

# Steggles Tackle the Tower

## GAME OF SKILL TERMS AND CONDITIONS

All sections and information in this document form part of these Terms and Conditions. Participation in this promotion is deemed acceptance of these Terms and Conditions on the part of the participant.

### Schedule to Entry Conditions

Item	Subject	Details
1	Promoter	<p>Name: Baiada Poultry Pty Ltd</p> <p>ABN: 96 002 925 948</p> <p>Address: 642 Great Western Highway Pendle Hill NSW 2145</p> <p>Phone: <a href="tel:1300137372">1300 137 372</a></p> <p>(“Promoter”)</p>
2	Who may enter?	<p>Entry is only open to individuals who meet all the following criteria. Entrants must be:</p> <ul style="list-style-type: none"> <li>(i) Australian residents; and</li> <li>(ii) aged 16 years or over (if a person is under 18 years of age, they must first have their parent’s or guardian’s permission prior to entering the Promotion. By participating in this promotion, the entrant warrants to the Promoter that they have obtained such permission where applicable; and</li> <li>(iii) willing, ready and able to complete all entry requirements at the times and dates set out in these Terms and Conditions.</li> </ul> <p>(“Eligible Entrants”)</p> <p>Employees (and their immediate families) of the Promoter and its contractors and agencies associated with the promotion are ineligible to enter. “Immediate family” means spouse, parent, natural or adopted child, and sibling (whether natural or adopted by a parent), whether or not they live in the same household as the director, manger, employee, officer or contractor.</p>
3	Promotional Period	The promotion starts at 12.01am (AEST) on 31 July 2023 and closes at 11.59pm (AEST) on 31 August 2023 (“Promotional Period”)
4	(a) How to enter?	<p>To enter, Eligible Entrants must complete all of the following during the Promotional Period:</p> <ol style="list-style-type: none"> <li>1. Share a video on the entrant’s own profile via TikTok, Facebook or Instagram featuring the entrant attempting the ‘Steggles Tackle the Tower’ challenge. The challenge is to stack as many chicken nuggets as the entrant can into the highest tower, in the most creative and artistic manner. Videos must be publicly visible; and</li> <li>2. Duet the video on TikTok, or share the video using the #tacklethe tower hashtag on Facebook or Instagram.</li> </ol>
	(b) Maximum number of entries	There is no limit to the number of unique entries an entrant may submit during the Promotional Period.

Item	Subject	Details
5	(a) <b>Prize</b>	<p>The Major Prize Winner will win a year's supply of Steggles Chicken Nuggets. For the purpose of this promotion, a year's supply is equal to 52 kg(1kg for every week).</p> <p>Maximum Prize value is \$676.</p> <p>The total prize, being 52kg of Steggles Chicken Nuggets, will be delivered every three months on dates chosen by the promoter to the winner's nominated address in a single delivery. Any other delivery mechanics discussed with the winner will be at the total discretion of the Promoter. The winner (or their nominated representative) must be present to personally accept delivery of the prize.</p> <p>To the maximum extent permitted by law, all risk in the prize passes to the winner on delivery. The winner is responsible for the storage (including the immediate provision of adequate frozen storage on delivery), cooking and consumption of the prize in accordance with the instructions stated on the prize packaging.</p>
	(b) <b>How winners are determined</b>	<p>The Major Prize winner will be judged from 10.00am (AEST) on 8 September 2023 ("Judging Date"). A Judging Panel appointed by the Promoter will judge entries based on a combination of the following judging criteria;</p> <ul style="list-style-type: none"> <li>- Artistic approach to the composition of the video;</li> <li>- Creative approach to the "Tackle the Tower" challenge;</li> <li>- The height of the entrant's tower;</li> <li>- The number of chicken nuggets the entrant used to create their tower; and</li> <li>- The level of community engagement the entrant's video receives on social media.</li> </ul> <p>The decision of the Judging Panel and the Promoter is final, and no correspondence will be entered into.</p> <p>For avoidance of doubt, the Major Prize will be awarded to the owner of the social media account on which the winning video was originally posted.</p> <p>Judging will take place at: M&amp;C Saatchi, 99 Macquarie Street, Sydney NSW 2000</p> <p>This is a game of skill and chance plays no part in determining the winner. Each entry will be individually judged by the Judging Panel appointed by the Promoter in its sole discretion.</p>
	(c) <b>Maximum value of prizes</b>	Maximum value of the Major Prize is \$676
6	<b>Winner notification and prize claim.</b>	<p>The Winner will be notified in writing through direct message to the winner's relevant social media account within two (2) business days of the Judging Date.</p> <p>Entrants consent to being contacted by the Promoter (or its nominated prize agent) in order to arrange for acceptance, and delivery of the prize, once verified.</p> <p>In order to claim their prize, winner agrees that they may be required to provide proof of identification.</p>

