

ED Byron Bay Brewery x SITG On Pack Terms & Conditions ("Conditions of Entry")

Schedule			
Promotion:	ED Byron Bay Brewery x SITG On Pack		
Promoter:	Lion - Beer, Spirits & Wine Pty Ltd ABN 13 008 596 370, Level 7, 68 York St, Sydney, NSW 2000, Australia. Ph: 1800 677 852		
Promotional Period:	Start date: 13/02/23 at 09:00 am AEDT End date: 05/04/23 at 11:59 pm AEDT		
Eligible entrants:	Entry is only open to Australian residents who are 18 years and over.		
How to Enter:	<p>To enter the Promotion, the entrant must complete the following steps during the Promotional Period:</p> <p>a) purchase any specially marked case of any Byron Bay Brewery Premium Lager product in one (1) transaction, to share, from any BWS or Dan Murphy's store within Australia displaying advertising for this Promotion, https://www.danmurphys.com.au/ or https://bws.com.au/ ("Participating Venues"); and</p> <p>b) visit www.bbbsplendourpromo.com.au, follow the prompts to the Promotion entry page; and fully complete and submit the online entry form with their personal details (first name, last name, date of birth, email address, phone number, mobile number and full address), upload a photo or scanned copy of their receipt for the qualifying transaction and (optional) select the tick box to consent to receipt of marketing from the Promoter.</p> <p>Entrants will be notified immediately on screen upon entry form submission if they have won an instant win prize, subject to verification.</p> <p>Proof of Purchase: The entrant must retain proof of purchase. The proof of purchase required is an original receipt for the qualifying transaction.</p> <p>The entrant must fill out the online entry form for every entry.</p>		
Entries permitted:	<p>Multiple entries permitted subject to the following:</p> <p>a) limit one (1) entry permitted per eligible case purchase;</p> <p>b) maximum of one (1) entry permitted per person each day;</p> <p>c) maximum of five (5) entries permitted per person; and</p> <p>d) each entry must be submitted separately and in accordance with the entry instructions above.</p> <p>Maximum of one (1) Draw Prize permitted per person (excludes SA residents).</p>		
Total Prize Pool:	AUD \$47,486		
	Prize Description	Number of this prize	Value (per prize)
	Draw Prize: The prize is 2 x VIP Village 3-day tickets to the Splendour in the Grass 2023 at North Byron Parklands, Byron Bay.	5	AUD\$1,198.00
	Instant Win Prize: The prize is 2 x 3-day tickets to Splendour in the Grass 2023 at North Byron Parklands, Byron Bay.	52 (1 per day of the Promotional Period)	AUD\$798.00
Prize Conditions:	<ul style="list-style-type: none"> Both the winner and their guest for the prize must be 18 years or over. This prize is for or relates to Splendour in the Grass 2023 at North Byron Parklands, Byron Bay (the "Event"). The exact date of the Event will be communicated to the winner. If the winner is unwilling or unable to attend at the designated time for an Event, they forfeit the prize and the Promoter is not obliged to substitute the prize. The Splendour in the Grass 2023 ticket prizes are subject to the Event venue and ticket terms and conditions, including any applicable age restrictions. The Promoter and event organisers hereby expressly 		

	<p>reserve the right to eject any winner and/or his/her companion for any inappropriate behaviour, including but not limited to intoxication, whilst participating in any element of the prize.</p> <ul style="list-style-type: none"> All costs associated with travel to and from Splendour in the Grass 2023 at North Byron Parklands will be the responsibility of the winner and their guest for the prize.
Winner notification:	The winners will be contacted by email and phone within seven (7) days of the draw. The winners will be published at www.bbbsplendourpromo.com.au by 17/04/23.
Unclaimed Prizes:	<p>Prizes must be claimed by 18/06/23 at 12:00 pm AEST. In the event of an unclaimed prize, the prize will be redrawn on 19/06/23 at 12:00 pm AEST at Pilgrim Communications, 51A/23 Norton Street, Leichardt NSW 2040, Australia. The winners of the redraw will be notified by email and phone within seven (7) days of the redraw. The winners will be notified publicly (and their details published) at www.bbbsplendourpromo.com.au by 26/06/23.</p> <p>If there are no prize winner/s or winner/s for this Promotion cannot be found, this information will be published at www.bbbsplendourpromo.com.au.</p>

