



## MEMBER INFORMATION DATA ANALYSIS SYSTEM

Market your Club or Business to its Full Potential

**MIDAS** provides managers with two key assets which are invaluable in the customer-driven and competitive environment we work in:

- *An up-to-date and flexible database to store membership/client information:*
- *A versatile marketing tool for communicating with members on issues that they are interested in.*

**Total cost– Just \$2,495<sub>+GST</sub>**

**Includes customisation, one-off licencing fee, installation, training**



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Contact Karen 06 842 0148, or 027 276 2055 or  
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for more information



- *Ever sent a letter to a deceased member?*
- *Know how many members you have? Which ones are paid-up?*
- *Do capitation surveys from ClubsNZ/RNZRSA send you into a panic?*
- *Do you know what your members like and want from your club?*
- **Having trouble attracting some members to the club?**
- **Communicate to your members via snail mail, email or SMS (cell phone text messaging)**

MIDAS can solve all of this at the touch of a button.

Ask us how MIDAS can reduce your marketing costs and increase your profits!



# **MIDAS**

## ***MEMBERSHIP INFORMATION DATA ANALYSIS SYSTEM***

### **PURPOSE**

1. To provide all clubs a system to enhance their current facilities. Improve benefits available to members of the club and increase member spending.
2. To provide a marketing system to clubs that will allow communication with their members based on the members' preferences, birthdays, and anniversaries.
3. To communicate to non-members who visit the club and invite them to join the club.
4. To provide invoicing system for subscriptions, adjunct, medical allowances and other transactions that occur with the club.
5. To provide reports that will allow club managers, executive committee members to make strategic decisions regarding entertainment, sports viewing, etc.

### **BACKGROUND**

MIDAS was developed for clubs to encourage members to use their facilities more often by providing a communication vehicle. Clubs can't rely solely on gaming machine revenue for their main source of income. A greater proportion of a club's revenue must be derived from such things as bar, restaurant and adjuncts. With club membership numbers declining, MIDAS will also provide the ability to encourage people who visit the club to join.

## **BENEFITS**

- ✓ Increase member satisfaction
- ✓ Recognition of member status in the organization for example;
  - ◆ Regular newsletters
  - ◆ Advanced booking for special events within the club or within the local community
  - ◆ Recognition on special days, like birthdays, anniversaries, member only days, and rewards for how long an individual has been a member of the club
  - ◆ Informing members based on their preferences of an event occurring within the club (some of these include; sporting events, adjunct tournaments, beverage promotions, entertainment, and specialized events)
- ✓ Increased bar and restaurant profits
- ✓ Clubs New Zealand and NZRSA reports can be emailed with ease.
- ✓ Forms provided are easy to use
- ✓ Timely information obtained.
- ✓ Member based reports for individual members readily available
- ✓ Encourage visitors of the club to join
- ✓ Reports that are clear, concise and contain useful information for strategic decisions
- ✓ Reports that provide adjuncts with the ability to view financial members and send adjunct members correspondence
- ✓ Invoicing procedures for subscriptions, adjunct, medical and other transactions are easy to process and accurate. Members that are overdue in payments can be sent a reminder to pay.
- ✓ Deceased, expelled, suspended members aren't sent correspondence.
- ✓ Comprehensive user guide and training provided.
- ✓ Ongoing support and updates within reasonable contract (maintenance) options.

## **LEGAL ISSUES**

Clubs must be aware of certain legal issues that arise:

Privacy Act 1993 – the information obtained from members, must not be sold to another organization. Permission must be provided by the member, to use the information provided for promotional purposes.

Copyright – the system will be registered to Salamander Systems Ltd. The system can not be copied in any way unless permission is obtained from Salamander Systems Ltd

Piracy – it is illegal to copy the CD provided of this system

Corporate Confidentiality – the system may not be used by another organization for the purpose of financial gain.

## **SOFTWARE REQUIREMENTS**








Microsoft Access 2000 or XP must be loaded onto the club's computer. If the site doesn't have a copy of Access this can be purchased at an additional cost to the system. The cost of Access is approximately \$400.00

## **HARDWARE REQUIREMENTS**





A computer that will run the version of Microsoft Access obtained. Microsoft Access hardware requirements are noted on the back of the box and range from 32 – 64 MB RAM, 1 GB Free Hard drive space, and 200 – 300MHz processor. A printer (ink jet – minimum requirement, laser jet – recommended requirement), Internet connection and email programme (if the club requires reports to be emailed) will also be required. It would be recommended that the club backs up their database, a backing medium will be required – this could be a floppy disk drive (bare minimum – a compression programme and multi floppy disks would be required), a CD Read Write Drive or Tape drive.
















