

KFC HCG HIGHLIGHTS

CONDITIONS OF ENTRY

1. Information on how to enter, mechanics of entry and prizes form part of these Conditions of Entry. Entry into this promotion is deemed acceptance of these Conditions of Entry. Entry is via Internet only.

ELIGIBILITY

2. Entry is only open to residents of Australia aged 14 years or older (**Entrants**). The directors, management and employees (and their immediate families) of the Promoter, its related entities, printers, suppliers, providers and agencies whom are directly associated with the conduct of this promotion are ineligible to enter the promotion. Immediate family means any of the following: spouse, ex-spouse, de-facto spouse, child or step-child (whether natural or by adoption), parent, step-parent, grandparent, step-grandparent, uncle, aunt, niece, nephew, brother, sister, step-brother, step-sister or 1st cousin.
3. In the event an Entrant is a Draw Prize winner, to be eligible the Entrant must be able to attend one (1) of the following Big Bash League cricket matches (each, a **Match**) from 20/12/2016 – 28/01/2017:
 - a. **Sydney Matches:** Spotless Stadium / Sydney Cricket Ground for Match 1, Match 4, Match 7, Match 8, Match 16, Match 21, Match 25 and Match 29;
 - b. **Adelaide Matches:** Adelaide Oval for Match 2, Match 11, Match 18 and Match 27;
 - c. **Melbourne Matches:** Etihad Stadium / Melbourne Cricket Ground for Match 3, Match 9, Match 12, Match 19, Match 22, Match 24, Match 28 and Match 32;
 - d. **Perth Matches:** WACA for Match 5, Match 13, Match 17 and Match 26;
 - e. **Hobart Matches:** Blundstone Arena for Match 6, Match 14, Match 20 and Match 31; and
 - f. **Brisbane Matches:** The Gabba for Match 10, Match 15, Match 23 and Match 30,

as determined by the State / Territory that the Entrant's residential postcode falls within as nominated by the Entrant on their online entry form.

4. Entrants aged under 18 years must obtain the consent of their parent or legal guardian to enter the promotion and provide Personal Information about themselves. All entries of Entrants who are under the age of 18 years and enter the promotion without disclosing (or attempting to conceal) their age (as and where required) and/or do not provide the required parental or guardian consent (as and where required) will be deemed invalid. These Conditions of Entry will bind the Entrants and any parent or legal guardian who gives their consent (for Entrants aged under 18 years). If a winner is aged under 18 years, the prize will, at the sole discretion of the Promoter, be awarded to the parent or legal guardian who consented to the winner entering the promotion on behalf of the winner and that parent or legal guardian must accompany the Entrant for the duration of the prize.

PROMOTIONAL PERIOD

5. The promotion commences at **10:00am** (AEDT) on **28/11/2016** and closes at **9:59am** (AEDT) on **23/01/2017** (**Promotional Period**).
6. By entering the promotion and submitting an Entry in accordance with these Conditions of Entry, Entrants will be entered into and granted three (3) separate opportunities to win prizes as follows: First 5,000 Prizes, YouTube Views Determination Cash Prizes and Match Draw Prizes.
7. **First 5,000:** Each Entrant who submits one of the first 5,000 Entries during the entire Promotional Period will win a First 5,000 Prize.
8. **YouTube Views Determination Promotional Period:** The Promotional Period will be divided into eight (8) promotional stages (each, a **Promotional Stage**). Each Promotional Stage will

