

Table 7: sponsorship of sporting organisations/clubs operating in Victoria, 2011.

Sporting code	Organisation or club	Gambling sponsors - named	Gambling sponsors - N
Athletics	Athletics Australia	None listed	0
Athletics	Athletics Victoria	None listed	0
Australian Football	Australian Football League	Betfair, TABsportsbet	2
Australian Football	Carlton FC	Sportingbet	1
Australian Football	Collingwood FC	TABsportsbet	1
Australian Football	Essendon FC	BetEzy 'Bombersbet'	1
Australian Football	Football Victoria	None listed	0
Australian Football	Footscray FC	BetEzy 'Doggiesbet'	1
Australian Football	Geelong FC	Betfair	1
Australian Football	Hawthorn FC	None listed	0
Australian Football	Melbourne FC	BetEzy 'Deesbet'	1
Australian Football	North Melbourne FC	BetEzy 'Roosbet'	1
Australian Football	Richmond FC	Luxbet, Tabcorp	2
Australian Football	St Kilda FC	Centrebet	1
Australian Football	Victorian Football League	None listed	0
Basketball	Basketball Australia	None listed	0
Basketball	Bendigo Spirit	None listed	
Basketball	Bulleen Boomers	None listed	
Basketball	Dandenong Rangers	None listed	
Basketball	Melbourne Tigers	None listed	0
Basketball	National Basketball League	Centrebet	1
Basketball	Women's National Basketball League	None listed	0
Cricket	Cricket Australia	Betfair, IASbet, Betchoice, Sportsbet, Centrebet, Tote Betasport, Player online, Tattsbet, tomwaterhouse.com, TABsportsbet, Luxbet	11
Cricket	Cricket Victoria	None listed	0
Cycling	Cycling Australia	None listed	0
Cycling	Cycling Victoria	None listed	0
Football (soccer)	A-League	None listed	0
Football (soccer)	Football Federation Australia	TABsportsbet	1
Football (soccer)	Melbourne Heart	None listed	0
Football (soccer)	Melbourne Victory	Intralot	1
Football (soccer)	Professional Golfers Association of Australia	None listed	0
Golf	Professional Golfers Association of Australia	None listed	0
Motor racing	Confederation of Australian Motor Sport	None listed	0
Motor racing	Motorcycling Australia	None listed	0
Motor racing	Motorcycling Victoria	None listed	0
Netball	Melbourne Vixens	None listed	0
Netball	Netball Victoria	None listed	0
Olympic sports	Australian Olympic Committee	None listed	0
Rugby League	Melbourne Storm	Crown Casino	1
Rugby League	National Rugby League	TABsportsbet, Keno	2
Rugby Union	Australian Rugby Union	None listed	0
Rugby Union	Melbourne Rebels	None listed	0
Rugby Union	Melbourne Rebels	None listed	0
Skiing	Ski and Snowboard Australia	None listed	0
Swimming	Swimming Australia	None listed	0
Swimming	Swimming Victoria	None listed	0
Tennis	Tennis Australia	None listed	0
Tennis	Tennis Victoria	None listed	0
Codes = 15	Clubs or organisations = 46	N sponsored = 16	

Source: organisation internet sites

Table 2: Selected characteristics of sporting club venues. Source: VCGR

	Venues	EGMs	EGMs/ venue	Club share (\$) - 2010-11	Club share (\$) - 2009-10	Claimed sport contribution	Claimed contrib'n as % of Club share	Club share per venue (\$) 2009-10	Average claimed contrib'n per venue
Category 1									
Metro (N)	16	1006	62.9	\$20,807,313	\$21,104,398	\$508,931	2.4%	\$1,319,025	\$31,808
Rural (N)	10	482	48.2	\$11,229,998	\$10,832,178	\$565,102	5.2%	\$1,083,218	\$56,510
Total	26	1,488	57.2	\$32,037,311	\$31,936,576	\$1,074,033	3.4%	\$1,228,330	\$41,309
Metro (%)	61.5%	67.6%		64.9%	66.1%				
Rural (%)	38.5%	32.4%		35.1%	33.9%				
Category 2									
Metro (N)	11	629	57.2	\$13,379,991	\$13,458,332	\$491,675	3.7%	\$1,223,485	\$44,698
Rural (N)	12	555	46.3	\$12,510,693	\$12,542,571	\$220,747	1.8%	\$1,045,214	\$18,396
Total	23	1,184	51.5	\$25,890,684	\$26,000,903	\$712,422	2.7%	\$1,130,474	\$30,975
Metro (%)	47.8%	53.1%		51.7%	51.8%				
Rural (%)	52.2%	46.9%		48.3%	48.2%				
Category 3*									
Metro (N)	82	4366	53.2	\$104,051,897	\$103,713,486	\$14,281,404	13.8%	\$1,264,799	\$174,163
Rural (N)	64	2602	40.7	\$53,225,791	\$52,429,779	\$9,372,732	17.9%	\$819,215	\$146,449
Total	146	6,968	47.7	\$157,277,687	\$156,143,265	\$23,654,136	15.1%	\$1,069,474	\$162,015
Metro (%)	56.2%	62.7%		66.2%	66.4%				
Rural (%)	43.8%	37.3%		33.8%	33.6%				
All categories									
Metro (N)	109	6,001	55.1	\$138,239,201	\$138,276,215	\$15,282,010	11.1%	\$1,268,589	\$140,202
Rural (N)	86	3,639	42.3	\$76,966,482	\$75,804,528	\$10,158,581	13.4%	\$881,448	\$118,123
Total	195	9,640	49.4	\$215,205,682	\$214,080,743	\$25,440,591	11.9%	\$1,097,850	\$130,465
Metro (%)	55.9%	62.3%		64.2%	64.6%				
Rural (%)	44.1%	37.7%		35.8%	35.4%				

