

# STANDARD CONDITIONS OF ENTRY FOR PROMOTIONS

## - Game of Skill<sup>1</sup>

<b>CONDITIONS OF ENTRY – AMI Competition</b>
1. Information on prizes and how to enter form part of these conditions of entry.
2. The Promoter is Australian Postal Corporation (ABN 28 864 970 579) trading as “Australia Post” 111 Bourke Street, MELBOURNE VIC 3000.
3. The promotion commences at 9am on Wednesday 19 October 2011 and entry forms need to be received by 5pm on Tuesday 15 November 2011. No responsibility accepted for lost, late, illegible or misdirected entries.
4. Entry is open to all Annual Marketing Conference 2011 attendees whose business operates within Australia, who fulfil the entry requirements. Entrants must be at least 18 years old or must have the consent of their parent(s) or guardian to enter the promotion. Employees, directors, management, licensees and contractors of the Promoter, its related companies and agencies associated with the promotion, the immediate families of the above listed persons, and the retailers of and suppliers to the Promoter are ineligible to enter.
<p>5. To enter the promotion, entrants must answer the following question <i>“In 25 words or less, tell us how you think direct mail could help your business achieve results”</i>.</p> <p>Entrants must submit the entry form by either returning the form to the Australia Post stand during the conference, returning by mail to Australia Post, Business Marketing, Level 13 / 111 Bourke Street MELBOURNE VIC 3000 or faxing to 03 9206 4142.</p> <p>Valid postage stamp required on each entry form sent by mail; must be valid entry form; one entry per envelope; limit of one entry per person/business.</p>
6. Each entrant warrants that all details provided in their entry form are true and correct and that the entry is their own original creation and work, and does not infringe the rights (including copyright) of any other person. Each entrant agrees to indemnify the Promoter in relation to any loss or damage resulting from any breach of warranty.
<p>7. The prize winner will be the entrant whose entry provides the best answer to the question (in clause 5) in the opinion of the Promoter’s panel of judges.</p> <p>The prize winner will win a half day marketing session with Clemenger Proximity Group which includes the following:</p> <p><b>Clemenger Proximity Marketing Session</b></p> <ul style="list-style-type: none"> <li>• The winner will be asked to define their biggest marketing problem at present in a pre-planning briefing template supplied by Clemenger.</li> <li>• Clemenger will then review the brief, and call the client to ensure they have a solid understanding of the specific need the client would like addressed at the planning session.</li> <li>• Once the brief is defined and agreed on by both Clemenger and the winner, Clemenger will develop a high level marketing plan for the client that addresses the specific problem identified in the client’s brief.</li> <li>• A three hour meeting would then take place at Clemenger offices together with the client (maximum of 5 representatives from the client organisation to attend), to be held at Clemenger’s Melbourne Office, 474 St Kilda Road, MELBOURNE VIC 3004, whereby Clemenger would present their findings</li> </ul>

<sup>1</sup> A game of skill is where entrants must demonstrate a skill eg draw a picture, write a story. A promotion where a question has to be answered to go into a draw is NOT a game of skill.

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/ recommendations to the client. The session would then open up to discussion with the client.

- The client will be provided with Clemenger's presentation on conclusion of the session. Client is free to take strategic recommendations and implement ideas on their own accord.

The prize is valued at \$7,000 ex GST. The maximum total value of the prize is \$7,000 ex GST. The prize does not include creative development of any kind. The prize is for strategic recommendations only, not creative, production or any resulting campaign associated costs.

The prize also excludes airfares and accommodation if the chosen winner is based in a capital city other than Melbourne.

8. Judging will take place at 12pm on Wednesday 16 November 2011 at Australia Post Headquarters, 111 Bourke Street MELBOURNE VIC3000.

The winner will be notified by phone. The winner's name and address will be published in The Australian on Friday 18 November 2011.

9. If prize remains unclaimed three months after the draw, the Promoter may award the prize to another entrant whose entry is the next best in the opinion of the Promoter's panel of judges. If necessary, judging for the unclaimed prize(s) will be conducted on March 14 2012 at 12pm - four months after the initial draw at Australia Post Headquarters, 111 Bourke Street MELBOURNE VIC 3000.

10. The Promoter's decision is final and no correspondence will be entered into. Prizes are not transferable or exchangeable and are not redeemable for cash. All entries become the property of the Promoter.

11. To the extent permitted by law, each entrant hereby assigns to the Promoter all intellectual property rights (including copyright) in the entry submitted. If any intellectual property rights (including a moral right) cannot be assigned, each entrant hereby grants to the Promoter an irrevocable exclusive licence in perpetuity to use, copy, distribute, broadcast, modify, adapt and otherwise exploit the entry for any purpose, together with all ancillary rights. The Promoter may exercise all such rights without any fee being paid to the entrant.

12. The Promoter, its contractors, employees and agents, shall not be liable for any claims, losses, damages, injuries, costs and expenses suffered sustained or incurred (including but not limited to indirect or consequential loss) as a result of, arising out of or in any way connected with the promotion and / or its prizes, except for liability that cannot be excluded by law. Tax implications may arise from the receipt or use of a prize. Independent financial advice should be sought.

13. The Promoter assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorised access to, or alteration of, the promotion. The Promoter is not responsible for any problems or technical malfunction of any telephone, network or lines, computer on-line systems, servers or providers, computer equipment, software, technical problems or traffic congestion on the Internet or at any web site, or any combination thereof, including any injury or damage to entrant's or referral's or any other person's computer related to or resulting from participation in or down-loading any material in this promotion.

14. If there is an event beyond the Promoter's reasonable control which prevents or hinders the conduct of the promotion or the Promoter's ability to deliver the prize to the winner, then the Promoter may in its discretion cancel the promotion. Further, the Promoter may at its sole discretion recommence it under the same conditions.

15. Entry into the promotion shall be deemed acceptance of these conditions of entry and is deemed approval to use the winners' name(s) and photograph(s) for publicity purposes. The Promoter may at its discretion refuse to award any prize to any entrant who fails to comply with these conditions of entry.

**CONDITIONS OF ENTRY – AMI Competition**

**Privacy Notice:** We collect your personal information so you can enter, and we can administer, this promotion. Without your personal information we cannot enter you in the promotion. Subject to some exceptions allowed by law, you may request access to your personal information while we store it. We will assess your request in accordance with the law and tell you why if access is denied. A request to access, update or correct any information should be directed to the Privacy Contact Officer, Australia Post, GPO Box 1777, MELBOURNE VIC 3001.