

JACKPOT

Welcome to Pub Charity Limited's new magazine, where you get to experience the Pub Charity advantage.

PREMIUM ENTERTAINMENT

Technology and games for the future. Page 2

PREMIUM SERVICE

Keeping you informed, efficient and effective. Page 6

PREMIUM COMMUNITY FUNDING

Returning profits to your area. Page 16



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PUB CHARITY LIMITED

THE CRYSTAL'S COMING



Get ready for the future of gaming

IGT's new CrystalDual-i™ gaming machines reflect the future of gaming in New Zealand through a premium gaming platform. Crystal is designed with player comfort and choice in mind.

Features include better game play dynamics, and greater quality in screen resolution, lighting and sound, along with ergonomic features and greater legroom – all designed to achieve a great player experience. There is also a huge player panel that lets players select the increments they want to play in.

At the same time, these machines have a very high level of reliability and are very easy to service and reset, meaning less player downtime and therefore a better return on investment.

We're beginning our roll-out in a number of Pub Charity Limited venues over the coming months – look out for them!

Key Features:

Better game play dynamics.

Greater screen resolution, lighting and sound.

Ergonomic features and greater leg room.

A NEW TAKE ON AN OLD FAVOURITE

The upcoming landmark debut of Frogger themed video slots signifies Konami's latest homegrown IP release from Konami Digital Entertainment to the casino gaming industry.

"Frogger has remained one of the world's most singularly recognizable video games for more than 30 years, and players have the chance to experience their favorite Frogger features with a real-money casino spin," said Brayden Whale.

"While the primary game carries modernized character art paired alongside our proven video slot features and math, the game's mystery Frogger Bonus allows players to relive the classic road and river crossing course in retro-pixelated glory. Arcade-animated tractors push away the reel strips and players are awarded three 'lives' as they watch the frog hop its way to increasing bonus awards across the lower screen and up into the cabinet's upper top box."

Key Features:

Modernised character art.

Mystery Frogger Bonus allows retro-pixelated version to relive the glory!



KONAMI

EDITORIAL:

WHY A CAP MAKES NO SENSE

Pub Charity Limited Chief Executive Martin Cheer explains the lack of logic in proposing a cap on commission-based payments



Key points:

Gaming is a lawful activity.

No evidence a cap will reduce problem gambling.

Under a cap the community loses and you deserve a fair deal for your hard work.

Welcome to the first Jackpot newsletter under Pub Charity Limited.

A major topic in the sector at the moment is commission-based payments – and particularly the suggestion that these should be capped.

Reminding the DIA that gaming is a lawful activity

If we take a step back for a minute, it is important to remember that the entire premise of the Class 4 sector is to raise funds for the community – and this is also the principal criterion of our licence. That being the case, surely anything that frustrates the ability to raise funds for the community is unlawful.

An excellent example of this can be seen in the Gambling Commission case GC 03/07, under which the DIA attempted to impose conditions against allowing gaming machines in a smoking area on the grounds that this is likely to increase problem gambling, as problem gamblers are twice as likely to be smokers. The Gambling Commission's ruling was that there was no evidence that allowing machines in the smoking area would increase problem gambling and the GC considered that the effect of the condition was to reduce gambling generally, and that it cut across what the Commission considered one of the primary purposes of the Gambling Act: to permit gambling.

What the DIA tends to forget is that Class 4 gaming is legalised under the Gambling Act 2003. This means that the DIA can only take steps to deal with problem gambling – and they can't use stopping gambling altogether as a strategy to achieve this.

No evidence that a cap will reduce problem gambling

In the same vein, there is the suggestion that commission-based payments should be capped due to a view that high GMP sites are more harmful. However, evidence is clear that the higher returns at these sites are due to more people playing, rather than individuals spending a greater amount of money. The argument for not compensating the publican of a high turnover site in order to avoid incentivising problem gambling is a political view based on neither evidence nor common sense. Every other recognised legal gambling method currently is commission-based with no cap – including Lotto, TAB and Casinos. In reality, currently in New Zealand 44% of problem gamblers and 60% of gambling returns come via gambling activities that have no cap.

