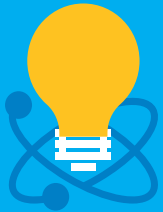


A graphic of a target with concentric blue and white rings. A black arrow with yellow fletching is shown hitting the center bullseye.

# Strategic Plan 2018–2023



At Lotterywest we are responsible for operating Western Australia's lottery and for directly distributing funds raised for beneficiaries through grants to community organisations.

Over the past ten years, Lotterywest has returned over \$2.5 billion to the Western Australian community and given away \$4.3 billion in prizes. Each year, this directly benefits Western Australians through supporting thousands of local organisations and also in creating local lottery winners.

Our operating environment is rapidly changing. New competition, evolving choices for customers and increasing operational costs mean we need to continue to adapt and modernise.

Our Strategic Plan aims to drive change to ensure success in a complex operating environment. It will help us to meet customer demand, build and safeguard relationships and partnerships, and remain the lottery and grant maker of choice.

We know that to maintain our success, we must continue to improve. Our focus areas outlined in our Strategic Plan drive this: Stakeholder management, Operating our business, Products and services, Channel and Brand.

# Strategic Plan

## 2018–2023

Achieving positive outcomes across all of these areas will allow us to attract new customers, maximise distribution opportunities as well as returns to the community and strengthen the Lotterywest brand.

After more than 85 years of operation, our Strategic Plan strives to ensure that Lotterywest remains successful and iconic as a leader in the lottery industry and in the WA community.

**Susan Hunt PSM**  
Chief Executive Officer



## Our vision

Building a better Western Australia together.



## Our purpose

To enhance the quality of life and wellbeing for all Western Australians through the funding and support we provide to our beneficiaries and by running our lottery business with excellence and integrity.



## Our commitment

We are a Government enterprise that aims to be the preferred provider of lottery games, optimise delivery, and maximise returns and value to Western Australians.



## Our key measures

- Sales per adult
- Total returns to beneficiaries per capita
- Total returns to beneficiaries as a % of sales
- Lottery expenses as a % of sales
- Grants operation expenses as a % of direct grants approved



## Our values

### Customer focused

We align our business culture to the ever-evolving need and requirements of the people and organisations we work with. We offer products, services and solutions to provide the best possible customer experience.

### Upbeat

We enjoy working for a vibrant organisation, providing hope and opportunity. We are bold, motivated and confident in our collective ability.

### Authentic

We are true to ourselves by being open, honest and committed.

### Smart

We find ways to do the right things better.

### Reliable

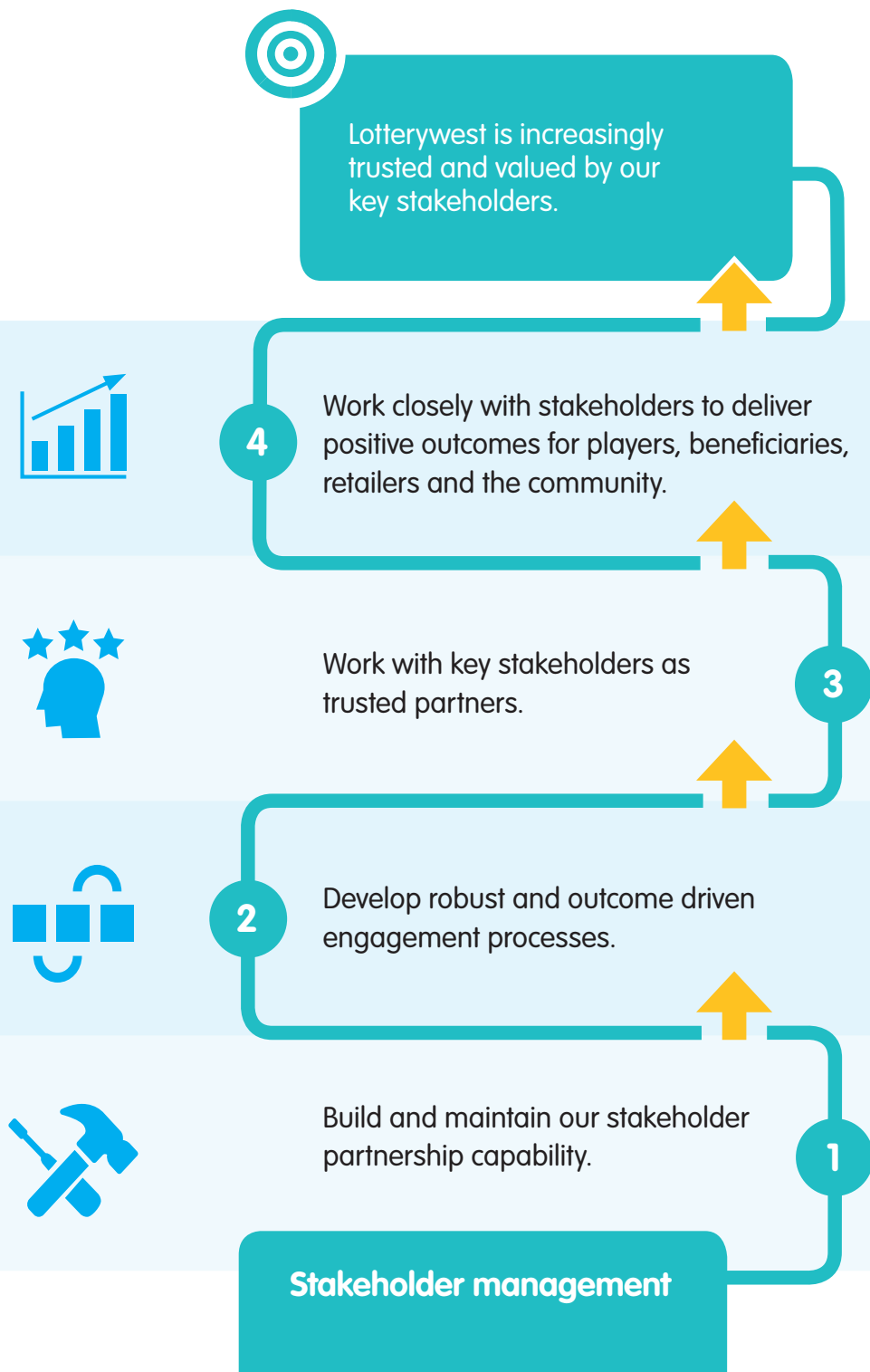
We provide clarity of expectation, consistency of delivery and quality outcomes.