Item	Subject	Details
7	<b>Winner publication</b>	Winner will be announced at Facebook.com/StegglesAustralia for a minimum of thirty (30) days from the Judging date.
8	<b>Rejudging or redetermination of winner</b>	<p>(i) If for any reason the winner does not, or is unavailable or unable to claim or accept their prize within three (3) months of the Judging Date, or does not accept delivery of their prize at the time pre-arranged with the Promoter, then the prize will be forfeited.</p> <p>(ii) If 8(i) applies, redetermination of the winner will occur. A new winner will be determined by a panel of Judges using the same criteria set out in these terms and conditions on 11 December 2023 at the same time and location as the original Judging.</p> <p>(iii) The winner of any rejudging will be notified in writing through direct message to the winner's relevant social media account within two (2) business days of the Rejudging Date.</p>
9	<b>Permit numbers</b>	Not Applicable
10	<b>Additional terms</b>	Without limiting clause 1.9(k) of the Entry Conditions, by entering the Promotion, all entrants agree and consent to the Promoter publishing the video they have submitted, including sharing the video on the Promoter's social media and other online platform for promotional purposes.

## Entry Conditions

### 1 ENTRY

- 1.1 Entry is only open to those persons specified in Item 2 of the above Schedule to Entry Conditions ("**Schedule**").
- 1.2 To enter, eligible entrants must follow the instructions specified in Item 4(a) of the Schedule.
- 1.3 Entrants must not enter more than the number of times specified in Item 4(b) of the Schedule.
- 1.4 All entries must be received by the Promoter by or in the period indicated in Item 3 of the Schedule. Entries are deemed to be received at the time the entrant's social media account timestamps the entry as visible to the Promoter, and not at the time of transmission by the entrant.
- 1.5 The Promoter may, at any time, verify the validity of entrants and entries (including an entrant's identity, age, place of residence and whether they hold any driver's licence required to enter this promotion). Entrants must fully cooperate with the Promoter in connection with such verifications.
- 1.6 The Promoter accepts no responsibility for late, lost, incomplete, incorrectly submitted, delayed, illegible, corrupted, blocked, suspended, reported or misdirected entries, claims or correspondence, whether due to error, omission, alteration, tampering, deletion, theft, destruction, transmission interruption, communications failure or otherwise. However, the Promoter may (but is not obliged to) at its discretion accept an entry which contains errors or omissions.
- 1.7 Entry into this promotion is free. All other costs with entering this promotion (including without limitation, costs in accessing any website) is the entrant's responsibility.
- 1.8 If this promotion involves the entrant participating in any physical or sporting activity, the entrant acknowledges and agrees that:
  - (a) the entrant is fit, in good health, and not aware of any reasons that may harm or endanger their health by participating in such activities. Without limitation, the entrant warrants and agrees that at the time they participate in the activities, they will not be pregnant, under the influence of drugs or alcohol, and will not have any heart condition, abnormal blood pressure, epilepsy, pre-existing injury or any other medical condition that might make it unsafe for them to participate in the activities;
  - (b) the entrant may be required to undertake tasks that may be physically challenging and may involve risks of injury, illness or death, some of which may be obvious and others that may not be obvious;
  - (c) the entrant may be required to sign an indemnity form (with content that the Promoter determines in its discretion) before participating in the activities, and if they refuse to sign the indemnity form, this will disqualify the entrant and the Promoter may select another person to replace the entrant at its sole and absolute discretion;
  - (d) the Promoter will not be responsible or liable for any personal injury, illness or death caused to the entrant or any other person in connection with the entrant's participation in the activities; and
  - (e) the entrant must conduct themselves in an appropriate manner and follow the Promoter's instructions and all venue rules and regulations at all times.
- 1.9 If this promotion involves the entrant submitting any photographs, images, films, recordings, footages, videos, sms or mms messages, testimonials, comments, artistic works,

literary works, information, materials or documents to the Promoter ("**Content**") then the entrant agrees that:

- (a) the entrant must not submit any Content that is unsafe, unlawful, fraudulent, defamatory, offensive, obscene, derogatory, discriminatory, pornographic, sexually inappropriate, insulting, scandalous, violent, abusive, harassing, threatening, inflammatory, not suitable for children under 15 years, unlawful, libellous, hateful, objectionable in relation to race, religion, ethnicity or gender, capable of encouraging conduct that would be considered a criminal offence, capable of violating any law, capable of giving rise to a civil liability, capable of harming the reputation of the Promoter or its brands, or otherwise unsuitable or inappropriate;
  - (b) the entrant must not submit any Content that breaches or may breach any intellectual property, privacy, publicity or other rights;
  - (c) the Content is the entrant's own original independent creation and does not include any third party's intellectual property or infringe any third party's intellectual property rights;
  - (d) the entrant is fully responsible for the Content. The Promoter will not be liable for the Content or its use in any way;
  - (e) before submitting the content, the entrant has obtained or obtains the consent of all persons who appear in the Content to in relation to the use of the Content for this promotion;
  - (f) the Content has not been published previously or used in any other promotion;
  - (g) the Content will not contain viruses or cause injury or harm to any person or entity;
  - (h) the entrant will comply with all applicable laws and regulations, including without limitation, those laws governing intellectual property, content, defamation, publication, privacy and the access and use of computer or communication systems;
  - (i) the Promoter may review all Content and may at any time seek to remove or take down any Content (wholly or partially) at its sole and absolute discretion without notice if it considers, discovers or suspects the Content not to comply with any of these Term and Conditions;
  - (j) the entrant must comply with all requests by the Promoter to remove, take down or edit any Content;
  - (k) unless clause 1.10 applies, the entrant grants the Promoter, its affiliates, agencies and sub-licensees a non-exclusive, royalty-free, perpetual, worldwide, irrevocable and sub-licensable right to use, reproduce, modify, adapt, publish, disclose and display the Content for any purpose and in any media and medium, without compensation, liability, restriction on use, attribution of the entrant's moral rights. Entrants warrant that they have full authority and rights to grant such rights to the Promoter.
  - (l) the entrants must not assert any moral rights in connection with the Content;
- 1.10 If the Promoter requires, all title and property in any Content will be transferred from the entrant to the Promoter and the entrant will not be entitled to any compensation for such transfer.

## 2 PRIZES

- 2.1 The prizes in this promotion include the prizes set out in Item 5(a) of the Schedule. The entrant agrees to any terms relating to the prizes set out in Item 5(a) of the Schedule.
- 2.2 Prize winners will be selected in accordance with the method set out in Item 5(b) of the Schedule.
- 2.3 Prize winners will be notified in accordance with the terms set out in Item 6 of the Schedule, and their names and/or suburbs will be published in accordance with the terms set out in Item 7 of the Schedule.
- 2.4 The entrant must ensure they provide their correct contact details to the Promoter, and to notify the Promoter of any changes to their contact details before the date and time for announcing winners. The Promoter will not be liable if it cannot contact any winner because of any incorrect contact details provided by an entrant.
- 2.5 If a winner is under 18 years, the Promoter may award the prize to the winner's parents/guardian on the winner's behalf.
- 2.6 If the Promoter requests, the winner (and any parent or guardian of the winner) must provide the Promoter with proof of identity before being eligible to claim a prize. 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.

- 2.7 If any prize or portion of a prize is unavailable, the Promoter may at its sole and absolute discretion substitute the prize or portion of that prize with a prize of equal value and/or specification, subject to any directions from any regulatory authority, if applicable.
- 2.8 The maximum prize pool value is set out in Item 5(c) of the Schedule. This value is accurate and based upon the recommended retail value of the prize (inclusive of GST) at the date of printing. The Promoter accepts no responsibility for any variation in the total prize value or any individual prize value.
- 2.9 Prizes or any unused portion, are not transferable or exchangeable and cannot be taken as cash, unless the Promoter agrees otherwise in writing.
- 2.10 Prizes are awarded subject to the standard terms and conditions of individual prize and service providers.
- 2.11 Any ancillary costs associated with redeeming a prize (including without limitation, storage costs) are not included and are the responsibility of the winner.
- 2.12 The entrant agrees to the terms concerning (if applicable) redraws and redetermination of winners set out in Item 8 of the Schedule.
- 2.13 These Terms and Conditions and any promotional materials connected with this promotion do not include by implication any term, condition, representation or warranty in respect of the quality, merchantability, acceptability, fitness for purpose, condition, description, assembly, image, manufacture, design or performance of any of the prizes, to the fullest extent permitted by law.

## 3 PRIVACY

- 3.1 The Promoter collects the entrant's personal information to conduct this promotion and may, for this purpose, disclose such information to third parties, including without limitation, to its agents, contractors, affiliated entities, service providers, prize suppliers and Australian regulatory authorities.
- 3.2 The Promoter may, for an indefinite period, unless otherwise advised by the entrant, use the entrant's personal information for promotional, marketing, publicity, research and profiling purposes, including sending electronic messages or telephoning the entrant. Entrants should direct any opt out, access, update or correct information request to the Promoter. The entrants consent to the Promoter using their personal information for the purposes set out in this Clause 3 or any other purposes set out in its Privacy Policy. A copy of the Promoter's privacy policy can be viewed at <https://www.baiada.com.au/privacy-policy>.
- 3.3 Entrants consent to the Promoter using their name, suburb of residence, photo, likeness, image, voice, recording, film and/or footage in any media for an unlimited period without remuneration to promote this promotion (including any outcome), and promote any products and services that the Promoter supplies or distributes.

