

## Frequently Asked Questions

### Where does Tattersall's operate?

Tattersall's conducts lotteries in four Australian jurisdictions and a number of international jurisdictions. Please note that this information guide applies **only** to applications for lottery accreditation in the Australian states and territories of Victoria, Tasmania, A.C.T and the Northern Territory.

International enquiries should be directed to our Strategy division. Contact details for this unit can be found in the Company section of the Tattersall's website under the New Business link.

### What do we look for in applicants?

Tattersall's takes pride in its reputation of honesty, integrity and entrepreneurial spirit. However, Tattersall's performance is ultimately judged by the market place and our ability to satisfy the expectations of the players. As our Accredited Representatives and their staff are the first point of contact for Tattersall's players, our players expect a high level of product knowledge and a professional and friendly delivery of customer service.

Selection of our Accredited Representatives is based on criteria that matches both Tattersall's and customer expectations. Applicants must demonstrate business acumen, entrepreneurial spirit, well developed communication skills, a high level of professional ethics, commitment to business growth and service excellence, financial stability, and a genuine enthusiasm towards our lottery products. A retail background is preferred, but not essential.

### What are the initial costs?

In addition to your Application Fee of \$550.00 (including GST @ 10%), there are further costs if your application is successful.

### Can I start a new Outlet or do I have to buy an existing outlet?

There are two ways to join the Tattersall's Network:

#### 1. **New Accreditation** –

This is where an approved applicant finds a suitable location that is approved by Tattersall's to set up a new Outlet. This incurs an Establishment Fee of \$27,500 (including GST @ 10%) plus an Accreditation Fee equivalent to 1.65% (including GST @ 10%) of sales for the first year of operation, and 1.1% (including GST @ 10%) of sales for the remainder of the Agreement term.

#### 2. **Replacement Accreditation** –

This is where the applicant purchases an existing Accredited Outlet. This incurs an Accreditation Fee of 1.65% (including GST @ 10%) of sales for the preceding 12 months.

### What training is provided for the Accredited Representative joining the network?

Accredited Representatives (or their nominated representative), whose names appear on the Accreditation Agreement, must successfully complete a 3 week comprehensive Induction Training Program. This program involves 5 days of classroom and simulator terminal training at our St Kilda Road training facility and 6 days of practical training in an Endorsed Training Outlet nominated by Tattersall's. A fee of \$825.00 (including GST @ 10%) per person is practical charged for this training, payable directly to the Accredited Representative providing the training.



**What are the ongoing costs?**

Minimum and maximum weekly charges apply to the supply and use of terminals and data lines, such charges being based on turnover achieved on each terminal. The minimum weekly fee, per terminal, is \$33 (including GST @ 10%).

**What are my obligations as an Accredited Representative?**

The Accreditation Agreement, which outlines our policies and procedures to our Network of Accredited Representatives, strives to ensure uniform and highly identifiable corporate presence in the retail environment. This is achieved through high standards of retail presentation, a corporate wardrobe, standardised presentation and merchandising, knowledge of operation and service excellence through training programs. A genuine commitment and capability to grow the business is a major ongoing obligation expected of the entire Network.

In addition to the standard Induction Training Program, all Accredited Representatives will be required to attend and participate in ongoing Retailer Skills Training Programs.

**What are the commissions?**

Commissions on all lottery products is 9% (flat rate).

**What is the Term of Agreement?**

Typically, the standard Tattersall's Accreditation Agreement is granted for a term of between two and five years, renewable on application at the end of the term. It is at Tattersall's ultimate discretion whether or not an Accreditation is renewed and this decision will be made based on the performance of the Outlet during the preceding term.

**How will my Outlet's performance be measured ?**

Tattersall's regularly measures the performance of its Outlets against a range of business metrics. These include Sales to Budget and Key Performance Indicators relating to specific Sales Performance, and the Challenge Program, which measures performance, service, and compliance with regulatory and merchandising standards. Measurement is carried out on a regular basis using a variety of methods including 'Mystery Shoppers'. Outlets are notified of their results following the assessment period. It is important to note that consistently poor results may affect Tattersall's decision as to whether to renew an accreditation.

