



NSW Clubs

Industry Insights and Trends

March 2017

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1. Introduction

The following report provides a range of insights in regard to the NSW Clubs Industry based on the NSW State Gaming data (and similar data from VIC and QLD). The purpose is to provide PKF clients and potential clients in the industry with information relevant to the conduct of their Clubs for the benefit of their communities.

2. Executive Summary

NSW State-Level Insights

- 2016 Annual growth in total NSW club turnover was 3.3% and net hold was 2.7%.
- Quarterly growth relative to the same quarter in the prior year continues to soften with the November 2016 quarter only observed to be 1% higher than November 2015 quarter (August 2%, May 4% and February 7%). This trend may reflect the ongoing structural, demographic and technological changes which are impacting the industry.
- Growth in Net Hold (\$) continues to lag the growth in turnover due to the impact of higher RTP(%) and the increasing penetration of MTGMs and Links.
- Machine numbers continue in long-term decline across NSW, however increased by 137 in November 2016 compared to August 2016. The Per Machine Net Hold continues to grow, subject to the observed quarterly seasonality.
- On an annual basis 71% of all LGAs recorded growth in Net compared to the prior year.
- For the November 2016 quarter, only 52% of all LGAs recorded growth in Net compared to the November 2015 quarter.
- The Average Net Per Machine Per Day for the November 2016 quarter for the Top 25 Clubs was \$272 and the overall NSW Average was \$156.

State-Level Comparisons between NSW, VIC and QLD

- VIC has the smallest number of venues and machines and therefore the lowest total net value, however it holds a significant premium in net per machine per day.
- NSW and VIC continue to grow, whilst QLD has recorded almost no growth in total net in 2016.
- Total machine numbers have been contracting in both NSW and QLD, whilst growing very slightly in VIC.
- The number of gaming venues has been contracting in all three states.
- NSW has recorded consistent growth in net per machine per day over the last 10 years, whilst VIC has fluctuated, but remains the same in 2016 as it was in 2009. QLD has grown incrementally over the shorter period of available data.
- Hotels are yielding significantly more per machine per day than Clubs in all three states.
- There are more Hotels than Clubs in every state, however Clubs in NSW (particularly) and QLD hold the majority of machines. Hotels dominate in VIC on all measures and yield a significantly larger amount per machine per day than any other.

Club Ranking Movements

Refer to sections 4.1, 4.2, 5.1, 5.2, 6.1 and 6.2 for the largest increases and decreases in key rankings for the quarter and the annual average for the year to November.

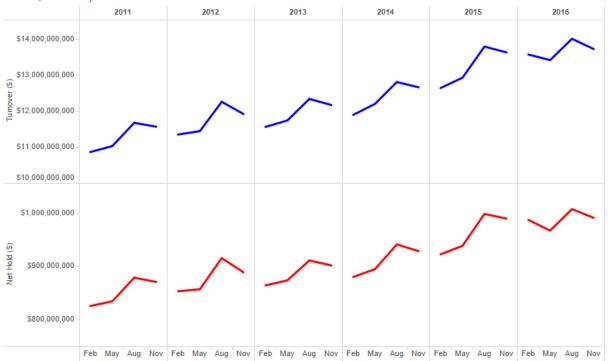
Club Machine Movements

 Refer to section 7 for the largest individual increases and decreases in machine numbers for the quarter.



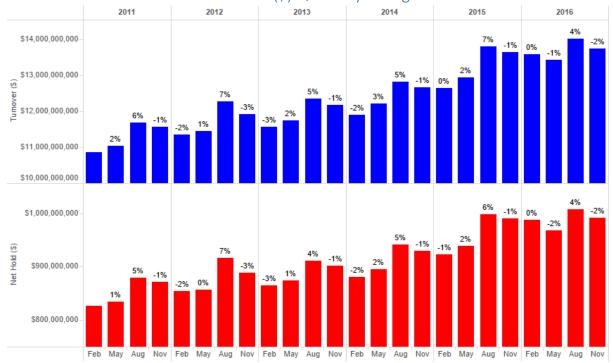
3. High-level Industry Insights

3.1 Quarterly Total NSW Turnover and Net Hold Trends



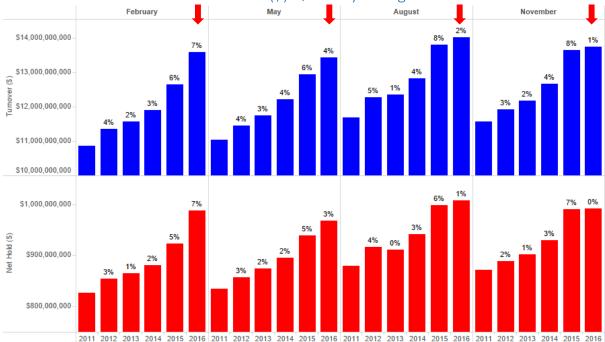
• The observed quarterly seasonality has returned to the historical pattern, after the unusual fall in the May 2016 quarter.

3.2 Total NSW Turnover and Net Hold (\$) Quarterly Changes



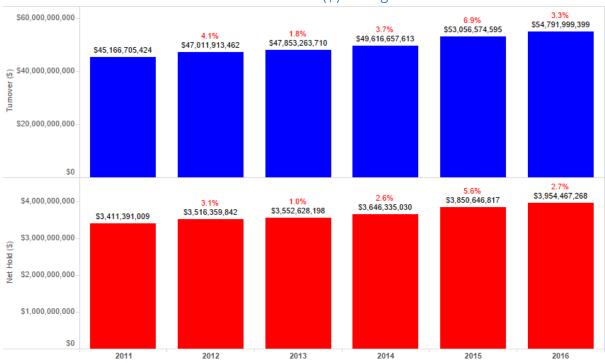






 Quarterly growth relative to the same quarter in the prior year continues to soften with the November 2016 quarter Turnover only observed to be 1% higher than November 2015 quarter, and the Net less than 1% higher.

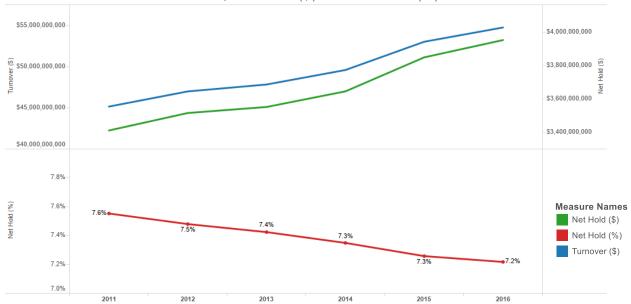
3.4 Annual Total NSW Turnover and Net Hold (\$) Change to the Prior Year



• Growth in Net Hold (\$) continues to lag the growth in turnover due to the impact of higher RTP(%) and the increasing penetration of MTGMs and Links.



