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What changes, if any, could be made to the legal requirements for the keno licensee and why?

Key messages:

- 1.) VANA and our members have a strong track record of working in close collaboration with the Tatts Group (now Tabcorp Holdings Ltd) over many years via the sale of lottery tickets.
- 2.) The legal requirements for the keno licensee should be modernised allowing for a broadening in the distribution of keno from wagering outlets only, to also including Newsagents currently selling lottery tickets.

What changes, if any, could be made to harm minimisation requirements for the conduct of keno in Victoria and why?

Key messages:

- 1.) VANA takes very seriously the measures which are in place to address harms caused by excessive gambling.
- 2.) VANA and our Members have demonstrated a strong commitment to the responsible service of lottery tickets, and we expect to uphold this commitment just as rigorously in the sale of keno.

What changes, if any, could be made to the licensing arrangements for keno and why?

Key messages:

- 1.) The legal requirements for the keno licensee should be modernised allowing for a broadening in the distribution of keno from wagering outlets only, to also including Newsagents currently selling lottery tickets. This is critical for small business operators ie. Newsagents to stay profitable and vibrant with declining current newspaper sales. Mum and Dad operators need new opportunities to gain new revenue opportunities.

What changes, if any, could be made to the revenue distribution arrangements under the keno licence and why?



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Key messages:

- 1.) VANA supports a fair revenue distribution arrangement between all stakeholders. Currently 85% of VANA members have a Tatts Licence and a large % of lottery tickets is paid in taxes and contributes to good community causes such as Victorian hospitals. VANA would support the direct hypothecation of Keno taxes to good community causes (like lottery taxes), and VANA believes that this would improve community appreciation of both lottery and Keno products.

What factors could be influencing the difference in the performance of the keno market between Victoria and other jurisdictions?

Key messages:

- 1.) N/A

Appendix: Victorian Association for Newsagents

Established in 1879, the Victorian Association for Newsagents is the peak industry body established to represent the interests of Newsagents in Victoria.

VANA has been managing the interests of our members and ensuring the growth and financial viability of the newsagency channel through offering industry representation, advocacy, training programs, human resource assistance, political lobbying and e-commerce advice.

VANA is a proactive industry association that actively ensures the newsagency industry remains strong and viable by researching, developing and implementing State and National projects that benefit Newsagents across Victoria and Australia.

VANA's mission is simple; we represent Newsagents across Victoria and provide leadership and advice to our members ensuring the prosperity and success of their business and the Newsagency channel.

VANA is one of the most powerful, profitable and well-run Associations in Australia. It is without a doubt the leading Association for Newsagents in Australia.

Yours Sincerely,

A handwritten signature in black ink that reads "Brendan Tohill".

Brendan Tohill
General Manager VANA LTD