The scaremongers suggest that under a non-capped regime, publicans would be out pursuing people on the streets to come into their gaming rooms. Not only is this illegal and would cause them to lose their licence, there is no evidence that it happens now. Under the current system, a large number of venues do not receive the full amount allowable under the law because they do not generate a high enough return – the share that goes to the government and the community takes precedence – so if a site is not generating enough, it is the publican who misses out. And yet there is no evidence to suggest that these publicans are out there pushing gaming and encouraging problem gambling in order to lift their returns.

Getting a fair deal for your hard work

We are concerned that the demands on publicans in terms of harm minimisation will only increase.

Under the current system, the upper limit on what a venue can be paid is based on the hours the venue is open. On a commission-based system with a cap, for high turnover sites there will be no compensation for operating costs, so no incentive to have the gaming room open once returns reach the level of the cap. Venues are likely to restrict opening hours once the cap is reached.

Under a cap the community is the real loser

Opponents of Class 4 gaming think this is good – but of course, the reality is that once costs are covered (after about \$30k of revenue), the return to the community is up to about 65 cents in the dollar. So the cap effectively means that the highest rate of return of funds to the community will be lost. The real loser here isn't the Venue Operator, it's the community groups and organisations that rely on our funding to do the good work they do and, in some cases, to survive.

When revenue was growing in the late 1990s to early 2000s, presentations of problem gambling were actually decreasing. On the flipside, during the recession presentations of problem gambling were climbing, while spending was decreasing. Today a third less revenue is generated through Class 4 gaming, and yet this has made no difference to problem gambling statistics. This trend over the last 20 years would tend to suggest to any logical mind that there is no correlation between gaming spend and problem gambling, yet this logic seems to completely escape the DIA, and opponents of gaming. Class 4 gaming is effectively a commercial enterprise where the shareholders are the community. These shareholders should be outraged at the direction the sector is heading in and the threat to the money the community receives.

The transition to Pub Charity Limited

While we continue to fight to get the best deal for both our Venue Operators and for the community, we reflect back on our transition to Pub Charity Limited over the past two years. This takes us into the 21st century, given that the legislation that we operate under is better suited to a not for profit limited liability company.

We hope that the change hasn't been too disruptive to you all – it has been an epic task, especially over the last six months, but this has been mostly behind the scenes. If we did our job well, there should have been very little impact on you, our Venue Operators.

Wishing you a successful end to 2015, a happy and prosperous summer season, and all the best for the coming year.

Martin Cheer shares his thoughts on what a cap on Commission-based payments would mean for Venue operators and the community.

GAME RULES 2006 REVIEW

GAMING RULES THAT WORK

Craig Denny tell us of the potential changes to the Game Rules 2006 as a result of the review process.



Craig Denny of Pub Charity has over the past few months been part of a working party making recommendations on a review of the 2006 Gaming Rules.

The working party included representatives of four gaming societies, a lawyer representing societies' interests, and two inspectors and four bureaucrats from the Department of Internal Affairs.

The working party provided an excellent opportunity to help ensure the Rules keep pace with the rapidly changing technology available, reduce the time and costs for venues and societies, and bring Class 4 Gaming in line with Lotto and the TAB, which have a much less onerous compliance regime.

Some positive changes in the works

One great outcome of the working party's efforts is the recognition that some of the time-consuming activities that Venue Operators have had to carry out until now such as the need to maintain hard meters have been unnecessary since the implementation of the Electronic Monitoring System (EMS). Under EMS, every piece of activity on a gaming machine is recorded, which means that there is no way for money that needs to be banked to go astray.

There has also been some recognition that some activities that were Rules in the past actually represent best practice and do not need to be enshrined in a set of rules, and there will be some changes in this area too. Examples include cash clearances forms and maintaining a key register.

Changes to the Rules are still in draft form and are likely to be finalised in the next couple of months.

While all this is great news, it is important to note that some of the time savings that these amendments will bring about are likely to be offset by an expectation that venues will step up their harm minimisation activities.

At the same time, though, it looks like the number of Gaming Rules will be almost halved, which suggests serious efficiencies will be achieved across the sector.