3.5 Annual Total NSW Turnover, Net Hold (\$) and Net Hold (%) Trends



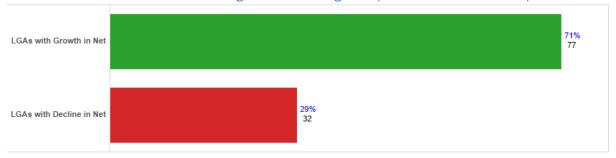
3.6 Quarterly Net Hold Per Machine and Number of Machines Trend



- Machine numbers grew by 137 during the November 2016 quarter, against the longer-term declining trend.
- Per Machine Net Hold continues to grow on an annual basis, but declined in the November 2016 quarter due to the higher number of machines and the seasonally lower net compared to the August 2016 quarter.



3.7 Number of LGAs with Growing and Declining Net (Annual 2016 vs 2015)



Number of LGAs

71% of LGAs recorded growth in Net for 2016 vs 2015.

3.8 Number of LGAs with Growing and Declining Net (Nov16 vs Nov15 Qtr)

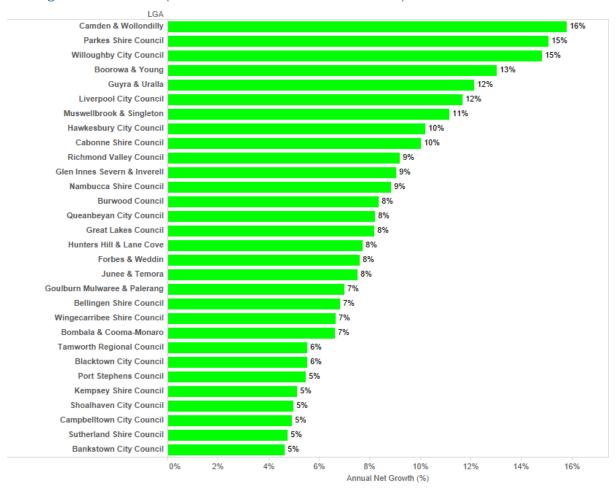


Number of LGAs

52% of LGAs recorded growth in Net for the November 2016 quarter compared to the November 2015 quarter.

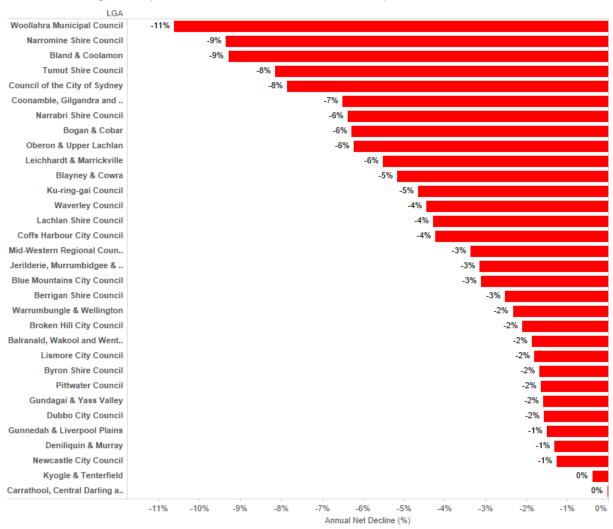


3.9 High-Growth LGAs (Annual Net Growth 2016 vs 2015)





3.10 Declining LGAs (Annual Net Decline 2016 vs 2015)



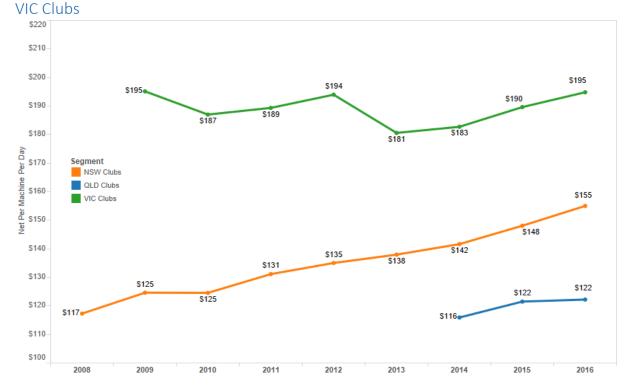


3.11 Comparison of Key Gaming Metrics of NSW, QLD and VIC Clubs



- VIC has the smallest number of venues and machines and therefore the lowest total net value, however it holds a significant premium in net per machine per day.
- NSW and VIC continue to grow, whilst QLD has recorded almost no growth.
- Total machine numbers have been contracting in both NSW and QLD, whilst growing very slightly in VIC
- The number of venues has been contracting in all three states.

3.12 Comparison of Longer-term Net Per Machine Per Day Metrics of NSW, QLD and





NSW has recorded consistent growth in net per machine per day over the last 10 years, whilst VIC has fluctuated, but remains the same in 2016 as it was in 2009. QLD has grown incrementally over the shorter period of available data.

3.13 Comparison of Current Quarter Clubs and Hotels Net Per Machine Per Day Metrics for NSW, QLD and VIC



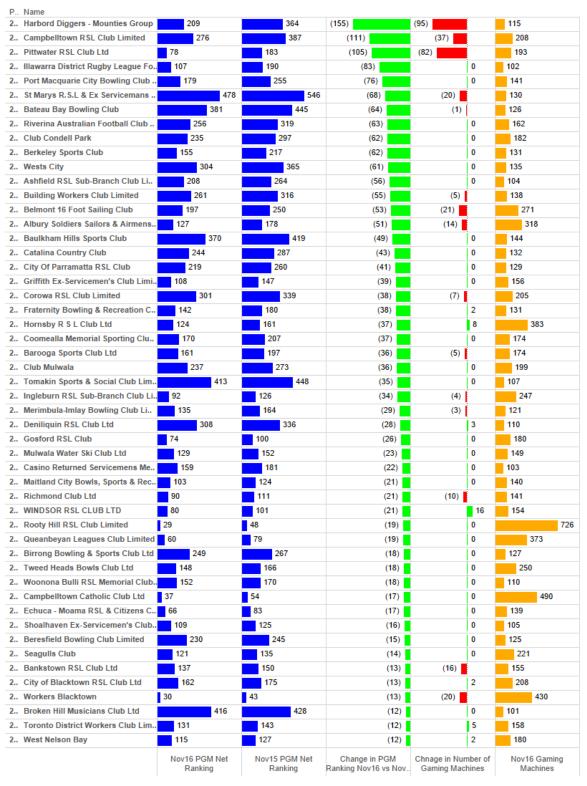
- Hotels are yielding significantly more per machine per day than Clubs in all three states.
- There are more Hotels than Clubs in every state, however Clubs in NSW (particularly) and QLD hold the majority of machines.
- Hotels dominate in VIC on all measures and yield a significantly larger amount per machine per day than any other.



