



# ClubsNSW Keno Championship

## Incentive Overview

June 2018



# ClubsNSW Keno Championship

An exclusive clubs incentive!

ClubsNSW and Keno have joined forces to say thanks to the best performing Keno Clubs in the State!

## WHAT IS IT?

- A three month trade incentive program running from **1<sup>st</sup> July to 22<sup>nd</sup> September 2018**
- Clubs compete within their region-based leagues to earn reward points for achieving set sales targets – plus bonus points for marketing initiatives and best in class practices
- Points accumulate on the incentive Leaderboard and the top 3 clubs with the most reward points in each region at the end of the incentive win!

## WHAT'S IN IT FOR CLUBS?

- The Top 3 clubs in each region will receive \$1,500 worth of KCL Dollars to spend in the Keno Rewards Shop on prizes for the team!
- Opportunity to drive, measure and repeat performance with a bespoke, targeted promotion
- Learn new sales tools and tips to maximise Keno business

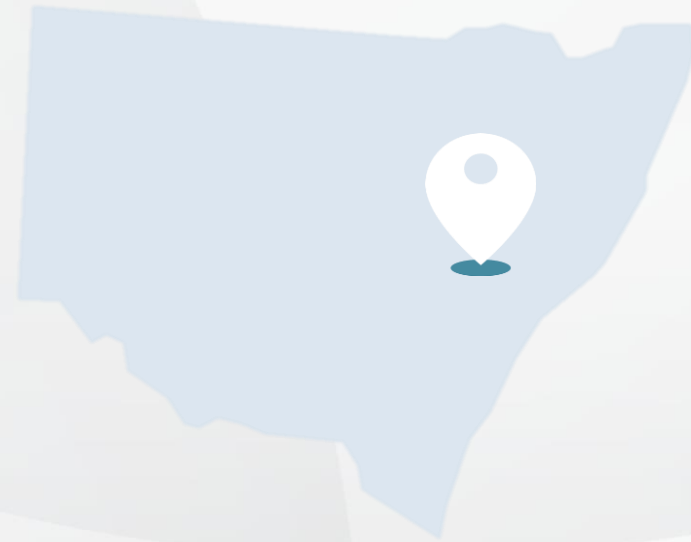
# How does it work?

## The playing field...

### Competition regions

- For a bit of healthy competition – compete against your neighbours in the below 8 region-based leagues

NO.	LEAGUE
1	Central Coast / Newcastle & Hunter Valley
2	Illawarra & Shoalhaven / Southern Tablelands & Far South Coast
3	Eastern Metropolitan & Southern Metropolitan
4	New England Tablelands & North West / Central West
5	North West Metropolitan & Northern Metropolitan
6	Western Metropolitan
7	Riverina & South West
8	Far North Coast



### Competition period dates

Period	Dates (4 week period)
Period 1	Sun 1 July – Sat 28 July
Period 2	Sun 29 July – Sat 25 Aug
Period 3	Sun 26 Aug – Sat 22 Sep

# How does it work?

## Earning points

To create an even playing field, there's multiple ways to earn points – making it anyone's game!

### 1. ACHIEVE TURNOVER TARGETS

- Compete within your region each period to achieve pre-set Keno Turnover targets based on past Keno performance
- Earn points based on where your club ends up on the Leaderboard at the end of each period
  - 1<sup>st</sup> place earns 100 points, 2<sup>nd</sup> place earns 98 points and so on, until the position of 40
  - All Clubs ranked 40<sup>th</sup> and below will earn 20 points
- These points accumulate each period on the overall incentive Leaderboard

POINTS ALLOCATION	
Rank	Points
1 <sup>st</sup>	100
2 <sup>nd</sup>	98
3 <sup>rd</sup>	96
4 <sup>th</sup>	94
5 <sup>th</sup>	92
6 <sup>th</sup>	90
7 <sup>th</sup>	88
8 <sup>th</sup>	86
9 <sup>th</sup>	84
10 <sup>th</sup>	82
▼	▼
>40	20

