

[ESSENDON FOOTBALL CLUB / WOLF BLASS PROMOTION]

Conditions of entry

- 1 Information regarding prizes and how to enter forms part of these conditions. By entering, entrants accept these conditions.
- 2 Entry is open only to Australian residents aged 18 or over who are able to take the prize between 1 October 2014 and 31 March 2015 (inclusive). Directors, officers, management and employees (and the immediate families of directors, officers, management and employees) of the Promoter, of the participating outlets or of the agencies or companies associated with this competition are ineligible to enter.
- 3 The competition begins at 7.40 pm (AEST) on 28th March 2014 and closes at 11.59 pm (AEDT) on 29th August 2013 (**Competition Period**).
- 4 During the Competition Period, consumers must:
 - (a) Attend an Essendon Football Club Match Day event during the 2014 AFL Season and fill out a data capture form at Etihad Stadium or the MCG for their chance to win.
- 5 A minor prize draw will be conducted at the conclusion of each match day event at the venue (Etihad Stadium or Melbourne Cricket Ground) AEDT. There will be 11 draws in total throughout the duration of the season. The first valid entry at a match day event randomly drawn from all entries received during the Competition Period will win the minor prize. The major prize draw will be conducted at Treasury Wine Estates offices on Friday September 5 at 10am using random.org. All entries received during the course of the 2014 AFL season will be deemed eligible.

The prizes are:

Minor Prize:

A case of Wolf Blass Grey Label McLaren Vale Shiraz delivered to an address of your choice. Case valued at \$270.

Major Prize:

- 6 **A trip to the Barossa for 2 people** a trip for the winner and a companion (who must be aged 18 or over) to Barossa Valley, South Australia between 1 October 2014 and 31 March 2015 (inclusive) valued at up to **\$1630** (inc GST), depending on the winner's point of departure. The prize includes:
 - (a) two economy airfares (including airfare taxes) from the winner's nearest Australian capital city to **\$600**;
 - (b) Return transfers from Adelaide airport to the departure and finish points of the tour \$250;
 - (c) Accommodation at the Novotel Barossa Valley Resort (2 nights valued at \$500 total)
 - (d) Wolf Blass 'Blend it Like Blass' Experience (valued at \$40 per person)
 - (e) Dinner for 2 at Salters Restaurant (valued at \$100 per person)All additional spending money is the responsibility of the winner.
- 7 Flights, accommodation and all other prize inclusions are subject to booking and availability and any additional terms and conditions specified by the prize supplier/s. The prize must be taken between 1 October 2014 and 31 March 2015 (inclusive). All

other costs associated with the prize that are not specified, including but not limited to any additional meals, additional transfer costs, additional taxes, insurance, additional spending money and other ancillary costs are the responsibility of the prize winner and their companion as incurred.

- 8 The total prize pool is valued at up to **\$1630** (inc GST) depending on the winner's place of departure.
- 9 The minor prize winner will be notified at the conclusion of the match day event. Contact details of the winner will be passed on to Treasury Wine Estates who will ship the case of grey label within the week. Once order has been placed, wine delivery can take up to 10 working days.
- 10 The winner of the major prize will be notified by phone and in writing within 2 days of the draw and their name and state/territory of residence will be published on the Essendon Football Club website on 08/09/2014. By entering this competition, each entrant requests that his or her full address not be published.
- 11 The prize winner (and their companion) must, at the Promoter's request, participate in all promotional activity (such as publicity and photography) surrounding the winning of any prize, free of charge, and they consent to the Promoter using their name and image in promotional material.
- 12 The Promoter may require winners to provide proof of identity, proof of age and proof of residency. Identification considered suitable for verification is at the Promoter's discretion.
- 13 If a winning entry is deemed not to comply with these conditions of entry including if the winner is unable to take the prize between 1 October 2014 and 31 March 2015 (inclusive), the entry will be discarded and a new winner of that prize will be determined by drawing a further valid entry in accordance with paragraph 5.
- 14 The Promoter may, in its sole discretion, disqualify all entries from, and prohibit further participation in this competition by, any person who tampers with or benefits from any tampering with the entry process or with the operation of the competition or acts in violation of these conditions, acts in a disruptive manner or acts with the intent or effect of annoying, abusing, threatening or harassing any other person. The Promoter may in its absolute discretion cancel the prize or otherwise cease to provide any benefit of the prize to a winner (and their companion, if applicable) if the winner (or their companion, if applicable), in the opinion of the Promoter, is under the influence of alcohol or any other drug, behaves aggressively or offensively, or behaves in a manner which may diminish the good name or reputation of the Promoter or any of its related bodies corporate or the agencies or companies associated with this competition, is contrary to law or is otherwise inappropriate. The judges' decision is final and no correspondence will be entered into.
- 15 Prizes are not transferable or exchangeable and (except where cash is specified) cannot be redeemed for cash. If for any reason a winner does not take an element of a prize at the time stipulated by the Promoter then that element of the prize will be forfeited by the winner and cash will not be supplied in lieu of that element of the prize. The Promoter accepts no responsibility for any variation in prize value. If a prize or any element of a prize is unavailable for any reason, the Promoter may substitute for that prize or element of that prize another item of equal or higher value as determined by the Promoter, subject to the approval of the gaming authorities in each state and territory if required.
- 16 If a prize has not been accepted or claimed within 3 months of the draw, the relevant winner's entry will be deemed invalid and the Promoter will conduct such further draws at 5 January 2015 4pm (AEDT) on [DATE] at the same location as the original draw as are necessary to distribute the prize, subject to any requirements of any gaming authority. Any winner in this draw will be notified by phone and in writing and