4.1 November 2016 NSW Club Ranking Insights – Net Hold Per GM Rankings (November Qtr 2016 vs November Qtr 2015)

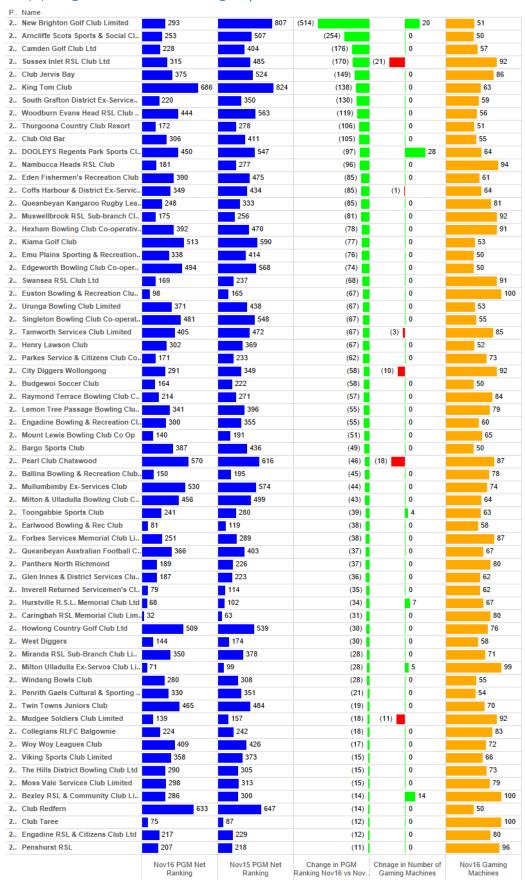
The Net Hold Per GM Rankings are a key measure of a Club's effectiveness, irrespective of its total number of machines. **Note** - Large changes are often attributable to significant structural changes in club activities (eg renovations, amalgamations, gaming floor changes etc).

4.1(a) Largest PGM Net Ranking Improvements – Clubs with More than 100 GMs



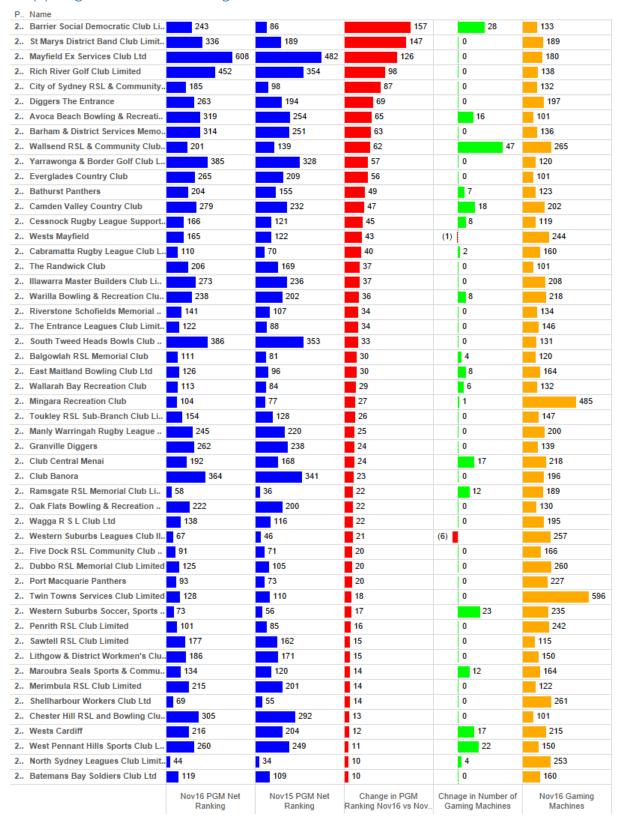


4.1(b) Largest PGM Net Ranking Improvements – Clubs with 50 to 100 GMs



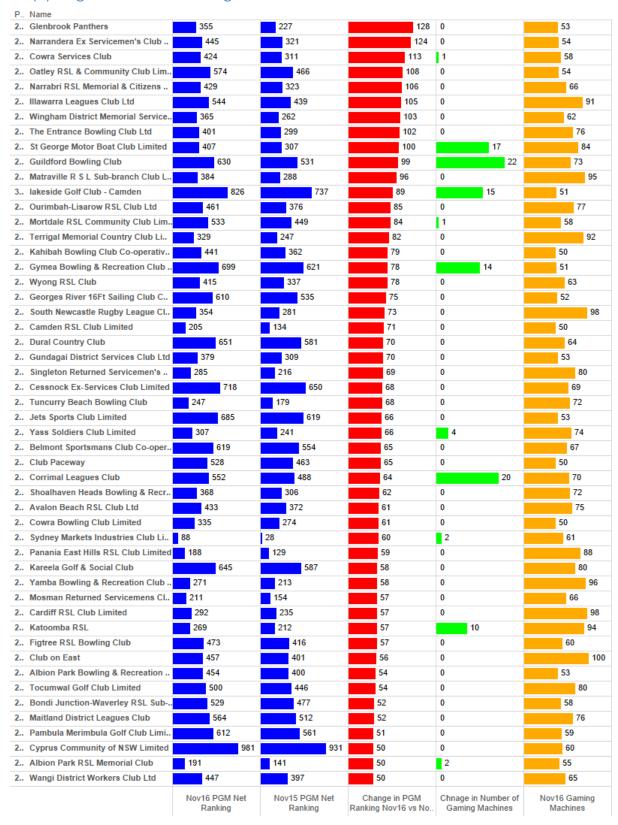


4.1(c) Largest PGM Net Ranking Declines – Clubs with More than 100 GMs





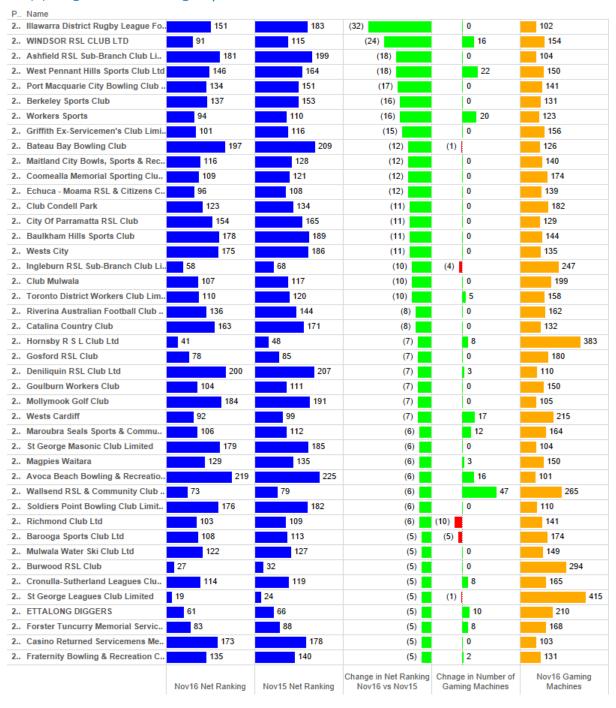
4.1(d) Largest PGM Net Ranking Declines – Clubs with 50 to 100 GMs





