

## The Crown Lager Social Golf Club 2012 AFL Golf Championship Promotion (the "Promotion") - Terms and Conditions

1. Information about prizes and how to enter forms part of these terms and conditions. By entering the Promotion and accepting any Prize, you accept these terms and conditions.
2. The Promotion is a game of skill.
3. Entry to the Promotion is open to all individuals who are current members of the Crown Lager Social Golf Club (including any new member who purchases a 12 month membership to the Crown Lager Social Golf Club prior to 5.00 pm on 14<sup>th</sup> March, 2012 (AEDST)) and meet the eligibility criteria contemplated by these terms and conditions. The Promotion runs from 9.00 am (AEDST) on 7 March, 2012 and will close on 5.00 pm (AEDST) on 14 March, 2012 ("Competition Period").
4. To enter the Promotion, during the Competition Period, the entrant must:
  1. be an existing member of the Crown Lager Social Golf Club or otherwise log on to <http://www.crownlagersgc.com.au> between 8<sup>th</sup> March, 2012 and 5.00 pm on 14<sup>th</sup> March, 2012 and purchase a 12 month membership to the Crown Lager Social Golf Club and, during that membership registration process, enter an 'AFL Golf Championship Promotion Code' as set out in on the <http://www.crownlagersgc.com.au> website; and
  2. receive and respond to an "AFL Golf Championship Promotion" email from the Promoter prior to 5:00pm (AEDST) on 14 March, 2012, by answering, in 25 words or less, why they should be selected to represent their footy team in the 2012 AFL Golf Championship or such other question as may included in that email.
5. Individuals may only enter the promotion once.
6. Entrants must be 18 years of age or over to enter and must be an Australian citizen. The Promoter reserves the right to request winners to provide proof of identity and proof of residency at the nominated prize delivery address. Identification considered suitable for verification is at the discretion of the promoter.
7. Employees and their immediate families of the Promoter and Elite Sports Properties Holdings Pty Ltd and their associated agencies and companies which are associated with the Promotion are ineligible to enter the Promotion.
8. There are 22 Prizes to be won.
9. Each prize is a playing spot at the 2012 AFL Golf Championship presented by the Crown Lager Social Golf Club in partnership with Golf Australia which will be held at Yarra Yarra Golf Club, 567 Warrigal Road South Oakleigh, Melbourne, Australia on Tuesday March 20, 2012 or such other date as may be advised by the Promoter ("Prize"). Each Prize winner will be playing golf in a team that includes 2 present or past AFL players. The team in which each Prize winner will be playing will be allocated by the event manager, Elite Sports Properties Holdings Pty Ltd at their sole discretion. Prize values, as set out below, are the recommended retail value and are correct at 8 March 2012. Each of the 22 Prizes is valued at AUD\$120. The Prize does not include any travel costs or other ancillary costs that may be incurred by the Prize winner.
10. The Promoter will determine the winners of each Prize in its absolute discretion. The 22 Prizes will be determined and announced prior to 2.00pm on Thursday 15<sup>th</sup> March, 2012 at Golf Australia, Level 3, 95 Coventry Street South Melbourne 3205, by an authorized representative of the Promoter.
11. If for any reason this Promotion is not capable of running as planned, including due to tampering, unauthorised intervention, fraud, technical failures or any other causes beyond the control of the Promoter, which corrupt or affect the administration, security, fairness or integrity or proper conduct of this Promotion, the Promoter reserves the right to cancel the Promotion without incurring any liability to any entrant or Prize winner.
12. The Promotion may also be cancelled by the Promoter without the Promoter incurring any liability to any entrant or Prize winner where there is any change to the 2012 AFL Golf Championship presented by the Crown Lager Social Golf Club in partnership with Golf Australia, including where that golf competition is cancelled or postponed for any reason.
13. The Prize winners will be notified by email and by telephone. To redeem any Prize, the winner must: have a handicap (projected or playing) entered in the Crown Lager Social Golf Club handicap system before 2.00pm on Thursday 15<sup>th</sup> of March, 2012; and notify the Promoter by 12 noon on the **16<sup>th</sup> of March 2012** that the winner intends to take up the Prize and play at the 2012 AFL Golf Championship presented by the Crown Lager Social Golf Club in partnership with Golf Australia (the relevant notice details for the Promoter will be advised to each Prize winner). Where any Prize winner does not comply with these requirements, the winner will automatically forfeit the Prize. The Promoter may award any forfeited Prize to any other person in its sole and complete discretion. Further, the

redemption of each Prize is subject to the relevant winner's compliance with the 'Terms and Conditions' of entry into the 2012 AFL Golf Championship presented by the Crown Lager Social Golf Club in partnership with Golf Australia, as notified to the Prize winner.

14. In the event that for any reason whatsoever a winner does not take up the Prize on the date of the AFL Golf Championship then the Prize will also be automatically forfeited by the winner.
15. The total Prize pool is less than \$5,000.
16. Prizes cannot be transferred. Prizes cannot be redeemed for cash.
17. The Promoter and Elite Sports Properties Holdings Pty Ltd, shall not be liable for any loss or damage whatsoever which is suffered (including but not limited to direct or consequential loss), including any personal injury suffered or sustained, in connection with any Prize or this Promotion, except for any liability which cannot be excluded by law. Where any liability cannot be excluded by law, to the maximum extent permitted by law, the Promoter's and Elite Sports Properties Holdings Pty Ltd's, maximum liability in connection with this Promotion and any Prize is limited to the retail value each Prize as outlined in section 9 above. Further, this liability is diminished to the extent that the acts or omissions of any entrant or other third party contribute to or cause the relevant loss or liability.
18. These terms and conditions shall be interpreted in accordance with the relevant laws and regulatory requirements in Australia which govern promotions and competitions of this nature. To the extent that there is any inconsistency between these terms and conditions and such laws and regulatory requirements, these terms and conditions will be deemed to be amended so as to comply with such laws and regulatory requirements and (where relevant) a party will not be obliged to comply with any of these terms and conditions to the extent compliance would be contrary to any law or regulatory requirement.
19. The Promoter may amend these terms and conditions from time to time by replacing these terms and conditions on the [www.crownlagersgc.com.au](http://www.crownlagersgc.com.au) website.
20. This Promoter's privacy policy applies to this Promotion and may be accessed at <http://www.crownlagersgc.com.au/default.aspx?s=privacypolicy> . Information collected in connection with this Promotion may be collected and used for the purposes outlined in that privacy policy and each entrant consents to such collection and use.
21. The Promoter is Golf Australia Limited (ABN 54 118 151 894) (the "Promoter") and the appointed agent to run elements of the promotion is Elite Sports Properties Holdings Pty Ltd.