

Generate Group Club Rewards®

Community Commitment



Community Focused Marketing and Loyalty Strategy

Generate Group Club Rewards® is a self-funding community coalition marketing and loyalty program that allows registered clubs to turn their existing membership assets and loyalty programs into a powerful community focused marketing strategy that accesses members and non-members 24 hours a day, 7 days a week.

By extending your current marketing and member promotions into the wider community, your club will be able to provide a solution to local businesses and community groups who are struggling to compete with overwhelming corporate marketing technology and advertising tactics.

Registered clubs, community groups, social clubs, sporting clubs and locally owned businesses are the lifeblood of their communities and utilising the existing assets of your club to promote the valuable contribution of these groups to the community will help to grow a strong club, a stronger community and a sustainable local economy. The club will be able to access the marketing budgets of local businesses and the members will receive more value from their membership card.

Cash-Flow Positive
Local business will
Promote your club
and Pay your club!

Increased community participation will fuel growth in membership, which will increase local business participation, club revenue and member value.

Increased community participation at local businesses, community activities and your club, using your club card will firmly establish your club brand as the leading community owned asset.



Local businesses will readily participate in this marketing strategy that provides greater value to them than traditional media services offering only isolated campaigns. Local businesses will be able to advertise "Shop here, Earn points, and WIN." Businesses and their customers will readily support the program, knowing that any surplus generated for the registered club will remain within their community.

Your members will use their existing membership card, when they visit your local coalition businesses, to enjoy the same value that the card provides within your club. Your members can earn and spend loyalty points as well as receive entries into your club, coalition and individual business promotions. This will generate new value for you, your club, your club members, local businesses and the entire local community.



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Coalition Partner Value

- Marketing and Advertising
- Community connection
- Emotional engagement
- Managed loyalty program
- Managed promotions
- Access to members
- New Business opportunities
- Attract new customers
- Increase customer retention
- Increase frequency of visits
- Increase propensity to spend
- Increase spend per customer
- Reduced marketing costs
- Managed technology
- Customer activity data

Club Value

- Marketing and Advertising
- Branding & Positioning
- New, sustainable revenue
- Community connection
- Emotional engagement
- Coalition program fees
- Coalition transaction fees
- Coalition prize contributions
- Marketing budget offsets
- Increased membership
- Increased membership fees
- Increased member spend
- Points slippage
- Managed technology
- Customer activity data

Club Member Value

- Earn points every day at local businesses
- Earn prize entries every day at local businesses
- Receive preferential offers and discounts
- Show community support
- Help community building
- Help promote their special interests
- Enjoy the benefits of a strong club



Key features

- Easy to use GSM mobile terminal
- Uses your existing membership cards
- Increases community participation and club membership
- Combines loyalty points earned from local businesses with loyalty points earned from the club
- Healthy new revenue streams. Cash Flow positive
- Points award rates can be chosen by individual business at 5 different price levels
- Provided as a managed service with rapid and easy deployment.
- Web based management for simple administration of raffles, prizes, vouchers, fuel cards, coupon promotions, Bingo awards etc.
- Can be used on the gaming floor for Bonus Awards promotions with automatic EGM/Staff/Player tracking
- Interfaces to all gaming points systems
- Independent of POS or fully integrated into Generate7[®] POS
- Optional integrated EFTPOS

Generate Group
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