## 4 SOCIAL MEDIA

- 4.1 If the entrant is required to enter this promotion using a Facebook, Twitter, TikTok, YouTube, Instagram or any other social media website, the entrant agrees:
  - (a) to comply with (where applicable) Facebook's, Twitter's, TikTok's, YouTube's, Instagram's and any other social media website's terms and conditions in relation to promotions, including (as applicable) Facebook's Statement of Rights and Responsibilities, Twitter's terms of service, TikTok's Terms of Service, YouTube's terms of service and Instagram's terms of use;
  - (b) that this promotion is in no way sponsored, endorsed or administered by, or associated with (where applicable) Facebook, Twitter, TikTok, YouTube, Instagram or any other social media website (unless otherwise specified); and
  - (c) that any questions comments or complaints about this promotion must be directed to the Promoter and not to (as applicable) Facebook, Twitter, TikTok, YouTube, Instagram or other social media website.

## 5 GENERAL

- 5.1 All of the Promoter's decisions in connection with this promotion are final and binding, and no correspondence will be entered into regarding the decisions. All decisions are made at the sole and absolute discretion of the Promoter.
- 5.2 Entrants agree to indemnify and keep indemnified the Promoter against all losses, costs, expenses, damages or liabilities that

the Promoter suffers or incurs or is likely to suffer or incur, and against all claims, demands, proceedings, suits and actions against the Promoter in connection with an entrant's breach of any of these Conditions.

- 5.3 Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.
- 5.4 The Promoter may at its sole and absolute discretion and to the full extent permitted by law:
- (a) invalidate any entry;
  - (b) disqualify any entrant; and/or
  - (c) modify, suspend, terminate or cancel the promotion, as appropriate,
- for any reason the Promoter deems appropriate at its discretion, including without limitation if:
- (d) the Promoter is not satisfied with the quality or quantity of entries;
  - (e) any entry does not comply with any of these Conditions, is incomplete or indecipherable, or is lodged by automatic, repetitive, robotic, programmed or similar entry methods or agents;
  - (f) any entrant does not comply with these Term and Conditions or tampers with the entry process;
  - (g) the promotion is not capable of being conducted as reasonably anticipated;
  - (h) any technical difficulty, equipment malfunction, problem with networks or communication lines, traffic congestion, infection by computer virus or bug, bad weather or act of God occurs;
  - (i) any theft, fraud, unauthorised, unexpected or third party access, interference or intervention occurs; and/or
  - (j) any act, omission, failure or delay occurs which is not reasonably within the Promoter's control, or which corrupts or affects the administration, security, fairness, integrity or proper conduct of the promotion.
- 5.5 To the extent permitted by law, the Promoter (including its respective officers, employees, directors, contractors, agents and affiliated entities) is not responsible for and excludes all liabilities (including exclusion of all liabilities for negligence, personal injury, illness and death of any person), losses, expenses, damages, costs, claims, demands, proceedings, actions and suits (whether or not direct, indirect, special, consequential) arising as a result of or in connection with any of the following:
- (a) any technical difficulty, equipment malfunction, problem with networks or communication lines, traffic congestion, infection by computer virus or bug, bad weather or act of God occurs;
  - (b) any theft, fraud, unauthorised, unexpected or third party access, interference or intervention occurs; and/or
  - (c) any act, omission, failure or delay occurs which is not reasonably within the Promoter's control, or which corrupts or affects the administration, security, fairness, integrity or proper conduct of the promotion;
  - (d) entry or prize claim that is late, lost, altered or damaged, whether or not due to the Promoter's act, omission or fault;
  - (e) variation in prize value to that stated in these Terms and Conditions;
  - (f) entrant's or other person's participation in this promotion;
  - (g) tax liability incurred by a winner or entrant;
  - (h) acceptance, use or misuse of the prize;
  - (i) invalidation of any entry;
  - (j) disqualification of any entrant; and/or
  - (k) any cancellation, termination, modification or suspension of this promotion.
- 5.6 The entrant must comply with all additional terms set out in Item 10 of the Schedule.
- 5.7 Where applicable, the permits/licences issued for the conduct of this promotion are set out in Item 9 of the Schedule.