



Cash ATM

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To; Joint Select Committee on Gambling Reform

OPEN LETTER ATM HARM MINIMISATION TECHNOLOGY INTRODUCTION

Honourable Members,

Please find attached an open letter outlining technologies that may assist in the evaluation of Harm Minimisation Measures that may significantly alter the future direction of Atm's within the environment of hotels and clubs with gaming machines.

We respectfully put it to the committee that the technology currently exists in operation that may allow the overturning of the removal of Atm's from gaming venues in Victoria and prevent further removals in other jurisdictions.

This technology has no additional costs to the venue or government institutions and is available now, we further believe through our previous experience in similar endeavours that the methodology of the software marries well with current and developing Pre-Commitment Strategies involving Smart Cards and breaks of play.

We trust you will find this information of interest and look forward to arranging a live demonstration in the future.

Naturally I am available for supply of further information and to answer any questions that may arise.

Respectfully Yours

Jeremy Hearne
General Manager
Cash Atm

CASH ATM PTY LTD

**Prepared by Cash Atm Pty Limited for
the Joint Select Committee on
Gaming Reform**

ATM – Pre-commitment

Cash Atm

Cash Atm as part of the Maximum Group is a leading provider of premium currency equipment in Australia. The company supplies an extensive range of quality brands and products, and this portfolio of products and services is supported by a selection of complementary products including in particular Automatic Teller Machines.

Maximum has a fifteen-year history of supplying a broad range of customers including:

- Banks;
- Credit Unions;
- Retailers
- Vending Operators;
- Hotels;
- Clubs; and,
- Casinos.

The company maintains operations in all mainland states as well as the Northern Territory, and is an optimal size to meet both customer requirements and react within minimal time frame.

The currency equipment and service networks that have been set up by Maximum are regarded as the most extensive and sophisticated throughout Australia in the major user sectors including:

- CIT,
- Financial Services
- Commercial Banking;
- Retail; and,
- Entertainment & Hospitality.

Maximum represents several leading global suppliers of dynamic and diverse ranges of products to meet the requirements of a broad range of organisation and include:

- Cummins-Allison;
- Laurel;
- Musashi; and,
- Union Group.

Card Based Gaming – Pre Commitment

Maximum/Cash Atm has maintained a long-standing association with Odyssey Gaming Limited and has taken a great interest in the progress of the two pre-commitment trials that Odyssey has conducted in Queensland. Maximum had undertaken preparations to conduct similar trials of its Maxetag system in South Australia. The project was discontinued following the sale of Maxetag to Global Gaming.

In view of the familiarity with Card Based Gaming - Pre-Commitment that Maximum has developed, management have been able to identify entirely with the findings of the Productivity Commission in their recently published report.

ATM – Pre-commitment.

Maximum has also followed with increasing concern the debate and actions of various State Governments that appear determined to mandate restrictions over the use of ATM's and the subsequent availability of cash in gaming venues.

Maximum has developed an extensive bank of knowledge and experience and it has successfully capitalised on those skills in the development of **cashPod™**, an ATM that combines the features of pre-commitment and self-exclusion.

Licensed gaming venues through Australia offer a diverse range of entertainment, food and beverages, and while point of sale availability of card based transactions play a pivotal role, it is cash that remains and continues to be the predominant currency of choice. Any limitation of the availability of cash/liquidity to patrons is, in our opinion, an unnecessary impost on both the patron and business. We believe that the patron needs to be empowered to set limits on, or remove the on-sight availability of cash and that this enablement is a logical extension of any card based gaming pre-commitment program. Similarly, the adoption of a concept of initial or periodic "opt out" by the patron of a pre-determined limit for any card based gaming pre-commitment program can be extended to the ATM.

I have enclosed a brief outlining the functionality currently available on the cashPod ATM for your review. Management of Maximum/Cash Atm is available at any time to discuss the concept of an extension of pre-commitment to ATM's.

Regards

Jeremy Hearne
General Manager
Cash Atm