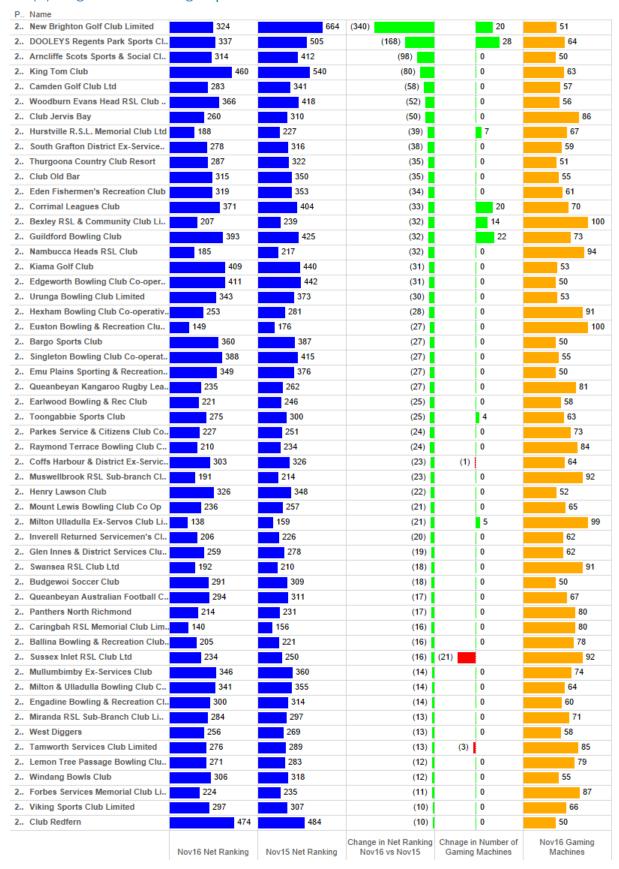
4.2. November 2016 NSW Club Ranking Insights – Net Hold Rankings (November Qtr 2016 vs November Qtr 2015)

