

“AFL FAN FOCUS MONTHLY PRIZE DRAW” PROMOTION

TERMS AND CONDITIONS

1. Information on how to enter and the prizes form part of these Terms and Conditions. Participation in this promotion is deemed acceptance of these Terms and Conditions.
2. Entry is only open to Australian residents aged 14 years or over who are registered AFL Fan Focus panellists. For the sake of clarity, individuals who register to become AFL Fan Focus panellists during the Promotional Period will still be eligible to enter.
3. Entrants between the ages of 14 and up to but not including 18 years must have parental/guardian approval to enter and further, the parent/guardian of the entrant must read and consent to these Terms and Conditions. Parents/guardians may be required by the Promoter to enter into a further agreement as evidence of consent to the minor entering this promotion.
4. Entrants must continue to be a valid AFL Fan Focus panellist at the time of the draw to be eligible to claim a prize. In the event that an AFL Fan Focus panellist is banned from the AFL Fan Focus website, they will be ineligible to claim a prize.
5. Employees (and their immediate families) of the Promoter and agencies associated with this promotion are ineligible to enter. Immediate family 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.
6. Promotion commences at 9:00am AEDST on 28/02/2016 and ends at 11:59pm AEDST on 28/02/2017 (“**Promotional Period**”).
7. To automatically enter, individuals must fully complete and submit a survey or contribute a valid comment on a discussion board on the AFL Fan Focus website (at www.aflfanfocus.com.au) during the Promotional Period. Individuals will receive: (i) one (1) entry for every survey they fully complete and submit during the Promotional Period; and (ii) one (1) entry for each discussion board where they post a valid comment during the Promotional Period. For example, individuals who complete two (2) surveys during the Promotional Period will receive two (2) entries.

A valid comment, for the purposes of the Terms and Conditions, is any comment which is: (i) relevant to the discussion board topic; (ii) does not consist of gibberish; and (iii) is not defamatory, obscene, derogatory, pornographic, sexually inappropriate, violent, abusive, harassing, threatening, objectionable with respect to race, religion, origin or gender, not suitable for children aged under 14, or otherwise unsuitable for publication. The AFL will moderate comments to determine whether an individual’s comment breaches these Terms and Conditions.

8. The Promoter reserves the right, at any time, to verify the validity of entries and entrants (including an entrant’s identity, age and place of residence) and to disqualify any entrant who submits an entry that is not in accordance with these Terms and Conditions or who tampers with the entry process. Errors and omissions may be accepted at the Promoter's discretion. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.

9. Multiple entries permitted, subject to the following: (a) only one (1) entry permitted per survey fully completed and submitted; and (b) only one (1) entry for each discussion board where they post a valid comment.
10. If there is a dispute as to the identity of an entrant, the Promoter reserves the right, in its sole discretion, to determine the identity of the entrant.
11. There will be a draw conducted for the entries received each month of the Promotional Period ("**Monthly Prize Draw**"), for a total of twelve (12) Monthly Prize Draws. Entries for each Monthly Prize Draw open at 12:00am and close at 11:59pm on the dates outlined in the table below, with the exception of the first Monthly Prize Draw where entries will open at 9:00am. All draws will take place at AFL House, 140 Harbour Esplanade, Docklands, VIC 3008 at 3:00pm on the dates outlined in the table below. The Promoter may draw additional reserve entries in each Monthly Prize Draw and record them in order in case an invalid entry or ineligible entrant is drawn. Entries into each Monthly Prize Draw will not be entered into any subsequent Monthly Prize Draws. All times indicated are AEDST/AEST, as applicable in Victoria.

Monthly Prize Draw	Entries Open	Entries Close	Draw Date
Monthly Prize Draw 1	28/02/2016	31/03/2016	02/04/2016
Monthly Prize Draw 2	01/04/2016	30/04/2016	01/05/2016
Monthly Prize Draw 3	01/05/2016	31/05/2016	04/06/2016
Monthly Prize Draw 4	01/06/2016	30/06/2016	02/07/2016
Monthly Prize Draw 5	01/07/2016	31/07/2016	01/08/2016
Monthly Prize Draw 6	01/08/2016	31/08/2016	03/09/2016
Monthly Prize Draw 7	01/09/2016	30/09/2016	01/10/2016
Monthly Prize Draw 8	01/10/2016	31/10/2016	01/11/2016
Monthly Prize Draw 9	01/11/2016	30/11/2016	03/12/2016
Monthly Prize Draw 10	01/12/2016	31/12/2016	14/01/2017
Monthly Prize Draw 11	01/01/2017	31/01/2017	04/02/2017
Monthly Prize Draw 12	01/02/2017	28/02/2017	04/03/2017

