

THE POKIES PLAY YOU

2017-18 AFL pokies fact sheet

The Victorian Government has released data on losses incurred at almost 500 pokies venues across the state for the 2017-18 financial year. The overall losses across Victoria in 2017-18 were almost \$2.7 billion after the biggest nominal increase in losses for a decade. See [Alliance release](#).

In 2017-18, there were still 9 AFL clubs operating 17 venues and the combined losses were a record \$97.54 million, up from \$94 million in 2016-17 and \$93.3 million in 2015-16.

Hawthorn has once again won the pokies premiership in 2017-18, lifting losses from \$23.29 million to \$24.3 million.

A recent survey of 48,000 AFL fans showed that 64% believe clubs should be banned from owning or running poker machine venues.

Melbourne Football Club was [first to move](#) announce its exit from the industry in April 2018, although it will continue to operate The Bentleigh Club until the licences lapse in August 2022 and the \$10 million sale of the Leighoak to Moonee Valley Racing Club settled on 31 July, 2018.

Collingwood followed suit by [announcing a faster exit](#) and the sale of its two venues – The Club in Caroline Springs and Coach and Horse in Ringwood - to Melbourne Racing Club with the sales expected to settle in October 2018. See [Alliance media release](#).

This means 2017-18 will represent “peak pokies” for Victorian AFL clubs and the combined losses of \$97.54 million at 17 venues in 2017-18 should drop by about \$20 million in 2018-19 with the removal of The Leighoak, The Coach and Horses and The Club early in the 2018-19 financial year. The 3 sold venues had combined pokies losses of \$20.88 million in 2017-18, equivalent to 21.4% of the total losses across the 17 venues.

Alliance spokesman and director Tim Costello said:

“The people of Melton who frequent Hawthorn’s West Waters Hotel lost \$13.35 million on addictive poker machines in 2017-18 which are propping up the wealthy AFL industry.”

“Hawthorn and all other AFL clubs should get out of the pokies misery business and stop preying on vulnerable people in parts of Melbourne suffering above average stress and hardship.”

The Victorian Government has also announced the outcome of its sale of new 20 year licences, which showed that all AFL clubs paid to retain their existing entitlements with the exception of Melbourne FC, which has allowed its 88 entitlements at The Bentleigh Club to lapse.

As [The Age reported](#) on October 29, 2018, Carlton has bought the most entitlements with 290, followed by Essendon (190), Hawthorn (165), Richmond (97), St Kilda (83), Geelong (80) and Western Bulldogs (65). This leaves 7 remaining AFL clubs currently in possession of 970 post-2022 entitlements spread across 13 venues which generated \$73.97m in losses in 2017-18.

FULL LIST OF 17 VICTORIAN AFL POKIES VENUES WITH 2017-18 DATA

1. Hawthorn: 2 venues and total losses up from \$23.9m to \$24.3m. Remain top of the ladder
 - # *West Waters Hotel (Caroline Springs, City of Melton) jumped from \$12.43m to \$13.35m*
 - # *Vegas at Waverley Gardens (Mulgrave, City of Monash) dropped from \$10.86m to \$10.95m*
2. Carlton: 4 venues and total losses up from \$17.6m to \$18.4m. Remain second on ladder
 - # *Club Laverton (Laverton, Hobsons Bay): up from \$6.27m to \$6.31m*
 - # *Manningham Club (Bulleen, Manningham): down from \$4.35m to \$4.396m*
 - # *Royal Oak Richmond (Richmond, Yarra): up from \$4.09m to \$4.61m*
 - # *The Vic Inn (Williamstown, Hobsons Bay): up from \$2.9m to \$3.08m*
3. Collingwood: 2 venues with total losses up from \$12.24m to \$13.18m
 - # *The Club (Caroline Springs, City of Melton): up from \$7.38m to \$8.66m*
 - # *The Coach and Horses (Ringwood, City of Maroondah): down from \$4.86m to \$4.52m*
4. Essendon: 2 venues with total losses down from \$11.85m to \$11.555m
 - # *Essendon Football and Community Club (Essendon, Moonee Valley): down from \$6.17m to \$5.87m*
 - # *Melton Country Club (Melton, City of Melton): Down from \$5.688m to \$5.685m*
5. Melbourne: 2 venues with total losses up from \$10.3m to \$10.382m
 - # *Leighoak Club (Oakleigh, City of Monash): down from \$7.74m to \$7.70m*
 - # *Bentleigh Club (Bentleigh, Glen Eira): up from \$2.56m to \$2.682m*
6. Geelong: Jumped from 8th to 6th - 1 venue with losses up from \$5.24m to \$6.28m
 - # *The Brook on Sneydes (Point Cook, City of Wyndham): up from \$5.24m to \$6.28m*
7. Western Bulldogs: Fell from 6th to 7th - 2 venues with total losses up from \$5.92m to \$6.095
 - # *Club Leeds (Footscray, City of Maribyrnong): up from \$3.8m to \$3.86m*
 - # *Peninsula Club (Dromana, Mornington Peninsula): up from \$2.12m to \$2.235m*
8. Richmond: fell from 7th to 8th - 1 venue with total losses down from \$5.4m to \$5.26m.
 - # *Wantirna Club (Wantirna, City of Knox): down from \$5.4m to \$5.26m*
9. St Kilda: 1 venue with total losses down from \$2.11m to \$2.11m. Retain wooden spoon.
 - # *St Kilda Social Club (Moorabbin, Kingston): down from \$2.11m to \$2.09m*
10. North Melbourne: pokies free for a decade.

2017-18 Pokies league ladder for Victorian based AFL clubs

Club	Amount people lost on Victorian-based AFL club pokies in 2016-17 and 2017-18	Machines owned	Gaming venues owned
1. Hawthorn	Up from \$23.29m to \$24.3m	155	2
2. Carlton	Up from \$17.6m to \$18.4m	290	4
3. Collingwood	Up from \$12.24m to \$13.18m	156	2
4. Essendon	Down from \$11.85m to \$11.555m	190	2
5. Melbourne	Up from \$10.3m to \$10.382m	172	2
6. Geelong	Up from \$5.24m to \$6.28m	100	1
7. Western Bulldogs	Up from \$5.92m to \$6.095m	60	2
8. Richmond	Down from \$5.4m to \$5.26m	100	1
9. St Kilda	Down from \$2.11m to \$2.09m	83	1