4.2(a) Largest Net Ranking Improvements – Clubs with More than 100 GMs



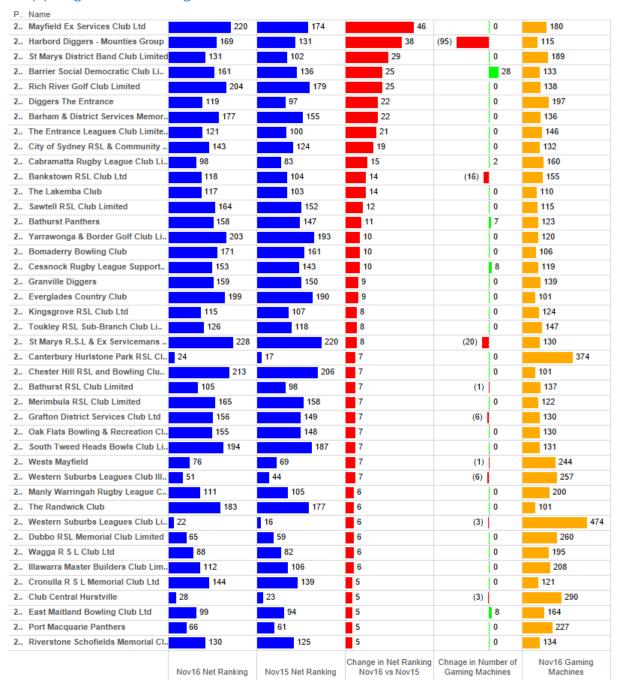


4.2(b) Largest Net Ranking Improvements – Clubs with 50 to 100 GMs



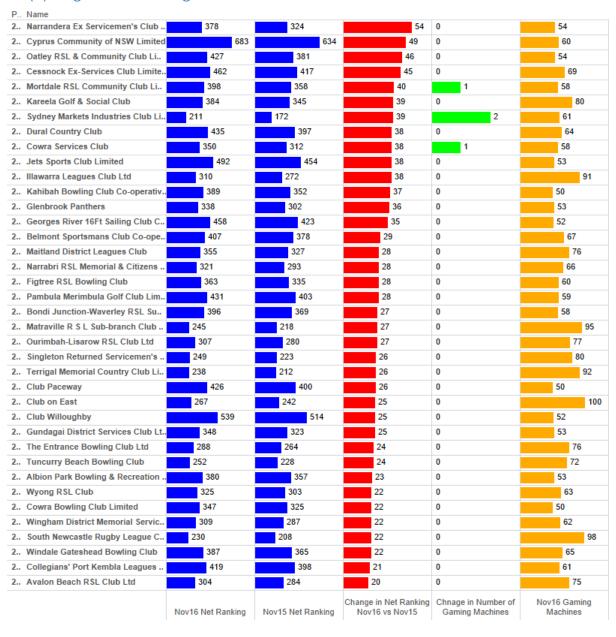


4.2(c) Largest Net Ranking Declines – Clubs with More than 100 GMs





4.2(d) Largest Net Ranking Declines – Clubs with 50 to 100 GMs

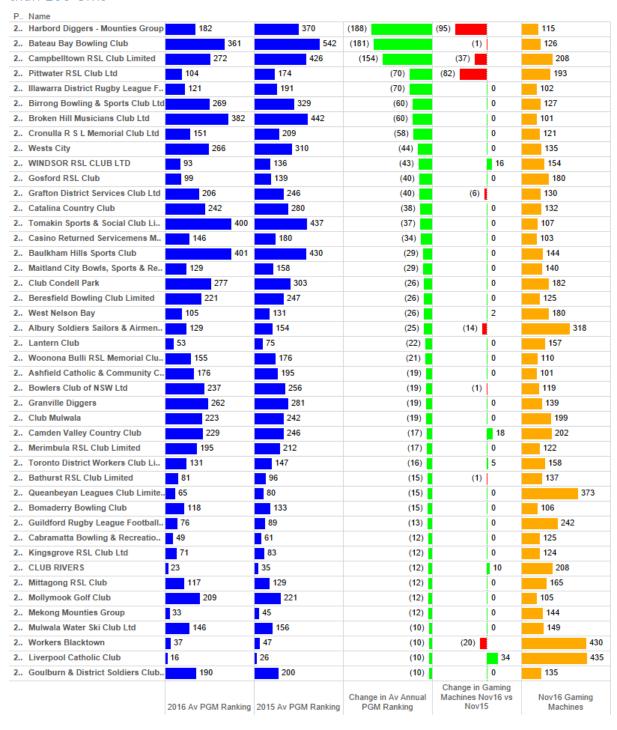




5.1 November 2016 NSW Club Ranking Insights – Annual Average Net Hold Per GM Rankings (2016 vs 2015)

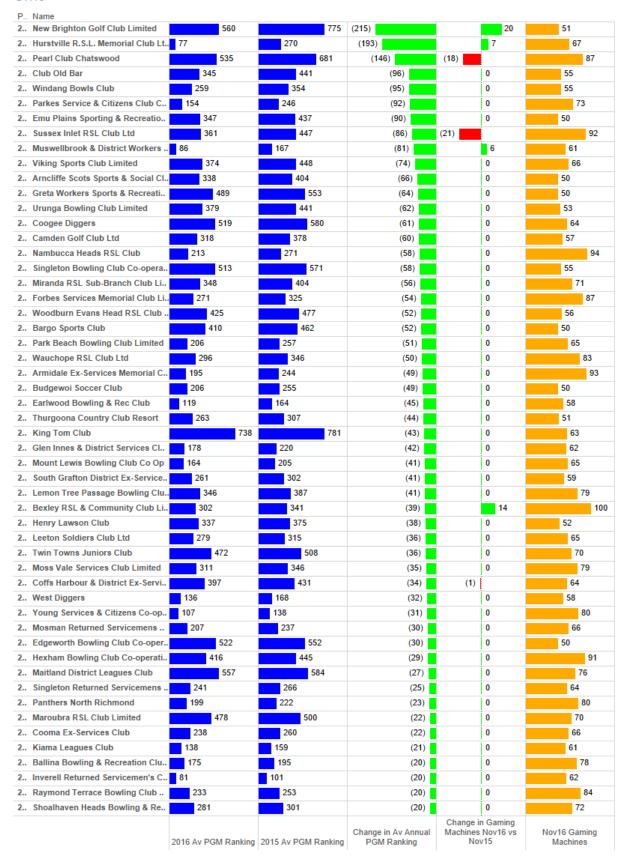
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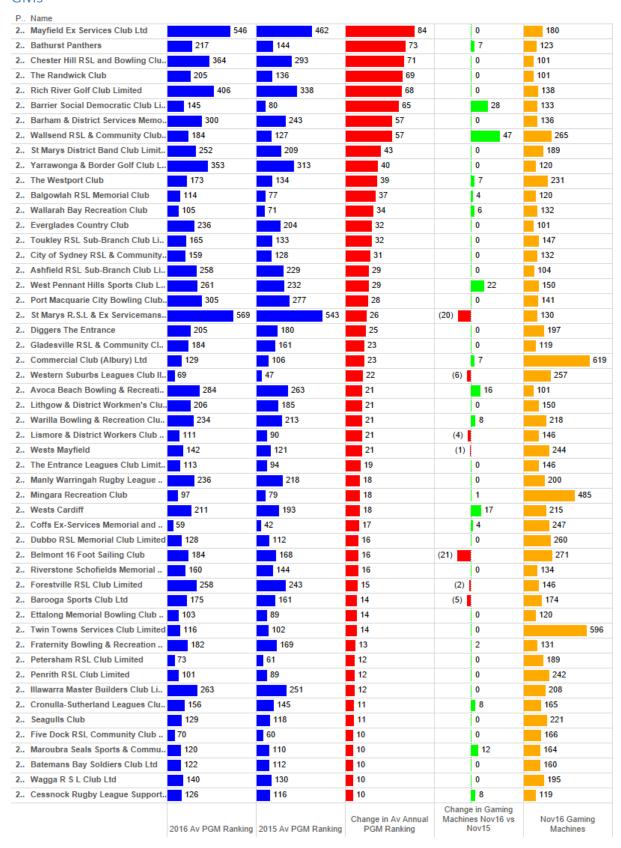


5.1(b) Largest Annual Average PGM Net Ranking Improvements – Clubs with 50 to 100 GMs



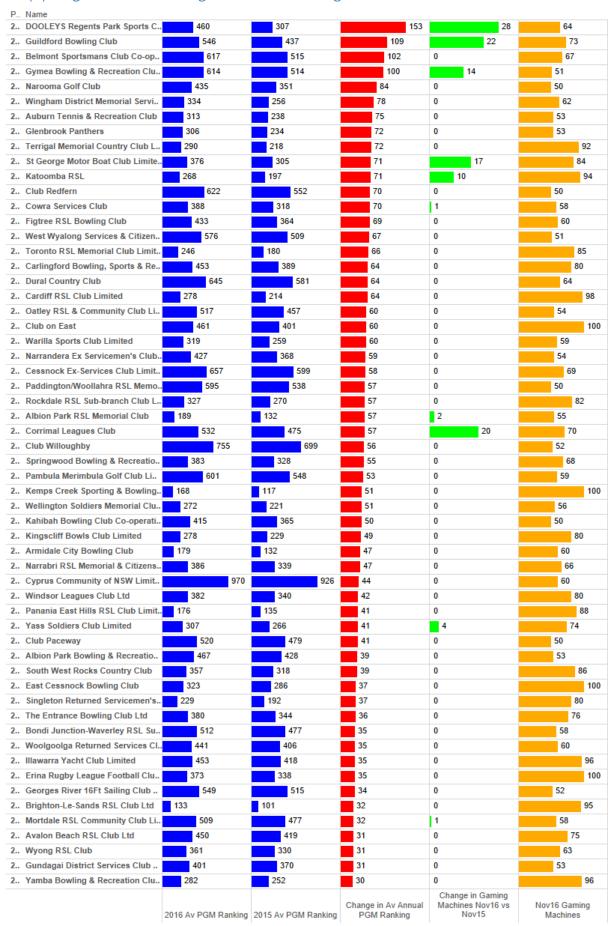


5.1(c) Largest Annual Average PGM Net Ranking Declines – Clubs with More than 100 GMs





