

Ballarat Beer Festival Ticket Promotion - Terms and conditions

1. Eligibility

- 1.1. Entry is open to new and existing Ola customers in Bendigo and Ballarat, Australia during the promotion period or part thereof (the “**eligible entrants**”).
- 1.2. Employees of the promoter, immediate family members of employees and employees of any company associated with the promotion are ineligible to enter.

2. Entry

- 2.1. The promotion commences at 00:00 AEDT on 12 February 2020 and entries close at 23:59 AEDT on 13 February 2020 (the “**promotion period**”).
- 2.2. To enter, Eligible Entrants must, during the Promotion Period, follow Ola Australia on Instagram at: https://www.instagram.com/ola_australia/ and comment in 25 words or less ‘a love letter to beer’ on the most recent Instagram post posted by Ola Australia Instagram (“Eligible entry”).
- 2.3. Eligible entry is an entry that is (a) written by an eligible entrant, (b) an original entry (not written by someone else or produced in any way other than the eligible entrant writing it), (c) compliant with all the requirements, terms and conditions of the promotion, (d) not being in breach of any copyright or any other intellectual property rights and (e) compliant with the requirements of the method, technology and the provider used for the purposes of the submission of the entries.
- 2.4. The eligible entrants be over 18 years old and must use and provide their real names, emails and mobile numbers, which names and mobile numbers must match the names and mobile numbers used for their account with, and held by, Ola.
- 2.5. There is a limit of one (1) entry per eligible entrant.

3. Prizes and winning

- 3.1. Five (5) eligible entries will be judged and selected as the best entries (“Prize Winners”).

- 3.2. The eligible entries will be judged and the Prize Winners selected on 14 February 2020, being 1 business day following the end of the promotion period.
- 3.3. The Prize Winners will each receive the following Prize: One (1) double pass, valued at \$102.74, to Ballarat Beer Festival on Saturday, February 15.
- 3.4. The judging and selection of the eligible entries and selection of the best entries will be conducted by qualified or expert judge/s (with a background in writing, comedy and/or other forms of artistic and creative expression) and against the following set criteria:

General characteristics/criteria		
Originality	Relevance	Context
Humour	Impact	Style

4. Prize conditions

- 4.1. Prize Winners will be notified by Direct Messaging via Instagram on 14 February 2020
- 4.2. The Prize Winners will have their details published on Ola Australia website located at <https://ola.com.au/bbf-tcs/> on 14 February 2020.
- 4.3. The prizes will be delivered electronically in the form of electronic ticket/s (the “**prize code/s**”).
- 4.4. Any prizes unclaimed (that is, unable to be delivered in the form of the prize code/s to the prize winners due to incorrect names, email addresses or any other reason outside the direct control of Ola) within one (1) day of the prizes being notified and/or published will be forfeited.
- 4.5. The prizes must be redeemed manually by presenting the prize code at the entrance to the Ballarat Beer Festival.
- 4.6. The prizes must be redeemed between the hours of 11:30-20:00 15 February 2020 at the Ballarat Beer Festival.
- 4.7. The prizes cannot be taken, used or combined with any other offer, discount, prize or promotion.
- 4.8. The prizes are not transferable.

- 4.9. The prizes are not redeemable for cash.
- 4.10. The maximum value of each major prize is \$102.74.
- 4.11. Maximum total prize pool value is \$513.70.

5. Promoter and general

- 5.1. The promoter of the promotion is Ola Australia Pty. Ltd ACN 623 72 202 of Level 2, 11 York Street, Sydney NSW 2000.
- 5.2. This promotion is a competition based on skill, with qualified or expert judges used and the prize winners decided and selected against a set criteria, and, therefore, a permit is not required.