have its own YouTube views determination (**YouTube Views Determination**). Each Promotional Stage will commence and close on the dates and times (AEDT) set out in the table below, for the purpose of determining YouTube Views Determination winners and awarding Cash Prizes in this promotion. Each YouTube Views Determination will occur at 72 Christie Street, St Leonards, NSW 2065 by the dates set out in the table below. All eligible Entries received during a Promotional Stage will be posted on YouTube and subject to a public viewing process to determine the winners for that Promotional Stage. Some eligible Entries received during a Promotional Stage may also be posted to the Promotional Websites and the Promoter's social media channels at the Promoter's sole discretion. This is a game of skill and chance plays no part in determining the winners. Entries for each Promotional Stage must be received by the Promoter during the Promotional Stage to be eligible for the corresponding YouTube Views Determination. Entries received in a given Promotional Stage are only eligible for the corresponding YouTube Views Determination and will **NOT** rollover into any subsequent YouTube Views Determination(s). The winners will be notified in writing within two (2) days of each YouTube Views Determination and their names and localities will be published in The Australian on 20/02/2017. All reasonable steps to notify winners of the results of the YouTube Views Determinations will be taken by the Promoter. The Promoter's decision is final and no correspondence will be entered into. Promotional Stages and YouTube Views Determinations will be held as follows:

Promotional Stage	Start	End	YouTube Views Determination
1	10:00am on 28/11/2016	9:59am on 04/12/2016	10:10am on 05/12/2016
2	10:00am on 05/12/2016	9:59am on 12/12/2016	10:10am on 12/12/2016
3	10:00am on 12/12/2016	9:59am on 19/12/2016	10:10am on 19/12/2016
4	10:00am on 19/12/2016	9:59am on 26/12/2016	10:10am on 26/12/2016
5	10:00am on 26/12/2016	9:59am on 02/01/2017	10:10am on 02/01/2017
6	10:00am on 02/01/2017	9:59am on 09/01/2017	10:10am on 09/01/2017
7	10:00am on 09/01/2017	9:59am on 16/01/2017	10:10am on 16/01/2017
8	10:00am on 16/01/2017	9:59am on 23/01/2017	10:10am on 23/01/2017

9. **Tie breaker for YouTube Views Determination(s):** In the event that more than (1) Entry receives the same number of organic public views in the same period of time during the applicable Promotional Stage, each of the tied Entries will be judged by a panel of appropriately qualified judges by 10.10am on the same day of the applicable YouTube Views Determination at 72 Christie Street, St Leonards, NSW 2065 on a basis of originality and creative merit and the Entrant who submitted the Entry judged to be the best from all tied Entries will be deemed the winner. Judges' decision is final and no correspondence will be entered into.

10. **Draw Promotional Periods:**

- a. The Promotional Period will be divided as set out below (depending on the Entrant's postcode submitted with their online entry form in accordance with Condition 11) for the purpose of conducting draws and awarding the draw prizes (**Draw Prizes**) in this promotion.
- i. **Sydney Matches Promotional Period:** starts at 10:00am (AEDT) on 28/11/2016 and ends at 9:59am (AEDT) on 10/01/2017 and will be divided into eight (8) promotional stages for the purpose of awarding Draw Prizes to Sydney Matches (each, a **Sydney Promotional Stage**). Each Sydney Promotional Stage will have its own draw on the dates and times (AEDT) set out below (each, a **Draw**) and will be conducted at 72 Christie Street, St Leonards, NSW 2065. All Entries received during a Sydney Promotional Stage will be entered into the corresponding Draw to determine the winners for that Sydney Promotional Stage. Entries for each Sydney Promotional Stage must be received by the Promoter during the Sydney Promotional Stage to be eligible for the corresponding Draw and will rollover into any subsequent Draws. The winners will be notified in writing within two (2) days of each Draw. All reasonable steps to notify winners of the results of the Draws will be taken by the Promoter. The Promoter's decision is final and no

correspondence will be entered into. Sydney Promotional Stages and Draws will be held as follows:

