

# ebet

**EBET'ER** THAN EVER



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# 01

A proposed 12-month cashless gaming trial will commence in NSW on July 1. What could the results of this trial mean for you and your venue?

# 02

We're back - Ebet'er than ever and on the road, rolling out a whole stack of innovations, upgrades, and changes.

# 03

All your questions about Cashless Gaming will be answered in our free live webinar in May. Don't miss it. Register today!

# Cashless Gaming

## What it means for your venue

The NSW Labor Government will introduce a 12-month cashless gaming trial in New South Wales, commencing July 1, 2023. The trial is proposed to include at least 500 machines, with a mix of pubs and clubs across both metro and regional areas. It will look at different cashless technologies, and what infrastructure investments are required.

The trial will be overseen by an independent panel that may include representatives from law enforcement, gambling and health experts, academics, and industry. The proposed panel will deliver their report and findings of the trial to Cabinet, with findings and recommendations to be made public. The panel will be tasked with providing a roadmap to the implementation of gaming reform across New South Wales.

### Ebet will be part of that trial.

The move to cashless gaming is a direct result of the recommendations from the NSW Crime Commission to reduce the harm caused by problem gambling and to stop money laundering and criminal activity. The Labor plan is a fair and measured approach but make no bones about it - **it is not a matter of if the industry moves to cashless gaming, but when.**

**Cashless gaming is not a new concept. Ebet's cashless products, both card and ticket-based, have been operating successfully in 20,000 EGMs throughout multiple venues for up to 10 years.**

What the NSW trials will manage is a system where a physical or digital card that enables electronic funds transfer to a linked bank account is used, rather than a cash transaction.

Given we are rapidly moving towards a cashless society, this transition makes sense in a lot of ways.

Designed primarily to eliminate money laundering (no criminal is going to use a traceable bank account to launder money), cashless or contactless gaming via a digital card housed in a mobile wallet, could have a lot of benefits for the industry, including opening up access to a whole new social gaming market.

Whatever the outcomes of the cashless trial, the important thing is to be on top of your options and look at how your venue, and your patrons, will transition to the new technology. It is not something you want to leave till the last minute.

Ebet has been at the forefront of cashless gaming for nearly a decade and are well advanced with an integrated contactless system. Additionally, our Card-It product will provide a seamless transitional pathway to contactless gaming.

**To find out more about Cardless and Contactless Gaming and how you can start to prepare your venue for the transition, join our free webinar on Wednesday 24 May, 2023 at 12 noon Sydney time.**

Hosted by Ebet Managing Director and CEO Frank Makryllos, with special guest Cheryl Hosking, Group Gaming Manager from Wyong Leagues Club, we will show you not only how cashless gaming works and how it can improve the gaming experience, but also give you an insight into the new digital technologies. It is a live webinar, and attendees can ask questions.



### Other proposed gaming reforms for New South Wales

- Cash feed-in limits reduced in new machines from \$5000 to \$500. Starts July 1.
- Political donations banned from venues that house poker machines.
- Poker machine advertising (VIP Lounge) banned outside all venues. Timing TBA.
- Buyback scheme targeted to acquire 2000 machines over five years.
- Harm-minimisation programs through a \$100 million fund.
- Introduction of responsible gaming officers in venues with more than 20 EGM's.
- Introduction of third-party exclusion and mandatory facial recognition to enhance self-exclusion. A deadline of 30 June 2024 for venues to implement technology.

# The Ebet journey so far...

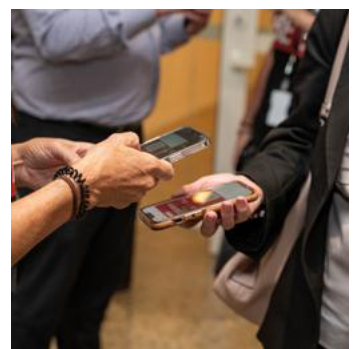
It has only been a few short months since Venue Digital Technology Pty Ltd acquired Ebet from Tabcorp on February 1, 2023. At that time, they announced a commitment to providing a roadmap for the development of Ebet systems (including Astute and Clubline), which includes, but is not limited to, a mobile wallet (cashless), digital products and hardware regeneration.