FEE REGIME

FEE INCREASE NOT ACCEPTABLE

Class 4 gaming sector unites to tackle proposed huge leap in fees

Paul East, former National MP, Attorney-General, and Independent Chairman of the Charity Gaming Association, is chairing a sector working group working alongside the Department of Internal Affairs and the Minister on the venue payment regime and, in particular, a proposal to significantly increase the fees paid to the DIA.

The working group represents the first joint representation across the sector for more than five years and Pub Charity Limited is an active participant in a group that is tackling some of the key issues facing the sector today.

Paul says the working group worked closely alongside the DIA on a proposal to increase gaming fees by around 52%, an increase the working group considers to be excessive.

A focal point for the group is the DIA's Integrated Gaming Platform (ITP), Intralot. The platform's introduction has seen a blow-out in costs, along with questions around its ongoing effectiveness. The industry representatives are concerned about the costs of the platform to the sector, and are also seeking assurances from the DIA that the gaming sector is not going to find itself associated with 'another Novapay'.

At the same time, the working group has been looking at a range of ways that costs in other areas can be reduced for both the DIA and societies.

An area where the working group has had some success is the progress being made on the Class 4 Game Rules, with a view to changing some areas such as key person provisions.

Despite those substantial submissions made by the working party, the increase was announced by the Minister taking effect from 1 December 2015.

**52%
IS EXCESSIVE.**



NEW STAFF IN 2015

WELCOME

Denise Roberts – Licensing, Compliance and Service Manager

Denise's background

Denise Roberts arrived at Pub Charity in March this year after 20 years' experience in retail banking, including the past 10 years heading up the Credit and Risk team at Kiwibank, where she was responsible for teams in Auckland, Wellington and Christchurch, overseeing strategy as well as operational matters.

When her time at Kiwibank finished in November last year, Denise was looking for something different – something that would give a better balance between work and family life. Importantly, too, after so many years working in the finance industry Denise was keen to put her skills and experience into an organisation whose focus is on helping New Zealanders.

A warm welcome

Denise says she's had fantastic support from the Pub Charity Limited family since joining – and that's not just the fantastic Pub Charity team. As she's learned the ropes, everyone from Venue Operators to suppliers has made her feel welcome and been willing to answer her questions.

She's also really enjoyed the challenges that her first few months at Pub Charity have brought, whether it's been the transition of venues to Pub Charity Limited, or the recent updates to gaming machines to cope with the new notes. She says it's an industry where the next challenge is just around the corner.

A change in approach

Denise has re-aligned her team since her time in the role – with team members being responsible for a portion of the country's venues, rather than a particular aspect of the role for all venues nationwide. Not only is this great for building relationships with the Venue Operators, it is also a demonstration of Denise's risk management background, as she now has a team with a broad understanding of all the elements of a role, rather than knowledge being held by a single person.



Denise has settled in and re-aligned her team to build better relationships with venue operators, putting her risk management background to good use.

HARM PREVENTION AND MINIMISATION

Ongoing duty to provide assistance to problem gamblers

A new section 309A has been inserted into the Act that places further obligations on casino and Class 4 venue staff to assist gamblers who demonstrate ongoing concerns about their gambling or other behaviour at the venue.

Essentially, it is not enough to approach a gambler just once about their gambling, provide information about problem gambling, and then take no further action **if there are ongoing concerns about their behaviour**. Rather, the new provision creates an expectation that further steps will be taken to provide all possible assistance where ongoing concerns about an individual's gambling exists. If appropriate, these further steps could include providing the gambler with further information about problem gambling or issuing them with an exclusion order.

This measure reinforces the duty-of-care responsibilities casino and gaming machine operators owe to their customers.

Self-excluding problem gambler must provide re-identification information

The Act continues the requirement for exclusion orders to be issued by casino and Class 4 venues to persons that request them.

However, a person requesting an exclusion order must now provide sufficient information to enable them to be re-identified by the casino or Class 4 venue if they attempt to breach the order. Specifically, a venue manager or holder of a casino operator's licence, or a person acting on behalf of either of those persons, **may refuse to issue an exclusion order** if the person requesting the order fails or refuses to comply with a request to:

- provide their name and date of birth; and
- either provide a recent photograph or consent to a photograph of him or her being taken; or
- the quality of the photograph referred to above is such that the person cannot be readily identified.