# How does it work?

## Earning points

### 2. SHOWCASE YOUR VENUE'S 'BEST IN CLASS' MARKETING ACTIVITIES

- Earn 50 bonus points towards the overall Leaderboard for any of the below marketing activities (capped at 300 points)

WHAT	HOW	POINTS
Best Practice Merchandise	Follow Keno's merchandise guidelines	50 points per activity
Keno Training	Book training sessions with your KSE	
Social Media Post	Tag Keno in a Social post	
Keno Syndicate	Run a syndicate in your venue	
Website tile	Add Keno to your club's website	
Newsletter (print or electronic)	Feature Keno in your newsletter	
Other	Tell us about any other initiatives driving Keno engagement in venue	

- All activities to be submitted on KCL website – upload a photo, book training online or complete 'marketing initiative' form
- Submissions will be reviewed and approved before points are awarded

# How does it work?

## Leaderboard

Leaderboard points accumulation examples:

METRIC	Period 1		Period 2		Period 1		TOTAL
	TARGET	MARKETING	TARGET	MARKETING	TARGET	MARKETING	
Club 1	100	0	100	0	100	0	300
Club 2	80	50	80	50	80	50	390
Club 3	62	50	62	50	62	50	336
Club 4	20	50	20	50	20	50	210
Club 5	20	100	20	100	20	100	360

Ranked 1<sup>st</sup> every period, but didn't earn any bonus points

Earned half the amount of bonus points possible

Ranked 40<sup>th</sup> or below every period, but earned maximum amount of bonus points

# Prizes

## What's up for grabs?

- The Top 3 clubs in each region will receive **168,000 KCL Dollars** to spend in the KCL Rewards Shop on prizes for the team!
- 24 clubs in total will win!
- Head out as a team for a group activity or redeem a reward for each staff member
- **Choose from;**
  - Google Home
  - Beats headphones
  - Coffee machines
  - Apple products and more!



# Celebrating Champions

Your Clubs name up in lights!

## Recognition

- Let the entire club know who is driving the incentive by wearing the Keno Champion lapel pin sent out after registration as a badge of honour
- A videographer will be sent to several winning venues to;
  - Surprise the Keno Champion and award them the Clubs prize and certificate of achievement
  - Interview the Keno Champion and Club Manager so they can share their success stories
- A highlight reel will be created and played during the Keno presentation at the ClubsNSW conference to celebrate the winning venues with the entire network





# Communications

## Email communications

- During the incentive, regular communications will be sent to the venue manager and Keno Champion with ideas and tips for 'Best in Class' activities
- Plus, we'll highlight some of the best initiatives we see from Clubs throughout the incentive
- Make sure your 'My Profile' details on KCL are up to date to ensure your club receives these updates!

## Back of house 'tracking' poster

- Blank posters will be downloadable on KCL to fill out the relevant fields and displayed for the whole team track the clubs progress and support the incentive

### LET'S WIN THIS!

	PERIOD 1	PERIOD 2	PERIOD 3
TARGET	\$1,000	\$1,000	\$1,000
Tracking to date / Achieved	\$1260	\$643	?

### BEST IN CLASS ACTIVITY PLANNER

	PERIOD 1	PERIOD 2	PERIOD 3
Social post		?	?
Web banner			

YOUR KENO CHAMPION IS: \_\_\_\_\_

KCL USER NAME: \_\_\_\_\_

# What's next?

Register now!

To get involved, simply:

1. From 1 July, go to the 'Incentives' menu tab on [kenochampionsleague.com.au](http://kenochampionsleague.com.au)
2. Opt in to the incentive and nominate a Keno Champion to will take responsibility and help drive the incentive
3. Strive to meet/exceed targets
4. Complete & submit 'best in class' marketing activities
5. Track your live progress on the Incentive tracking page on KCL



Forgot your KCL password?

Contact the KCL Customer Service team on 1300 984 105 or [admin@kenochampionsleague.com.au](mailto:admin@kenochampionsleague.com.au)

