

12-14 August 2019 • L'Aqua Sydney

GRWA turns 10 this year!
Celebrate this special occasion with your gaming peers!



GAMING INDUSTRY LEADERS INCLUDE



Megan J. Lavender
Committeeman
Bankstown Harness
Racing Club



Nadine Grinblat
Chief Executive
Australasian Gaming
Council



Andrew W. Scott
CEO
Inside Asian Gaming



Sally Gainsbury
Co-Director, Gambling
Treatment & Research
Clinic
The University of Sydney



Michael Sarquis
Bachelor, Executive
Director
Office of Liquor and
Gaming Regulation QLD



Matt Ryan
Analyst
UBS



Rossi Biddle
Co-Founder & CEO
Fantasy Esports Global



Douglas Kirkham
Chief Executive Officer
Canada Bay Club

HOT TOPICS

- Regulatory updates for both the online and land-based gaming industry
- Rising technologies and their added value
- Point of consumption tax
- Responsible gambling
- New casino developments
- Diversification strategies & innovative marketing ideas
- Security and technology for both land-based and online operators
- Esports, Daily Fantasy Sports and Social casinos
- The future of the Australian online industry

**Early Bird
ends on
17 May
2019**

Founded by **BEACON**

Lead Media Partner **iag**
inside asian gaming

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Register online: gamingdownunder.com • Call us: +61 3 9008 5946 • Email us: grwa.team@BeaconEvents.com

Dear Executive,

The 12-14 August 2019 will be a very special time for us. We can proudly say that **Gaming, Racing & Wagering Australia** (GRWA) has been bringing you the latest updates from the Australian gaming and wagering industry for a decade.

Our team is honoured to have been a part of the journey as we always aim to provide the industry with a platform to discuss the most updated topics, invite star speakers, and offer excellent networking opportunities.

We are thrilled to have put together the conference programme for the 10th Annual GRWA. It will take place at L'Aqua, Cockle Bay Wharf in Sydney.

We look forward to seeing you in August.

Sincerely,
Giulia Valentina Timarco
Senior Conference Producer



WHY ATTEND GRWA?

- Learn about the latest domestic regulatory updates and their impact on the industry
- Gain knowledge about the latest trends and regulatory updates from International key Markets
- Get more insights about the rising popularity of Esports and Mobile gaming
- Understand how to diversify in order to attract new and younger customers
- Discover the newest technologies, payments and software solutions

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SPONSORSHIP AND EXHIBITION OPPORTUNITIES

As a sponsor of Gaming, Racing & Wagering Australia, you will be able to position your brand in a room full of executives, speak in front of an audience of gaming leaders, and capitalise on our extensive network of gaming experts in Australia.

We will work in partnership with you to develop a marketing solution to meet your objectives either through one of our standard packages or through a bespoke offering. We will deliver the right needs for your business – whether that's an exhibition stand, branding, networking, thought leadership, speaking presentations or a bespoke offering, we tailor a solution that underpins your marketing needs and business strategy.

Be noticed and be heard by taking up one of our creative sponsorship or branding opportunities at the event.

For more information, please contact Ms. Queenie Wong on:
Tel: +852 9689 0068
Email: Queenie.Wong@beaconevents.com

WHO ATTENDS GRWA?

- Gaming Regulators and other Government Authorities
- Industry Associations
- Club Operators
- Hotels & Pubs
- International & Domestic Casinos
- Gaming Operators
- Racing Operators
- Wagering Operators
- Corporate Bookmakers
- Marketing Consultants
- Gaming Consultants
- Lawyers and Legal Consultants
- Software Solution Providers
- System Providers
- Security/Surveillance Solution Providers
- Payment Solution Providers
- Slot Manufacturers and Gaming Suppliers



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PROGRAMME OVERVIEW

CONFERENCE DAY ONE – MONDAY, 12 AUGUST 2019 CASINOS, CLUBS, PUBS & GAMING DAY

The future landscape of the Australian Land based industry
Improving brand reputation through responsible gambling and customer experience
Get Updated! Venue and Gaming Floor innovation and strategy
Networking drinks
Freeroll Poker Tournament