Led by Frank Makryllos, the Ebet team have been busy showcasing their roadmap to clients and perspective customers across NSW, Victoria and the ACT. The Roadmap targets a variety of products and business areas for improvements and upgrades with a number of projects already completed or in progress.

## The company's short-term focus has been on

- **Improving customer support** through a dedicated contact centre knowledgeable in resolving customer problems and ensuring the customer is always informed regarding fixes and timelines.
- **Further RSG, AML/CTF functionality** to assist with compliance and best practices.
- **New solution integration** and support, including third party solutions.

With more than 525 venues and 30,000 electronic gaming machines currently on its books, Ebet is focused on ensuring venues have access to the most current solutions for engaging their customers. In turn, it will also ensure those customers have a positive in-venue experience. Executive Director Frank Makryllos said, 'We understand that trends are changing faster than ever, so the choice of solutions and ongoing development is vital. But we also understand the frustration of dealing with a myriad of third parties which don't talk to each other. We want to help simplify this by partnering, and tightly integrating with, solution providers who we can stand behind and support.'



Visitors sign into new Ebet offices with mobile scan-in

	Scheduled	In Progress	Completed
Regulatory	Enhanced Player Limits	Cashless Card & Digital Wallet Activity Statement Online Request	Enhanced RSG & AML Functionality
Platform	Metro & Astute Modernisation Multi-Protocol Compatibility Hardware Update Clubline Modernisation	Promo / Kiosk Enhancement Clubline Support	Live Alerts Orderit
Digital & Marketing	Gamification	Customer Relationship Management	Digital Membership Mobile Wallet
3rd Party Integration	Partner Application Management Partner App Store Partner Infrastructure Management	New API Gateway (cloud)	
Customer Support	Online Knowledge Base Online Support Portal	Support Ticket Monitoring Educational Webinars Focus Groups Ongoing Communication	ebet Specialised Helpdesk Quarterly Updates
Community	Venue Communication Hub		

All you need to know about

# Cashless Gaming

Free Live Webinar

Wednesday 24 May 2023 | 12 noon

Hosted by **Frank Makryllos**

*Managing Director and CEO Ebet Systems*

Special guest **Cheryl Hosking**

*Group Gaming Manager, Wyong Leagues Group*

**Register Now**



**Frank Makryllos**

Frank has an extensive background in the hospitality and gaming sector, leading complex projects across multiple jurisdictions as both a venue operator and a technology supplier. He is the Chair of the NSW Responsible Gaming Industry Forum, and the co-founder of digital technology company Cherry Hub. Frank has previously been a Ministerial Appointment to Advisory Committees.



**Cheryl Hosking**

Cheryl is the Group Gaming Manager of Wyong Leagues Club Group. With over 22 years gaming experience, she is responsible for 767 EGM's across eight venues. Cheryl is also a committee member for ClubsNSW Central Coast Zone.



## Ebet Support Helpdesk – now Live!

Ebet's Support Contact team of technical specialists are standing by to answer your questions and help solve your problems.

**SUPPORT CONTACT**

**1300 060 026**

**Hours of Operation:**

Metropolis

Monday - Friday 8am - 7pm

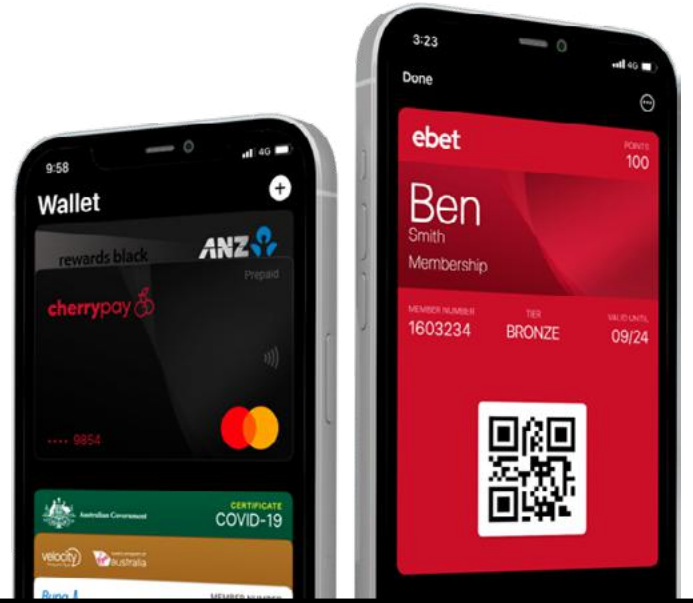
Saturday - Sunday 8am - 4pm

Astute & Clubline

Monday - Friday 8am - 5pm

# Digital Transformation in Hospitality & Gaming

## The future is now!



We are all aware of the current ‘cashless’ gaming trials about to take place, but Digital Transformation means a lot more than that. Driven by guest expectations and market forces, Digital Transformation for the hospitality and gaming industry is already impacting day-to-day operations and experiences.