- The entrant agrees and acknowledges that they have read these Conditions of Entry (and Schedule) and that entry into the Promotion is deemed to be acceptance of these Conditions of Entry (and Schedule). Any capitalised terms used in these Conditions of Entry have the meaning given in the Schedule, unless stated otherwise.
- The Promotion commences on the Start Date and ends on the End Date ("Promotional Period"). Entries are deemed to be received at the time of receipt by the Promoter and not at the time of transmission or deposit by the entrant. Records of the Promoter and its agencies are final and conclusive as to the time of receipt.
- Valid and eligible entries will be accepted during the Promotional Period.
- Employees (and their immediate family members) of the Participating Venues, agencies/companies directly associated with the conduct of this Promotion, the Promoter, businesses involved in determination of winner/s for the Promotion, businesses involved in the management of the Promotion, any organisation benefiting from the Promotion, the Promoter's distributors, suppliers, subsidiary companies/businesses and associated companies and agencies are not eligible to enter. "Immediate family member" means any of the following: spouse, ex-spouse, de-facto spouse, child or step-child (whether natural or by adoption), parent, step-parent, grandparent, step-grandparent, uncle, aunt, niece, nephew, brother, sister, step-brother, step-sister or 1st cousin.
- Draw:
 - The draw will take place at Pilgrim Communications, 51A/23 Norton Street, Leichardt NSW 2040, Australia at 12:00 pm AEST on 10/04/23 using computerised random selection.
 - The first five (5) valid entries drawn will each win the Draw Prize specified in the Schedule above.
 - The draw conductor may draw additional reserve entries in case an invalid entry or entrant is drawn.
 - If a draw is scheduled on the weekend or a public holiday, the draw will be conducted at the same time and location on the following business day. The Promoter will ensure each draw is open for public scrutiny and anyone may witness the draw on request. The winner of a drawn prize is determined by chance.
- Instant Win:
 - There will be a total of 52 'winning moments' during the Promotional Period (there will be one (1) winning moment during each day of the Promotional Period). The first valid entry received during each 'winning moment', will be a provisional instant prize winner, subject to verification. If no valid entry is received during a winning moment, no prize will be awarded in respect of that 'winning moment'. In addition, if a prize is not won during a 'winning moment' then the prize is null and void and will not be rolled over to another 'winning moment'.
 - Winners will be notified immediately if they have won on screen upon entry form submission.
 - Quality control errors will not invalidate an otherwise valid prize claim.
 - Unless otherwise due to fraud or ineligibility under these Conditions of Entry, all prize claims in excess of the advertised prize pool will be honoured. Any instant win prizes that are part of the advertised total prize pool will be awarded in the unclaimed prize draw.
 - Instant win game materials void if stolen, forged, mutilated or tampered with in any way.

7. All reasonable attempts will be made to contact each winner.
8. If any winner chooses not to take their prize (or is unable to), or does not take or claim a prize by the time specified by the Promoter, or is unavailable at the designated time for the Event, they forfeit the prize and the Promoter is not obliged to substitute the prize.
9. Where entry is allowed by purchase or subscription, the cost of the product or service is no greater than the cost would be without the opportunity to participate in the Promotion.
10. Entrants must keep their proof of purchase specified in the How to Enter section for each entry as proof of purchase ("Proof of Purchase"). If an entrant fails to produce the Proof of Purchase for a specific entry or each entry, as and when requested by the Promoter, the Promoter has the right to invalidate the entrant's respective entry/entries for which Proof of Purchase cannot be provided and/or all entries submitted by that entrant and/or forfeit the entrant's right to a prize. Purchase receipt(s) must clearly specify: (a) the store of purchase as an eligible store; (b) the required product/s or service/s to be purchased for entry; and (c) that the purchase was made during the Promotional Period and prior to entry.
11. The Promoter supports the responsible service of alcohol and encourages consumers to enjoy alcohol responsibly. Entrants will be refused service of alcohol or provision of an alcohol beverage if it would breach any laws, codes or policies including those of the relevant liquor licensee relating to the responsible service of alcohol. 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 <https://nhmrc.gov.au/about-us/publications/australian-guidelines-reduce-health-risks-drinking-alcohol>. Please refer to the GL4001 'Liquor promotion guidelines' and GL4003 'Intoxication guidelines' at <https://www.liquorandgaming.nsw.gov.au/>.
12. The value of the prizes is accurate and based upon the recommended retail value of the prizes (inclusive of GST) at the date of printing. The Promoter accepts no responsibility for any variation in the value of the prizes after that date.
13. No part of a prize is exchangeable, redeemable for cash or any other prize or transferable, unless otherwise specified in writing by the Promoter.
14. If a prize (or portion of a prize) is unavailable the Promoter reserves the right to substitute the prize (or that portion of the prize) to a prize of equal or greater value and specification, subject to any written directions of a regulatory authority.
15. No entry fee is charged by the Promoter to enter the Promotion. Where entry is allowed online, there is no additional cost to enter the Promotion other than any cost paid by the entrant to access the website or social media platform of entry via their Internet service provider.
16. Each prize will be awarded to the person named in the entry and any entry that is made on behalf of an entrant or by a third party will be invalid. If there is a dispute as to the identity of an entrant or winner, the Promoter reserves the right, in its sole discretion, to determine the identity of the entrant or winner.
17. Entrants' personal information will be collected by the Promoter. Personal information will be stored on the Promoter's database. The Promoter may, if the entrant selects the required tick box on entry, use this information for future marketing purposes regarding its products, including contacting the entrant electronically. The Promoter is bound by the Australian Privacy Principles in accordance with the Privacy Act 1988 (Cth) and its privacy policy which is located at <https://www.lionco.com/legal/privacy-policy>. The Promoter's privacy policy contains information about how the entrant may access, update and seek correction of the personal information the Promoter holds about them and how the entrant may complain about any potential breach by the Promoter of the Australian Privacy Principles or any other Australian privacy laws and how such complaints will be dealt with. The Promoter collects personal information about entrants to enable them to participate in this Promotion and may disclose the entrants' personal information to third parties including its contractors and agents, prize suppliers and service providers to assist in conducting this Promotion and to the State and Territory lottery departments as required under the relevant lottery legislation. If the entrant does not provide their personal information as requested, they may be ineligible to enter or claim a prize in the Promotion. Personal information collected from entrants will not be disclosed to any entity located outside of Australia.
18. For the purposes of public statements and advertisements, the Promoter may only publish the winner's surname, initial and State/Territory or postcode of residence.