### Adaptable

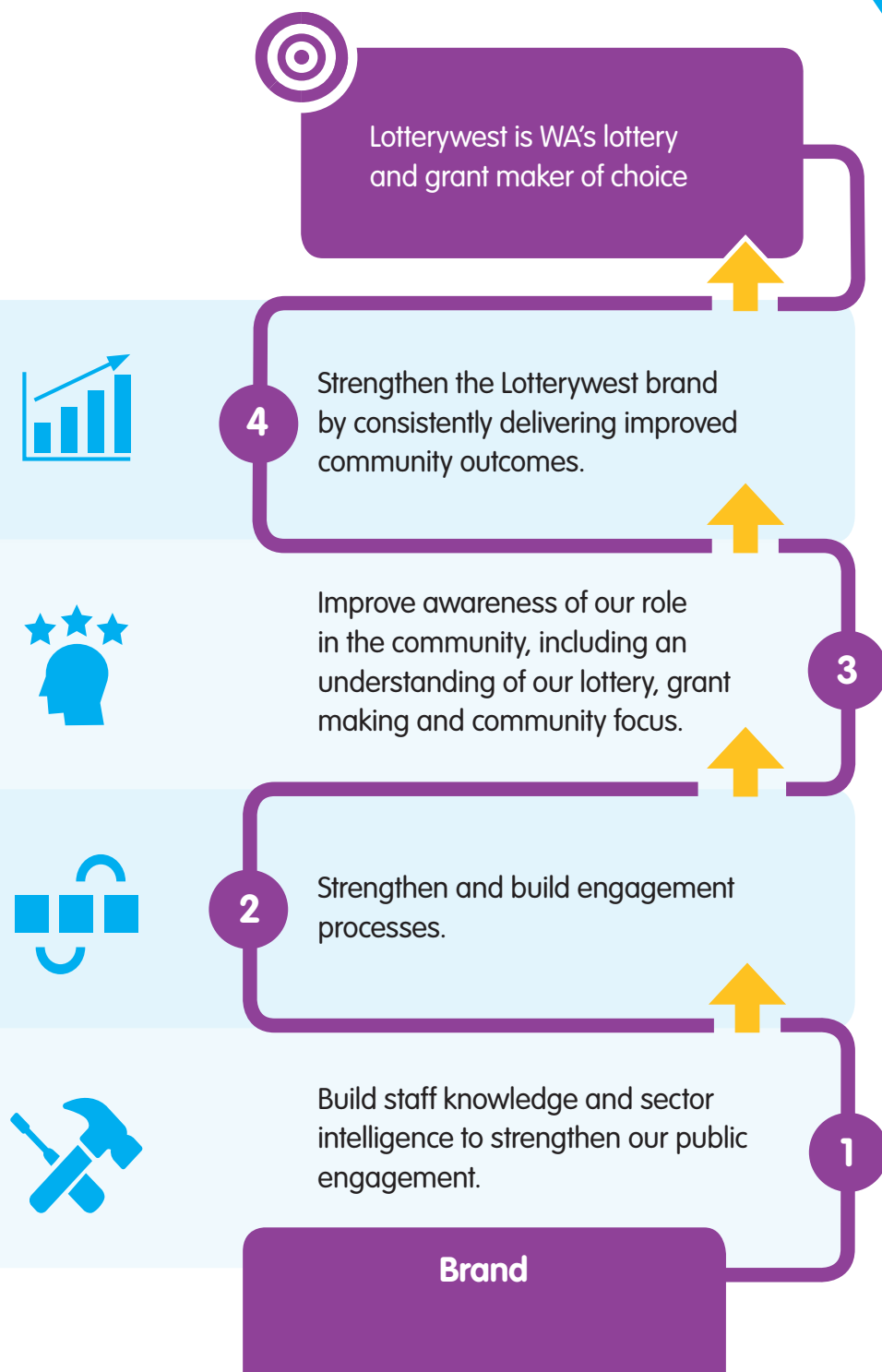
We know our business and our environment. We make the most of opportunities and choose when and how to change.

## Our focus areas









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[lotterywest.wa.gov.au](https://lotterywest.wa.gov.au)