	Machines	2011-12	Old Share	New Share	Increased revenue to club	Increased revenue %
Club Laverton	60	\$7,668,548	\$2,530,621	\$5,225,211	\$2,694,590	106.5%
Manningham Club	100	\$6,039,244	\$1,992,951	\$4,832,226	\$2,839,275	142.5%
Royal Oak Richmond	80	\$4,733,470	\$1,562,045	\$3,809,473	\$2,247,428	143.9%
The Vic Inn	60	\$3,748,415	\$1,236,977	\$2,971,135	\$1,734,158	140.2%
Diamond Creek Tavern	40	\$4,217,717	\$1,391,847	\$2,617,713	\$1,225,866	88.1%
The Club	60	\$5,533,820	\$1,826,161	\$3,997,742	\$2,171,582	118.9%
The Coach and Horses	80	\$4,538,524	\$1,497,713	\$3,697,379	\$2,199,666	146.9%
Essendon FC	100	\$6,818,138	\$2,249,985	\$5,280,089	\$3,030,104	134.7%
Melton CC	90	\$6,210,837	\$2,049,576	\$4,794,925	\$2,745,349	133.9%
The Brook on Sneydes	80	\$6,980,690	\$2,303,628	\$5,101,625	\$2,797,997	121.5%
Geelong FC	100	\$4,160,553	\$1,372,982	\$3,751,978	\$2,378,995	173.3%
Vegas At Waverley Gardens	75	\$11,684,426	\$3,855,860	\$7,705,708	\$3,849,847	99.8%
West Waters Hotel	80	\$9,261,071	\$3,056,154	\$5,641,392	\$2,585,238	84.6%
Leighoak	92	\$7,164,485	\$2,364,280	\$5,370,466	\$3,006,186	127.2%
Bentleigh	80	\$2,567,800	\$847,374	\$2,564,213	\$1,716,839	202.6%
St Kilda	83	\$2,382,812	\$786,328	\$2,382,812	\$1,596,484	203.0%
Wantirna	87	\$4,719,450	\$1,557,419	\$3,896,588	\$2,339,170	150.2%
Club Leeds	30	\$3,166,581	\$1,044,972	\$2,228,682	\$1,183,710	113.3%
Peninsula Club	20	\$1,202,460	\$396,812	\$963,347	\$566,535	142.8%
Total	1397	\$102,799,042	\$33,923,684	\$76,832,704	\$42,909,020	126.5%

CLUB BY CLUB														
Carlton	300	\$22,189,678	\$7,322,594	\$16,838,045	\$9,515,451									129.9%
Collingwood	180	\$14,290,061	\$4,715,720	\$10,312,835	\$5,597,115									118.7%
Essendon	190	\$13,028,974	\$4,299,561	\$10,075,014	\$5,775,453									134.3%
Geelong	180	\$11,141,243	\$3,676,610	\$8,853,602	\$5,176,992									140.8%
Hawthorn	155	\$20,945,497	\$6,912,014	\$13,347,099	\$6,435,085									93.1%
Melbourne	172	\$9,732,285	\$3,211,654	\$7,934,679	\$4,723,025									147.1%
St Kilda	83	\$2,382,812	\$786,328	\$2,382,812	\$1,596,484									203.0%
Richmond	87	\$4,719,450	\$1,557,419	\$3,896,588	\$2,339,170									150.2%
Western Bulldogs	50	\$4,369,041	\$1,441,783	\$3,192,029	\$1,750,245									121.4%
Total		\$102,799,042	\$33,923,684	\$76,832,704	\$42,909,020									126.5%
Source: VCGLR, calculations by author.														
Note: these calculations are EXCLUSIVE of certain fees and levies including monitoring charge and other levies														

Please note: These calculations are based on data published by the VCGLR for the year 2011-12. The intention is to demonstrate the effect of the changed tax arrangements on the share of net gambling revenue accruing to the venues, and in this case the AFL clubs operating them. In 2012-13, actual NGR will vary, but is likely to be consistent in scale with the 2011-12 data.