
Application for an existing Lotterywest outlet

Includes:

- Overview of application process
- The application form
- The business plan template

The information provided in the application form and supporting attachments are collected for the purpose of processing your application. This information will be retained by Lotterywest and will not be disclosed to any third party, other than to the extent required by law.

The Lotterywest Privacy Policy can be viewed by visiting the Lotterywest website at www.lotterywest.wa.gov.au.

Application for an existing Lotterywest outlet

– Introduction



Our history

Lotterywest (then known as the Lotteries Commission of Western Australia) was established originally in 1932, at the height of the economic depression of that era to offer state authorised lottery products which would raise money for hospitals and charitable organisations. The first lottery draw was held in March 1933. From the proceeds raised, the first grants were made to help WA charitable organisations.

Lotterywest, now operating under the Lotteries Commission Act 1990 (as amended) continues to have responsibility for running the official State Lottery in Western Australia and for raising and distributing the funds for the beneficiaries in the way in which the Act sets out. We are a State Government statutory authority reporting to the Premier of Western Australia as the Minister responsible under the Act.

Our purpose

Our primary objective is to achieve an appropriate level of return on the sale of lottery products to optimise our funding to the community of Western Australia. Lotterywest profits do not simply go into State Government revenues, but to key funding areas such as hospitals, sports, the arts and thousands of community organisations. Decisions in relation to our retail network continue to be made to support this objective and as such, there is a requirement made of all Lotterywest retailers that they maximise the sale of lottery products.

Our success

One of the most important factors in the successful management of Lotterywest's business is the retail distribution of our products. Lotterywest has a successful network of retailers that support us in achieving a very high level of market penetration, and the highest per capita sales of lottery products in Australia. We are one of the smallest but most successful lotteries in the world, and have one of the highest levels of public support of any State lottery.

The retail network

Our relationship with our retailers is critical to the success of Lotterywest. We believe it is crucial to our sales effort that lottery products are well positioned, that our retailers and their staff are fully trained in our operations, have good product knowledge, and excellent communication and customer selling skills in order to promote lottery products.

To achieve this we strive to provide them with the best training and support possible and to ensure that our marketing, communication and point of sale material supports their individual business needs as well as that of the Lotterywest business as a whole.

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– Introduction



Buying an existing lottery outlet

Once you have entered into a contract of sale, you will need to personally apply to us for the lottery outlet. The application process commences when we receive a completed application form. Application packs are available by contacting our office or can be downloaded via the Lotterywest corporate website www.lotterywest.wa.gov.au.

All components of the application pack must be completed and submitted to Lotterywest at least 30 working days (approximately 6 weeks) prior to the proposed settlement date.

Completing the application form

To allow us to become familiar with your background, and plans, it is essential that your application is fully completed.

An application consists of the following:

1. Application form

Please ensure that you complete all sections of the application form and include or attach all associated documents as detailed in the checklist. The application form must be signed by each person involved in the ownership of the business.

2. Application fee

An application fee of \$750.00 (GST exempt) must be paid to Lotterywest by cheque or money order at the time of submitting the application. The application fee is a contribution towards the cost of processing and assessing the application.

3. Business plan

A Business plan, including financial statements, photos, maps and/or plans must be submitted as part of your application. The information we require is outlined in the enclosed Business plan template.

4. Submitting your Application

When you have completed your application you can either mail it to us, or bring it into our office. Our address details are as follows:

Postal Address		Street Address
Lotterywest	or	Lotterywest
Retailer Operations		Retailer Operations
PO Box 1113		74 Walters Drive
Osborne Park WA 6917		Osborne Park WA 6017

Phone: Retailer Support (08) 9340 5378 or (08) 9340 5185

Assessment of your application

Once we receive your completed application we will contact you within 3 to 5 working days to provide outstanding information or to attend an interview at Lotterywest. Alternative interview style arrangements may be made for applicants who reside in remote rural areas and are unable to travel to Perth.

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Interview

All applicants and any manager (if applicable) will be required to attend an interview. Current and previous Lotterywest retailers purchasing a lottery outlet will also be required to attend an interview.

