



Lottery Oversight Committee Update

December 15th 2016

Today's Objectives

Objectives for today's meeting:

- i. To summarize the progress made to date against each activity

- ii. To update you on next steps

- iii. To answer any questions you may have

FY17 Implementation Plan (1)

KEY INITIATIVES	FY17			
	Q1	Q2	Q3	Q4
5.1 BRAND				
1. Parent Brand Re-Appraisal	Yellow	Yellow	Yellow	Green
2. Win Belief	Yellow	Green	Green	Green
3. Beneficiary Program	Yellow	Green	Green	Green
5.2 GAMES - INSTANTS				
1. Prize Maximization Program	Green	Green	Green	Green
2. Establish Range and Cat Principles, Extend Core Game Strat	Green	Green	Green	Green
3. Pre-Launch Program	Green	Green	Green	Green
4. Review Dispenser Allocation & Pack Sizes	Yellow	Yellow	Yellow	Yellow
5. Tailor Product Ranges			Green	Green
5.2 GAMES - DRAW GAMES				
1. Brand Architecture	Yellow	Yellow	Yellow	Green
2. Establish New Product Development Process (NPD)			Yellow	Green
3. Renovate NSJ (Output of establishing NPD Process)				Green
4. New In State Bigger Lotto Format Game				Yellow

Initiative Status

Delayed start date vs plan

In progress and to be completed

On plan

FY17 Implementation Plan (2)

KEY INITIATIVES	FY17			
	Q1	Q2	Q3	Q4
5.3 MARKETING				
1. Optimize Marketing Planning and Effectiveness Process - IMAP	Yellow	Green	Green	Green
2. Econometric Modelling	White	Red	Yellow	Green
3. Develop regular play and repertoire play strategy	Yellow	Yellow	Yellow	Green
5.4 RETAIL				
1. Optimize Retail Distribution	Red	Yellow	Green	Green
2. Perfect In Store Execution (PIE)	Green	Green	Yellow	Yellow
3. Maximize TVM sales	Green	Green	Yellow	Yellow
4. Key Accounts Function	Red	Green	Green	Green
5. Value of Lottery (VOL)	Red	Yellow	Green	Green
6. Segment Estate	Green	Green	White	White

Initiative Status

Delayed start date vs plan

In progress and to be completed

On plan