The provision was introduced as a practical measure to provide a robust exclusion process for venues.

New wording for offences

The Act provides new wording for section 312 of the Gambling Act, which sets out the offences relating to breaches of the exclusion order requirements.

The new wording changes the onus of proof for a charge relating to an exclusion order. Previously, it was an offence to allow a self-excluded gambler to enter the gambling area of a venue, but only if a person knowingly allowed this to happen. This high standard of proof is usually associated with truly criminal offences with high penalties, rather than public welfare type offences like section 312.

The limited scope of the old wording meant that venue personnel who made little attempt to put in place procedures to monitor the exclusion orders they had issued, may not have been held liable if excluded gamblers enter the premises undetected as a result. This undermined the purpose and effectiveness of the exclusion regime.

Accordingly, the nature of the offence has been changed so that an offence is committed if a person who is subject to an exclusion order enters the gambling area of a casino or Class 4 venue. However, there will be "an absence of fault defence" for situations where the defendant (venue manager or holder of a casino operator's licence or a person acting on behalf of either of those persons) has acted reasonably (that is they had reasonable grounds to believe there were effective procedures in place to prevent excluded gamblers from entering the venue and took all reasonable steps to ensure that the procedures were complied with). This is consistent with the Act's approach to under-age gambling offences.

Other changes

Section 310 has been amended to clarify the effect of a problem gambler exclusion order once one has been issued. It states that when a self-identified problem gambler requests exclusion, it is from just the "gambling area" at the venue rather than the whole of the venue. As an example, this would enable an excluded gambler to visit a restaurant at a casino complex but not the casino gambling area.

GAMING PERFORMANCE

THE FORMULA FOR GREAT GAMING

Kevin Thomson outlines how our partnership with you helps make your gaming room a success.



The components of success

It's all about one word: partnership. Having a successful gaming room is all about you, the Venue Operator, and Pub Charity each understanding and fulfilling our role and responsibilities, and working together to achieve the best results for your gaming room.

There are three components to providing a great gaming offering: good product, good venue, and good service. We each have a role to play in all three, but that role isn't even throughout, as the diagram opposite demonstrates.

Obviously taking care of the **gaming product** is our business, and largely our responsibility, but you, the Venue Operator, also have input – you know your customers, you know what they want and it's you and your team there on the ground every day.

When it comes to operating a good **gaming venue**, it's a shared responsibility – it's up to us to provide all the tools you need to run a successful and compliant gaming operation in a safe and comfortable environment, the part you play is implementing it well by being consistent with your hours of operation, maintaining high standards of comfort and cleanliness that meet or exceed your customers' expectations.

And finally, when it comes to **service**, that's largely in your hands. We provide support, training and advice. Pub Charity's team not only has a massive amount of experience in gaming, but in hospitality as well. At the end of the day, you and your staff are the ones caring for, and interacting with, your customers, the players. The service they receive will determine whether they return and how often they return. That is almost entirely in your hands!

Keeping the partnership humming to deliver great results

For a start, the relationship is vital – any great partnership is based on communication and trust, and gaming is certainly no different.

When it comes to the games themselves, there are a few things we do to make sure these are entertaining your players. The first is keeping a close eye on how games are performing. Choosing games is certainly not an exact science, and we only know what works by putting it out there. The key, therefore, is being willing to try new things, and then to watch them closely and respond where needed. We receive detailed reports daily, weekly and monthly on how games are performing both overall, and in your venue specifically, to ensure we make timely changes when needed.

The second is investment – we have both the means and the willingness to invest in new technologies and new games to ensure your gaming offering is always top of the line.

The third is recognising that the needs of every venue and Venue Operator are different, and being willing to listen to and respond to those needs. It's also about recognising that what works in one venue, doesn't work in another. And it's about seeing the bigger picture – how gaming fits into your broader suite of service offerings.

Mostly importantly, we value our partnership with you, and we're committed to working alongside you to deliver a great gaming experience for your customers, and a successful gaming offering for your business.

