



**GSL SOLUTIONS IS THE TALK OF THE INDUSTRY...  
(THANK YOU!)**

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## **FIND OUT WHY SO MANY CLUBS HAVE FOUND THE GSL SOLUTION A SUCCESS!**

"Within six weeks of introducing ATLAS we've seen a 15% increase in gaming revenue, specifically contributed by our first 400 ATLAS cardholders. This combined with an average increase of 20 visitations a day by ATLAS members has been incredible, and we are thrilled about future growth as the program continues to roll out across our member base."

**Hans Sarlemyn - Group Chief Executive Officer- Norths Group**

"We couldn't be happier with our program and GSL Solutions - since we went live we have had the fastest uptake of any Club in NSW! The program is remarkably easy for members to adopt, as they continue to use their membership card as normal at the Club, and then simply use their EFTPoS card when they make purchases in the community."

"We've found that members grasp the process quite quickly and they are thrilled with the freedom to choose where they spend their points and promotional wins."

**Matt Edwards - Operations Manager - Batemans Bay Soldiers**

"Switching from shopping vouchers and giftcards to our Lifestyle EFTPoS program has been a blessing for us as it has eliminated countless hours of administration and labour, as well as upfront costs previously required to purchase shopping vouchers."

"Our members also love the fact that the balance on the card gives them the freedom to choose where they want to shop. They can even add their own funds, which makes it great when saving for a holiday or larger purchase. We didn't realise how limited our shopping vouchers were, with only 9 different shops to choose from. With EFTPoS - they have over 60,000 retailers throughout Australia."

**Carl Mower - Secretary Manager - Venue Coffs**

"We have found the GSL marketing and legal team to be an invaluable resource as we launch our ATLAS EFTPoS program. Compliance has been paramount to our Club and board, and the professionals at GSL have expertly guided us through our launch and promotional roll out to ensure we meet every legal standard."

**Michelle Lampier - Compliance Manager - Seagulls**

"We are very pleased with our program and GSL Solutions. Our figures are up from last year even though the council put in parking meters surrounding our Club in the same week we went live, which has impacted our revenue. We aren't as big as some of the larger clubs with the program, however we have the same enthusiasm and drive, which is pushing us forward into the Wollongong area."

**Phil Ryan, City Diggers**

"There has been many a reason as to why we should not have proceeded with this system, ranging from the cost, the fees, no cash out, spending rewards outside the premises, ongoing costs, etc.....the list goes on, although these were minor distractions as our goal is to.... 'maximise member satisfaction / loyalty'. We conducted several 'focus groups' with our members, the outcome being they wanted the 'choice' on how they use their rewards. The consequence of listening to our members is the major reason for our growth which is well documented. We have incorporated ATLAS into our 'my choice members rewards' program and have experienced another increase in member satisfaction and revenue growth."

"The manner in which we conduct our promotions is 100% different than the way we operated prior to our 'ATLAS' program. There are many cost benefits to be gained with this system (eg administrative expenses, third party margins and GST savings) which has allowed us to give our members bigger rewards, more often."

"We are proud that our promotional allowance is benefiting the whole community rather than just the few large suppliers that previously provided external vouchers. Norths and Seagulls have completely different demographics although we are experiencing similar growth from our 'ATLAS' members at both venues. Not only do we consider the EFTPoS card program to be the 'smart choice' but so do our members."

**Linda Joannides - Group Marketing Manager - Norths Group**

"We have just changed our back of house software and GSL were up to date in modifying their programs to suit. Our members really do enjoy the freedom that our "Active" cards promote and the response from all new Active members is always positive."

"We have a business marketing plan that Active will form a large part of and we believe it will be a winner for this Club."

**Robert Harris - Marketing Manager - SSA Club**