Sydney Promotional Stage	Start	End	Draw	Match	Unclaimed Draw Prize Draw
1	10:00am on 28/11/2016	9:59am on 13/12/2016	10:00am on 13/12/2016	1: Spotless Stadium on 20/12/2016	10:30am on 15/12/2016
2	10:00am on 28/11/2016	9:59am on 15/12/2016	10:00am on 15/12/2016	4: Sydney Cricket Ground on 23/12/2016	10:30am on 19/12/2016
3	10:00am on 28/11/2016	9:59am on 20/12/2016	10:00am on 20/12/2016	7: Sydney Cricket Ground on 27/12/2016	10:30am on 22/12/2016
4	10:00am on 28/11/2016	9:59am on 20/12/2016	10:00am on 20/12/2016	8: Spotless Stadium on 28/12/2016	10:30am on 22/12/2016
5	10:00am on 28/11/2016	9:59am on 27/12/2016	10:00am on 27/12/2016	16: Spotless Stadium on 04/01/2017	10:30am on 29/12/2016
6	10:00am on 28/11/2016	9:59am on 3/12/2016	10:00am on 3/01/2017	21: Sydney Cricket Ground on 09/01/2017	10:30am on 05/01/2017
7	10:00am on 28/11/2016	9:59am on 5/01/2017	10:00am on 5/01/2017	25: Sydney Cricket Ground on 14/01/2017	10:30am on 09/01/2017
8	10:00am on 28/11/2016	9:59am on 10/01/2017	10:00am on 10/01/2017	29: Spotless Stadium on 18/01/2017	10:30am on 12/01/2017

- ii. **Adelaide Matches Promotional Period:** starts at 10:00am (AEDT) on 28/11/2016 and ends at 9:59am (AEDT) on 05/01/2017 and will be divided into four (4) promotional stages for the purpose of awarding Draw Prizes to Adelaide Matches (each, an **Adelaide Promotional Stage**). Each Adelaide Promotional Stage will have its own draw on the dates and times (AEDT) set out below (each, a **Draw**) and will be conducted at 72 Christie Street, St Leonards, NSW 2065. All Entries received during an Adelaide Promotional Stage will be entered into the corresponding Draw to determine the winners for that Adelaide Promotional Stage. Entries for each Adelaide Promotional Stage must be received by the Promoter during the Adelaide Promotional Stage to be eligible for the corresponding Draw and will rollover into any subsequent Draws. The winners will be notified in writing within two (2) days of each Draw. All reasonable steps to notify winners of the results of the Draws will be taken by the Promoter. The Promoter's decision is final and no correspondence will be entered into. Adelaide Promotional Stages and Draws will be held as follows:

Adelaide Promotional Stage	Start	End	Draw	Match	Unclaimed Draw Prize Draw
1	10:00am on 28/11/2016	9:59am on 13/12/2016	10:00am on 13/12/2016	2 on 21/12/2016	10:30am on 15/12/2016
2	10:00am on 28/11/2016	9:59am on 20/12/2016	10:00am on 20/12/2016	11 on 31/12/2016	10:30am on 22/12/2016
3	10:00am on 28/11/2016	9:59am on 27/12/2016	10:00am on 27/12/2016	18 on 06/01/2017	10:30am on 29/12/2016
4	10:00am on 28/11/2016	9:59am on 05/01/2017	10:00am on 05/01/2017	27 on 16/01/2017	10:30 am on 09/01/2017

- iii. **Melbourne Matches Promotional Period:** starts at 10:00am (AEDT) on 28/11/2016 and ends at 9:59am (AEDT) on 12/01/2017 and will be divided into eight (8) promotional stages for the purpose of awarding Draw Prizes to Melbourne Matches (each, a **Melbourne Promotional Stage**). Each Melbourne Promotional Stage will have its own draw on the dates and times (AEDT) set out below (each, a **Draw**) and will be conducted at 72 Christie Street, St Leonards, NSW 2065. All Entries received during a Melbourne Promotional Stage will be entered into the corresponding Draw to determine the winners for that Melbourne Promotional Stage. Entries for each Melbourne Promotional Stage must be received by the Promoter during the Melbourne Promotional Stage to be eligible for the corresponding Draw and will rollover into any subsequent Draws. The winners will be notified in writing within two (2) days of each Draw. All reasonable steps to notify winners of the results of the Draws will be taken by the Promoter. The Promoter's decision is final and no correspondence will be entered into. Melbourne Promotional Stages and Draws will be held as follows:

