

HOW WYNNUM MANLY LEAGUES CLUB IMPROVED MARKETING & MEMBER INSIGHTS WITH EAGLEi360

ABOUT THE VENUE:

Wynnum Manly Leagues Club is a well-loved community hub in Brisbane's Bayside area, known for its welcoming atmosphere, popular dining options, and strong connection to the local area.

THE CHALLENGE:

Limited Knowledge of Member Behaviour & Manual Reporting

Before adopting EAGLEi360, one of the venue's biggest challenges was the time-consuming task of analysing spreadsheets and manually piecing together data from different systems.

Understanding which promotions were performing well - or whether they were scheduled at the optimal times - required hours of data extraction, sorting and comparison.

Without a central platform, insights into:

- visitation patterns
- member spend
- cross-department activity
- campaign performance

...were fragmented and slow to compile. This slowed planning, delayed decision-making, and made it difficult to act proactively.

THE SOLUTION:

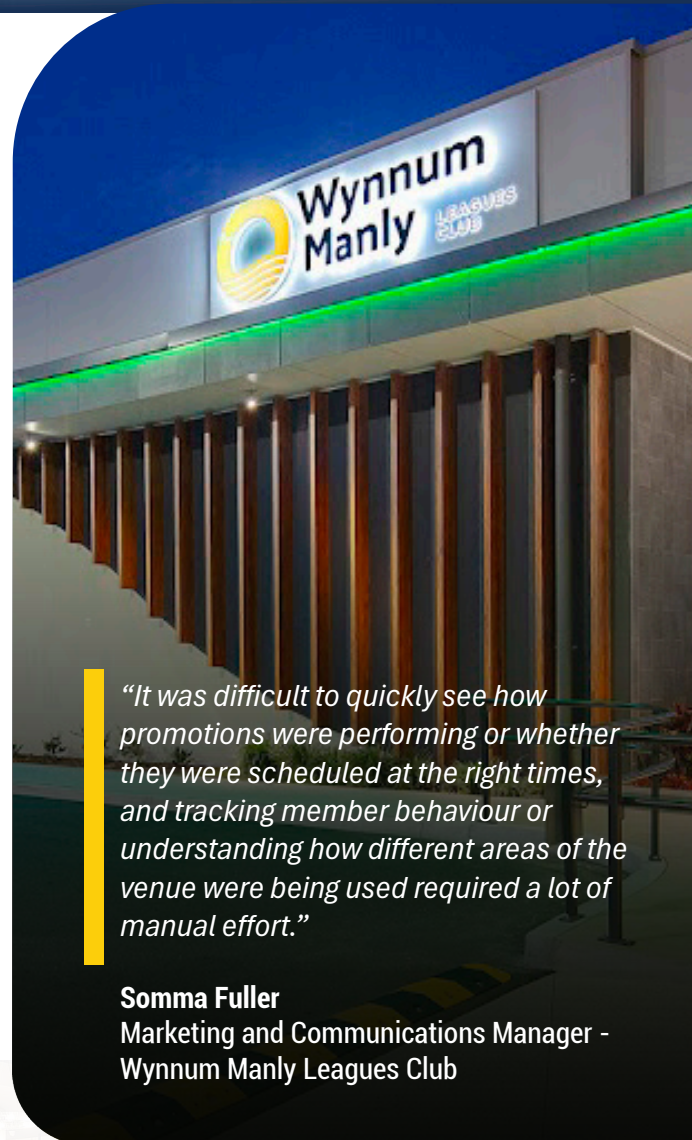
Smarter Campaign Planning & Faster Reporting

EAGLEi360 quickly transformed how Somma and the wider team manage marketing performance and member engagement.

Instead of relying on spreadsheets and separate systems, the platform now delivers:

- ✓ An easy way to plan, create and send campaigns
- ✓ Campaign ROI visibility
- ✓ Easy access to member behaviour data
- ✓ Simplified scheduling and planning
- ✓ Real-time reporting

The software helps the venue understand exactly what drives visitation and member spend across the venue.



"It was difficult to quickly see how promotions were performing or whether they were scheduled at the right times, and tracking member behaviour or understanding how different areas of the venue were being used required a lot of manual effort."

Somma Fuller
Marketing and Communications Manager -
Wynnum Manly Leagues Club

"Having EAGLEi360 has made it so much easier to access accurate, real-time insights and streamline reporting, especially when it comes to understanding how our promotions and members perform."

"EAGLEi360 now sits at the centre of our marketing toolkit - supporting campaign planning, improving timing and segmentation."

THE RESULTS:

End-To-End Marketing & Engagement Management

Since implementing EAGLEi360, the club has seen clear improvements across their general reporting, marketing and member engagement strategy:

- ✓ Significant time savings by removing manual data extraction
- ✓ Clearer understanding of what promotions perform best
- ✓ More confident scheduling decisions based on real data
- ✓ Better visibility of member activity across different areas of the venue
- ✓ Stronger ability to measure campaign impact and ROI

With access to accurate, real-time data, management, staff and the Board can make faster, more informed choices - particularly around gaming and promotions.



"Overall, EAGLEi360 has made our venue more efficient and effective across the business."

THE IMPACT:

Data-Led Decisions That Lead to Enhanced Member Engagement

EAGLEi360 has given the marketing team at Wynnum Manly a reliable data foundation that supports clearer, faster and more confident decisions. They can now easily identify which promotions resonate with members - and why.

"EAGLEi360 is easy to onboard in your venue, supported by excellent training from Next Payments, and it delivers accurate, real-time insights across every area of the business. It saves us a huge amount of time, streamlines decision-making, and gives our team and Board the confidence to act on reliable data."

With clearer insights and significantly less manual work, EAGLEi360 has helped the club operate more efficiently across all areas.

"Since implementing it, we've seen improvements in efficiency, performance tracking, and even an increase in turnover. I'd highly recommend it to any club wanting to work smarter, not harder."

Somma strongly recommends EAGLEi360 to any club that is time-poor or looking to simplify and strengthen its day-to-day operations.

ABOUT EAGLEi360

EAGLEi360 is a complete venue intelligence solution from Next Payments, built for hospitality venues across Australia. It integrates gaming, POS, membership, loyalty, harm minimisation and marketing data into one central platform - giving clubs and pubs the insights to make smarter decisions, drive member engagement, and improve compliance.

See how EAGLEi360 can help your venue make smarter, data-driven decisions. Book a personalised demo at nextpayments.com.au/solution/eaglei360.

