



Mills Oakley advises Lottoland on 20-year Keno Licence

24 February, 2022

Leading national law firm Mills Oakley has advised Lottoland on their successful acquisition of a 20-year Keno Licence from the Victorian Government.

The contract is part of the Government's new two-licence model which will see Lottoland and Tabcorp provide Keno both online, and in the case of Tabcorp through traditional retail outlets such as hotels and clubs. Taking effect from 15 April 2022, the new model replaces the current 10-year, retail-only license held by Tabcorp since 2012. The model provides for extensive harm minimisation and consumer protection measures and makes Keno available online in Victoria for the first time.

The Mills Oakley team was led by corporate advisory (M&A) partner Daniel Livingston, assisted primarily by associate Billy Riddle. Mills Oakley advised on all aspects of the Invitation to Tender response on behalf of Lottoland including overseeing all probity clearance issues.

Commenting on the matter, Daniel Livingston noted the significance of this result:

"This new two-licence scheme allows consumers to benefit from competition and innovation by removing the one licensee monopoly on the market. We congratulate Lottoland on this strategically important acquisition," Mr Livingston said.

It has been a busy start to the year for the Mills Oakley corporate advisory team, with a string of recent deal closures including assisting Cairns-based NORSTA Maritime to secure a \$70m maintenance contract with the Royal Australian Navy.

Media Contact

Renu Prasad

Communications Manager

T: +61 2 8289 5820

E: rprasad@millsoakley.com.au