

Frequently Asked Questions

Performance Based Remuneration

1. Why are you introducing Performance-Based Remuneration?
To encourage retailers to be fully engaged with the franchise system by providing a consistent customer experience with the brand across the entire retail network.
2. Are changes being introduced because you are now part of Tabcorp?
No, this model has been in development for some time. Tabcorp supports the outcomes this model seeks to achieve for both customers and retailers.
3. When will this new model become effective?
Subject to obtaining all necessary regulatory approvals we anticipate that the changes to remuneration will commence 1 July 2019, however your performance will be measured from Cycle 3 this year (from 1 April 2019 to 30 June 2019)
4. What cycle will we be first measured on?
Measured in Cycle 3 (from 1 April 2019 to 30 June 2019) and payment from Cycle 1 in July 2019.
5. Why have you decided on those particular Performance Measures e.g. Access to Retailers Web and reading What's Hot @ the Lott?
These measures show an engagement with our franchise system which will help to drive positive engagement and a more positive culture.
6. What if my outlet achieves Green for everything but one Red – why is my outlet Red?
Your overall performance rating will be the lowest result across the Performance Measures. This means if you are a Green performance rating for eight of the Performance Measures but a Red rating for one of the Performance Measures, you're overall Performance Measure will be Red.
7. What happens if my outlet doesn't get Site Surveyed in a cycle?
Every outlet will be surveyed during every cycle.
8. I live too far away to attend a Roadshow. How will I be measured?
Roadshows will also be available via a live webinar.
9. What happens if I cannot attend a Roadshow for extenuating circumstances?
We understand that some circumstances are beyond your control. If you cannot attend a roadshow due to extenuating circumstances, please call the Contact Centre. We will then consider the circumstances and let you know our decision and next steps.
10. What happens if I have no internet and cannot access my emails to check What's Hot @ the Lott?
Retailers are required to have internet access onsite at all times pursuant to terms of the franchise agreement.
11. I need to change the email address that What's Hot @ the Lott is sent to. How do I make sure you have it in time for the weekly edition?
Email address updates need to be provided in Retailers Web, Retail Info, and Outlet details by close of business Wednesday, in order for your details to be updated for the following Friday, to allow the updates to be included for the regularly scheduled edition of What's Hot @ the Lott.
12. What happens if I cannot log into iLearn?
Email ilearn@thelott.com and describe the issue. One of our team will then be in contact with you to help resolve things.

13. How do I know if my outlet's performance rating is currently Green, Amber or Red?
A dashboard will be available on the new Retailers Web page which will show you how you're tracking.
14. If my outlet does not achieve a Green performance rating— am I going to be worse off?
You will still receive 10.3% commission of your sales, excluding Lucky Lotteries and Instant Scratch-Its. If you do not achieve a Green performance rating you will not receive the Performance Adjustment Fee.
15. Why is the remuneration attached to the outlet and not the franchisee?
This keeps the model simpler and fairer and is in line with the current assessment of compliance.
16. Where will I be able to see my Performance Adjusted Franchise Fee amount?
This will appear on your Settlement report.
17. Do all my staff need to complete the iLearn for my outlet to be performance rated as Green?
Only the owner or manager/supervisor needs to complete the mandatory iLearn training course.
18. What happens if I miss one What's Hot @ the Lott edition?
As long as over the entire cycle you have read 95% to 100% of all What's Hot @ the Lott editions within a week of them being sent, you will receive a Green rating. Between 94.9% and 90% will be Amber and 89.9% or less is a Red rating.
19. How soon after receiving the What's Hot @ the Lott newsletter do I need to read it to be performance rated as Green?
Within 7 days.
20. What happens if a default occurs due to a bank error – will my outlet be performance rated as Red?
If it is determined to be a bank error your outlet will not be assigned a Red rating for that measurement criteria. Please contact nswlar@tattsgroup.com
21. Does this model mean that I will receive commissions for the lottery tickets I sell in-store and then also get the digital commission for customers who purchase retail tickets and online tickets?
Yes. Your outlet's performance measurement rating being Green, Amber or Red will determine how much Digital Commission you will receive. Refer to page 9 for a full explanation for Digital Commission.
22. Where can I find information that I can send to my accountant regarding these changes?
Accountants will use the same Settlement report they currently use to complete the BAS statement.
23. Do I need to access Retailers Web every day to be performance rated as Green for this Performance Measure?
No, retailers are required to access Retailers Web weekly.

Digital Commission

1. Are you continuing to push our customers online?
Our focus is on driving growth across all channels. It is important to remember that the relationship between physical and digital retail is vital. We believe that creating a seamless experience between all our channels will improve the overall customer experience.
2. When will the digital commission start?
1 July 2019, subject to regulatory approvals being obtained.
3. How is the Digital Commission worked out?
Refer to Page 9 of the Retailer Information Pack for an explanation for Digital Commission.
4. Will my digital commissions be shown separately to my retail commissions?
Yes. This will be detailed on your Settlement report.
5. Even with the digital commissions, will more of my customers be going online? So, will I lose sales and be worse off?
Our research shows that customers who shop both online and in-store spend more money than just in-store. For the importance of the omni-channel model, refer to Page 3 for an explanation of The Value of Omni-Channel Customers.

Membership Program

1. When will the new Membership Program be introduced?
1 July 2019, subject to regulatory approvals being obtained.
2. How are you going to inform customers about the price rises?
We will communicate directly to customers about the proposed price rises (which are subject to regulatory approval). We don't expect the minimal price rise to impact customer satisfaction.
3. Now that the Membership Program is free, does that mean that customers no longer have bonus draws?
No. The bonus draws will remain the same.
4. Why is the registered entry increase used in this model? I can't always control my registered customers?
In order to help us provide great customer experiences it's important that we learn more about our customers. We think one of the best ways to achieve this is expand our registered customer base. We also know registered customers are more valuable than non-registered customers in terms of sales opportunities. So it's important that we work with retailers to help increase the registered customer base.
5. What happens to customers who have already paid for their membership card? Do they get a refund?
Customers will not be reimbursed for their previous purchase of their Membership card. Refer customer complaints to the Contact Centre. Expired, renewals and new memberships will receive free membership.
6. Now that the membership program is free – does that mean I will no longer receive commission for Membership cards?
Yes. There will be no available commission for Membership cards for retailers. [This has been considered as part of the construction of the overall model. Free membership will remove the friction point for customers and make it easier for retailers to sign up.]



Australia's Official Lotteries



Omni-Channel Program

1. Why does the Omni-Channel Program not include Instant Scratch-Its tickets and Lucky Lotteries?
Instant Scratch-Its and Lucky Lotteries are fixed price games so no changes can be made to their pricing.
2. What's the difference between omni-channel customers and online customers?
Online customers only shop online. Omni-channel customers shop in physical outlets as well as online.

DigiPOS

1. Why have you decided to pay for the DigiPOS screens?
Developing the omni-channel model meant reviewing all elements. We believe supplying our retailers with access to DigiPOS screens owned by us is one way we can support the ongoing success of our retail network.
2. When will I get my refund for my DigiPOS screens?
Further details including the timing of this will be confirmed at a later date.