

Thirsty Camel The Big Shout
Conditions of Participation

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| Promoter | United Inn-Keeper Association Limited (ABN 19 006 607 825), 4/21 Vale Street, North Melbourne, Victoria 3051 Phone: (03) 9915 0640. |
| Entry Restrictions | Open only to Victorian and Tasmanian residents aged 18 or over except directors, officers, management and employees (and the immediate families of directors, officers, management and employees) of the Promoter, or of the agencies or companies associated with this competition. |
| Campaign Period | 12:01am (AEDT) on 30/1/17 to 11:59pm (AEDT) on 12/2/17 or until 2000 Cricketers Arms Keeper's Lager 'Shouts' are redeemed at participating Thirsty Camel bottleshops |
| Entry Method | <ol style="list-style-type: none"> 1. During the Campaign Period, consumers must: <ol style="list-style-type: none"> (i) Visit www.thebigshout.com.au. (ii) Complete the 'Register to Shout' form in full (iii) Obtain the unique link from a confirmation email sent to the nominated email address, copy the unique link and/or use the icons provided to either share via their Facebook account, Twitter account or email account. 2. Consumers may only shout Victorian or Tasmanian residents aged 18 + 3. Participants may shout multiple people throughout the campaign period, but each participant may only claim one shout during the campaign. Participants cannot shout themselves. 4. Consumers who receive a shout must: <ol style="list-style-type: none"> (i) Access shouts claim page at www.thebigshout.com.au via the unique link and complete the form in full including the Thirsty Camel Bottleshop or venue they would like to claim their shout from 5. Consumers who receive a shout will be emailed a unique voucher sent to their nominated email address 6. Consumers who receive a shout can only claim their shout by showing the Bottleshop attendant or the bar person in the venue their unique voucher 7. Consumer who receive a shout are only eligible for one 330ml bottle of Cricketers Arms Keeper's Lager at the nominated Thirsty Camel bottleshop or venue 8. Bottleshop attendants or bar persons have the right to refuse the Cricketers Arms Keeper's Lager 330ml bottle if they have reason to believe the voucher is invalid, the consumer is underage, or intoxicated 9. In the event Cricketers Arms Keeper's Lager is not available and the Shouts Pool has not been exhausted, the Bottleshop attendant or the bar person can provide an alternative Cricketers Arms varietal, only. |

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| | 10. Consumers who receive a shout are able to shout other people by following the steps in point 1 (iii). |
| Shouts Pool | 2000 x Cricketers Arms Shouts valued at approximately \$2.00 each. Total Shout Pool approximately \$4000.00 |
| Prize Pool | <p>A prize draw will be conducted at 11am (AEDT) on Tuesday 14 February 2017 at 4/21 Vale St, North Melbourne VIC 3051. The top 5 shouters from all 'valid shouts' will win a prize.</p> <p>'Valid Shouts' are defined as those shouts fulfilled at a Thirsty Camel Bottleshop or on premise bar.</p> <p>There is one major prize to be won. The major prize is:</p> <ul style="list-style-type: none"> (i) 1 x \$500.00 Camel Cash card (ii) 1 x 24x330ml Cricketers Arms Keeper's Lager valued at \$47.00 <p>There are 4 runner up prizes to be won. The runner up prizes are:</p> <p>Runner up Prize 1:</p> <ul style="list-style-type: none"> (i) 1 x Signed Official Melbourne Renegades Replica Jersey valued at \$100.00 (ii) 1 x Signed Melbourne Renegades Team Bat valued at \$50.00 (iii) 1 x 24x330ml Cricketers Arms Keeper's Lager valued at \$47.00 <p>Runner Up Prize 2:</p> <ul style="list-style-type: none"> (i) 1 x Signed Official Melbourne Stars Replica Jersey valued at \$100.00 (ii) 1 x Signed Melbourne Stars Team Bat valued at \$50.00 (iii) 1 x 24x330ml Cricketers Arms Keeper's Lager valued at \$47.00 <p>Runner Up Prize 3:</p> <ul style="list-style-type: none"> (i) 1 x Official Melbourne Renegades Replica Jersey valued at \$100.00 (ii) 1 x 24x330ml Cricketers Arms Keeper's Lager valued at \$47.00 <p>Runner Up Prize 4:</p> <ul style="list-style-type: none"> (i) 1 x Official Melbourne Stars Replica Jersey valued at \$100.00 (ii) 1 x 24x330ml Cricketers Arms Keeper's Lager valued at \$47.00 <p>The total prize pool is valued at \$1,235.00</p> <p>The prize winners must, at the Promoter's request, participate in all promotional activity (such as publicity and photography) surrounding the winning of any prize, free of charge, and they consent to the Promoter using their name and image in promotional material.</p> <p>All winners will be notified in writing and by telephone and have their name and state/territory of residence published on the Website. By entering this competition, each entrant requests that his or her full</p> |

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| | <p>address not be published.</p> <p>The Promoter may require winners to provide proof of identity, proof of age and proof of residency. Identification considered suitable for verification is at the Promoter's discretion.</p> <p>If a winning entry is deemed not to comply with these conditions of entry, the entry will be discarded and a new winner of that prize will be determined by drawing a further valid entry.</p> <p>The Promoter's decision is final and no correspondence will be entered into.</p> <p>Prizes are not exchangeable, transferable and cannot be redeemed for cash. The Promoter accepts no responsibility for any variation in prize value. If a prize or any element of a prize is unavailable for any reason, the Promoter may substitute for that prize or element of that prize another item of equal or higher value as determined by the Promoter, subject to the approval of the gaming authorities in each state and territory, if required.</p> <p>If a prize is not accepted or claimed within two months of the prize draw the relevant winner's entry will be deemed invalid and the Promoter reserves the right to conduct an unclaimed prize draw at 9am on Monday 13 March 2017 (AEDT) at the same location as the original draw, subject to any written directions given by any relevant authority.</p> |
| Entry Limits | <p>Consumer may shout as many people as they like throughout the campaign period.</p> <p>Only one Shout may be claimed by an individual during the promotional period.</p> <p>Shouts are subject to availability. No rainchecks.</p> |