CONFERENCE DAY TWO – TUESDAY, 13 AUGUST 2019 SPORTS BETTING, RACING & WAGERING DAY

The current state of wagering in Australia
Boost your revenue by exploring new opportunities, trends and technologies
Networking drinks



CONFERENCE DAY THREE – WEDNESDAY, 14 AUGUST 2019 INNOVATION IN TECH AND MARKETING

Embedding blockchain and crypto into gaming
Marketing for the online and land-based industry
Spotlight on Cybersecurity

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CONFERENCE DAY ONE – MONDAY, 12 AUGUST 2019
CASINOS, CLUBS, PUBS & GAMING DAY

08:30 Registration and Morning Coffee
09:30 Welcome from the Organiser
09:40 Chairman's Opening Remarks
Andrew W. Scott, CEO, Inside Asian Gaming

SESSION I: THE FUTURE LANDSCAPE OF THE AUSTRALIAN LAND-BASED INDUSTRY

09:50 **Keynote: An operator's vision for the Australian land-based industry**

- Discussing expansion opportunities and where the blue ocean is
- Lessons learned from previous ventures
- Exploring new trends and target groups
- Identifying the opportunities and assessing how to capitalize on them?
- Evaluating scenarios in the next 5-10 years

10:20 **Panel: An Australian casino industry outlook – The year ahead**

- Exploring the latest regulatory updates
- Getting grips on the current state of things and where things are heading in Queensland
- Exploring the possible new casino and IR licenses
- Update on Queen's Wharf Brisbane and Global Tourism Hubs
- Understanding M&A's and debating on their impacts on the domestic market

Panellists:
David Edwards, Projects Chief Executive – Special Projects Unit, Department of Innovation, Tourism Industry Development and Commonwealth Games
Donald Carducci, Equity Research Analyst – Gaming and Leisure, J.P Morgan
Michael Sarquis, Acting Deputy Director-General Liquor Gaming and Fair Trading, Department of Justice and Attorney-General

Moderator:
Andrew W. Scott, CEO, Inside Asian Gaming

11:00 Morning Coffee

11:30 **Panel: Challenges and Opportunities facing the Australian land-based gaming industry**

- Understanding the importance of new customer demographics and taste
- Looking at regulatory updates and their impacts on operators
- Where should gaming be in the overall entertainment offering
- What diversification options are out there?
- Unravelling where the opportunities are and how to capitalize on them
- Assessing the importance of technology and where things are heading

Panellists:
Douglas Kirkham, Chief Executive Officer, Canada Bay Club
David Croft, General Manager Product & Strategy, The Star Entertainment Group
Megan J. Lavender, Committeeman, Bankstown Harness Racing Club and Former Board Member, Greyhound Racing NSW

SESSION II: IMPROVING BRAND REPUTATION THROUGH RESPONSIBLE GAMBLING AND CUSTOMER EXPERIENCE

12:10 **Building and maintaining your brand reputation to attract and maintain customers**

- Understanding the importance and role of your "brand name" for your business
- Debating on how to improve customer experience and boost revenue
- Exploring how customer loyalty is connected to this
- Looking at where to invest to elevate your brand reputation and awareness
- Debating on how and if building your brand can open doors to other possibilities

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CONFERENCE DAY ONE – MONDAY, 12 AUGUST 2019
CASINOS, CLUBS, PUBS & GAMING DAY

12:40 Networking Lunch

13:40 Panel: Corporate Social Responsibility (CSR) and Responsible Gambling (RG)
– How it can make or break your business

- Unravelling the latest technology to better assess possible risks
- Successfully training your staff
- Understanding how player health is the new RG
- Exploring its importance and role for operators in the region and globally
- Linking RG, player health, marketing and “brand”
- How a successful player health strategy can increase customers’ experience
- Debating of future developments

Panellists:

Nadine Grinblat, Chief Executive, Australasian Gaming Council

David Green, Principal, Newpage Consulting

Natalie Wright, Director, Office of Responsible Gambling NSW

Moderator:

Martin Williams, Asia Editor, GamblingCompliance

SESSION III: GET UPDATED! VENUE AND GAMING FLOOR INNOVATION AND STRATEGY

14:20 Online and Land based convergence – Opportunities and Pitfalls

- Navigating the regulatory landscape in the region
- Understanding the various opportunities for operators
- Debating on where things are heading
- Presenting a case study

Speaker:

Harmen Brenninkmeijer, Managing Director, Dynamic Partners

14:50 Beyond the hype – Monetising on Esports

- Non-endemics entering the space – Who is who and what are they doing?
- Looking at successful marketing strategies
- Understanding where it works and what was done to succeed
- Analysing Expectations VS Reality

- Case Studies: Successful esports ventures

Panellists:

Riad Chikhani, CEO, GAMURS Group

15:20 Afternoon Refreshments

15:50 Panel: Mixing it up! Blending gambling and gaming

- Skill based gaming on the gaming floor - Should Clubs and Casinos turn to video game slots?
- Understanding the gaming product of today and debating on the gaming product of tomorrow
- Exploring the potential of AI (Artificial Intelligence)
- Assessing the challenges facing regulators in handling new technologies and gaming products

Panellists:

Sally Gainsbury, Co-Director, Gambling Treatment & Research Clinic, The University of Sydney

16:20 The Game Changer: Innovative Onsite Security Solutions

- Understanding the new security challenges out there
- Exploring how to mitigate them
- Looking at the technologies out there
- Exploring biometric technology

16:50 Chairman’s Closing Remarks

17:00 End of Conference Day 1

17:10 Networking Drinks

18:30 10th GRWA Freeroll Poker Tournament hosted by The Star Casino

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CONFERENCE DAY TWO – TUESDAY, 13 AUGUST 2019
SPORTS BETTING, RACING & WAGERING DAY

08:30 Registration and Morning Coffee
09:30 Chairman's Opening Remarks

SESSION I: THE CURRENT STATE OF WAGERING IN AUSTRALIA

09:40 **Keynote: The future outlook of wagering and sports betting in Australia**

- The American domino effect: Assessing its true impact in Australia
- Exploring the possible opportunities for the Australian gaming industry overseas
- Debating on future developments and trends in Australia

10:10 **Panel: Point of Consumption Tax Update – Impacts and Opportunities?**

- Looking at the numbers and getting to grips with the latest updates from the infamous POCT in Australia
- Assessing what is happening on a federal level and where things are heading
- Understanding the operator perspective
- Looking at impact on innovation, competition and advertisement
- Debating on the possibility of further M&A's in Australia

Panellists:

Matt Ryan, Analyst, UBS

Moderator:

Martin Williams, Asia Editor, GamblingCompliance

10:50 **Morning Coffee**

11:20 **Prevention is everything - Looking at the consumer protection framework and CSR for the online industry**

- All about the latest technology
- Debating on what the industry can do to prevent offshore gambling
- Looking at successful online CSR examples
- Understanding where things are heading

SESSION II: BOOST YOUR REVENUE BY EXPLORING NEW OPPORTUNITIES, TRENDS AND TECHNOLOGIES

11:50 **Panel: Unlocking innovation in sports betting - Key strategies to acquire and maintain customers**

- Looking at the new rising technologies and integration methods
- Exploring crypto betting platforms and their added value
- Customer experience: Assessing key strategies
- Exploring alternative channels and strategies
- Understanding what regional operators are looking for

Panellists:

Brendon Dorff, Chief Operating Officer, Sports Hero Australia

Stephen Hanna, Chairman, ESIC (APAC)

12:30 **Networking Lunch**

13:30 **Social Casinos Rising – Exploring what it is and isn't, and why it matters**

- Understanding what free-to-play games are and how they can be an alternative revenue stream
- Exploring how you can integrate it in your current offerings
- What can game developers learn from social casino games

