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# 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](http://www.lotterywest.wa.gov.au).

### **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.

### **Purchasing 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 can be downloaded from the Lotterywest website at [www.lotterywest.wa.gov.au](http://www.lotterywest.wa.gov.au).

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

### **Submitting your application**

To submit an application you will need to:

#### **1. Complete an 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 declaration on the application form must be printed and signed by each person involved in the ownership of the business.

#### **2. Transfer an application fee**

An application fee of \$750 (GST exempt) must be paid to Lotterywest by electronic funds transfer (EFT) at the time of submitting your application. Please use the six digit retailer number of the store you are intending to purchase as a reference. The current owner will be able to provide this to you.

Our account details are:

BSB: 066-040  
Account: 19800013  
Account Name: Lotterywest Main Operating Account

The application fee is a contribution towards the cost of processing and assessing the application. We will commence processing your application upon receipt of your application fee.

#### **3. Submit your 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 and must be completed by typing directly onto the Business plan and financial forecast templates.

#### **4. Submitting your application and all supporting documentation**

When you have completed your application please email to us at:

[retail-admin@lotterywest.wa.gov.au](mailto:retail-admin@lotterywest.wa.gov.au)

The email size must be no larger than 10MB.

### **Assessment of your application**

Once we receive your completed application we will contact you within three to five 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.

# Application for an existing Lotterywest outlet

## – Introduction

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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 three to five 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 Lotterywest 'Manage a Lottery Outlet' training program.
- Submission of a Bank Guarantee in compliance with Lotterywest requirements.
- 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 communicated to you.

### **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 7.00pm Saturday and 8.00am to 7.00pm 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](http://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.

# Application for an existing Lotterywest outlet

## – Introduction

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### **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 '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 '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 'Manage a Lottery Outlet' 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. To speak to a Retailer Support Officer please contact our Customer Services team on 08 9340 5240 (Metro) or 1800 199 833 (Country). Alternatively, you can email Retailer Support at [retail-admin@lotterywest.wa.gov.au](mailto: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 [retail-admin@lotterywest.wa.gov.au](mailto:retail-admin@lotterywest.wa.gov.au) at least 30 working days (approximately 6 weeks) prior to the proposed settlement date.

Please select

- Application fee of \$750.00** *(GST exempt)*  
Reference number:
- Complete application form**  
*(including signed declaration etc)*
- 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)*
- Newsagency Franchise approval**  
*(if the outlet you are purchasing is part of a franchise)*

If you require further clarification in relation to the above requirements please contact our Customer Services team on 08 9340 5240 (metro) or 1800 199 833 (Country).







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 one**

**Full name**


ACN (Australian Company Number)

--	--	--	--	--	--	--	--	--

Registered address


Suburb

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State

--	--	--

Postcode

--	--	--	--	--

Directors (Full name)

1.	2.
3.	4.

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

**Company number two**

**Full name**


ACN (Australian Company Number)

--	--	--	--	--	--	--	--	--

Registered address


Suburb

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State

--	--	--

Postcode

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Directors (Full name)

1.	2.
3.	4.

*If you have more than four 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

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 one 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 select

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

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Applicant/Director Signature

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Date

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# 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

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



### 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.

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5. False statements may render any Agreement subsequently entered into liable to termination.

### Other details

Please select

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



### 3. Personal details

Title

Surname

Given names

Preferred name

Position (*sole trader, partner, director*)

Home phone

Business phone

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



### 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:

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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 select

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

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Applicant/Director Signature

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Date

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# Application for an existing Lotterywest outlet – Application form



## 4. Personal details

Title

Surname

Given names

Preferred name

Position (*sole trader, partner, director*)

Home phone

Business phone

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



### 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:

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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 select

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

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Applicant/Director Signature

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Date

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# 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

Mobile

Personal email address

## Residential address

Address

Suburb

State

Postcode

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# Business plan

Outlet name:

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Outlet address:

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- 2.3 SWOT analysis
- 2.4 Marketing plan
- 2.5 Customer relations
- 2.6 Management team and staff

### 3. Financial plan

- 3.1 Trading figures
- 3.2 Profit and Loss forecasts
- 3.3 Cash Flow forecasts
- 3.4 Balance Sheets

### 4. Supporting documentation

Prepared by:

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Date prepared:

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# 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. The field boxes are editable and will extend as you keep typing. 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.

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

**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).

### Interest in the business

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

# 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 five 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 7.00pm Saturday and 8.00am to 7.00 pm Sunday and Public Holidays.

# 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 five 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 one 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.

# Application for an existing Lotterywest outlet

## – Business plan

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### 2.3 SWOT analysis

Describe the business' strengths, weaknesses, opportunities and threats with consideration given to:

The location of the business

Product range

Surrounding demographics

Staff

Performance of lottery products

Shop appearance

#### **Strengths**

*(the things you want to maintain and which give you an advantage over your competition)*

#### **Weaknesses**

*(the areas of the business that need to be acted on and/or improved upon)*

#### **Opportunities**

*(areas that can be built on both present and future)*

#### **Threats**

*(issues that could affect the success of the business both present and future eg change in retail environment, leasing issues, future developments etc)*



# Application for an existing Lotterywest outlet

## – Business plan

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### 2.4 Marketing plan

Describe your understanding of lottery product sales patterns of the outlet you are purchasing (sales reports specific to lottery products can be obtained from the vendor)

Provide a marketing plan for the first year of operations based on your SWOT analysis, including a three month launch plan.

Your marketing plan should include:

- Objectives and outcome
- How you intend to promote lottery products
- The marketing strategies and promotional activities you plan to use to support your business to achieve your key objectives (provide types and timeframes)
- Resources required to execute marketing plan

### 2.5 Customer relations

Describe how you will maintain good customer relations in the business you are purchasing. Outline how you will monitor the effectiveness of your customer service policies and your proposed methods for handling customer complaints.

# Application for an existing Lotterywest outlet

## – Business plan



### 2.6 Management team and staff

Provide a staffing plan for the lottery component of the business which includes a detailed background for yourself and each member of your team outlining:

- Conditions of employment (e.g. full time, part time, casual etc)
- Key roles and duties of each team member
- Any specialised skills and expertise
- Training programs which will be completed (see notes below)

Full name of Team Member	Employment (Full/Part Time/ Casual)	Key Roles/Duties Skills and experience	Training Requirements

*Note: All legal owners and/or managers are required to satisfactorily complete the Lotterywest 'Manage a Lottery Outlet' training program prior to commencement of trade. It is recommended that all staff complete the 'Work in a Lottery Outlet' training program prior to operating the Lotterywest terminal.*

### Plans

Please provide a plan of the shopping centre (if applicable) or group of shops indicating the location of the lottery outlet.

### Photographs

Please provide photographs (maximum of six) clearly showing the following Retail Image components inside and outside of the store you are purchasing:

- Lotterywest beacon and brand board or blade sign
- Front of Lottery counter including terminal/s
- Posters located behind the lottery counter
- Players Bench in its position within the store (if applicable)
- Brochures and playslip display unit/s
- Results holder
- Scratch'n'Win bin
- Syndicates, Lucky dip, and 2nd chance barrel (if applicable)
- External window signs (outside the store) including logos, poster frames (if applicable)

Please refer to the Retail Manual if you need a description of any of the above items.

### 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		
<b>TOTAL</b>		<b>100%</b>

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 two years of operation.

#### 3.3 Cash Flow forecasts

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

#### 3.4 Balance Sheets

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

Templates for these financial reports are available from the Lotterywest website.

### 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 two years of operation
- Cash Flow forecasts for the first two years of operation
- Balance Sheet for the first two years of operation