



Initiative to develop APLA GOOD PRACTICE CASE LIBRARY

Introduction

This initiative was approved by the APLA Executive Committee on the 13 October 2014 and is only applicable to APLA Members.

This initiative was proposed after a study was made by a working group chaired by the Immediate Past Chairman, Mr Tan Soo Nan to look at how to provide education to our members.

Background

APLA organizes Seminars and Conferences with the following objectives :

- Sharing of ideas and experiences among industry peers including lottery suppliers with diverse cultures and different stages of lottery development;
- Learning from successful organizations, thought leaders and academia from outside lottery industry;
- Continuing professional education for lottery management staff; and
- Platform for networking with industry peers and lottery suppliers.

In order to further enhance on educating lottery management staff, it was agreed that APLA will initiate a project to develop “Good Practice” Case studies and these approved case studies will then be made available for sharing amongst the members.

Definition of “Good Practice”:

It is a collection of methods or techniques that not only produces positive results but is also in harmony with the values of the organization and stakeholders. Examples of Good Practice in Lotteries:

- Dealing with crisis from service breakdown or anti-gambling lobby groups in social media.
- Leveraging on the good cause funding of lotteries to build community goodwill.
- Building an effective retail distribution network.
- Building a strong responsible gaming culture.
- Developing and managing an effective customer loyalty program.
- Launching a new lottery product.
- Establishing trust and integrity in lottery draws.
- Launching an effective advertising campaign.
- Using activity based costing for decision-making.
- Managing a responsive and effective social media strategy.
- Brand repositioning in the marketplace.



Asia Pacific Lottery Association

Key points of Initiative

1. APLA will kick-start this Initiative by organizing a Case Writing Workshop for its members at the APLA/WLA Seminar in Gold Coast, Australia on the **28 April 2015**.
2. APLA will engage Professor Dr. Phillip Zerrillo, Dean of Postgraduate Professional Programme from Singapore Management University to conduct a workshop on how to write case studies for teaching and learning.
3. APLA members will be invited to submit their proposal on “good practice” that the member would like to contribute to the APLA Case Library.
4. The APLA Secretariat Administrator will table the proposals to the APLA Executive Committee for selection and approval.
5. The selected proposal will be given **3 months to complete** the case in PDF format.
6. APLA will appoint an external editor to review the approved written case to correct for grammar and to ensure consistency in the quality of the content before publishing.
7. If a “Good Practice” case is to be used in APLA’s Seminar or Conference the writer or his/her alternate would be invited to present the case. APLA will bear the expenses of economy air travel, accommodation and meals of the presenter.
8. APLA will make available the use of these cases to WLA and other regional Associations. These cases will also be available as a download for our members for their internal staff training.

Selection Criteria:

As a general guide a case could be a “Good Practice” case study if it meets the following criteria:

1. Project completed with strong ‘positive’ outcome consistent with the values and objectives of the organization and project goals.
2. Good learning points arising from the completed project. Projects that failed to meet its goals may also qualify if there are strong learning points.
3. Positive outcome is evidenced by strong quantitative and qualitative data.
4. There was a disciplined and well documented planning and implementation process with clear project goals.
5. Project completed within the approved project costs and timeline.

Conclusion This Initiative will be introduced for a period of 2 years and will be reviewed at the end of this period on its effectiveness.