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CONFERENCE DAY TWO – TUESDAY, 13 AUGUST 2019 SPORTS BETTING, RACING & WAGERING DAY

14:00 **Panel: Daily Fantasy Sports down under – Understanding and exploring the opportunities**

- Navigating the Australian regulatory landscape
- Where are the opportunities for other operators in Australia and globally?
- Understanding how a DFS operator enters a new market/country/jurisdiction
- Unravelling the possible partnership opportunities out there and how to capitalise on them

Panellists:

Rossi Biddle, Co-Founder & CEO, Fantasy Esports Global

Dylan Pickering, PhD Candidate & Research Assistant, Gambling Treatment & Research Clinic, The University of Sydney

Nicholas Heaney, CEO, Skrilla

14:40 **Keeping lotteries alive - Pushing for reinvention and modernisation**

- Debating on why the interest in lotteries in Australia is falling
- What are the critical success factors to stay competitive in today's more gamified market
- Understanding the connection between lotteries and Blockchain technology – How could this prove to be the winning card?
- How to achieve constant high performance and drive additional spend and loyalty through innovation
- Examining the pros and cons of new technologies, social apps and mobile lottery solutions

15:10 **Afternoon Refreshments**

15:40 **Perception is everything – Onshore VS Offshore**

Learn about how Australians perceive the advantages and the disadvantages of offshore as compared to Australian gaming sites.

- Looking at facts and stats
- Understanding the impacts on Australian licenced operators
- Assessing pros and cons of both
- What lessons could be learned

- Discussing what the Australian sites can do to improve
- Possible future developments

Speaker:

Sally Gainsbury, Co-Director, Gambling Treatment & Research Clinic, The University of Sydney

16:10 **Change is in the air – Politics and impacts on online poker in Australia**

- Hearing about regulatory landscape
- Understanding the current state of things
- Assessing possible future directions for the online poker in Australia

16:40 **Chairman's Closing Remarks**

16:50 **End of Conference Day II**

17:00 **Networking Drinks TBC**



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CONFERENCE DAY THREE – WEDNESDAY, 14 AUGUST 2019
INNOVATION IN TECH, MARKETING AND SECURITY

08:30 **Registration and Morning Coffee**

09:30 **Chairman's Opening Remarks**

Giulia Timarco, Gaming Racing & Wagering Australia

SESSION I: IMPLEMENTING BLOCKCHAIN AND CRYPTO INTO GAMING

09:40 **Keynote: Embedding blockchain into gaming**

- Back to basics: Introducing blockchain
- Understanding how blockchain is disrupting the gaming industry globally
- Exploring if it can add transparency and provable fairness
- Looking at how it can increase security and immutability
- Assessing how and if faster, easier and cheaper remittances are possible?
- Case Study: Showcasing how Malta created the perfect ecosystem

Speaker:

Joseph F Borg, Partner, WHPARTNERS

10:30 **Forex Trading – A new form of Gambling?**

- Debating on what the forex trading hype is about
- Exploring the current regulatory landscape in Australia versus other jurisdictions
- Looking at the underlying technology
- Assessing the gambling elements
- Crypto and gold – What else can you trade?
- Debating on future developments and where things are heading

11:00 **Morning Coffee**

11:30 **Blockchain and Crypto for the land-based industry**

- Creating an entertainment ecosystem through Blockchain technology
- Understanding the opportunities and avoiding the pitfalls
- Assessing how it can increase player engagement and boost your revenue

Speaker:

Albert Yu, Chief Operating Officer, Alphaslot

SESSION II: MARKETING FOR THE ONLINE AND LANDBASED INDUSTRY

12:00 **Climbing the SEO Get Traffic, Convert, Repeat**

- Understanding the role and importance of SEO for your business
- Looking at how it works and why it matters
- Exploring the regulation surrounding it
- Assessing the current situation for gaming affiliates in Australia
- Looking at the power of content and current trends
- Unravelling the technology behind

12:30 **Big Data in customer engagement, retention and acquisition**

New technologies and big data are the future of gaming and wagering. This session will discuss how to harness its power and win over your customers for life.