- 1 Information regarding the campaign and how to enter forms part of these conditions. By entering, entrants accept these conditions.
- 2 Shouts must be received during the Campaign Period. Shouts are deemed to be received at the time they are received by the Promoter's database and not at the time of submission by the entrant. The Promoter is not liable for late, lost, incomplete, incorrectly submitted, delayed, illegible, corrupted or misdirected shouts, claims or correspondence due to error, omission, tampering, deletion, theft, communications failure or otherwise. The Promoter has no control over communications networks and is not liable for any problems associated with them due to traffic congestion, technical malfunction or otherwise. The Promoter is not liable for any consequences of user error including (without limitation) costs incurred. Consumers are responsible for their own costs associated with accessing the Internet. Automatically generated entries will not be accepted..
- 3 All vouchers are subject to the terms and conditions as imposed by the Promoter including period of validity.
- 4 If a registration for a shout is deemed not to comply with these conditions, the shout registration will be discarded
- 5 The Promoter may, in its sole discretion, disqualify all consumers, and prohibit further participation in this campaign by, any person who tampers with or benefits from any tampering with the shuts registration or claim process or with the operation of the campaign or acts in violation of these conditions, acts in a disruptive manner or acts

with the intent or effect of annoying, abusing, threatening or harassing any other person.

- 6 The Promoter's decision is final and no correspondence will be entered into.
- 7 The Shout is not transferable or exchangeable and (except where cash is specified) cannot be redeemed for cash. The Promoter accepts no responsibility for any variation in value. If a shout is unavailable for any reason, the Promoter may substitute for that shout another item of equal or higher value as determined by the Promoter, subject to the approval of the gaming authorities in each state and territory if required.
- 8 The Promoter and its associated agencies and companies will not be liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense, damage, personal injury or death which is suffered or sustained (whether or not arising from any person's negligence) in connection with this competition or accepting or using any prize, except for any liability which cannot be excluded by law (in which case that liability is limited to the minimum allowable by law). Nothing in these conditions restricts, excludes or modifies or purports to restrict, exclude or modify any statutory consumer rights under any applicable law including the *Competition and Consumer Act 2010 (Cth)*.
- 9 Without limiting the previous paragraph, the Promoter and its associated agencies and companies will not be liable for any damage, loss or delay in transit to prizes.
- 10 This competition is in no way sponsored, endorsed or administered by, or associated with, Facebook or Twitter. Consumer who register or claim a shout are providing their information to the Promoter and not to Facebook or Twitter. Each entrant completely releases Facebook or Twitter from any and all liability.
- 11 If for any reason any aspect of this campaign is not capable of running as planned, including by reason of computer virus, communications network failure, bugs, tampering, unauthorised intervention, fraud, technical failure or any cause beyond the control of the Promoter, the Promoter may in its sole discretion cancel, terminate, modify or suspend the competition, or invalidate any affected entries, subject to the approval of the gaming authorities in each state and territory if required.
- 12 The Promoter is not liable for any tax implications arising from prize winnings. Independent financial advice should be sought. Where this competition involves, for GST purposes, supplies being made for non-monetary consideration, entrants will follow the Australian Taxation Office's stated view that where the parties are at arm's length, goods and services exchanged are of equal GST inclusive market values.
- 13 The Promoter encourages consumers to enjoy alcohol responsibly. Legal aged consumers are advised to consider the safe drinking levels recommended in the National Health and Medical Research Council Australian Guidelines to Reduce Health Risks from Drinking Alcohol. A full version of these Guidelines is available at http://www.nhmrc.gov.au/_files_nhmrc/file/publications/synopses/ds10-alcohol.pdf.
- 14 All entries will be the property of the Promoter. The information entrants provide will be used by the Promoter for the purpose of conducting this competition and to be added to the Thirsty Camel Hump Club database. The Promoter may collect consumers personal information (including through its contractors or agents) or disclose entrants' personal information to its contractors and agents to assist in conducting this competition or communicating with entrants. By entering this competition, entrants consent to the storage of their personal information on the Promoter's Hump Club database and the Promoter may use this information for future competition and marketing purposes regarding its products, including contacting the entrant via electronic messaging. By participating in this campaign, consumers consent to receiving SMS or email messages from the Promoter. The Promoter is bound by the National Privacy Principles in the Privacy Act 1988. Entrants can request access to the personal information the Promoter holds about them by contacting the Promoter at the address stated in the Promoter section of these conditions.

The Promoter's Privacy Policy, located at www.thirstycamel.com.au contains information about:

- (i) how entrants can seek access to the personal information the Promoter holds about them and seek the correction of such information;
- (ii) how entrants can complain about a privacy breach and how the Promoter will deal with such a complaint; and
- (iii) whether entrants' personal information the Promoter holds about them will be provided to overseas companies, and if so, which countries those companies are located.

15 The Promoter is United Inn-keeper Pty Ltd (ABN 19006607825) of 4/21 Vale Street, North Melbourne VIC 3051 trading as Thirsty Camel.