



## Lottery Oversight Committee Update

September 21<sup>st</sup> 2016

## Today's Objectives

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### Objectives for today's meeting:

- i. To summarize the progress made to date against each strategic pillar
  
- ii. To update you on next steps
  
- iii. To answer any questions you may have

## Executive Summary

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- Progress made against all the key strategic pillars in August / early September 2016:
  - Brand & Marketing: Advertising research completed
  - Games: Product design workshop, prize maximization program implemented
  - Retail: Retailer recruitment program continues, focus on improved execution and availability



## Key Initiatives and progress

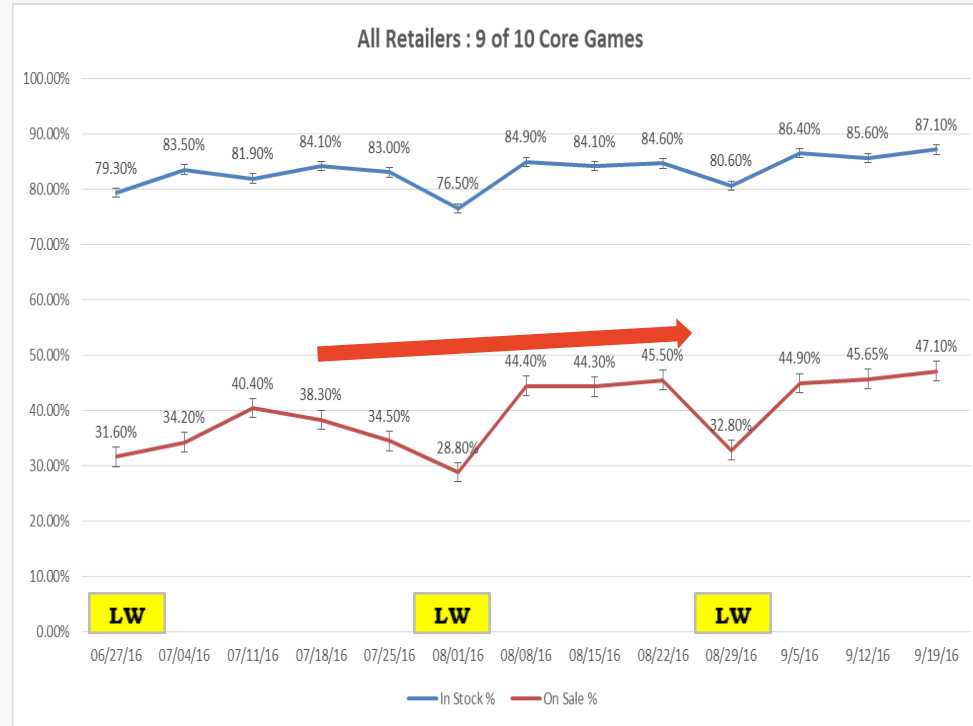
KEY INITIATIVES	PROGRESS (RAG)
<b>BRAND</b>	
1. Parent Brand Re-Appraisal	On Plan
2. Win Belief	On Plan
3. Beneficiary Program (enhanced)	On Plan
<b>GAMES - INSTANTS</b>	
1. Prize Maximization Program	On Plan
2. Establish Range and Category Principles	On Plan
3. Pre-Launch Program	On Plan
4. Review Dispenser Allocation & Pack Sizes	On Plan
5. Tailor Product Ranges	On Plan
<b>GAMES - DRAW GAMES</b>	
1. Brand Architecture	On Plan
2. Establish New Product Development Process	On Plan
3. Renovate NSJ	On Plan
4. New In State Bigger Lotto Format Game	On Plan
<b>MARKETING</b>	
1. Optimize Marketing Planning and Effectiveness	On Plan
2. Econometric Modelling	On Plan
3. Develop regular play strategy	On Plan
<b>RETAIL</b>	
1. Optimize Retail Distribution	On Plan
2. Perfect In Store Execution (PIE)	On Plan
3. Maximize TVM sales	On Plan
4. Key Accounts	On Plan
5. Value of Lottery (VOL)	On Plan
6. Segment Estate	On Plan

- Initiative is at risk of not being achieved
- Initiative is on plan and to be completed
- Initiative is on plan

## Core 10 Instants Games – Execution at Retail

Game	Game Name	Price Point	Retailers In Stock %	Retailers On Sale %	Total Retailer Count
357	Neon 200X	\$20	95.4%	69.9%	1,916
323	\$1,000,000 Golden Ticket	\$20	89.9%	62.8%	
352 or 335	Winning 7s or 10X Crossword	\$3	92.2%	76.4%	
353	\$125,000 Jackpot	\$5	91.4%	69.1%	
348 or 344	Money Multiplier or Find \$500!	\$5	91.1%	74.7%	
349	Jumbo Bucks Bonus	\$10	91.3%	68.3%	
354 or 350	5X The Bucks or Hot \$50's	\$1	96.7%	82.2%	
355 or 351	Super 7-11-21® or Ea\$y 10X	\$2	97.3%	86.2%	
356	Diamond Doubler	\$5	96.1%	76.6%	
345 or 337 or 332	Bonus Bonanza or \$10,000 Blowout or Neon 100X	\$10	92.4%	77.2%	

Retailers	Games	IN STOCK %	ON SALE %	Retailer Count
All Retailers	All 10 Core Games	75.8%	24.4%	1916
10 Or More Facings	All 10 Core Games	78.1%	25.2%	1850
16 Or More Facings	All 10 Core Games	84.1%	25.4%	1732
All Retailers	9 of 10 Core Games	87.1%	47.1%	1916



## Summary

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- Key initiatives within the Business Plan are on track for delivery
- Good progress in Retail through the appointment of a Regional Manager - Key Accounts, the implementation of the Core 10 measurement and the on-going recruitment program
- Good progress in Brand & Marketing through the completion and debrief of the Advertising Research
- Good progress in Games through the Prize maximization program and Game Design workshops