19. It is a condition of accepting the prize that a winner may be required to sign a legal release as determined by the Promoter in its absolute discretion, prior to receiving a prize.
20. If a prize is provided to the Promoter by a third party, the prize is subject to the terms and conditions of the third party prize supplier and the provision of the prize is the sole responsibility of the third party and not the Promoter. The terms and conditions which apply to the prize at the time it is issued to the winner will prevail over these Conditions of Entry, to the extent of any inconsistency. The Promoter accepts no responsibility or liability for any delay or failure by the third party to deliver the prize, any delay or failure relating to the prize itself or failure by the third party to meet any of its obligations in these Conditions of Entry or otherwise.
21. Any guarantee or warranty given is in addition to any relevant statutory guarantees and warranties and nothing in these Conditions of Entry restricts, excludes or modifies or purports to restrict, exclude or modify any statutory consumer rights under any applicable law including the Competition and Consumer Act 2010 (Cth).
22. If for any reason any aspect of this Promotion 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 Promotion and invalidate any affected entries, or suspend or modify a prize, subject to State or Territory regulation.
23. The Promoter reserves the right, at any time, to validate and check the authenticity of entries and entrant's details (including an entrant's identity, age and place of residence). In the event that a winner cannot provide suitable proof as required by the Promoter to validate their entry, the winner will forfeit the prize in whole and no substitute will be offered. Incomplete, indecipherable, inaudible, incorrect and illegible entries, as applicable, will at the Promoter's discretion be deemed invalid and not eligible to win. Entries containing offensive or defamatory comments, or which breach any law or infringe any third party rights, including intellectual property rights, are not eligible to win. The use of any automated entry software or any other mechanical or electronic means that allows an individual to automatically enter repeatedly is prohibited and may render all entries submitted by that individual invalid. The Promoter reserves the right to disqualify any individual who provides false information, fails to provide information, conspires with others to gain an unfair advantage or is otherwise involved in any conduct that involved manipulating, interfering or tampering with this Promotion or otherwise preventing the conduct of the Promotion as intended by the Promoter.
24. The Promoter reserves the right to disqualify entries in the event of non-compliance with these Conditions of Entry. In the event that there is a dispute concerning the conduct of the Promotion or claiming a prize, the Promoter will resolve the dispute in direct consultation with the entrant. If the dispute cannot be resolved the Promoter's decision will be final.
25. 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 or wilful misconduct) in connection with this Promotion or accepting or using any prize (or recommendation), except for any liability which cannot be excluded by law (in which case that liability is limited to the minimum allowable by law).
26. The entrant will participate in and co-operate as required with all reasonable marketing and editorial activities relating to the Promotion, including (but not limited to) being recorded, photographed, filmed or interviewed and acknowledges that the Promoter may use any such marketing and editorial material without further reference or compensation to them.
27. Unless otherwise specified, a prize is a single event for the winner (and where relevant their guest) and cannot be separated into separate events or components.
28. The Promoter accepts no responsibility for any tax implications and the entrant must seek their own independent financial advice in regards to the tax implications relating to the prize or acceptance of the prize.
29. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of these rights.
30. Authorised under: ACT Permit No. TP 22/02226.2, NSW Authority No. TP/23 and SA Permit No. T22/1844.