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## Premier of Western Australia

Dear Lotterywest Retailer

I am pleased to announce the Better Business Program, a new Lotterywest retail support initiative that will provide retailers with a share in the benefits of the overall growth in Lotterywest sales.

Lotterywest retailers are an important part of Western Australia's small business community, and integral to helping Lotterywest deliver support to the community through its grant programs.

The State Government, through Lotterywest has committed \$4.5 million per year to the program including:

- \$3.5 million in Business Support payments directly shared among around 500 small local businesses;
- \$500,000 in dedicated support services for retailer businesses such as sales coaching, visual merchandising and adapting to changing customer spending habits; and
- \$500,000 in short-term incentives.

We're committed to ensuring you, our retailers, remain resilient and well supported into the future. Better Business allows us to share the benefits of all Lotterywest sales with you, and to respond to the changing retail environment and growth in digital.

The WA community support provided by Lotterywest is only possible by small businesses like yours, who sell Lotterywest games, so thank you for your continued contribution.

Further information on the program can be found in your pack. For any further queries please contact your RRO or Lotterywest Customer Services on 133 777 or email [contact@lotterywest.wa.gov.au](mailto:contact@lotterywest.wa.gov.au).

Yours sincerely

A handwritten signature in blue ink, reading "Mark McGowan".

Mark McGowan MLA  
**PREMIER**