

Shopfit update

It's just two years since the launch of Lotterywest as the new name and brand for Western Australia's state lottery.

Since then Lotterywest has become one of the most recognised of all WA high street brands as more and more outlets have taken up the Lotterywest shopfit.

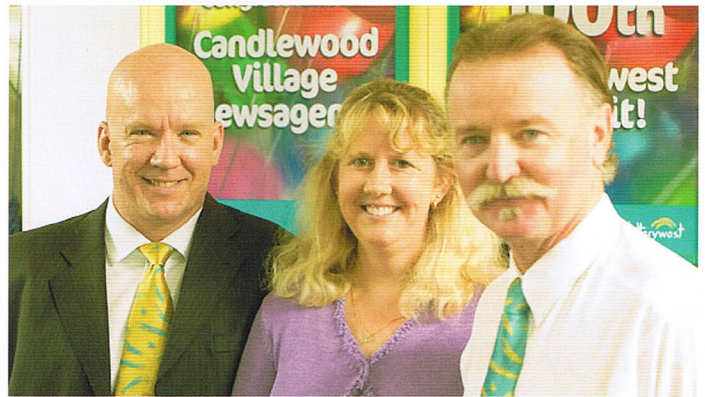
One man who has played a major part in the roll-out of Lotterywest's new retail image is Lotterywest's Shopfit Manager Keith O'Shea. Keith joined Lotterywest in September 2003 to head a new team responsible for making the much-anticipated shopfit a reality in the Lotterywest network.

Now, two years on, Keith is leaving Lotterywest to take up new challenges in project management. During his time as head of the shopfit team he has become one of the best-known members of the Lotterywest team, with a personal style that combines a mischievous humour with uncompromising professionalism. Keith's contribution to the gradual transformation of our network has

been central to the success of the project. He leaves us at a time when there are 216 completed Lotterywest shopfits around the state, stretching from Wyndham to Walpole and covering all points between!

Keith has promised that he'll keep a close eye on the continuing roll-out of the shopfit and has warned that we may not have seen the last of him! Keith leaves us with the best wishes of all at Lotterywest and, we are sure, many of you in the network.

During his time at Lotterywest Keith has worked closely with Mark Church, another key Lotterywest shopfit team member and someone well-known to many members of the network. Mark now heads the Lotterywest shopfit team and, together with team-member Letisha Burgess, is looking forward to working closely with the network to ensure the momentum of the last two years continues.



Shopfit Team – Keith with Letisha Burgess and Mark Church



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Shopfit Manager Keith O'Shea