12. Winners will be notified in writing by email within two (2) business days of the draw and published on www.aflfanfocus.com.au.
13. The Promoter's decision is final and no correspondence will be entered into.
14. The first three (3) valid entries drawn in each Monthly Prize Draw will each win a \$150 GiftPay card. Any ancillary costs associated with redeeming the GiftPay card are not included. Any unused balance of the GiftPay card will not be awarded as cash. Redemption of the GiftPay card is subject to any terms and conditions of the issuer including the applicable expiry date. For further information on the GiftPay card, visit <https://www.giftpay.com/business/>.
15. If a winner is under the age of 18 years, the prize will be awarded to the winner's nominated parent or guardian on the winner's behalf.
16. Subject to the unclaimed prize draw clause, if for any reason a winner does not take a prize by the time stipulated by the Promoter, then the prize will be forfeited.
17. If any prize is unavailable, the Promoter, in its discretion, reserves the right to substitute the prize with a prize to the equal value and/or specification, subject to any written directions from a regulatory authority.

18. Total prize pool value is \$5,400.
19. Prizes, or any unused portion of a prize, are not transferable or exchangeable and cannot be taken as cash.
20. Each winner of a Monthly Prize Draw must claim his/her acceptance of the prize via email to the Promoter within 3 months of notification of winning. If any prize is not claimed by the cut off time as detailed in these Terms and Conditions, the relevant winner's entry will be deemed invalid. A draw for any unclaimed prizes may take place on 04/06/2017 at the same time and place as the original draws, subject to any directions from a regulatory authority. Winners, if any, will be notified in writing by email within two (2) business days of the draw and published on www.afifanfocus.com.au.
21. Entrants consent to the Promoter using their name, likeness, image and/or voice in the event they are a winner (including photograph, film and/or recording of the same) in any media for an unlimited period without remuneration for the purpose of promoting this promotion (including any outcome), and promoting any products manufactured, distributed and/or supplied by the Promoter.
22. If this promotion is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Promoter, including but not limited to technical difficulties, unauthorised intervention or fraud, the Promoter reserves the right, in its sole discretion, to the fullest extent permitted by law (a) to disqualify any entrant; or (b) subject to any written directions from a regulatory authority, to modify, suspend, terminate or cancel the promotion, as appropriate.
23. Any cost associated with accessing the promotional website is the entrant's responsibility and is dependent on the Internet service provider used.
24. The use of any automated entry software or any other mechanical or electronic means that allows an entrant to automatically enter repeatedly is prohibited and will render all entries submitted by that entrant invalid.
25. Nothing in these Terms and Conditions limits, excludes or modifies or purports to limit, exclude or modify the statutory consumer guarantees as provided under the Competition and Consumer Act, as well as any other implied warranties under the ASIC Act or similar consumer protection laws in the States and Territories of Australia ("**Non-Excludable Guarantees**"). Except for any liability that cannot by law be excluded, including the Non-Excludable Guarantees, the Promoter (including its respective officers, employees and agents) excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of the promotion.
26. Except for any liability that cannot by law be excluded, including the Non-Excludable Guarantees, the Promoter (including its respective officers, employees and agents) is not responsible for and excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of: (a) any technical difficulties or equipment malfunction (whether or not under the Promoter's control); (b) any theft, unauthorised access or third party interference; (c) any entry or prize claim that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the Promoter) due to any reason beyond the reasonable control of the Promoter; (d) any

variation in prize value to that stated in these Terms and Conditions; (e) any tax liability incurred by a winner or entrant; or (g) taking and/or use of a prize.

27. As a condition of accepting a prize, each winner must sign any legal documentation as and in the form required by the Promoter and/or prize suppliers in their absolute discretion, including but not limited to a legal release and indemnity form.
28. All entries remain the property of the Promoter. The Promoter collects personal information in order to conduct the promotion and may, for this purpose, disclose such information to third parties, including but not limited to agents, contractors, service providers, prize suppliers and, as required, to Australian regulatory authorities. Entry is conditional on providing this information. The Promoter may, for an indefinite period, unless otherwise advised, use the information for promotional, marketing, publicity, research and profiling purposes, including sending electronic messages or telephoning the entrant. Entrants should direct any request to opt out, access, update or correct information to the Promoter. All personal information you provide will be used by the AFL in accordance with our Privacy Policy available at www.afl.com.au/privacy.
29. Unless the contrary intention appears, a reference in these terms or in any advertisement relating to this promotion, to Australian dollars, dollars, AUD\$ or \$ is a reference to the lawful currency of Australia. All references to dollar amounts are inclusive of goods and services tax (GST).
30. The promotion is governed exclusively by the laws of Australia.
31. The Promoter is Australian Football League (ABN 97 489 912 318) of AFL House, 140 Harbour Esplanade, Docklands, VIC 3008, telephone (03) 9643 1999. Any reference to AFL refers to the Australian Football League (ABN 97 489 912 318).
32. NSW Permit No. LTPS/16/01263, ACT Permit No. ACT TP 16/00318, South Australia Permit No. T16/269.