# REPORTS IN MIDAS

## Main Menu

-  Member Details
-  Letters
-  Reports
-  Management Graphs
-  Invoicing
-  Email Reports
-  Maintenance

## Subsequent Menus

-  Member Details
  -  Add a new member
  -  Find a member by Surname
  -  Find a member by Number
  -  View all member records
  -  Return to Main Menu

(This section contains the Responsible Gaming Info)
-  Letters
  -  Preference Letters
    -  Big Screen
    -  Entertainment
    -  Sport
    -  Booking preferences
    -  Special Events
    -  Food/Beverage Preferences
      -  Menu choices
      -  Tap Beer
      -  Other Beverages
      -  Return to Main Menu
  -  Return to Main Menu
-  Newsletters
  -  Newsletter by post
  -  Newsletter to collect
  -  Newsletter by email
  -  Return to Main Menu

- Ⓢ Congratulatory Letters
  - Ⓢ Birthday
  - Ⓢ Anniversary of membership
  - Ⓢ Return to Main Menu
- Ⓢ Adjunct Letters
- Ⓢ Members Financial/Non-financial
- Ⓢ Visitors
  - Ⓢ Add a Visitor and send a letter
  - Ⓢ Return to Main Menu
- Ⓢ Return to Main Menu





## 📄 Reports

- Ⓢ Individual Member Reports
  - Ⓢ Personal Details
  - Ⓢ Preferences
  - Ⓢ Awards/Trophies Held
  - Ⓢ Transaction Reports
    - ⚡ Sub Transactions
    - ⚡ Other Transactions
    - ⚡ Return to Main Menu
  - Ⓢ Disciplinary Reports
    - ⚡ Current Suspension Details
    - ⚡ Historical Suspension Details
    - ⚡ Probation Details
    - ⚡ Expelled Details
    - ⚡ Return to Main Menu
  - Ⓢ Returned Servicemen Reports
    - ⚡ Service Details
    - ⚡ Disability Details
    - ⚡ Last Post
    - ⚡ Medical Transactions
    - ⚡ Return to Main Menu
  - Ⓢ Return to Main Menu
- Ⓢ Club-Wide Reports
  - Ⓢ Preference Reports/Graphs
    - ⚡ Big Screen
    - ⚡ Entertainment
    - ⚡ Sport
    - ⚡ Booking preferences
    - ⚡ Special Events
    - ⚡ Food/Beverage Preferences
      - ◆ Menu choices
      - ◆ Tap Beer
      - ◆ Other Beverages
      - ◆ Return to Main Menu
    - ⚡ Administration Preferences
      - ◆ Mode of travel to club
      - ◆ Attendance reasons






- ◆ Newsletter distribution
- ◆ Return to Main Menu
- ✳ Return to Main Menu
- 📄 Financial Reports
  - ✳ List of Financial Members
  - ✳ List of Non-Financial Members
  - ✳ All members by membership type
  - ✳ Membership numbers
  - ✳ ClubsNZ Membership Demographic
  - ✳ RNZRSA Membership Demographic
  - ✳ Return to Main Menu
- 📄 Adjunct Reports
- 📄 Transaction Reports
  - ✳ Subscription Transactions
  - ✳ Other Transactions
  - ✳ Return to Main Menu
- 📄 Disciplinary Reports
  - ✳ Current Suspension Details
  - ✳ Historical Suspension Details
  - ✳ Probation Details
  - ✳ Expelled Details
  - ✳ Return to Main Menu
- 📄 Returned Servicemen Reports
  - ✳ Service Details
  - ✳ Disability Details
  - ✳ Last Post
  - ✳ Medical Transactions
  - ✳ Return to Main Menu
- 📄 Return to Main Menu
- 📄 Responsible Gaming Reports
  - ✳ Complaints Summary
  - ✳ Incident Summary
  - ✳ Self Exclusion Summary
  - ✳ Third Party Summary
  - ✳ Incident/Third Party/Complaint Summary

- 📊 Management Graphs
  - 📄 Age Breakdown
  - 📄 Gender Breakdown
  - 📄 Financial status
  - 📄 Financial members by gender
  - 📄 Non-Financial members by gender
  - 📄 Years of Membership
  - 📄 Return to Main Menu

- 📊 Invoicing
  - 📄 Subscriptions
  - 📄 Invoice members

-  Reminder letter
-  Undo Invoice Processing
-  Return to Main Menu
-  Return to Main Menu

-  Email Reports
  -  Email to ClubsNZ
  -  Email to RNZRSA
  -  Return to Main Menu

-  Maintenance
  -  Amend Club Details
  -  Update Probation Members/send letters
  -  Update Suspended Members/send letters
  -  Return to Main Menu

*Responsible Gaming Reports are also produced by member through the membership. MIDAS includes letters for expelled, probation, self exclusion and suspended members and visitors.*

## **CONTACT INFORMATION**

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