



# Media Release

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## Lotterywest reveals new retail design and technology

A new retail design and new lottery technology is set to modernise the way lottery games are played in retail stores across Western Australia.

Lotterywest has been working on a retail transformation which aims to improve the in-store player experience and offer new ways to play.

At present, key elements of the new design and technology are being tested in a mock store environment and will then be tested in concept stores at selected Lotterywest retail locations in early 2016.

Following this, the new design and technology will start rolling out across WA in more than 500 retail locations.

Lotterywest CEO Paul Andrew said the transformation was a vital step in continuing to operate a successful lottery business into the future which raises much needed funds for the WA community.

“It’s about engaging with our existing players, but just as importantly, attracting new players to play our games. We need to respond to significant changes occurring in the retail environment and the ever changing purchasing behaviour of our players,” he said.

Key features of the new design and technology will include:

- A more visible Scratch’n’Win display showcasing a wider range of tickets
- A self-service device giving players more choice and new ways to play Lotterywest Games
- Digital screens displaying more dynamic information for players
- A new Player’s Card delivering improved features for players

Mr Andrew said in the lead up to establishing the mock store, extensive consultation and engagement activities with various stakeholders, in particular our retail network, had taken place.

“Over the last year we have held more than 20 sessions with retailers, retailer reference groups, staff, players, shopping centres, landlords and leasing agents. Consultation with these groups has been extremely valuable in gathering feedback that has influenced the new design and technology,” he said.

“User testing and player observation sessions have also helped to confirm assumptions and clarify areas of player behaviour.”

Lotterywest retailer and manager of newsXpress Halls Head, Sharon King, said the redesign and new technology was set to appeal to the next generation of lottery players.

“It will help to engage our players; most importantly the younger market who I think will be attracted to this fresh and innovative new look,” she said.

Lotterywest is not only responsible for operating the official lottery in WA, but for directly distributing a proportion of the funds raised to support the WA community.

Last financial year, WA winners shared in \$463 million worth of lottery prizes, while \$283 million was raised for the WA community

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