

VB 50 Years of Cheers Promotion Terms and Conditions

Promoter	CUB Pty Ltd (ABN 76 004 056 106), 77 Southbank Blvd, Southbank VIC 3006.
Who can enter?	Only Australian residents who are aged 18 or over
Who can't enter?	Directors, officers, management and employees (and their immediate families) of: a) the Promoter; and b) the agencies, companies or participating premises associated with this competition
Competition Period	12.01am (AEDT) on 28/11/18 to 11.59pm (AEDT) on 19/12/18
Website	www.victoriabitter.com/50yearsofcheers
Social Media Platform	Facebook Instagram Twitter
Entry instructions	<p>To enter, you must, during the Competition Period:</p> <p>a) create a video recreating the VB anthem; and</p> <p>b) upload the video to:</p> <p style="padding-left: 40px;">i. Facebook, Instagram or Twitter, including the hashtag #vb50yearsofcheers.</p> <p>Where relevant, your privacy settings must be set to public on the Social Media Platform used to enter, so the Promoter can access your entry.</p> <p>Entries must not appear to promote any goods or services other than those of the Promoter.</p> <p>You must not include footage of yourself in your entry if you are aged 24 years or under.</p> <p>You must not include any person in your entry who is aged 24 years or under. You must not include any other person in your entry unless they have consented to you submitting it in this competition.</p> <p>Upon submission, videos will be screened for initial compliance with these Terms and Conditions. Following a satisfactory initial screening, videos may be made publicly available in accordance with the below paragraph. A satisfactory initial screening does not necessarily confirm that the video/entry/entrant are valid, and further compliance checks may take place.</p> <p>The Promoter may copy and amend your entry and may use (or allow others to use) your entry and any rights in relation to your entry, to publicise this competition or for any other purpose. These rights are perpetual, royalty free, world-wide, irrevocable and transferable. For example, the Promoter may publish all or any part of your entry or any amended version of it. The Promoter may also decide not to publish an entry, to cease publication of an entry, or to publish an edited entry.</p>
How many winners will there be and how will they be chosen?	<p>This is a game of skill. Chance plays no part in how a winner will be selected.</p> <p>All entries will be reviewed and judged by the Promoter (or by appointed judge/s) based on selected criteria, e.g. creativity, originality, humour, brand suitability, etc. The Promoter reserves the right to shortlist and publicly announce entries during the judging process. Shortlisted entrants are not entitled to a prize, unless they are subsequently deemed a winner.</p> <p>The entry judged to be the best will win the major prize, and the 5 next best entries will each win a minor prize.</p> <p>The Promoter may judge additional reserve entries and record them in order, in case a winning entry/entrant is deemed invalid or a prize is unclaimed (Reserve Entrants).</p>
What can I win?	There is 1 major prize and 5 minor prizes available.

	<p>Major prize</p> <p>The prize is provisions for a knock off party (for the winner to organise with their adult companions), consisting of a \$1,115 Coles gift card and 7 cases of VB valued at \$385.</p> <p>Minor prizes</p> <p>Each minor prize is a year's supply of VB, which is 24 cases of VB, delivered as 2 cases per month for 12 months, valued in total at \$1,320.</p> <p>The major prize is limited to a maximum of 4 standard drinks per person.</p> <p>There is a limit of one prize of each prize type per person.</p>
Total prize pool	The total prize pool is \$8,100.
How many times can I enter?	Multiple entries are permitted, however each entry must be based on a separate video, and must be submitted separately in accordance with these Terms and Conditions.
How and when will the winner/s be informed?	Winner/s will be notified in writing or via private message on the Social Media Platform used for entry.
Unclaimed prize/s	<p>Prize claim date: 12pm (AEDT) 22/12/18</p> <p>If a prize has not been accepted or claimed by the prize claim date above or if, after making all reasonable attempts, the winner can't be contacted (or a winner does not contact the Promoter) by the prize claim date above, the relevant entry/ies will be discarded and the Promoter will re-award the relevant prize/s to Reserve Entrant/s and/or withdraw the prize as unawarded. Any winner/s will be informed via email if entry was via the Website or via private message on the Social Media Platform used for entry.</p>
Collection and use of your personal information	<p>If you are a winner, you and (if applicable) your companion/s must take part in all publicity, photography and other promotional activity as the Promoter requires, without any compensation. You/your companion/s consent to the Promoter using your name/s and image/s in any promotional or advertising activity.</p> <p>The Promoter may collect your/your companion/s' personal information directly or through its agents or contractors. The Promoter will use your/your companion/s' personal information to conduct and manage the competition. The Promoter may disclose your/your companions' personal information to its related companies, agents and contractors to assist in conducting this competition, communicating with you/your companions or storing data. This may include disclosures to organisations outside Australia including in places such as the USA, the UK, India and Germany.</p> <p>By entering, you consent to the Promoter keeping your personal information on its database to use for future marketing purposes, including contacting you by electronic messaging. By entering, you consent to receive email or SMS messages from the Promoter without any functional unsubscribe facility.</p> <p>The Promoter's Privacy Policy (see http://cub.com.au/privacy-policy/) includes information about:</p> <p>a) how to seek access to the personal information the Promoter holds about you and seek correction of the information; and</p> <p>b) how to complain about a privacy breach and how the Promoter will deal with such a complaint.</p>
Responsible drinking	<p>Enjoy alcohol responsibly. Consider the safe drinking levels recommended in the National Health and Medical Research Council Australian Guidelines to Reduce Health Risks from Drinking Alcohol – see: http://www.nhmrc.gov.au/files/nhmrc/file/publications/synopses/ds10-alcohol.pdf. If this competition is conducted in NSW, see also the NSW Liquor Competition Guidelines and Intoxication Guidelines at http://www.olgr.nsw.gov.au/dlg_guidelines.asp. Where relevant, your participation in this competition may be subject to the liquor serving policy of businesses conducting the competition and/or providing the prize.</p>