The interview will provide you with an opportunity to tell us in greater detail about your future plans for the business you are purchasing, about your background, relevant skills and business experience. The interview also provides us with the opportunity to inform you of how we work with our retail network, as well as the range of expectations we have of our retailers.

At the interview you must be able to demonstrate business acumen, well developed communication skills, a high level of professional ethics, commitment to business growth and service excellence, and a genuine enthusiasm towards our lottery products.

The outcome of the interview and the assessment of your application will provide us with the information required to make a decision regarding your appointment as a Lotterywest retailer. We will contact you to advise the outcome of your application within 3 to 5 working days following your attendance at the interview.

Approval

Approval will be confirmed in writing and is conditional upon a number of business requirements being met prior to settlement, which include:

- successful completion of the compulsory 5 day Lotterywest 'Manage a Lottery Outlet' training program;
- submission of a Bank Guarantee in compliance with Lotterywest requirements; and
- fulfilment of any other conditions identified as part of the interview and application process (revision of trading hours, attendance at site visits, additional training requirements, submission of additional or outstanding documentation etc).

Timeframes associated with our business requirements must be strictly adhered to if settlement is to occur by the scheduled date. In some instances there may be other conditions that must be complied with post settlement within specific timeframes (additional training requirements, Lotterywest Retail Image etc).

Non approval

There are various reasons why Lotterywest may not approve your application and these will be specific to each application. We will advise you of the reasons your application has not been approved. Generally, we will provide you with the opportunity to re-submit your application for further consideration.

If the decision made by Lotterywest is in dispute, a review process will apply. Details of this process will be included in our letter to you.

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The Agreement (Terms and Conditions)

The Agreement between the retailer and Lotterywest sets out the respective obligations and responsibilities of Lotterywest and the retailer. The Agreement includes reference to a range of other documents which form part of the Terms and Conditions of the Agreement.

The Agreement is valid until the 31 December 2031. If your application is approved, the remaining term of the Agreement will be assigned to you, effective on change in ownership.

Below are a few key elements you should be aware of regarding your appointment as a retailer.

Bank Guarantee

You will be required to provide a continuous and irrevocable Bank Guarantee in favour of Lotterywest. The value of the Bank Guarantee is reviewed on change in ownership and in most cases is equal to one week's lottery turnover, calculated as an average over the previous 52 weeks trading. The minimum amount of a Bank Guarantee is \$5,000.

If the legal owner is a non resident of Australia the value of the Bank Guarantee may be increased. This amount will be adjusted on receipt of evidence of permanent residency. For further information regarding Bank Guarantees please refer to the Retail Manual.

Non exclusivity of territory

Lotterywest retailers do not have any territorial exclusivity. Lotterywest may establish another distribution outlet in accordance with our Retail Distribution Plan or set up another distribution network or system as we determine. Please ensure you are familiar with the relevant Terms and Conditions of the Agreement.

Trading hours

Our terminal operating hours are 6.00am to 9.00pm Monday to Friday, 6.00am to 6.00pm Saturday and 8.00am to 5.00pm Sunday and Public Holidays.

To ensure the best possible service for your customers, lottery outlets are required to open during hours that meet customer demands taking into consideration the location, extended trading hours, late night and Sunday trading. Please refer to the Department of Commerce website (www.commerce.wa.gov.au) for a guide to retail trading hours in Western Australia.

Your trading hours will need to be included in your application and agreed prior to inclusion on the Schedule to the Agreement. Any concerns regarding your hours of trade will be discussed at the interview.

Lotterywest terminals

All terminals in the network are owned by Lotterywest. Some outlets have multiple terminals which have been allocated based on specific criteria.

An analysis of the network is conducted bi annually and if your outlet meets the criteria you may be offered an additional terminal subject to compliance with our additional terminal requirements. For further information please refer to the Retail Manual.

Retail Image

The outlet you are purchasing must be compliant with our Retail Image standards. To maintain the quality and effectiveness of the Retail Image we have established clear guidelines for the presentation of our products within the Lottery Area and lottery outlet. For further information regarding the Retail Image please refer to the Retail Manual.