HARM MINIMISATION

NEW CAMPAIGN COMING

We're tackling one of the most challenging aspects of gaming today head on

Harm minimisation is a challenging area, and we're very much aware that it isn't going to get easier for our venues, as the messages we're receiving suggest that there will be an increased focus on harm minimisation activities and on what we as a society and our venues are doing to tackle problem gambling.

At Pub Charity we've been working on a campaign and some tools to help tackle one of the biggest challenges around harm minimisation: there is currently nothing to fill the very large gap between simply observing player activities, and excluding them from the gaming room.

Filling this gap necessarily means some interaction between staff and players, and it is this interaction in what is a very sensitive subject area that poses the real challenge. We know that if we ask a customer if they have a gambling problem they won't be happy if they do – and they won't be happy if they don't. Unhappy customers aren't great for business.

Two messages to support harm minimisation activities

We've been developing some messages for both players and staff that tackle this challenge in a sensitive and non-confrontational way, along with some tools for getting these messages across.

Our two primary messages are: **OK to Play?** and **Is everything OK?**

The OK to Play? message is a simple way of asking players to stop and think about what they're doing. OK to Play? will be supported by some additional messages around healthy approaches to gaming, such as taking a break, setting a limit, keeping it fun and being aware of the signs of problem gambling.

Is everything OK? allows staff to make a connection with a player and express concern, without making a challenge or an accusation.

The tools we're providing to support these messages include posters and signs in the gaming room and near the till where customers withdraw cash to play gaming machines. We've also developed some 'cash wallet cards' – cards featuring the core message that can be placed around cash when handed over to customers. This gives staff some options when dealing with customers – not all interactions need to be verbal.

For staff, we're also developing posters and signs to help remind them of the three key signs of player behaviour to look out for – ATM: Anger Time Money.

Launch in early 2016

Is everything OK? has already been trialled in some venues around the country. The new campaign and collateral are being launched in late January – so keep an eye out as we begin to roll it out around the country. And don't forget, you can always contact the Pub Charity team if you have any questions about harm minimisation.



OUR VENUES: THE TROUT HOTEL

Ray Cresswell of the Trout Hotel talks about some of the issues facing rural pubs and shares his thoughts on what makes a good gaming environment.

The Trout Hotel has been around over 111 years, and has stood through a wide range of events – even in the last decade this rural pub, located in the heart of Marlborough, has seen recession, floods and earthquakes.

Ray, venue operator at the Trout Hotel, sums up in a few words how things have been over the past few years not just in gaming, but in the hospitality industry as a whole: it's a lot tougher. The compliance costs of running a tavern have gone up enormously – with the liquor licence renewal alone climbing from \$1,650 to \$6,000. He points out that we are very keen to discourage drink driving, and yet at the same time we're making it increasingly difficult for the hospitality businesses that service our rural communities to survive. Ray says that he's grateful for the support Pub Charity provides that helps keep gaming in some of the smaller sites.

When it comes to gaming, Ray's advice is to provide a clean and attractive environment that promotes the fun side of gaming. Ray says that because he only has three machines, they are out in the open, which encourages interaction between the players and staff, and a positive and open gaming environment.

OUR STAFF: IT'S BEEN QUITE THE YEAR...

Pub Charity Limited's Zane Beloe shares the story of his battle with cancer

As 2015 begins to draw to a close, Pub Charity's Zane Beloe, Key Account Manager for the Tasman/Marlborough region reflects on what has been a year that has brought greater challenges than ever before, but also a year in which he has learnt a great deal about himself and the world around him.

It all started innocuously enough in the middle of 2014, with a severe and ongoing case of dry mouth that was causing considerable discomfort. Five months later, at the end of the year, investigations into the cause revealed an unrelated – and much more serious problem. A mass was discovered at the base of his tongue and, as Zane says, "all hell broke loose". A biopsy three days later revealed a cancerous tumour 48 mm x 23 mm x 23 mm in his throat.

From late January until early March, Zane began nearly 6 weeks of radiation and chemotherapy. It was a very tough – and scary – time. Potential outcomes of the treatment included losing the ability to hear, speak and eat. While Zane says he escaped the worst of the side effects of chemotherapy, the radiation therapy was debilitating, with 30 very difficult radiation sessions, and severe burning to the throat that required that he be fed through a stomach tube.

