

Title	Plan, develop, and implement a casino player recruitment and retention strategy		
Level	6	Credits	6

Purpose	People credited with this unit standard are able to plan, develop, and implement programmes and activities for recruitment and retention of player membership; and appraise and review the performance of a player membership programme.
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Classification	Tourism > Casino Gaming
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Available grade	Achieved
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Guidance Information

- 1 Definition
Industry procedures refer to all workplace requirements in operation in casinos. These may include, but are not limited to, relevant statutory and regulatory requirements, Minimum Operating Standards, Gazetted Rules, Licence Conditions, and procedures described in training courses for the conduct of games, as approved by the Department of Internal Affairs or the Gambling Commission respectively. Industry procedures may also include procedures specific to an enterprise involved in the casino gaming industry. These additional enterprise procedures may include, without limitation, quality assurance, documentation, security, communications, health and safety, and personal behaviour.
- 2 The Gambling Act 2003 is the main piece of legislation relevant to this unit standard together with any associated legislation and/or regulations, including but not limited to the Fair Trading Act 1986.

Outcomes and performance criteria

Outcome 1

Plan, develop, and implement programmes and activities for recruitment and retention of player membership.

Performance criteria

- 1.1 Programmes and activities are created including strategies to optimise the recruitment, and retention of player and/or customer membership.

- 1.2 Programmes and activities are planned within parameters identified by the casino and optimise benefits to the casino, in accordance with industry procedures.
- Range benefits may include but are not limited to – cost effectiveness, attraction of new players, retention of existing players and/or members.
- 1.3 Programme implementation provides tangible benefits to the customers and/or members.
- Range customer numbers retained or increased; tangible benefits received by customers and/or members; tangible benefits may include but are not limited to – savings on accommodation, discounts on entry, discounts on food, bonus points, mailings, promotions, competitions, free soft drinks while gaming.
- 1.4 The prospective programme is in accordance with the Gambling Act 2003, Fair Trading Act 1986, any relevant regulations and industry procedures.
- Range regulations and industry procedures include – Casino Promotional Rule, free entry promotions.

Outcome 2

Appraise and review the performance of a player membership programme.

Performance criteria

- 2.1 The identification of the parameters of the appraisal and review is consistent with requirements for data on financial performance, cost of the programme, value of complimentaries and worth.
- 2.2 The appraisal and review are implemented in a manner consistent with the parameters established from the data, cost and values.
- 2.3 The appraisal and review identify areas where the recruitment and retention of player membership were not optimised in terms of the expected outcomes.
- Range customer numbers retained or increased; tangible benefits received by customers and/or members; tangible benefits may include but are not limited to – savings on accommodation, discounts on entry, discounts on food, bonus points, mailings, promotions, competitions, free soft drinks while gaming.

Planned review date	31 December 2023
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	25 July 1999	N/A
Revision	2	24 February 2003	N/A
Review	3	23 January 2009	N/A
Revision and Rollover	4	1 November 2018	N/A
Revision and Rollover	5	29 July 2021	N/A

Consent and Moderation Requirements (CMR) reference

0112

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact ServiceIQ qualifications@serviceiq.org.nz if you wish to suggest changes to the content of this unit standard.