Sales Promotions in Registered Clubs: Management and Patron Perspectives

Background

NSW registered clubs are major providers of gambling facilities, especially gaming machines. They typically conduct extensive in-house promotions to attract new patrons, reward members, build loyalty and extend visitation. While legislation prohibits some promotions that explicitly focus on gambling, clubs often link their promotions to other club activities. However, there has been minimal research into promotions in gaming venues and how they influence gambling behaviour as well as other aspects of patronage.

Aims

To identify the perceived value of club promotions and how they influence patron behaviour in registered clubs in Northern NSW.

Methods

Key methods comprise interviews with club managers (N=6) and surveys of club patrons (N=120).

Outcomes

The major outcome of this project was research training for two interns and a SCU sessional academic. One paper is in its third draft for submission to a refereed journal. The study’s findings contribute to the scant research literature on gaming venue promotions.