- Discovering new technologies and deciding which one is best for you
- How to blend your existing technologies with the new ones
- How to interpret your data, get to know your customer and create a unique customer experience
- Exploring digital experience and how it's related to big data

13:10 **Networking Lunch**

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CONFERENCE DAY THREE – WEDNESDAY, 14 AUGUST 2019 INNOVATION IN TECH, MARKETING AND SECURITY

SESSION III: SPOTLIGHT ON CYBERSECURITY

- 14:10** **Better to prevent than to cure - Addressing the growing issue of Cybersecurity**
- Discussing the unique challenges facing the industry
 - Overview of the latest trends in Cybersecurity
 - Is it possible to be prepared for an attack? – Welcome to the 3%
 - Different types of cyberattacks and how to mitigate them
 - Cybersecurity and AML
 - Could strategic partnerships prevent fraud?
- Speaker:**
Andrew Constantine, Red Teamer and Hacker in Chief, Private Cybersecurity Advisor
- 14:50** **Case Study: Dealing with Cybercrime**
- Speaker:**
Andrew Constantine, Red Teamer and Hacker in Chief, Private Cybersecurity Advisor
- 15:10** **Chairman's Closing Remarks**
- 15:20** **End of Conference**
- 15:30** **Networking Drinks**



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PROMO CODE

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On-site registration/payment: AUD 200 + GST surcharge will be collected and no discounts available. Early bird rates are contingent upon payment being received within 7 days from the registration date. Group discounts are available for three or more bookings from one company, please contact the organisers for more information

Delegates	Early Bird 1 ends on 17 May 2019	Early Bird 2 ends on 12 July 2019	Regular Price
3 Day Pass	AUD \$3,495	AUD \$3,645	AUD \$3,795
2 Day Pass	AUD \$2,795	AUD \$2,945	AUD \$3,095

Please note that all prices are subjected to 10% GST.

If you have selected the 2 Day Pass, please select which 2 days you will be attending:

- 12 August 2019
 13 August 2019
 14 August 2019

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Group bookings are available, and only valid when all attendees are from the same company and booked at the same time. Please contact us for more information.

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Please check visa entry requirements for the country hosting the conference. Beacon Events will not be liable for any attendee refused to enter into the country.

Payments by credit card may be processed in Australian Dollars (AUD). We accept MasterCard, Visa & AMEX. When paying by credit card you may incur a credit card surcharge, banking and currency conversion fees and you will need to accept the risk associated with any currency fluctuations. Administrative charge of AUD 250 + GST will be applied for payment made by Bank Transfer.

Cancellation Policy Should you be unable to attend, a substitute delegate is always welcome at no extra charge. Alternatively, the organisers can also provide a credit note for attendance one of the future events by Beacon Events within Asia Region (Except Mines and Money Series and IMARC) for cancellations received 14 days prior to the event. Alternatively, a 50% refund will be provided for cancellations received in writing (letter or facsimile) no later than four weeks prior to the event; thereafter we regret no refunds or credit note can be arranged. Beacon Events Ltd reserve the right to alter the programme without notice including the substitution, alternation or cancellation of speakers and / or topics and / or alternation of the dates and / or location of the event. The organisers are not responsible for any loss or damage as a result of a substitution, alternation, postponement or cancellation of any event.

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Delegate 1
(Mr/Mrs/Ms/Miss/Dr) First Name _____ Surname _____ Job title _____

Email _____ Tel _____ Mobile _____ Fax _____

Delegate 2
(Mr/Mrs/Ms/Miss/Dr) First Name _____ Surname _____ Job title _____

Email _____ Tel _____ Mobile _____ Fax _____

Approving Manager

First Name _____ Surname _____ Job title _____ Email _____

Your Company Details

Company Name _____ Business Nature _____ No. of Employees _____ Address _____

City _____ State _____ Postcode _____ Country _____