Zane says that during the times when his journey was at its toughest, and he really struggled to keep going, he focused on the people around him who were worse off – such as a small child receiving treatments just as tough as his.

He points to the support of his partner and family and others around him as being vital to getting through this challenging time. The wife of Pub Charity's Craig Denny set up a Givealittle page to ensure he could have his family around him, while he says Pub Charity did everything they could to support him.

Zane tells us he's one of the lucky ones – his feeding tube was removed a couple of months ago, and he still has taste buds and is able to eat, although due to an inability to generate saliva, dry foods such as bread and potatoes are out.

This is not Zane's first encounter with cancer – he was also diagnosed with prostate cancer a few years back. He can't emphasise enough the importance of getting any concerns checked out quickly and thoroughly.

Zane's not out of the woods yet – but, he says, the prognosis is improving all the time. He has the ongoing support of this family, and he's back doing the job he loves in a community he is passionate about.



Regional donations

SAILING FREE

Being out on the water brings happiness to many

Don Manning of Sailability Wellington talked to us about the work he and his team do to provide opportunities for people with disabilities to take to the waves and learn to sail.

Sailability was first established in the UK in the '80s, with the first New Zealand branch set up in 1999 in Auckland, and in Wellington soon after (2002). From there, the organisation has gone from strength to strength, with branches now in Napier, Nelson, Rotorua, Northland and Hamilton.

Sailability offers something for everyone, from therapeutic sailing for those with severe disabilities, to opportunities to learn the basics and take control of the boat, right through to the opportunity to sail for national titles and even compete in Australia or worldwide in the Paralympics.

Members suffer from a wide range of intellectual and physical disabilities and include paraplegics, sufferers of MS, spina bifida and cerebral palsy, people who have suffered brain injuries, and people with Down Syndrome and Fragile X.

The benefits are enormous – all year round, participants have the opportunity to experience the freedom of being on the water, the tremendous sense of achievement, whether that be from learning to manage tasks themselves, or facing the challenge of being in a race, and of course the sheer fun and exuberance of participating.

Pub Charity Limited is very proud to support Don and his team of over 50 volunteers (including Trustees) at Sailability Wellington as they continue to offer an incredible experience to the organisation's many members.



National donations

BRINGING BACK THE BIRDLIFE

Helping to restore New Zealand's natural beauty

Hollyford Conservation Trust has embarked on a programme of pest control to restore the bird and plant population over a 2500 hectare area in one of New Zealand's most beautiful and remote locations – the Lower Hollyford Valley, where Fiordland meets South Westland. The area is particularly rich in biodiversity due to the combination of dunes, wetlands and forest.

Since the 1800s, the range of native bird species found in the area has dropped dramatically – especially over the past 40 years, primarily due to widespread predation by stoats, rats and possums. It has been shown that controlled and systematic pest control activities have success in restoring all but the most sensitive bird species. The Trust's goal is to restore the bird population to what it was 50 years ago.

Initial funding was received through the Department of Conservation. However, as is the current trend with public funding, the initiative is a public private partnership. The Trust is therefore dependent on organisations like Pub Charity to fund the ongoing pest control work. We are delighted to be contributing to the restoration of this beautiful area to a pristine wildlife environment where New Zealanders can interact with nature the way it was 50 years ago.



Key Points:

Bird and plant population has dropped dramatically over last 40 years.

Delighted to be contributing to pest control to help restore bird and plant population.

Regional donations

WINTER FUN!

Helping to create vibrant and thriving communities

Tutukaka is a small, picturesque community about half an hour's drive from Whangarei. A group of local business people got together a few years back to tackle one of the major challenges facing many of our small communities – how to ensure the area continues to have plenty to offer to the generations to come.

Tutukaka's particular challenge is that crowds flock there over the summer, but there's a lot less going on to keep businesses going and the community humming over the winter months. And so the Tutukaka Winter Festival was born, with 14 fun-filled events ranging from raft racing and paddle boarding to drive in movie nights and comedy evenings.

