



## South Australian Jockey Club backs a winner with Cashcard ATMs

While South Australia's premier racing club, the South Australian Jockey Club (SAJC) plays host to 65 days of racing action every year, its licensed community clubs play host to members and guests every day of the year at six venues.

Two of those sites - Cheltenham Racecourse and SAJC's flagship venue, the Morphettville Junction - are reaping the benefits of adding Cashcard ATMs to the list of services and facilities provided for patrons.

As a community-based club, SAJC's financial performance is critical to its ability to provide services for its members, and to the broader local community in the form of sponsorships, donations and other meaningful contributions. That's the reason behind one of SAJC's key business objectives: to increase the average spend of its customer base.

Cashcard worked closely with SAJC to implement a solution that delivers convenience to members who are encouraged to increase their spend within the club rather than at competing venues.

Previously, patrons had to leave the venue in order to access ATM facilities. Now the facilities are available on-site, members and guests are encouraged to spend their leisure

dollar at the club rather than at other outlets. Each transaction generates revenue for the club that can be reinvested in member services and community support initiatives.

"There is no doubt the ATMs have added to our incremental business - it has been achieved without a big upfront or ongoing investment on our part, and it has been done in a way to provide our members with the convenience of a facility many had told us they would appreciate having onsite," said Tony Frangie, Commercial Operations Manager SAJC.

The club benefited from free provision of the ATMs under Cashcard's agreement with Clubs SA to provide lease and rent-free ATMs to licensed community clubs in South Australia, making the solution a cost-effective addition to the club's range of facilities.



Craig Gilbert, Cashcard Regional Account Manager (far left), Dan Milton-Hine, Vice President Retail Sales and Distribution First Data International (centre) with Tony Frangie, Commercial Operations Manager SAJC.



## Online monitoring and settlement quickly and easily

To get a snapshot of how the ATMs are adding to its operations, SAJC need look no further than the computer screen in its office. Daily transaction volumes can be monitored remotely and settlement undertaken for ATM facilities via Cashcard's online capability.

"We are able to easily and quickly access information online about our ATMs and their transactions daily through Star Online. Cashcard's online transaction reporting capability gives us visibility into the usage and demand for the facilities. We can see the increase in volume we are achieving and, at the end of the day, we can get settlement information," said Tony Frangie.

The club has the peace of mind of a reliable solution that requires minimal maintenance thanks to the experience and expertise of Cashcard.

The introduction of the ATMs reflects the SAJC's commitment to customer service which saw Morphettville Junction win the prestigious Club of the Year award for the best large club in the metropolitan area at the recent annual Clubs SA Awards for Excellence.

The judges said the Club "strives for excellence in the service they provide to their members" and praised its "superior facilities and good management practices" which contributed to its winning the award.

The success of the initial installations sees SAJC investigating the possibility of adding Cashcard ATMs at a number of its other venues to further enhance both customer convenience and incremental revenue.

"Cashcard's online reporting and monitoring capabilities really allows us to keep our finger on the pulse of what is happening with the ATM at both venues conveniently from our head office - so our members aren't the only ones who benefit from the convenience of the ATM facilities."

- Tony Frangie,  
Commercial Operations Manager, SAJC