Melbourne Promotional Stage	Start	End	Draw	Match	Unclaimed Draw Prize Draw
1	10:00am on 28/11/2016	9:59am on 13/12/2016	10:00am on 13/12/2016	3: Etihad Stadium on 22/12/2016	10:30am on 15/12/2016
2	10:00am on 28/11/2016	9:59am on 20/12/2016	10:00am on 20/12/2016	9: Etihad Stadium on 29/12/2016	10:30am on 22/12/2016
3	10:00am on 28/11/2016	9:59am on 27/12/2016	10:00am on 27/12/2016	12: Melbourne Cricket Ground on 01/01/2017	10:30am on 29/12/2016
4	10:00am on 28/11/2016	9:59am on 27/12/2016	10:00am on 27/12/2016	19: Etihad Stadium on 07/01/2017	10:30am on 29/12/2016
5	10:00am on 28/11/2016	9:59am on 3/01/2017	10:00am on 3/01/2017	22: Melbourne Cricket Ground on 10/01/2017	10:30am on 05/01/2017
6	10:00am on 28/11/2016	09:59pm on 3/01/2017	10:00am on 3/01/2017	24: Etihad Stadium on 12/01/2017 [10:30am on 05/01/2017
7	10:00am on 28/11/2016	09:59pm on 10/01/2017	10:00am on 10/01/2017	28: Melbourne Cricket Ground on 17/01/2017	10:30am on 12/01/2017
8	10:00am on 28/11/2016	09:59pm on 12/01/2017	10:00am on 12/01/2017	32: Melbourne Cricket Ground on 21/01/2017	10:30am on 16/01/2017

- iv. **Perth Matches Promotional Period:** starts at 10:00am (AEDT) on 28/11/2016 and ends at 9:59am (AEDT) on 05/01/2017 and will be divided into four (4) promotional stages for the purpose of awarding Draw Prizes to Perth Matches (each, a **Perth Promotional Stage**). Each Perth Promotional Stage will have its own draw on the dates and times (AEDT) set out below (each, a **Draw**) and will be conducted at 72 Christie Street, St Leonards, NSW 2065. All Entries received during a Perth Promotional Stage will be entered into the corresponding Draw to determine the winners for that Perth Promotional Stage. Entries for each Perth Promotional Stage must be received by the Promoter during the Perth Promotional Stage to be eligible for the corresponding Draw and will rollover into any subsequent Draws. The winners will be notified in writing within two (2) days of each Draw. All reasonable steps to notify winners of the results of the Draws will be taken by the Promoter. The Promoter's decision is final and no correspondence will be entered into. Perth Promotional Stages and Draws will be held as follows:

Perth Promotional Stage	Start	End	Draw	Match	Unclaimed Draw Prize Draw
1	10:00am on 28/11/2016	9:59am on 15/12/2016	10:00am on 15/12/2016	5 on 23/12/2016	10:30am on 19/12/2016
2	10:00am on 28/11/2016	9:59am on 27/12/2016	10:00am on 27/12/2016	13 on 01/01/2017	10:30am on 29/12/2016
3	10:00am on 28/11/2016	9:59am on 27/12/2016	10:00am on 27/12/2016	17 on 05/01/2017	10:30am on 29/12/2016
4	10:00am on 28/11/2016	9:59am on 5/01/2017	10:00am on 5/01/2017	26 on 14/01/2017	10:30am on 09/01/2017

Hobart Matches Promotional Period: starts at 10:00am (AEDT) on 28/11/2016 and ends at 9:59am (AEDT) on 12/01/2017 and will be divided into four (4) promotional stages for the purpose of awarding Draw Prizes to Hobart Matches (each, a **Hobart Promotional Stage**). Each Hobart Promotional Stage will have its own draw on the dates and times (AEDT) set out below (each, a **Draw**) and will be conducted at 72 Christie Street, St Leonards, NSW 2065. All Entries received during a Hobart Promotional Stage will be entered into the corresponding Draw to determine the winners for that Hobart Promotional Stage. Entries for each Hobart Promotional Stage must be received by the Promoter during the Hobart Promotional Stage to be eligible for the corresponding Draw and will rollover into any subsequent Draws. The winners will be notified in writing within two (2) days of each Draw. All reasonable steps to notify winners of the results of the Draws will be taken by the Promoter. The Promoter's decision is final and no correspondence will be entered into. Hobart Promotional Stages and Draws will be held as follows:

