

BEST TAB LICENSED VENUE

Nomination Cost: \$99.00 (inc. GST)

Nomination Criteria and Submission Requirements

Start the submission with a paragraph that describes your venue including brief history of how you came to be and points of difference/what makes your property special. This is where the judges will gain an understanding of how you fit into this category. It is important to clearly demonstrate your eligibility by aligning with the judging criteria found below. It is recommended that each judging point is addressed with a sentence or two outlining your suitability.

Additional documents

1. 3 x High Resolution images of the property relevant to the nomination category

Judge Assessment Marks

Judges will base their assessment on a range of areas from both the submission and their anonymous visit including, but not exclusive to, the following:

TAB Setup

Describe your set-up and presentation of TAB in your hotel, including the integration of wagering within the hotel overall, dedicated spaces provided for TAB, and any specific “ambience” in these spaces. You should also note details about use/suitability/presentation of TAB facilities such as TVs, odd(s) displays and designated TAB signage. What are the advantages of the set-up?

Patron Comfortability

Use this section to provide information on how your property ensures comfortability and a positive experience for all TAB customers. This could include the design choices behind any lounge/seating areas available for TAB patrons, the bar and smoking locations in proximity to the TAB areas, tea and coffee stations and service.

Evidence of Responsible Gaming Service

Provide information and evidence on how your venue upholds RSG requirements and adheres to Queensland regulations in regard to the responsible service of gaming. This could include exclusion policies and ongoing staff training.

Staff

Describe how your TAB staff ensure good customer service in your TAB operation. This can include how you are committed to staff culture and quality customer service throughout all areas of the business such as staff training, service principles and policies, staff reward systems, uniforms and TAB and gaming knowledge. Consider all points of customer engagement.

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Nomination Criteria continued

Sales Performance

Outline the sales performance of your TAB operations, based on the previous year's annual weekly turnover. The table below should be included in your submission. Briefly explain the contributing factors to sales growth (i.e. changes in the hotel or TAB set-up, running more promotions).

| Turnover FY 19/20 | Turnover FY 20/21 | Growth |
|-------------------|-------------------|--------|
| \$ | \$ | % |

Promotional Activity

Provide details of hotel-initiated and conducted TAB promotional activity during 1 January 2021 to 31 December 2021. Where possible include examples of promotions, and results achieved. This section can include information on what's on guides, TVs / screens, apps, posters etc. and the overall consistency of continuing marketing and in-house promotions and communication activities.

Testimonials and popularity of establishment

This section can include testimonials from previous guests or media articles. This can be online feedback or feedback sent or captured directly from guests. This section can also be used to elaborate on the popularity of the venue and key markets that attend.