The Festival is held over two weeks with a wide range of activities designed to cater to locals and visitors, and young and old. This is an event for families and the community – focusing on Tutukaka's great qualities and celebrating what its businesses have to offer.

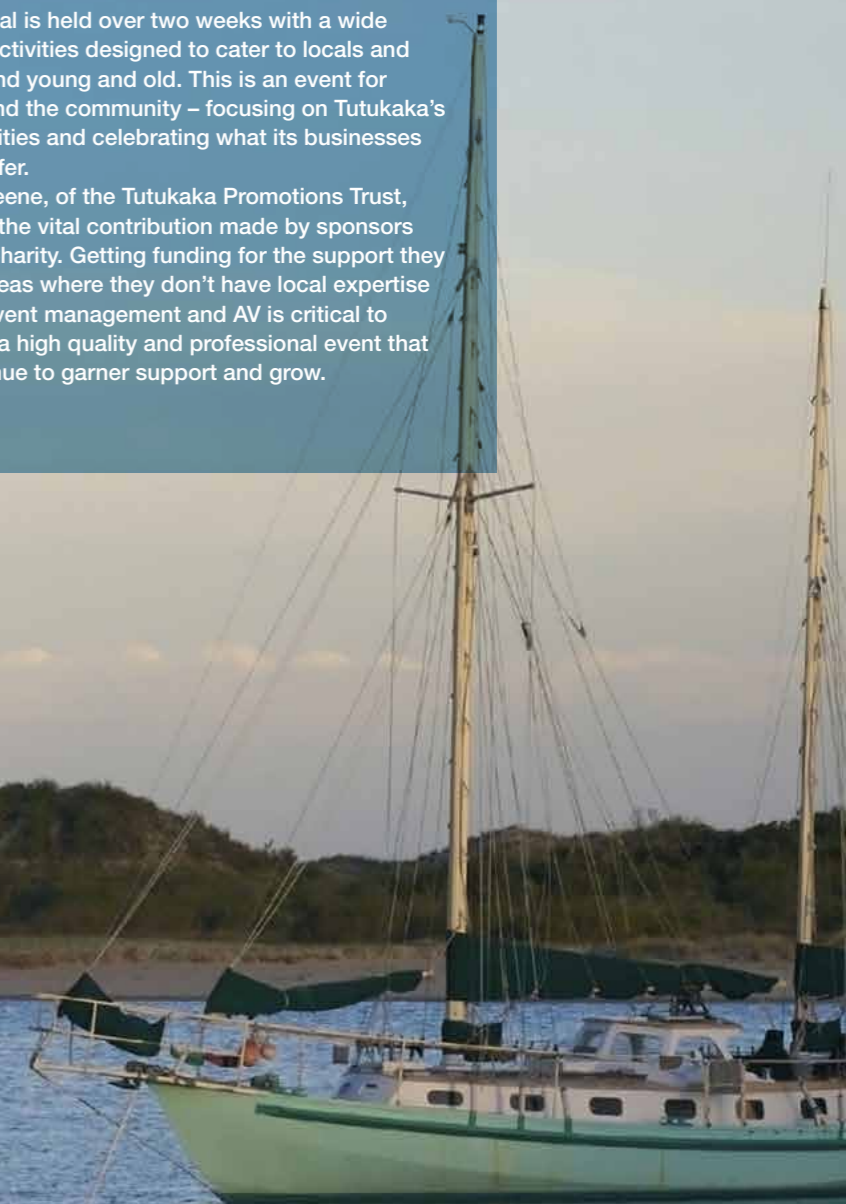
Nick Keene, of the Tutukaka Promotions Trust, told us of the vital contribution made by sponsors like Pub Charity. Getting funding for the support they need in areas where they don't have local expertise such as event management and AV is critical to providing a high quality and professional event that can continue to garner support and grow.



Key Points:

The festival helps bring in business in the winter months.

There are events in and out of the water for the whole family to enjoy.



BETTER TOGETHER \$9,404,326m

With your help, Pub Charity Inc and Pub Charity Limited donated \$9,404,326m to sports organisations within the community in 2014/15.

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