Hobart Promotional Stage	Start	End	Draw	Match	Unclaimed Draw Prize Draw
1	10:00am on 28/11/2016	9:59am on 20/12/2016	10:00am on 20/12/2016	6 on 26/12/2016	10:30am on 22/12/2016
2	10:00am on 28/11/2016	9:59am on 27/12/2016	10:00am on 27/12/2016	14 on 02/01/2017	10:30am on 29/12/2016
3	10:00am on 28/11/2016	9:59am on 3/01/2017	10:00am on 3/01/2017	20 on 08/01/2017	10:30am on 05/01/2017
4	10:00am on 28/11/2016	9:59am on 12/01/2017	10:00am on 12/01/2017	31 on 21/01/2017	10:30am on 16/01/2017

- v. **Brisbane Matches Promotional Period:** starts at 10:00am (AEDT) on 28/11/2016 and ends at 9:59am (AEDT) on 12/01/2017 and will be divided into four (4) promotional stages for the purpose of awarding Draw Prizes to Brisbane Matches (each, a **Brisbane Promotional Stage**). Each Brisbane Promotional Stage will have its own draw on the dates and times (AEDT) set out below (each, a **Draw**) and will be conducted at 72 Christie Street, St Leonards, NSW 2065. All Entries received during a Brisbane Promotional Stage will be entered into the corresponding Draw to determine the winners for that Brisbane Promotional Stage. Entries for each Brisbane Promotional Stage must be received by the Promoter during the Brisbane Promotional Stage to be eligible for the corresponding Draw and will rollover into any subsequent Draws. The winners will be notified in writing within two (2) days of each Draw. All reasonable steps to notify winners of the results of the Draws will be taken by the Promoter. The Promoter's decision is final and no correspondence will be entered into. Brisbane Promotional Stages and Draws will be held as follows:

Brisbane Promotional Stage	Start	End	Draw	Match	Unclaimed Draw Prize Draw
1	10:00am on 28/11/2016	9:59am on 20/12/2016	10:00am on 20/12/2016	10 on 30/12/2016	10:30am on 22/12/2016
2	10:00am on 28/11/2016	9:59am on 27/12/2016	10:00am on 27/12/2016	15 on 03/01/2017	10:30am on 29/12/2016
3	10:00am on 28/11/2016	9:59am on 3/01/2017	10:00am on 3/01/2017	23 on 11/01/2017	10:30am on 05/01/2017
4	10:00am on 28/11/2016	9:59am on 12/01/2017	10:00am on 12/01/2017	30 on 20/01/2017	10:30am on 16/01/2017

HOW TO ENTER

11. To enter the promotion, Entrants must, during a Promotional Stage, Sydney Promotional Stage, Adelaide Promotional Stage, Melbourne Promotional Stage, Perth Promotional Stage, Hobart Promotional Stage or Brisbane Promotional Stage (as applicable):
 - a. log on to www.kfc.com.au/the-hcg OR www.thehcg.com.au (**Promotional Websites**);
 - b. upload or take in real-time a video of less than 2GB taken by the Entrant in one (1) of the following formats: Mp4, MOV, AVI & WMV, in the manner required;
 - c. fully and correctly complete and successfully submit the online entry form in the manner required, including providing the Entrant's full name, postcode, and current and valid email address; and
 - d. have their entry accepted as a valid entry which will then be moderated and edited by the Promoter to a 5 to 120 second video with a voiceover and publicly posted on YouTube within 48 hours of submission by the Entrant. An entry is not complete and accepted until this step has occurred,

