

## “Healthy Bones Action Week Discover Dairy 2019”

### Competition terms & conditions

1. The “Healthy Bones Action Week Discover Dairy 2019” competition is an initiative of Dairy Australia Limited (ACN 105 227 987), an Australian public company limited by guarantee with its registered office at Level 3, HWT Tower, 40 City Road, Southbank, Victoria, 3006.
2. Entry into the competition is deemed acceptance of these terms and conditions. Entry is open to all Australian primary schools which are able to accept the prize on the terms set out below. Entry is free.
3. Competition commences at 09:00am (AEST) on **Monday 19 August 2019** and closes at 11:59pm (AEST) on **Wednesday 28 August 2019**.
4. To enter the competition:
  - (i) Create a video featuring students from your school participating in an activity showing at least one of the following three actions to help maintain healthy bones:
    - a) consuming dairy;
    - b) enjoying safe sunshine; or
    - c) participating in a weight bearing exercise (e.g. hopping, skipping or jumping).

Dairy Australia’s ‘Healthy Bones song’ available on the Discover Dairy website campaign page needs to be playing audibly in the background. Videos should not exceed 5 minutes in duration.
  - (ii) Upload the video via a form on the Discover Dairy campaign landing page at [www.dairy.edu.au/healthybones](http://www.dairy.edu.au/healthybones).
5. Entries will only be accepted if submitted via the form on Dairy Australia’s Discover Dairy website campaign page. Entries submitted after close of the competition will not be accepted. Dairy Australia will not accept any entry which, in Dairy Australia’s opinion, contains offensive, inappropriate, or otherwise socially unacceptable content. Entries not meeting the criteria set out in clause 4(i) will be deemed invalid.
6. Incomplete or indecipherable entries will be deemed invalid.
7. This competition is a game of skill and chance plays no part in determining the winner. Entries will be judged by a panel of two judges from Dairy Australia based on the creativity and originality of the video in showing one or more of the three actions outlined above to help maintain healthy bones.
8. The judges’ decision is final and no correspondence will be entered into.
9. The winning school will be announced on **Thursday 29 August 2019** on the Discover Dairy website at [www.dairy.edu.au/healthybones](http://www.dairy.edu.au/healthybones) and on Dairy Australia’s ‘Australian Dairy’ Facebook page. Dairy Australia will endeavor to contact the winning school via their email account for up to 48 hours from announcement of the

winning school. If the winning school cannot be contacted or does not accept the prize within 48 hours, the prize will be forfeited and may be awarded by Dairy Australia to an alternative winner.

10. The prize consists of:

- (i) a \$500 Rebel Sports voucher for the school; and
- (ii) a netball clinic for a maximum of 35 students to be hosted by Madi Browne, Co-Captain of the Collingwood Magpies netball team. The clinic will run for two hours and include a one hour netball training session (age appropriate) with the winning students. This two hour slot will also include a complimentary dairy snack pack for 35 students and a meet/greet opportunity with Madi Browne following the clinic. This component of the prize will also involve pre-arranged local media attending the event, to profile Healthy Bones Action Week and showcase the winning school.

11. Total prize value is up to \$2850.

12. The prize is not transferrable and cannot be taken as cash.

13. The sports clinic element of the prize must be taken within two weeks of the date of Dairy Australia's announcement of the winning school. Dairy Australia will work with the winning school to schedule a date and time for the sports clinic, however exact dates will depend on the availability of Madi Browne. The sports clinic element of the prize is subject to any unexpected circumstances affecting the availability of Madi Browne. In the event of unexpected unavailability of Madi Browne, Dairy Australia will work with the winning school to either reschedule the sports clinic or arrange for an alternative host.

14. If for any reason the winning school does not take the prize or any element of it within the specified time, the prize or that element of it will be automatically forfeited unless otherwise agreed by Dairy Australia. If the prize or any element is forfeited, Dairy Australia reserves the right to award the forfeited prize or element to an alternative winner who will be selected based on the criteria outlined in clause 7 above.

15. Dairy Australia reserves the right to verify the validity of entries and entrants and may also disqualify any entrant who Dairy Australia believes has breached any of these terms and conditions, tampered with the entry process, or engaged in any unlawful or other improper conduct intended to jeopardise this promotion or cause damage to the goodwill or reputation of Dairy Australia or any other entrant.

16. Dairy Australia will publish the name of the winning school on Dairy Australia's Discover Dairy website campaign page [www.dairy.edu.au/healthybones](http://www.dairy.edu.au/healthybones) and the 'Australian Dairy' Facebook account. By entering this competition you give permission to Dairy Australia to publish your school's name if your school is the winner and to use the details submitted to contact you for the purpose of awarding the prize.

17. The winning entry will be made available to the public by Dairy Australia, including via the Dairy Australia YouTube channel and/or a Dairy Australia website. By entering this competition you agree that Dairy Australia may use your video this way and in any of its future marketing or promotional materials. Only the winning video will be used by Dairy Australia.

18. In submitting an entry each entrant warrants that: (a) their video does not contain offensive, unlawful, inappropriate (with respect to race, religion, gender or otherwise) or socially unacceptable content; (b) for each student featured in their video, a parent or guardian has consented to: (i) the student's participation in the video; (ii) submission of the video as an entry in this competition; and (iii) Dairy Australia making the video available to the public via the Dairy Australia You Tube channel, any Dairy Australia website or via any other means; (c) it will obtain all necessary consents in connection with any promotional activities (including photography or videos) organised by Dairy Australia in connection with the sports clinic element of the prize; and (d) the video submitted is the original work of the entrant and its use by Dairy Australia as contemplated by these terms does not infringe any third party intellectual property rights.
19. To the maximum extent permitted by law, Dairy Australia will not be liable for any loss or damage (whether direct, indirect, special or consequential) suffered or incurred by any person or entity as a result of participation in this competition or acceptance or use of the prize or any element of it, or otherwise arising in any way out of this competition.
20. If this competition is interfered with in any way or is not able to be conducted as planned for any reason beyond Dairy Australia's reasonable control (including technical difficulties), Dairy Australia reserves the right at any time to: (a) disqualify any entrant; and (b) modify, suspend or cancel this competition.
21. As a condition of accepting the prize, the winning school may be required to sign any legal documentation as and in the form required by Dairy Australia and/or any prize supplier, including but not limited to a legal release and indemnity form.
22. Dairy Australia collects personal information in order to conduct this competition and may, for this purpose, disclose such personal information to third parties including its agents and prize suppliers. Dairy Australia will also use and handle personal information as set out in its Privacy Policy at <http://www.dairyaustralia.com.au/privacy>.