

## Mission Foods & HOME Competition

6<sup>th</sup> July

Promoter: Mission Foods Australia, 49 Gateway Boulevard, Epping VIC 3076

### Entry Restrictions

Open only to Australian Residents aged 13 or over who are able to take the grand prize by 31/07/2015. This excludes except directors, officers, management and employees (and the immediate families of directors, officers, management and employees) of the Promoter, or of the agencies or companies associated with this competition. Entries submitted must be unique to this competition, by which they cannot have been previously submitted to Mums Lounge or Mission Foods in relation to any prior promotions or campaigns. Entries must also be the original work of the entrant. Any entrants under the age of 18 who participate in the competition must have their participation approved by a guardian prior to entry – alternatively an adult may enter on behalf of their child.

### Competition Period

Competition consists of one single round as per below (but may be subject to change at the discretion of Mission Foods).

8:00pm (AEST) on 06/07/15 to 9:00am (AEST) on 14/07/15.

### Entry Method

During the Competition Period, entrants must:

- a. visit the Mums Lounge website;
- b. locate the Mission Foods sponsored article ('Out of This World Popcorn Ice Cream Dessert Tacos); and
- c. comment on the post and/or submit a photo in answer to the question specified in the article

### Prize Details

There is 1x grand prize and 10x runner up prizes. They will be awarded at the discretion of Mission Foods & Mums Lounge

The grand prize (x1 winner) consists of; HOME & Mission Party Pack for 10 people. Pack consists of Purple balloons, bunting, bespoke mobiles, cupcakes, chips, salsa, wraps, movie soundtrack, movie, popcorn and bubble making.

The grand prize does not include travel expenses, accommodation or incidentals.

The runner-up prizes (10x winners) consists of; a Mission Foods pack with skus to be awarded at the discretion of Mission Foods.

See paragraph 8 for full prize details and conditions.

### Prize Pool

The total prize pool is valued at AUS\$2,000 (inc. GST).

### Entry Limits

Entrants may enter as many times as they like provided their entry caption is unique each time. Entrants may be disqualified and have their entries removed if they are deemed inappropriate by Mission Foods or Mums Lounge. Mission Foods will allow entries which contain products from other brands as long as the competitor brand's name or logo is not visible.

#### Winner Publication

All competition entries will be judged on the last day of the promotional period. Grand prize winners will be published within 48 hours of being selected on the article's comment section or via a message / comment on the commenter's Facebook page.

#### Prize Claim Date and Time

All elements of the grand prize and runner-up prizes will be sent to the winner(s) by Mission Foods and Fox / DreamWorks Animation to the winner(s)' specified address. It is the recipient's responsibility to use the prize within the designated expiry date. If the winner is under the age of 18, an adult must be provided as the point of contact for all prizes and must attend the event.

1. Information regarding the prize and how to enter forms part of these conditions. By entering, entrants accept these conditions.
2. The competition will be conducted during the Competition Period.
3. Entries must be received during the Competition Period. Entries are deemed to be received at the time they are received by the blogger's article page comments and not at the time of submission by the entrant. The Promoter is not liable for late, lost, incomplete, incorrectly submitted, delayed, illegible, corrupted or misdirected entries, claims or correspondence due to error, omission, tampering, deletion, theft, communications failure or otherwise. The Promoter has no control over communications networks and is not liable for any problems associated with them due to traffic congestion, technical malfunction or otherwise. The Promoter is not liable for any consequences of user error including (without limitation) costs incurred. Entrants who enter using multiple email addresses or aliases may be disqualified. Consumers are responsible for their own costs associated with accessing the Internet. Automatically generated entries will not be accepted.
4. This is a game of skill; chance plays no part in determining the winner. Each valid entry will be individually judged (by representatives of the Promoter) based on, among other things, literary and creative merit.
5. All entries become the property of the Promoter and will not be returned to the entrant. Each caption must be the entrant's original work. By entering this competition entrants:
  - a. consent to the Promoter making copies of or publishing the whole or any part of their entry (including the caption) and otherwise exploiting the entry and any rights in relation to the entry, to publicise this competition or for any other purposes; and

b. undertake to the Promoter that their entry is not, and its use by the Promoter will not be, in breach of any third party intellectual property rights.

6. The Promoter may (but is not obliged to) determine at any time, in its absolute discretion, whether or not to publish any entries on the Facebook Page, remove any entries once published on the Facebook Page, or amend, edit or modify any entries (or any part thereof), or disqualify or invalidate any entry including (without limitation) if the Promoter is of the view that:

- a. the entry does not comply with paragraph 5; or
- b. the entry otherwise breaches these conditions of entry.
- c. The Promoter will have no liability to entrants if it exercises this right.

7. The best valid entries, as determined by the judges, will win the prizes.

8. The prize is as stated in the Prize Details and includes:

The grand prize (x1 winner) consists of; HOME & Mission Party Pack for 10 people. Pack consists of Purple balloons, bunting, bespoke mobiles, cupcakes, chips, salsa, wraps, movie soundtrack, movie, popcorn and bubble making.

The runner-up prizes (10x winners) consists of; a Mission Foods pack with skus to be awarded at the discretion of Mission Foods.

c. The prize does not include flights or accommodation. The winners and their companion(s) are responsible for making their own way to the. All other costs associated with the prize, including but not limited to any flights, additional transfer costs, additional meals, taxes, insurance and other ancillary costs are the responsibility of the winners and his/her companion, as incurred.

9. The winners will be notified in accordance with the Winner Notification in the comments section of the blogger's article.

10. The winners (and their companion(s)) 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.

11. The Promoter may require winners to provide proof of identity, proof of age and proof of residency at the nominated prize delivery address. Identification considered suitable for verification is at the Promoter's discretion.

12. Entries not fully complying with these conditions of entry may be deemed invalid at the Promoter's discretion. If a winning entry is deemed not to comply with these conditions of entry including if the winner is unable to take the prize the entry will be discarded and the prize will be awarded to the entrant who submitted the next best valid entry.

13. 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.

14. The Promoter's decision is final and no correspondence will be entered into.

15. The prize is not transferable or exchangeable and cannot be redeemed for cash. If for any reason the winner or their companion does not take an element of the 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 the prize or any element of the 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.

16. If a prize has not been accepted or claimed in accordance with the Prize Claim Date and Time or if, after making all reasonable attempts, the Promoter cannot contact the winner (or the winner does not contact the Promoter) within 24 hours of being contacted as a runner up winner or 48 hours as a grand prize winner, the relevant winner's entry will be deemed invalid and the Promoter will distribute the prize to the entrant who submitted the next best valid entry.

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). Nothing in these conditions 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).

18. Without limiting the previous paragraph, the Promoter and its associated agencies and companies will not be liable for any damage, loss or delay in transit to prizes.

19. This competition is in no way sponsored, endorsed or administered by, or associated with, Facebook. Entrants are providing their information to the Promoter and not to Facebook. Each entrant completely releases Facebook from any and all liability.

20. 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.

21. 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.

22. 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/ds10alcohol.pdf](http://www.nhmrc.gov.au/_files_nhmrc/file/publications/synopses/ds10alcohol.pdf).

23. 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 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 from the Promoter that do not contain any functional unsubscribe facility. The Promoter is bound by the National Privacy Principles in the Privacy Act 1988. Entrants can request access to the personal information the Promoter holds about them by contacting the Promoter at their address stated in the Promoter section of these conditions.