



Golden Casket Lottery Corporation Limited

ABN 27 078 785 449

## Franchise Criteria

Proposed Golden Casket Franchisees are assessed against the following three criteria:

### 1. Suitability of the Applicant

Relevant considerations include:

- a) whether the Applicant is an eligible person as defined in the Lotteries Regulation 2007, being a person who owns and controls a small business; that
  - i. is a retail business; or
  - ii. is operated or intended to be operated from retail shopping premises.
- b) Creditworthiness
- c) Business skills
- d) Management skills
- e) Communication skills
- f) Criminal history
- g) Understanding and ability to work in a high demanding customer service environment
- h) Professional presentation
- i) Suitability and ability to conduct the Franchised Business in accordance with Golden Casket procedures and in a strictly government regulated business environment. Relevant considerations include, but are not limited to:
  - i. Retail and customer service experience
  - ii. Development and implementation of operational / business plans
  - iii. Goal setting and achievement
  - iv. Business administration / time management and organisational skills
  - v. Financial management
  - vi. Computer skills
  - vii. Staff management, recruitment, training and development
  - viii. English Language Proficiency– reading, speaking and listening

## **2. Suitability of the Business**

Relevant considerations include:

- a) whether the Applicant is or runs a small business as defined in the Lotteries Act;
- b) whether the host business:
  - i. is a small business as defined in the Lotteries Act;
  - ii. is a retail business or is operated from retail shopping premises;
  - iii. fits with and can support the integrity and values that are associated with Golden Casket branding;
  - iv. can accommodate Golden Casket Retail Image standards;
  - v. the hours of operation of the host business;
- c) whether the communication links to the proposed site will be compatible with Golden Casket systems and regulatory requirements;
- d) the security of tenure in respect of the proposed site;
- e) the ability of the host business to support a broadband internet connection.

## **3. Ability to Generate a Sufficient Financial Return for Golden Casket**

Relevant considerations include:

- a) the anticipated quantum of sales, incremental sales and incremental profit returns for Golden Casket from the network as a whole. When considering this issue the following factors may also be taken into account, including but not limited to:
  - i. the physical location of the proposed site;
  - ii. the pedestrian and vehicle traffic flow and parking;
  - iii. the actual or likely customer traffic flow of the host business;
  - iv. the population in the area and/or any immediate demonstrable potential growth in population;
  - v. the actual or likely potential retail turnover of the host business;
  - vi. the number, type and mix of surrounding businesses; and
  - vii. environmental factors such as any future development or material changes in the area which will impact on the proposed site.
- b) Golden Casket may substitute the above criteria relating to incremental sales and profits with the preservation of existing sales and profits where it considers it desirable to do so for the purpose of preserving existing network sales. For example, it may do so where:
  - i. the proposed outlet is to be located in a new or existing shopping complex; and
  - ii. the shopping complex is considered by Golden Casket to be likely to attract substantial custom from customers who have traditionally frequented other commercial premises containing a Golden Casket outlet or outlets.