**Exclusivity of Territory**

Unlike many other franchise operations, Tattersall's does not grant exclusivity of territory, nor do we impose geographical boundaries. Tattersall's reserves the right to appoint additional accreditations in any area. Whilst we offer the courtesy of advising all surrounding Accredited Representatives of such applications and invite comments from those Accredited Representatives, the final decision is with Tattersall's.



## Applying for Accreditation

### How do I apply?

#### New Accreditation

If your enquiry is for Accreditation at a business that has **not previously held Tattersall's Accreditation**, you should firstly complete the Expression of Interest form at the back of this document.

Your completed expression of interest should then be posted to :

#### Retail Accreditation Department

Tattersall's Sweeps Pty Ltd  
Locked Bag 888  
St Kilda Road Central  
Melbourne Victoria 8008

The expression of interest will be investigated by the Tattersall's Lotteries Channel Strategist. Based on the investigations, a recommendation is then made to members of Tattersall's Channel Development Committee, who will then decide whether Tattersall's would be interested in proceeding with the application. If the decision is to proceed with the application you will be provided with an application form and list of supporting documents which must accompany the completed application.

#### Replacement Accreditation

If your application is for Accreditation at **an existing Outlet**, you should firstly approach the vendor of the Outlet or the business broker handling the sale.

For further information regarding Tattersall's Outlets currently on sale contact the relevant business sales agents / brokers. Tattersall's can provide a list of current brokers on request. The list can be obtained from Tattersall's Retail Accreditation & Contracts Manager, who can be contacted on 03 8517 7586.

Once you have agreed on a purchase price the Vendor will provide you with an application form.

## Applying for Accreditation

### Application Form Components

To assist in forward planning, prospective applicants should note that a typical application form involves the following components.

#### Replacement Accreditation

- Completed Application Form signed by all applicants and vendors
- Details of Selling Agent
- ABN Certificate
- Resume of applicants previous business / employment history
- Application Fee Cheque (\$550)
- Two Written Business References
- Confirmation of approval of any loans relating to the business
- Statement of Assets and Liabilities and Cash flow Analysis
- Profit & Loss Statement of the business being purchased (prepared by an accountant)
- Photos – a total of three recent photographs of the outlet (internal and external)
- Business Marketing Plan
- Photos – a total of three recent photographs of the outlet (internal and external)



**If the applicant is a Company :**

- Certificate of Registration
- If any changes to Directors or Shareholders since last Annual Return – copy of document evidencing such changes
- Copy of the minute of the relevant Director's meeting authorising the purchase of the business. If the corporate entity is the Trustee of a Trust, a letter from the Company's solicitor detailing the names of the beneficiaries of the Trust and certifying that the Trustee is empowered by the appropriate Deed to conduct the business.
- All details requested on the back page of the application form and the "documentation to support application" document must be supplied, in order for the application to be processed. It should be noted that any offer to submit a formal application should not be construed as a commitment by Tattersall's. Tattersall's is under no obligation to make an appointment at the nominated location and a final decision will be based purely on commercial grounds.

Your completed Application Form should then be posted to:

**Retail Accreditation Department**  
Tattersall's Sweeps Pty Ltd  
Locked Bag 888  
St Kilda Road Central  
Melbourne Victoria 8008

**What happens after I submit my Expression of Interest form?**

All applications are given serious consideration and are thoroughly reviewed and assessed by our experienced members of the Channel Development Team.

This process is followed by an initial interview and assessment. The initial interview gives you the opportunity to discuss your background and relevant skills. You will be evaluated on your potential to contribute to our Network of Accredited Representatives and your suitability to our retail environment. This stage is an initial interview only and is no guarantee of further interviews or Accreditation.

The interview also provides an opportunity for you to ask questions and obtain further information on the Tattersall's Network that will assist you with your decision as to whether to proceed with your application. Applicants who progress to the next stage may be invited to attend a further interview at Tattersall's Head Office (if in Victoria) and after successful completion of that interview, a preliminary approval will be granted.

