

Keeping Cool in Summer

Barastoc Poultry Summer Consumer Promotion

Terms and Conditions

The promoter is Ridley AgriProducts Pty Ltd ABN 94 006 544 145 (hereafter referred to as either **Ridley** or the **Promoter**). The promotion will be conducted in New South Wales, Queensland, Tasmania and Victoria. Barastoc is a registered trademark of Ridley; whose address and telephone number appears below.

Method of Entry

- Entry forms will be made available to participating resellers. Consumers will be informed of this offer through Barastoc Poultry branded in-store merchandising communication, which may include posters and counter cards as well as through digital and social media channels.
- At the time of purchasing any Barastoc Poultry 20kg product from participating stores during the promotion period, the consumer will be offered an entry form. Consumers will enter their name and contact details and attach a copy of proof of purchase to enter the draw. Each week the store will conduct a prize draw of 5 winners of Barastoc Poultry prize packs each. The store's competition period will conclude once they have exhausted their prize packs.

Terms and Conditions of Entry

- Information on Method of Entry, Promotional Timing and Prize Pool Details form part of these Terms and Conditions. By participating in the Keeping Cool in Summer promotion, eligible entrants are deemed to have accepted these Terms and Conditions.
- The promotion is open to all Australian residents excluding those in the Australian Capital Territory, Northern Territory and Western Australia who purchase a minimum of any 1 x 20kg bag Barastoc Poultry feed in a single transaction from participating stockists. This expressly excludes the Promoters' employees, contractors and their immediate families and participating retail stockists' employees, contractors and their immediate families and any person who has breached the Terms and Conditions of any promotion run by or on behalf of Ridley.
- Verification Requirements: The Promoter may require the entrant to provide proof of identity, age, and residency. Where the Promotion requires the purchase of a product(s), the Promoter reserves the absolute discretion to require any prize winner to produce the original purchase receipt/s for every entry they or their household made during the Promotion period in order to claim a prize. If an entry cannot be verified to the Promoter's satisfaction, the entry will be invalid.
- Standard Prize Restriction: All prizes unless stated to the contrary are not transferable & cannot be converted to cash.
- Prize Value: Prize value is correct at time of printing but no responsibility is accepted for any variation in the value of any prize.
- Prize Delivery: Prizes will only be delivered in Australia and each winner should allow 28 days from prize winner determination for delivery of their prize.
- If the prize becomes unavailable: The Promoter may substitute a different prize item of equal or greater value in the event that any prize item is unavailable despite the Promoter's reasonable endeavours to procure within

Australia. This substitution may be subject to any approval process required by any relevant gaming or lotteries authority if the Promotion is a game of chance.

- Any information provided will be shared between the Promoter and the participating retail stockists. The Promoter collects personal information about entrants to include entrants in the Promotion and, where appropriate, award prizes. If the personal information requested is not provided, the entrant may not participate in the promotion. At Ridley, we value privacy and the information we collect is for the competition and prize distribution only. If the entrant agrees to follow-up contacts by Ridley when submitting their second chance draw entry, the entrant agrees to be contacted from time to time. The entrant can always change their preference for follow-up contacts by e-mailing marketingteam@ridley.com.au at any time or phoning 1300 666 657. We suggest that you review Ridley's Privacy Policy here <http://www.ridley.com.au/privacy-policy>.
- Entrants' personal information will be collected by the Promoter for the purpose of conducting this Promotion. Information provided by the entrant may be entered into a database and used by the Promoter, the Promoter's related entities and agencies engaged by the Promoter, for the Promoter's current and future promotional and marketing purposes without further reference or compensation to them.
- 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.
- Printing and other quality control errors will not invalidate an otherwise valid prize claim.
- Any change between the value of the prizes between the publishing date and the date the prizes are claimed is not the responsibility of the Promoter.
- Australian Consumer Law: The winner should look to the manufacturer of products and provider of services awarded as prizes for all warranties. These Terms and Conditions do not exclude or limit the application of any statutory provision (including a provision of the *Competition and Consumer Act 2010*) where to do so would contravene that statute or cause any part of these terms and conditions to be void.
- The Promoter and its respective related bodies corporate, officers, employees and agents will not be liable for any loss or damage whatsoever which is suffered (including but not limited to indirect or consequential loss), or for personal injury suffered or sustained in connection with this competition, the promotion of this competition or the use of the prize, except for any liability that cannot be excluded by law.
- Additional expenses incurred as a result of accepting the prize are the winner's responsibility and the Promoters and/or their affiliates accept no liability or responsibility in respect of the same or for any loss or injury suffered as a result of accepting the prize.
- Tax: Winners should obtain their own independent financial advice in relation to any tax liability that may arise as a result of their participation in the Promotion.

Promotional Timing

- The promotion commences on 15 November 2021 and concludes on 28 February 2022, unless sold out prior.
- Participating stores will determine specific dates to run the competition within the promotion period and will determine total prize quantities.
- Prize winners will be notified through their participating store, by phone call, email or social media.
- Unsuccessful competition entrants will not receive a response.
A second chance draw may occur if there are any unclaimed prizes. The store will conduct a draw after their initial competition dates. Second chance winners will be notified through their participating store, by phone call, email or social media. Any unclaimed prizes will be retained by the store for a period of time until the winner collects their prize. The winner has 30 days from notification to claim their prize. If after the winner does not claim

their prize within this time frame they will forfeit the prize and it will be at the discretion of the participating store to use the prize for another purpose.

Prize Pool Details

- There are a total of 4,175 prize packs. Each prize pack is valued at \$15. The value of the total prize pool is \$62,625.
- Each prize contains the following:
 - 1 Barastoc Poultry branded 1.6 litre drinker; and
 - 1 Barastoc Poultry branded 2kg feeder
- The prize is not transferable, exchangeable or redeemable for cash.

Prize Breakdown by State

- Total value of prize pool for Victoria
 - \$21,600 including GST
 - Assuming at least 40 participating stores.
- Total value of prize pool for NSW
 - \$14,400 including GST
 - Assuming at least 40 participating stores.
- Total value of prize pool for Queensland
 - \$23,025 including GST
 - Assuming at least 40 participating stores.
- Total value of prize pool for Tasmania
 - \$3,600 including GST
 - Assuming at least 1 participating store.

Full terms and conditions can be found at www.barastocpoultry.com.au/summer

This promotion is authorised in NSW under NSW Permit number TP/01435.

Promoter Postal Address

Ridley AgriProducts Pty. Ltd PO Box 16187, Collins Street West, VIC 8007 Phone: 1300 666 657

Promoter Registered Address

Level 4, 565 Bourke Street, Melbourne VIC 3000