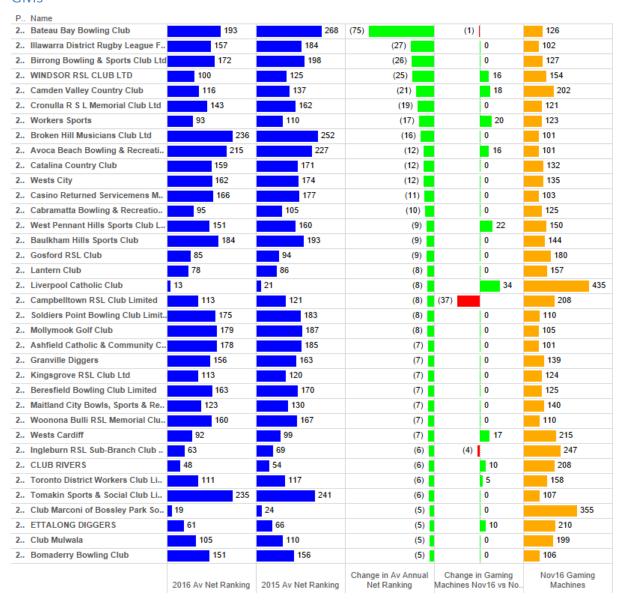
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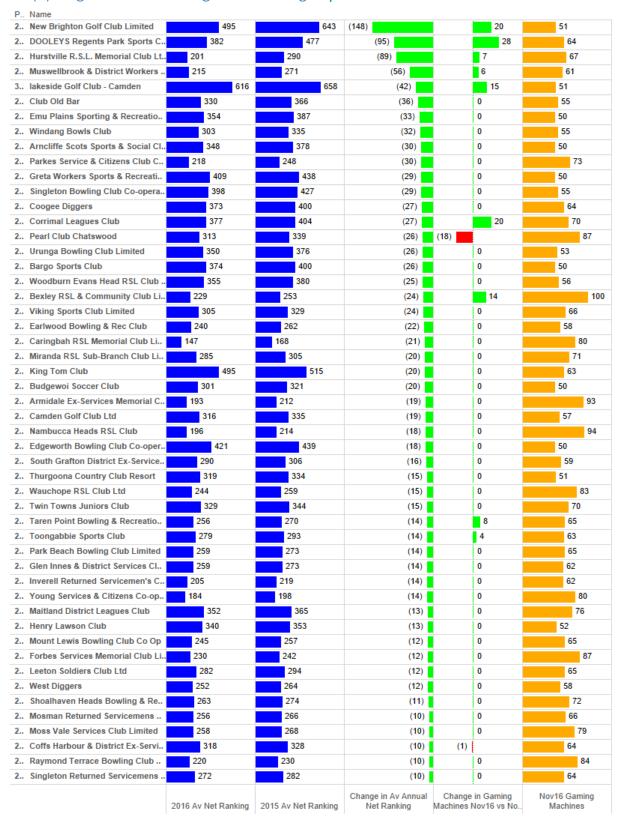
5.2. November 2016 NSW Club Ranking Insights – Annual Average Net Hold Rankings (2016 vs 2015)

5.2(a) Largest Annual Average Net Ranking Improvements – Clubs with More than 100 GMs



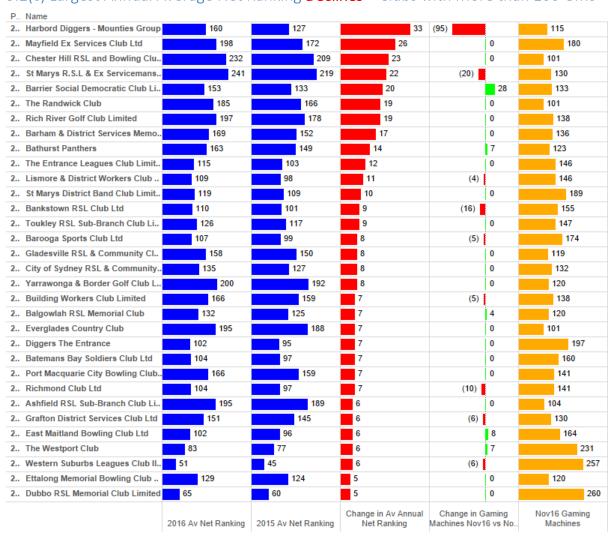


5.2(b) Largest Annual Average Net Ranking Improvements – Clubs with 50 to 100 GMs



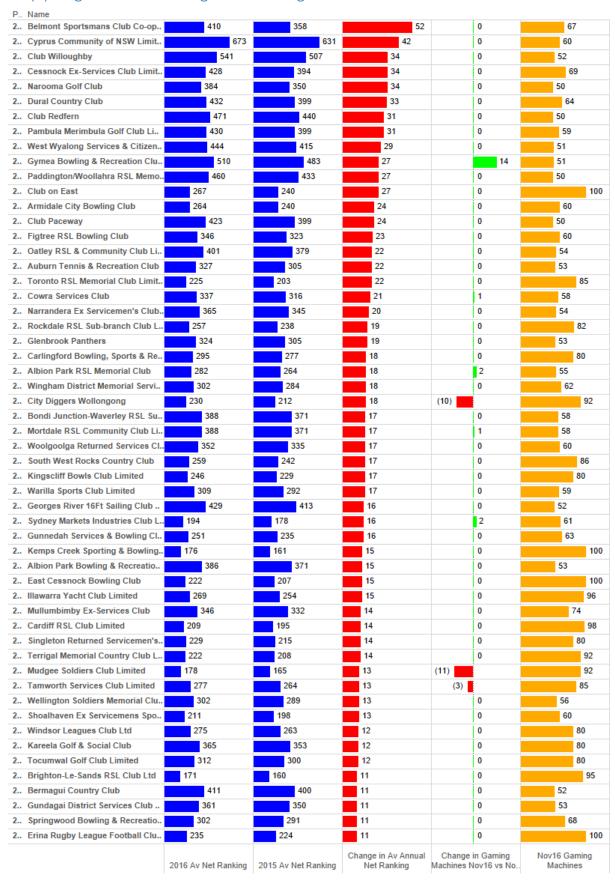


5.2(c) Largest Annual Average Net Ranking Declines – Clubs with More than 100 GMs