An Induction Training Schedule will be formulated and details given to you, together with other key criteria arising from the application assessment and interview. Final approval of an application for Accreditation will only be considered once all stages of the application/induction processes have been successfully and satisfactorily completed. In Tasmania, Northern Territory and the Australian Capital Territory, interviews are arranged by the Tattersall's Business Manager in that jurisdiction.

**Further Information**

Enquiries regarding your submitted Expression of Interest form should be directed to **[retailaccreditation@tattersalls.com.au](mailto:retailaccreditation@tattersalls.com.au)**

Thank you for enquiring about joining our Network of Tattersall's Accredited Representatives.





### **Expression of Interest – Application Form**

If you are interested in becoming a Tattersall's Accredited Representative and wish to establish a new Outlet, you are required to submit an *Expression of Interest* by completing this form.

Please be assured that the information you provide to Tattersall's in this form will be treated with complete confidentiality. Tattersall's will only use the information you provide to assist in the assessment of your application. Tattersall's will not disclose any information provided by you in this application to any third parties.

If you intend to operate an Outlet under a partnership or multi-director company structure, each partner or director will have to complete and submit a separate Part A of this application form. It is acceptable for one completed Part B to be submitted on behalf of all applicants.

When you have completed the form please forward it to:

Retail Accreditation Department  
Tattersall's Sweeps Pty Ltd  
Locked Bag 888  
St Kilda Rd Central  
Vic 8008



**PART A – TELL US ABOUT YOURSELF**

**1. Your Personal Details**

Surname:.....Given Names.....

Date of Birth:.....

Country of Birth:.....

Australian Citizen:            Yes            No    (please circle)

Permanent Resident:        Yes            No    (please circle)

Gender: Male                    Female (please circle)

Address:.....

Home Telephone:.....

Business Telephone:.....

Fax:.....

Mobile Telephone.....

Email Address:.....

**2. Education**

Secondary Level Attained:.....Year Completed.....

Name of Institution:.....

Tertiary Courses:.....Year Completed.....

Name of Institution:.....

Other:.....

**3. Qualifications**

Please provide details of qualifications held, the dates they were conferred, and name of conferring institutions:

.....

.....



**4. Present and Past Employment**

Please attach your curriculum vitae to this application. Please provide details of your last three positions of employment. Attach additional pages if necessary.

Employer:.....

Address:.....

Position:.....

Date Commenced:.....Date Ceased:.....

Duties:.....

.....

Achievements:.....

.....

.....

Employer:.....

Address:.....

Positions:.....

Date Commenced:.....Date Ceased:.....

Duties:.....

.....

Achievements:.....

.....

.....

Employer:.....

Address:.....

Positions:.....

Date Commenced:.....Date Ceased:.....

Duties:.....

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Achievements:.....

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**5. Skills and Attributes**

Languages spoken:.....

What is your first language?:.....

Please list any other personal skills or attributes which you believe we should know about when assessing your application:

.....  
.....

**6. Professional/Business References**

Please provide details of three professional or business referees. Tattersall's will contact these referees as required.

Name:.....

Address:.....

Contact Telephone Nos:.....

Company:.....

Position:.....

Name:.....

Address:.....

Contact Telephone Nos:.....

Company:.....

Position:.....

Name:.....

Address:.....

Contact Telephone Nos:.....

Company:.....

Position:.....



**7. Health Status**

Do you have any health concerns or medical conditions?

Yes            No

If yes, please provide details.....

.....  
.....

How would you best describe your current state of health? Please circle.

Generally healthy

Frequent minor illness

Chronic condition

Major illness

Please provide details.....

.....  
.....

If you have circled anything other than “generally healthy”, have you consulted a health professional in relation to your problem or condition?

Yes            No

If yes, please provide details of outcome.....

.....  
.....

Do you have a hearing or sight disability?      Yes            No

If yes, please provide details.....

.....







