

ACTTAB Business and Corporate Strategies 2009-10

ACTTAB has identified six strategic objectives as priorities for the 2009-10 financial year. The strategic objectives identified will assist the Corporation to meet its legislated obligation to maximise the sustainable return to the Territory on its investment in ACTTAB.

Strategic Objective One

Deliver a diverse suite of products

Strategies:

- Implement new integrated betting system and roll-out of retail cash selling terminals.
- Implement new joint venture sports betting arrangements.
- Identify and build on synergies with potential partners to expand ACTTAB's services, product range and market share.

Strategic Objective Two

Strengthen and maintain relationships with key stakeholders

Strategies:

- Secure on-going pari-mutuel pooling capacity beyond the expiration of current agreement in 2012.
- Review and enhance communications and service arrangements within the retail distribution network to maximise consumer knowledge and awareness of products.
- Maintain brand awareness and exclusivity through targeted corporate sponsorship and support of community events.

Strategic Objective Three

Ensure people capability

Strategies:

- Review functional structure ensuring alignment of resources to maximise service delivery and achieve business goals.
- Build organisational capacity and strengthen succession planning through delivery of learning and development opportunities; having particular regard to managerial and executive development.
- Strengthen the Corporation's technical capability to respond to emerging trends and delivery of new products through targeted recruitment programs and employee development opportunities.

Strategic Objective Four

Enhance ACTTAB's profile

Strategies:

- Implement outcomes of 2009 market research project.
- Promote ACTTAB's role and longevity as a market leader and responsible corporate citizen.

Strategic Objective Five

Maintain an Accessible Distribution network.

Strategies:

- Enhance the efficiency and cost effectiveness of the Corporation's retail network through review of venue composition and delivery channels.
- Enhance venue image and presentation through continuation of refurbishment program.

Strategic Objective Six

Minimise the harm attributable to problem gambling through the responsible delivery of products to customers.

Strategies:

- Maintain industry leadership in the responsible delivery of gambling products through employee training, customer awareness and education programs and sponsored support of community service providers.
- Promote ACTTAB as a responsible provider of gambling services through multi media marketing and advertising.