Retail Manual

Lotterywest has issued each lottery outlet with a Retail Manual that must remain at the outlet. The content of this Manual will provide you with important information in relation to the Agreement Terms and Conditions and the successful management of the lottery outlet. A copy of the Manual is available via our corporate website. Please ensure that you take the time to familiarise yourself with its content.

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– Introduction

Training

All legal owners who will be working in the lottery outlet and the nominated manager (if applicable) will be required to participate and successfully complete, to our satisfaction, the 5 day 'Manage a Lottery Outlet' training program.

A condition of your appointment as a Lotterywest retailer is that the lottery outlet is staffed at all times by a person who has successfully completed training from Lotterywest.

We also recommend that you ensure that all staff involved in the sale of lottery products are professionally trained by us. We conduct regular 2 day 'Work in a Lottery Outlet' training programs which are available for your staff at no additional cost.

Previous retailers re entering the network may, depending on the length of time they have been out of the network, be required to complete the 5 day training program. We may conduct an assessment to determine training requirements for previous retailers.

Further assistance

Whilst it is your responsibility to provide the information required regarding your application, our Retailer Support Officers are available to assist and guide you through the process. They can be contacted on (08) 9340 5378 or (08) 9340 5185. Alternatively, you can email Retailer Support at retail-admin@lotterywest.wa.gov.au.

Application for an existing Lotterywest outlet

– Application checklist



All components of the application must be completed and submitted to Lotterywest at least 30 working days (approximately 6 weeks) prior to the proposed settlement date.

Please tick

- Application fee of \$750.00**
(GST exempt)
- Complete application form**
- Business plan**
(including financial statements, photographs, map and/or plan of shopping centre etc)
- Copy of Contract of Sale**
(signed Offer and Acceptance)
- Evidence of legal entity**
(Certificate of Registration lodged with ASIC and a copy of the notice of office holders with the most recent change, if applicable, Partnership Deed, if applicable)
- Proof of residency if non permanent resident**
(Copy of Passport or Visa)
- Evidence of lease, offer to lease or freehold (if applicable)**
(Note: An application may be submitted without evidence of lease, however this documentation must be provided prior to settlement)
- Letter of finance approval from financial institution**
(if subject to finance approval)
- Copy of Certificate of Registration of a Business Name**
(Current or proposed trading name if changing)

If you require further clarification in relation to the above requirements please contact Lotterywest's Retailer Support Officers direct on (08) 9340 5378 or (08) 9340 5185.

Application for an existing Lotterywest outlet

- Application form



Company details

To be completed where the applicant is, or includes, a company or companies

Company number 1

Full name

ACN (Australian Company Number)

Registered address

Suburb

State

Postcode

Directors (Full name)

1.	2.
3.	4.

If you have more than 4 directors, please copy and attach a separate sheet.

Company number 2

Full name

ACN (Australian Company Number)

Registered address

Suburb

State

Postcode

Directors (Full name)

1.	2.
3.	4.

If you have more than 4 directors, please copy and attach a separate sheet.

Application for an existing Lotterywest outlet

– Application form



Applicant details

Details for all legal owners must be provided. Where the applicant is, or includes a company or companies, the details below are to be provided for each director. The particulars are to be provided in order of preferred point of contact.

1. Personal details

Title

Surname

Given names

Preferred name

Position (*sole trader, partner, director*)

Contact details

Home phone

Business phone

Facsimile

Mobile

Personal email address

Residential address

(This address will be used for all correspondence prior to settlement unless otherwise instructed)

Address

Suburb

State

Postcode

Postal address (*if different from above*)

Suburb

State

Postcode

Application for an existing Lotterywest outlet

– Application form



Acknowledgement and declaration

The applicant/s or each director if the applicant is or includes a company or companies, must complete a separate Acknowledgement and Declaration.

If any applicant/director is unable to make the declaration, please attach relevant details on a separate page.