**PART B – TELL US ABOUT YOUR PROPOSED BUSINESS SITE AND ITS LOCATION**

**1. Your Proposed Business Site**

a. Is your business site already constructed?

Yes                      No

If no, please provide details of the anticipated date of completion.

.....

b. Please provide the site address and give details of its proximity to residential and commercial developments, and details of the nearest main roads.

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c. Please attach a map detailing the location of the development

d. Please attach photographs of the business site, including both internal and external aspects (if applicable).

e. Who owns the freehold of this site?

.....

If you do not own the freehold, have you secured a lease or an option to lease?

Yes                      No

If yes and it is a **lease**, please provide details of the leasing agent, lease term, rental payable, and any options to renew.

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.....



If yes and it is an **option to lease**, please provide details of the leasing agent, details of your option including conditions and expiry date, and details of the proposed lease, including rental payable and any options to renew.

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**2A. Is your site located in a shopping centre?**

Yes - complete 2B-2E below  
No - go to 3A below

**2B. Please provide a floor plan of the centre showing:**

- a. the location of your site;
- b. the floor area of your site (expressed in square metres);
- c. the floor area you propose to dedicate to a Tattersall's Outlet (expressed in square metres);
- d. the location and name of any anchor tenants (eg major supermarket, department store, etc);
- e. the location of any existing Tattersall's Outlet at that shopping centre;
- f. the number of car parking spaces provided.

**2C. Please provide any statistical data for average weekly/monthly/annual vehicle numbers entering the centre**

**2D. Please provide any statistical data for average weekly/monthly/annual foot traffic numbers entering the centre**

**2E. Please provide details of your proposed business mix**

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.....

.....



**3A. Is your site located in a shopping strip?**

Yes complete 3B-3G below

No go to 4 below

**3B. Please provide a plan of the shopping strip showing:**

- a. the location of your site;
- b. the floor area of your site (expressed in square metres);
- c. the floor area you propose to dedicate to a Tattersall's Outlet (expressed in square metres);
- d. the location and name of any anchor businesses (eg supermarket, department store, etc).
- e. the number of car parking spaces provided;

**3C. Please attach a map showing the location of the nearest existing Tattersall's Outlet within a 3km radius and the distance in kilometres of that Outlet from your site**

**3D. Please provide details of the number and nature of the other businesses located in your shopping strip.**

**3E. Please provide any statistical data for average weekly/monthly/annual vehicle traffic passing the site**

**3F. Please provide any statistical data for average weekly/monthly/annual foot traffic numbers passing the site**

**3G. Please provide details of your proposed business mix**

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.....

.....



**4A. Is your site a stand-alone site?**

Yes      complete 4B–4F below

No      go to 5 below

**4B. Please provide a plan showing:**

- a. the location of your site;
- b. the floor area of your site (expressed in square metres);
- c. the floor area you propose to dedicate to a Tattersall's Outlet;
- d. the number of car parking spaces provided

**4C. Please attach a map showing the location of the nearest existing Tattersall's Outlet within a 3km radius and the distance in kilometres of that Outlet from your site**

**4D. Please provide any statistical data for average weekly/monthly/annual vehicle traffic passing the site**

**4E. Please provide any statistical data for average weekly/monthly/annual foot traffic numbers passing the site**

**4F. Please provide details of your proposed business mix**

.....  
.....

**5A. Are you already conducting a business from this site?**

Yes                  No

If yes, please describe the nature of your business in detail:

.....  
.....  
.....



**5B. Please provide the following information about your existing business:**

a. How long has your business been operating from this location?

.....

b. What are your current trading hours?

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
.....to.....	.....to.....	.....to.....	.....to.....	.....to.....	.....to.....	.....to.....

**I/we hereby declare that the information I/we have supplied to Tattersall's in Part B of this application form is true and correct and understand that any false or misleading information will disqualify my/our application and give Tattersall's the right to avoid any Accreditation Agreement entered into as a result of the information I/we have provided.**

**Signature of Applicant/s:**.....

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**Date:**.....