5.2(d) Largest Annual Average Net Ranking Declines – Clubs with 50 to 100 GMs

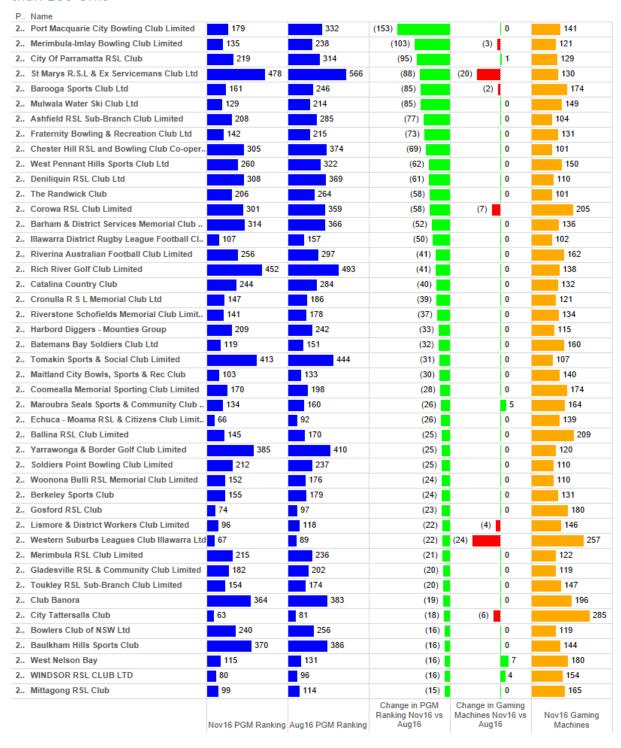




6.1 November 2016 NSW Club Ranking Insights – Net Hold Per GM Rankings (November 2016 vs August 2016)

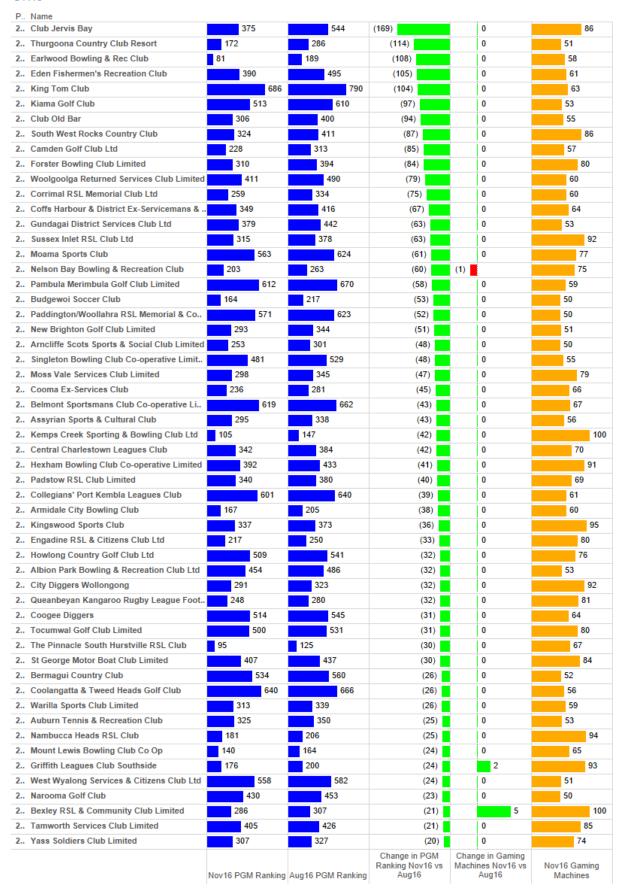
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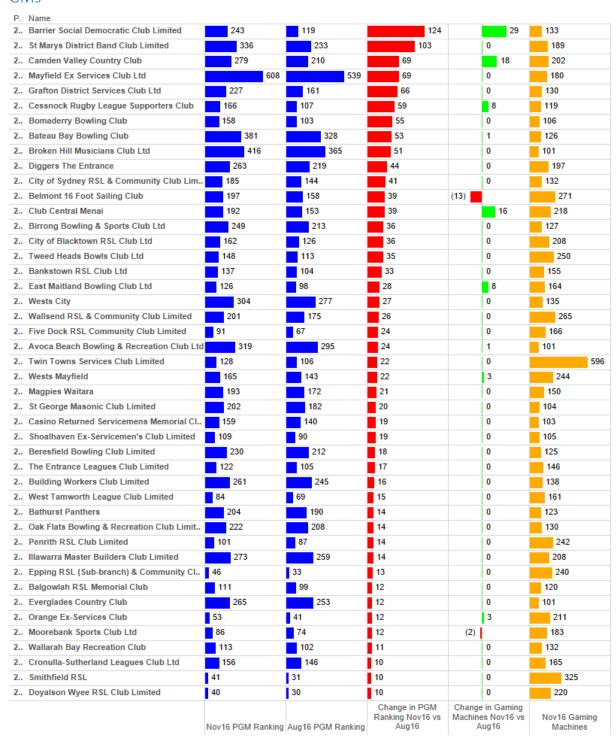


6.1(b) Largest Current Quarter PGM Net Ranking Improvements – Clubs with 50 to 100 GMs



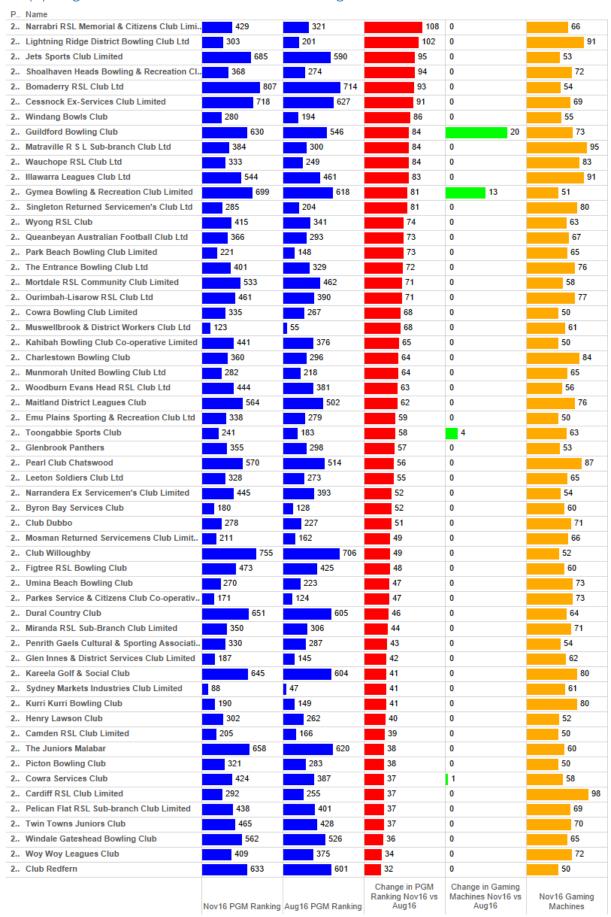


6.1(c) Largest Current Quarter PGM Net Ranking Declines – Clubs with More than 100 GMs





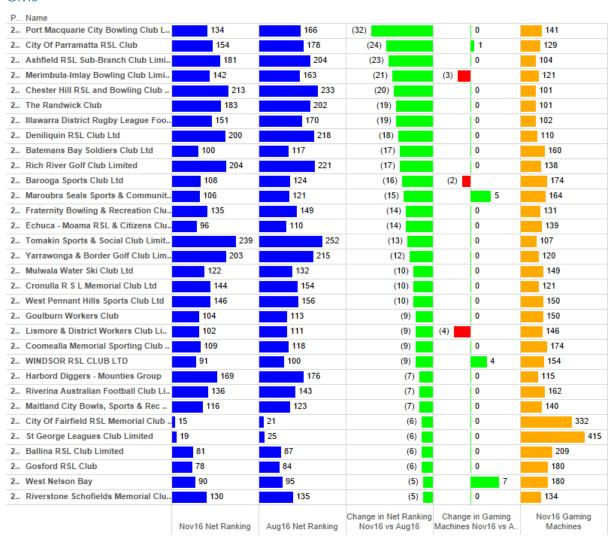
6.1(d) Largest Current Quarter PGM Net Ranking Declines – Clubs with 50 to 100 GMs