I the undersigned acknowledge and declare that:

1. I have never been convicted of an offence, and there are no criminal charges pending against me, in either case punishable by more than 1 year's imprisonment or detention. [note: you do not need to declare 'spent' convictions]
2. I have never been a director or officer of a company which has been placed into liquidation or receivership or under any other form of insolvency administration or investigation into the affairs of the company that has been carried out by the Australian Securities and Investment Commission.
3. I have never been disqualified from acting as a director of a company.
4. I have never been declared bankrupt.
5. False statements may render any Agreement subsequently entered into liable to termination.

Other details

Please tick

Are you a permanent Australian Resident?

Yes

No

If no, then please provide proof of residency (e.g. copy of Visa or Passport).

Will you be working in the outlet?

Yes

No

Do you have any current or previous experience in a lottery business?

Yes

No

If yes, please provide details of where and when

Applicant/Director Name

Applicant/Director Signature

Date

Application for an existing Lotterywest outlet

- Application form



2. Personal details

Title

Surname

Given names

Preferred name

Position (*sole trader, partner, director*)

Home phone

Business phone

Facsimile

Mobile

Personal email address

Address

Suburb

State

Postcode

Postal address (*if different from above*)

Address

Suburb

State

Postcode

Application for an existing Lotterywest outlet

– Application form



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Other details

Please tick

Are you a permanent Australian Resident?

Yes

No

If no, then please provide proof of residency (e.g. copy of Visa or Passport).

Will you be working in the outlet?

Yes

No

Do you have any current or previous experience in a lottery business?

Yes

No

If yes, please provide details of where and when

Applicant/Director Name

Applicant/Director Signature

Date

Application for an existing Lotterywest outlet

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3. Personal details

Title

Surname

Given names

Preferred name

Position (*sole trader, partner, director*)

Home phone

Business phone

Facsimile

Mobile

Personal email address

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State

Postcode

Postal address (*if different from above*)

Address

Suburb

State

Postcode

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Other details

Please tick

Are you a permanent Australian Resident?

Yes

No

If no, then please provide proof of residency (e.g. copy of Visa or Passport).

Will you be working in the outlet?

Yes

No

Do you have any current or previous experience in a lottery business?

Yes

No

If yes, please provide details of where and when

Applicant/Director Name

Applicant/Director Signature

Date

Application for an existing Lotterywest outlet

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4. Personal details

Title

Surname

Given names

Preferred name

Position (*sole trader, partner, director*)

Home phone

Business phone

Facsimile

Mobile

Personal email address

Address

Suburb

State

Postcode

Postal address (*if different from above*)

Address

Suburb

State

Postcode

Application for an existing Lotterywest outlet

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3. I have never been disqualified from acting as a director of a company.
4. I have never been declared bankrupt.
5. False statements may render any Agreement subsequently entered into liable to termination.

Other details

Please tick

Are you a permanent Australian Resident?

Yes

No

If no, then please provide proof of residency (e.g. copy of Visa or Passport).

Will you be working in the outlet?

Yes

No

Do you have any current or previous experience in a lottery business?

Yes

No

If yes, please provide details of where and when

Applicant/Director Name

Applicant/Director Signature

Date

Application for an existing Lotterywest outlet

- Application form



Manager details

If you propose to appoint a manager to operate the lottery outlet, please complete the following details.

Title

Surname

Given Names

Preferred name

Contact details

Home phone

Business phone

Facsimile

Mobile

Personal email address

Residential address

Address

Suburb

State

Postcode

Business plan

Outlet name:

Outlet address:

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Prepared by:

Date prepared:

Application for an existing Lotterywest outlet

– Business plan



Introduction and instructions for use:

Complete all sections in this document by completing the details in the field boxes.
Use the **BLUE** text as a guide to help you complete this document.

1. Business summary

1.1 Business overview

The overview should provide a summary of the business and include what products and services the business is currently offering, the location and other information specific to the outlet.

Business type – which best describes the primary type of business you are purchasing.

<hr/> <hr/> <hr/>

Current services and products range – please list other agencies, services and products available at the business you are purchasing.

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Business location – which best describes the trading location of the business you are purchasing (eg corner store, stand alone, arcade, mall, strip shop, neighbourhood shopping centre, major shopping centre etc).