1 These Terms and Conditions incorporate and must be read together with the details outlined in the table above. Information about prizes and how to enter forms part of these Terms and Conditions. By entering, you accept these Terms and Conditions.

Entry

- 2 Your entry must be received during the Competition Period and will be deemed to be received only when received by the Promoter. If you enter using automatically generated entries or multiple phone numbers/email addresses/addresses/aliases/Social Media Platform accounts, you may be disqualified.
- 3 Every entry must be your original work and not copied. You warrant that your entry does not breach any third party rights (for example, intellectual property rights) and its use by the Promoter or any other person will not breach such rights nor otherwise breach any law (for example, it is not defamatory, in contempt of court or in breach of any privacy law). Your entry must not be obscene, offensive, malicious, discriminatory, indecent or (in the Promoter's opinion) otherwise objectionable or inappropriate (for example it must not include nudity or language the Promoter deems offensive).
- 4 You must ensure your entry does not contain any virus, malware or other malicious or inappropriate computer code or material. You acknowledge that your entry and your name may be made publicly available by the Promoter (in its absolute discretion) and will be accessible to the general public to view.
- 5 Entrants with multiple Twitter accounts will be disqualified.

Prizes

- 6 Prize/s and all elements of prize/s must be taken as and when offered or will be forfeited, and if forfeited, the Promoter will not be liable. Prize/s are subject to any additional terms and conditions imposed by the relevant supplier or the Promoter, including, as relevant:
 - (a) validity period/s;
 - (b) booking and availability of flights, accommodation and events;
 - (c) conditions of travel and conditions of entry into any event venues (including behaviour requirements and applicable dress codes);
 - (d) travel dates and specified travel exclusion periods; and
 - (e) any additional fees (payable by you) relating to changes made by you/your companion to a travel/event prize after it has been booked.
- 7 You/your companion/s are responsible for all other unspecified costs related to the prize, including meals, transport, insurance (including excesses), in-room charges, additional taxes, mobile or data plans, installation costs, costs associated with ongoing use of the prize, etc. Event tickets can only be used once and will be deemed invalid if copied. The Promoter does not control entry to the relevant event location. The winner/s must keep their tickets safe and the Promoter will not replace lost or stolen tickets.
- 8 The Promoter is not responsible for any dispute between you and any person with whom you choose to, or choose not to, share the prize.
- 9 Where relevant, the Promoter accepts no responsibility if one or more of the events or activities awarded as part of the prize are abandoned, called off or postponed for any reason. In that case you/your companion/s forfeit your entitlement to that event/activity. Unless otherwise specified by the Promoter, you will not be given cash or any alternative prize as a substitute for this altered prize element.
- 10 Where alcohol is available as part of a prize, it will be served in line with the responsible service of alcohol guidelines carried out by the relevant premises staff and management. The Promoter is not responsible for how a premises conducts and executes its responsible service of alcohol guidelines. Staff and management reserve the right to refuse service of alcohol to any prize winner/s or their companion/s if they are deemed to be inebriated.

