyhound Club … with Racetrack. The Board has approached you re an Expression of Interest for the Role of Venue Manager. Provide an EOI in the form of a ‘Cover Page’ **ONLY**. - (max 2 pages). Include appropriate details – i.e. Shortlist of ‘About Me’ ! A full Resume (C.V.) is **NOT** required.

- This may be fictional but needs to be consistent to the scenario.

**2. Proposal/Promotion** (7 marks)

The GMDC Club Group Board has set a goal to be proactive and engage the community to stimulate activity and provide opportunity to re-instate ‘levels of normality.’ – Post Covid.

**Mission Statement:** To provide a genuine opportunity to be more relevant by supporting members and the Community via a promotion of activities, products and/or services - with cross benefits of improved Club revenue streams, driving membership numbers, patronage & profile.

The Board welcomes submissions for the Up Coming ‘Spring Has Sprung’ Promotion. - **“Healthy Wealthy & Wise” !** This promotion champions the fostering of physical, emotional and/or financial opportunities of Self – Development !!

The adopted initiative will be given: **A Scope of approx.$6,000 per week over the 12 weeks of Spring**

* **i.e. $75k Total Cap. Ex. at your discretion.**

The Board has requested from you: An **‘Original’** Initiative to facilitate the Mission Statement ……. In-House Points may be incorporated **BUT**

**-** No Badge Draw/Raffle, Cash Give-A-Ways or ‘Air-fare Tickets’; please!

In your submission, **provide:** Demographic Target Overall Premise re: your Product, Service, and/or Promotion Broad Strategy Structure – (don’t go too far into specifics/process) Features and/or Benefits Costing Evaluation