<hr/> <hr/> <hr/>

Interest in the business

Please provide a short summary of your interest in the business and why you want to be a Lotterywest retailer.

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Application for an existing Lotterywest outlet

– Business plan



Other information

There are a number of resources you can use to find out more about the demographic and geographical location of the business you are purchasing. A good place to start is the Australian Bureau of Statistics website or the local council.

Are there any major developments planned for the town/area/shopping centre in the next 5 years? (If yes provide details, information source and proposed timeframes).

What is the anticipated population growth in the town/area over the next 5 years?

--

What is the current population in the town/area?

--

Other types and number of shops in the vicinity (please specify).

--

The number of parking spaces provided.

--

Trading hours

What will the trading hours for the lottery outlet be?

Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total hours per week
Opening time								
Closing time								
Number of hours open								

Note: Lotterywest terminal operating hours are 6.00am to 9.00pm Monday to Friday, 6.00am to 6.00pm Saturday and 8.00am to 5.00 pm Sunday and Public Holidays.

Photographs and plans

Please provide photographs (maximum of 6) and plans which show:

1. The interior of the premises with particular focus on the Lotterywest Retail Image and location of the Lottery Area within the overall business;
2. The exterior of the premises showing the entrance and exit points, the windows allocated for Lotterywest advertising and any other Lotterywest signage (ie pylon signage, fascia, under awning, walls, A frames etc); and
3. A plan of the shopping centre (if applicable) or group of shops indicating the location of the lottery outlet.

Application for an existing Lotterywest outlet

– Business plan



1.2 Key objectives

Please write a short statement outlining your key objectives for the lottery component of the business. Your key objectives should include what you want to achieve in the following areas:

- Financial Targets (i.e. to achieve a () % increase in net profit over the next 12 months for the overall business)
- Sales Targets (i.e. to increase sales of lottery products by () % over the next 12 months)
- Customer Satisfaction (i.e. internal training and skills development for staff)
- Overall objective to achieve in the next 5 years

2 Detailed plan

2.1 Target market

There are a number of resources you can use to find out more about your customers. A good place to start is the Australian Bureau of Statistics website, where you can find lots of information sorted by demographics and geographical location.

Identify your target market(s) and describe your customers. Include reference to:

- Life stage or age group your customers fit into
- Type of occupation/profession your customers mainly have
- Nationalities or cultural background of your customer base

2.2 Area analysis

Attach a map showing the location and distance of the nearest existing lottery outlet(s) which will be your competitor for sales with the outlet you are purchasing.

If you are located in a major shopping centre where there is more than 1 lottery outlet, please provide a floor plan of the shopping centre showing the location of the outlet you are purchasing, any other lottery outlets and the anchor tenants (e.g. major supermarket, department store etc).

Provide details of how you propose to maintain competitive advantage and grow your market share.

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– Business plan



3 Financial plan

3.1 Trading figures

Please detail the last financial year's figures in the table below. If the business has been trading for less than a year please indicate the number of weeks the business has been trading.

Major Product Categories	Last Financial Year Turnover \$	% of Total Turnover
Lottery		
Newspapers		
TOTAL		100%

The Profit and Loss statements from the current owner (vendor) and or any other supporting financial documents must be attached to support the information above.

3.2 Profit and Loss forecasts

Please provide Profit and Loss forecasts for the first 2 years of operation.

3.3 Cash Flow forecasts

Please provide Cash Flow forecasts for the first 2 years of operation.

3.4 Balance Sheets

Please provide a Balance Sheet for the first 2 years of operation.

Templates for these financial reports are available by contacting Retailer Support on (08) 9340 5378 or (08) 9340 5185.

4. Supporting documentation

Attach copies of all supporting documentation requested in this business plan e.g.

- Photographs (internal and external)
- Plan of shopping centre (if applicable)
- Map of surrounding area indicating distance of nearest lottery outlets
- Profit and Loss statement for the last financial year
- Profit and Loss forecasts for the first 2 years of operation
- Cash Flow forecasts for the first 2 years of operation
- Balance Sheet for the first 2 years of operation