But it is not as scary, nor as expensive as it might sound. The term Digital Transformation means the accelerated adaptation of existing technology applications, not some futuristic technologies. And central to these applications is something common to us all, the mobile phone.

### The Digital Wallet – Meaning and Functions

Digital wallets are financial platforms that help users make online payments using their mobiles. They generally store a user’s payment information and credentials – including credit card and debit card details – and facilitate payments without the need to carry a physical wallet.

In addition, a digital wallet can also store membership cards, gift cards, loyalty cards, identification cards, event tickets, coupons or vouchers and even plane tickets. Digital wallets can be in an app format or serve as wallets in platforms such as Google Pay or Apple Pay for example. They work as an electronic version of your physical wallet and authenticate your payment through encryption to securely send money from a customer to a merchant, for instance.

It is easy to see how having a digital membership or loyalty card, housed in a digital wallet, would be a natural transition for a club, pub or casino. Apart from the identification and payment

solutions, and through third party integration, you also have the ability to store and pay via members points; play games or enter contests, and even access player activity statements. You can also send targeted messages, offers, bonus points, vouchers etc., either via geolocators or a predetermined set of qualifying rules through a loyalty program. And you can do all that without the need to develop an expensive app, although all of the options can also work within an existing app, if you wish.

Digital transformation is also having a big impact on back of house gaming operations, including compliance and regulatory reporting. Real time mobile applications enable quick, easy logging of incidents, observations and conversations, automating the Gaming Incident Register and protecting venues from expensive breaches while supporting industry best practice. Facial Recognition Technology integration with automated alerts for excluded patrons, along with complete chronological reporting that provides a secure audit trail meet all the requirements of the latest gaming regulations now and in the future.

All of the above services, especially designed and developed for the Australian gaming market, are available right now through Cherry Hub. EBet is fully integrated with all of the Cherry Hub services including CherryPass, CheryPay, CheryChat, CheryPlay and CheryCheck. Find out more or request a demonstration at [www.cherryhub.com.au](http://www.cherryhub.com.au)

## Over 80% of Australians Using Digital Wallets

Australian consumers are at the forefront of mobile wallet use and the adoption of digital banking tools. They are abandoning cash and physical payment experiences in larger numbers than the US or the UK. So, if you think your customers aren’t ready for a digital transformation, think again.

**Recent surveys\* have uncovered some staggering statistics.**

- 69% of Australians surveyed said they felt comfortable enough using a mobile wallet to leave their physical wallet at home, a figure 23% higher than the number of Americans who said the same.
- Mobile wallet use is now twice as frequent as cash across Australia.
- 69% said they used a mobile wallet in the last week, while just 34% said they’d used cash.
- More than 80% of Aussies say they have used digital wallets in the past 12 months.

The pandemic played a big role in pushing Australians towards mobile wallet use. Though historically we have been early adopters of payment technologies, this specific boost can largely be attributed to habits picked up when the Department of Health recommended Aussies ditch cash for digital and to digitally ‘check-in’ at every venue outside of their home.

\*Sources: [The State of Consumer Money Movement Report 2022](#) and [GetApp Survey 2022](#)

# Serve up a VIP experience with

# OrderIt

**EASY** For Your Players To Use,  
**SEAMLESS** For Your Staff To Manage

With no additional hardware or infrastructure required, OrderIt is the most comprehensive and robust EGM ordering platform available.

Players can order from any EGM they choose to play at, without having to wait for staff to attend to them to take their order.



**01**

Player places an order using OrderIt via the Pathway touchscreen menu.



**02**

Order is sent to Service Call, with EGM location.



**03**

Staff fulfil order, updating the status using Service Call, until ready for delivery.



**04**

Order is delivered directly to the player at the EGM, all while they continue to play.

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