General

- 11 Any failure by you or (if applicable) your companion/s to comply with the conditions imposed by the prize supplier(s) may result in the prize being cancelled or withdrawn without liability for the Promoter or the prize supplier(s).
- 12 If you or your entry are deemed by the Promoter to breach these Terms and Conditions including if the prize is on set dates and you are unable to take the prize on the relevant date/s, your entry (or at the Promoter's discretion, all of your entries) may be discarded at any time in the entry or judging process. The Promoter may, at any time, require you to produce documentation to establish to the Promoter's satisfaction the validity of your entries (including documentation establishing your identity, age, place of residence and place of employment). Failure by the Promoter to enforce any of its rights at any stage does not waive those rights.
- 13 You must not:

- (a) tamper with the entry process;
 - (b) engage in any conduct that may jeopardise the fair and proper conduct of the competition;
 - (c) act in a disruptive, annoying, threatening, abusive or harassing manner;
 - (d) do anything that may diminish the good name or reputation of the Promoter or any of its related entities or of the agencies or companies associated with this competition;
 - (e) breach any law; or
 - (f) behave in a way that is otherwise inappropriate.
- 14 If companion/s can take the prize with you, you are responsible for your companion/s and the Promoter may disqualify all entries from, and prohibit further participation in this competition by, you or any or all of your companion/s if they breach these conditions, whether or not legally bound by them.
- 15 If you (or your companion/s, if applicable), in the opinion of the Promoter (and/or a medical professional, as relevant to the circumstances), are intoxicated, under the influence of alcohol or any other drug, behave aggressively or offensively, or behave in a manner which may diminish the good name or reputation of the Promoter or any of its related entities or the agencies or companies associated with this competition, is contrary to law or is otherwise inappropriate, the Promoter may cancel the prize or restrict you (and your companion/s) from participating in any elements of the prize, at its discretion.
- 16 The Promoter is not liable for entries, prize claims or correspondence that are misplaced, misdirected, delayed, lost, incomplete, illegible or incorrectly submitted including failure of any third parties to forward entry forms for inclusion in the draw, where relevant.
- 17 The Promoter's decision in connection with all aspects of this competition is final.
- 18 Prizes cannot be transferred or exchanged nor (except where cash is specified) redeemed for cash. Without limiting any other term of these Terms and Conditions, all prizes (and elements of prizes) must be taken as and when specified, or will be forfeited with no replacement. The prize values are correct as at the date of preparing these Terms and Conditions and include any applicable GST. The Promoter is not responsible for any change in prize value. You agree that if a prize (or element of a prize) is unavailable for any reason the Promoter may provide another item of equal or higher value.
- 19 If publication will take place, by entering, you request that your full address not be published.
- 20 If this competition cannot run as planned for any reason beyond the Promoter's control, for example due to software, hardware or communications issues, unauthorised intervention, tampering, fraud or technical failure, the Promoter may end, change, suspend or cancel the competition or disqualify affected entries/entrants.
- 21 The Promoter is not responsible for any tax implications arising from you winning a prize. You should seek independent financial advice. If for GST purposes this competition results in any supply being made for non-monetary consideration, you must 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.

Liability

- 22 Nothing in these Terms and Conditions restricts, excludes or modifies any consumer rights under any statute including the *Competition and Consumer Act 2010* (Cth).
- 23 Subject to the previous paragraph, the Promoter and the agencies and companies associated with this competition are not liable (including in negligence) for any loss (including indirect, special or consequential loss or loss of profits), expense, damage, personal injury (including allergies, skin conditions or other reactions, as relevant), illness or death suffered in connection with this competition or any prize, except for any liability which under statute cannot be excluded (in which case that liability is limited to the greatest extent allowed by law).
- 24 Without limiting the previous paragraph, the Promoter and the agencies and companies associated with this competition are not liable for any loss of, damage to or delay in delivery of prize/s. Unless otherwise specified, prize/s will only be delivered to addresses in Australia.
- 25 This competition is in no way sponsored, endorsed or administered by, or associated with any social media platform, including Facebook, Instagram and Twitter. You provide your information to the Promoter and not to any social media platform. You completely release any relevant social media platforms from any and all liability.