will have their name and state/territory of residence published in The Australian on 9th January 2015.

- 17 The Promoter and its associated agencies and companies will not be liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense, damage, personal injury or death which is suffered or sustained (whether or not arising from any person's negligence) in connection with this competition or accepting or using any prize, except for any liability which cannot be excluded by law (in which case that liability is limited to the minimum allowable by law).
- 18 If for any reason any aspect of this competition is not capable of running as planned, including by reason of computer virus, communications network failure, bugs, tampering, unauthorised intervention, fraud, technical failure or any cause beyond the control of the Promoter, the Promoter may in its sole discretion cancel, terminate, modify or suspend the competition, or invalidate any affected entries, subject to the approval of the gaming authorities in each state and territory if required.
- 19 The Promoter is not liable for any tax implications arising from prize winnings. Independent financial advice should be sought. Where this competition involves, for GST purposes, supplies being made for non-monetary consideration, entrants will follow the Australian Taxation Office's stated view that where the parties are at arm's length, goods and services exchanged are of equal GST inclusive market values.
- 20 The Promoter encourages consumers to enjoy alcohol responsibly. Legal aged consumers are advised to consider the safe drinking levels recommended in the National Health and Medical Research Council Australian Guidelines to Reduce Health Risks from Drinking Alcohol. A full version of these Guidelines is available at http://www.nhmrc.gov.au/_files_nhmrc/file/publications/synopses/ds10-alcohol.pdf. Entry and continued participation in this competition is subject to each Outlet's liquor serving policy.
- 21 All entries will be the property of the Promoter. The information entrants provide will be used by the Promoter for the purpose of conducting this competition. The Promoter may collect entrants' personal information (including through its contractors or agents) or disclose entrants' personal information to its contractors and agents to assist in conducting this competition or communicating with entrants. By entering this competition, entrants consent to the storage of their personal information on the Promoter's database and the Promoter may use this information for future competition and marketing purposes regarding its products, including contacting the entrant via electronic messaging. By entering this competition, entrants consent to receiving SMS or email messages. The Promoter is subject to the Privacy Act 1988 (Cth), including the Australian Privacy Principles. Entrants can request access to the personal information the Promoter holds about them by contacting the Promoter at the address stated in the Promoter section of these conditions. The Promoter's Privacy Policy, located at **www.efc.com.au**, contains information about:
 - (a) how entrants can seek access to the personal information the Promoter holds about them and seek the correction of such information;
 - (b) how entrants can complain about a privacy breach and how the Promoter will deal with such a complaint; and
 - (c) whether entrants' personal information the Promoter holds about them will be provided to overseas companies, and if so, which countries those companies are located.
- 22 The Promoter is Treasury Wine Estates Australia Limited (ABN 78 145 321 320), 58 Queensbridge Street, Southbank, VIC 3006.