



Lottery Oversight Committee Update

May 2017

Today's Objectives

Objectives for today's session:

- i. To summarize the progress made to date against each core strategy in FY17

- i. 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	White	White	Green	Green
5.2 GAMES - DRAW GAMES				
1. Brand Architecture	Yellow	Yellow	Yellow	Green
2. Establish New Product Development Process (NPD)	White	White	Yellow	Red
3. Renovate NSJ (Output of establishing NPD Process)	White	White	White	Green
4. New In State Bigger Lotto Format Game	White	White	White	Red

Initiative Status

Delayed start date vs plan

In progress and to be completed

On plan

Brand - Key Initiatives

- Engaged The Value Engineers (Camelot's cost) to develop a robust brand positioning for the Lottery to underpin the marketing plan developed for FY18
- Provided additional focus on Win Belief, including new (evidence-based) campaigns
- Brought the Beneficiary Program to life in media and with tailored, localized messages in stores
- Completed econometrics modeling to enable evidence-based decision making and evaluation of marketing activity
- Consumer Tracking study now in place to help develop future brand plans

Games - Key Initiatives

Draw Games

- Enhancement to Natural State Jackpot game in March 2017
- Developed Regular Play strategy through “always on” media – strategy to be continued through FY18 Marketing Plan

Instants

- Prize maximization program established
- New Instants game design process developed and implemented
- Core game strategy developed – ensuring new games are of high quality with proven customer appeal

FY17 Implementation Plan (2)

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

Initiative Status
Delayed start date vs plan
In progress and to be completed
On plan

Marketing - Key Initiatives

- Integrated Marketing Activity Plan (iMAP) established to provide longer term planning and timely development of high quality marketing campaigns
- Development of “always on” media strategy to provide support across games portfolio and other key messages: beneficiaries, winners
- Support to Marketing Team in the delivery of the key FY17 marketing programs
- Lead initial development of FY18 Marketing Plan to deliver high quality advertising and media plans

Retail - Key Initiatives

- Retailer expansion - Geo Mapping work conducted and established resource to follow up on behalf of the Lottery
- In-store Execution: Implemented Core 10 weekly reporting – driving insight and availability of best selling instant games. The number of retailers now selling the best selling Instant games has increased from 31% to 53% from June 2016 to present day this equates to over 350 more retailers stocking the best selling games
- Key Account Manager role recruited
- New Value of Lottery story developed and implemented to explain the key benefits of being a lottery retailer
- Supported further segmentation of retailer estate to focus valuable MSR time

Summary

- FY17 Net Income is on budget
- Key initiatives from the 5 year Business Plan have been implemented
- The Lottery is in a strong position moving into FY18
- Any Questions?