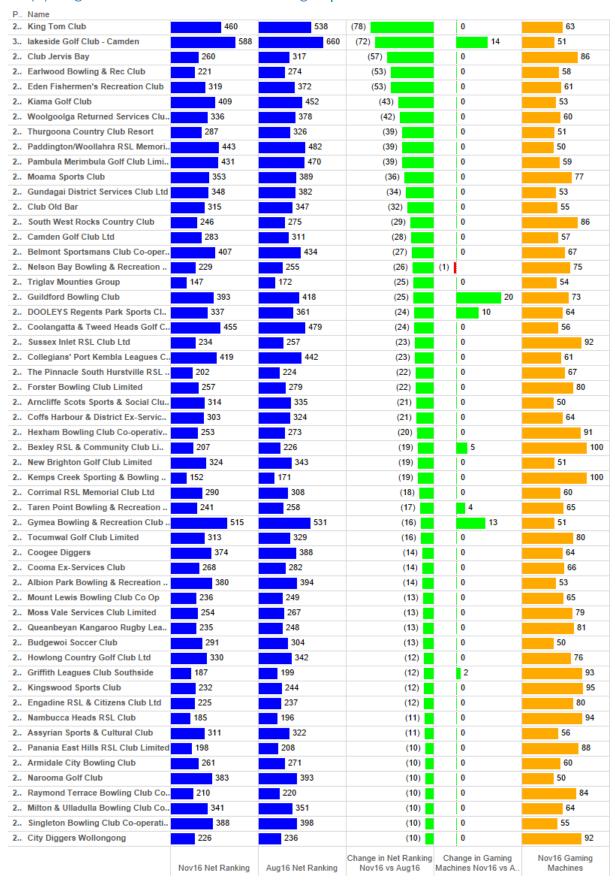
6.2. November 2016 NSW Club Ranking Insights – Net Rankings (November 2016 vs August 2016)

6.2(a) Largest Current Quarter Net Ranking Improvements – Clubs with More than 100 GMs



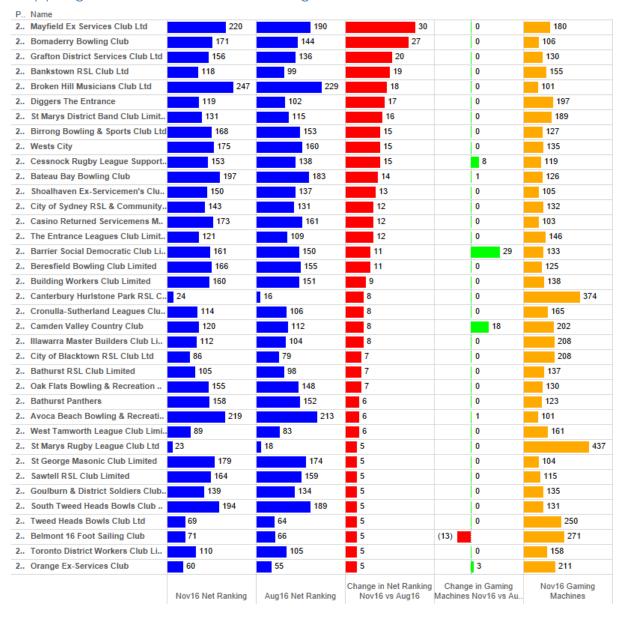


6.2(b) Largest Current Quarter Net Ranking Improvements – Clubs with 50 to 100 GMs



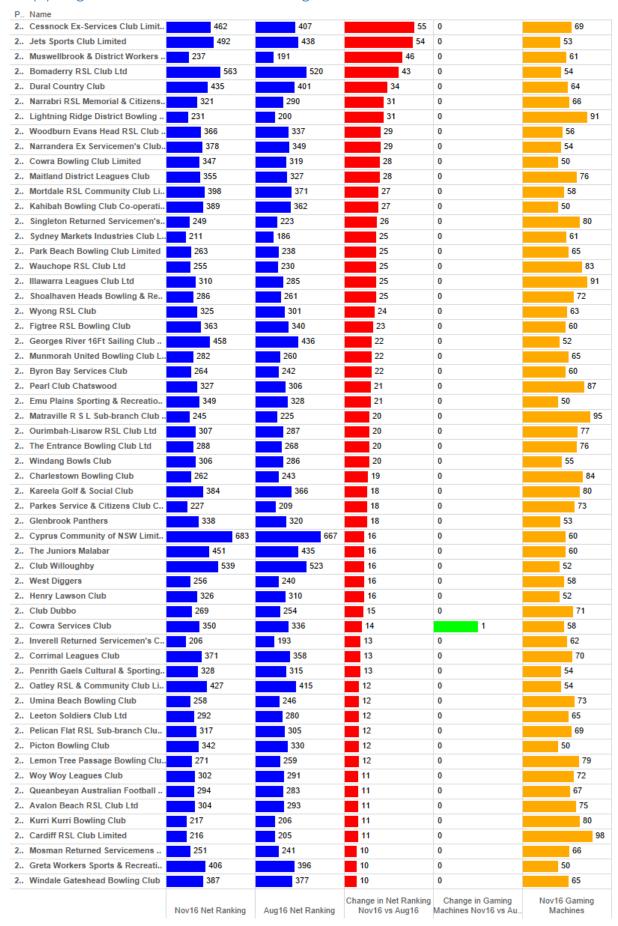


6.2(c) Largest Current Quarter Net Ranking Declines – Clubs with More than 100 GMs





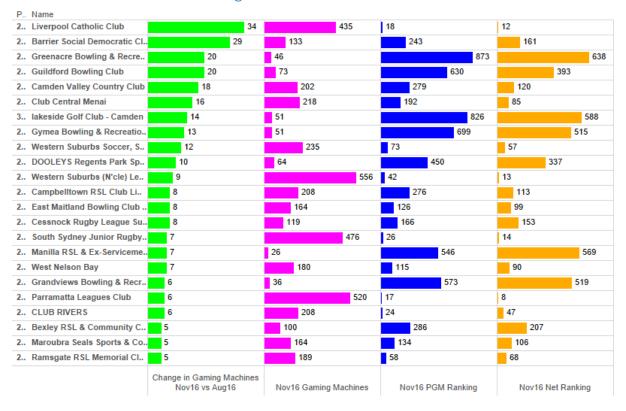
6.2(d) Largest Current Quarter Net Ranking Declines – Clubs with 50 to 100 GMs



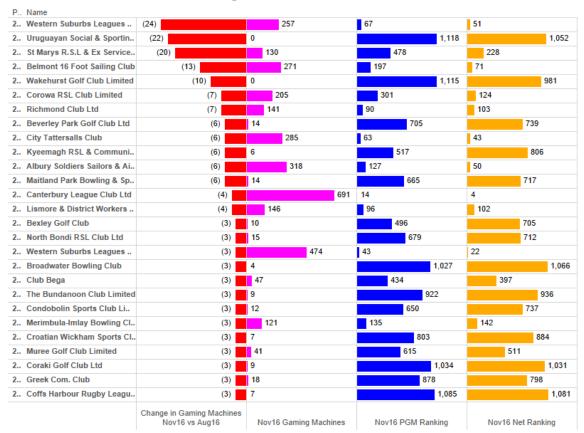


7. November 2016 Quarter - Club Machine Movements

7.1 November 2016 Quarter Largest Machine Number Increases



7.2 November 2016 Quarter Largest Machine Number Reductions





8. Important Information for Report Users

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