(together, an **Entry**).
12. Multiple Entries are permitted, however each Entry must be substantially unique, must be submitted separately and must independently comply with these Conditions of Entry.
13. An Entrant may, during a Promotional Stage, Sydney Promotional Stage, Adelaide Promotional Stage, Melbourne Promotional Stage, Perth Promotional Stage, Hobart Promotional Stage or Brisbane Promotional Stage (as applicable) be requested by the Promoter to resubmit their Entry via the Promotional Website(s), if the Promoter considers the Entry submitted to be ineligible to be accepted as a valid Entry (**Resubmitted Entry**). The decision by the Promoter to request a Resubmitted Entry, or to accept or reject a Resubmitted Entry as a valid Entry, is in the Promoter's sole discretion and no correspondence will be entered into. If a Resubmitted Entry is accepted by the Promoter in its sole discretion as a valid Entry, the Resubmitted Entry will be deemed to be the Entry for the Entrant for the remainder of the promotion. If a Resubmitted Entry is rejected by the Promoter as an invalid Entry, or is not received by the Promoter during that Promotional Stage, the Entrant will not have gained an Entry into the promotion.
14. Entries and Resubmitted Entries will be deemed accepted at the time of receipt by the Promoter and not at the time of transmission. Entries and Resubmitted Entries received will be considered final by the Promoter. Incomplete, inaccurate, erroneous, ineligible or incomprehensible Entries and Resubmitted Entries will be deemed invalid. The Promoter accepts no responsibility for late, lost or misdirected Entries or Resubmitted Entries. Contact details entered incorrectly by an Entrant on their entry form will deem their Entry or Resubmitted Entry invalid.

15. Costs associated with accessing the Promotional Websites and YouTube remain an Entrant's responsibility and may vary depending on the Internet service or telecommunications provider used.
16. Entrants acknowledge and agree that by entering the promotion their Entry or Entries and their name and locality will be featured on YouTube for public viewing within 48 hours of entry, during the Promotional Period and in perpetuity (unless otherwise requested) and may be featured on the Promotional Websites and Promoter's social media channels at the Promoter's sole discretion. Once an Entry is submitted, Entrants may contact the Promoter via the website link contained in an email to be sent to each Entrant containing their Entry once it has been accepted and moderated by the Promoter to request that their Entry be deleted by the Promoter. Deletions will occur within a reasonable time.
17. YouTube membership, applications and use of YouTube generally is subject to its prevailing terms and conditions of use at www.youtube.com/t/terms. The promotion is in no way sponsored, endorsed or administered by, or associated with, YouTube. Entrants understand that they are providing their information to the Promoter and not to YouTube. Entrants are solely responsible and liable for any content or information they transmit to other Internet users. To the extent permitted by law, each Entrant agrees to indemnify, defend and forever hold harmless, YouTube and its associated agencies and companies, against any and all losses, actions, claims, costs, expenses and damages (of any nature) which may be incurred by an Entrant in respect of the Entrant's participation in the promotion. Any questions, comments or complaints about the promotion must be directed to the Promoter and not to YouTube.
18. The use of any automated entry software or any mechanical, electronic or other means that allows an Entrant to automatically enter repeatedly is prohibited and will render all Entries submitted by that Entrant invalid.

PRIZES

19. **First 5,000 Prizes:** Each Entrant who submits one of the first 5,000 Entries during the entire Promotional Period will automatically win one (1) voucher for one (1) Regular Seasoned Chips, valued at \$2.95 each (**Chip Voucher**). **Each Entrant is only eligible to win a maximum of two (2) Chip Vouchers for the entire Promotional Period.** The total national prize value of the First 5,000 Prizes is \$14,750.00.
20. Each Chip Voucher is subject to its prevailing terms and conditions of use, including expiry dates, and is not replaceable if lost, stolen or damaged.
21. It is the responsibility of the winners to ensure that the Regular Seasoned Chips are consistent with their dietary requirements and safe to consume in relation to any health condition or food allergy they have.
22. The First 5,000 Prizes (Chip Vouchers) are valid for the particular size, type and flavour of the individual food item as stated in these Conditions of Entry only and cannot be used in combination to claim or discount any other food and/or beverage item(s). Redemption of the Chip Voucher is subject to availability at the Promoter's restaurants in Australia and individual food and/or beverage item(s) may not be available at a particular restaurant. The Promoter accepts no responsibility for any food and/or beverage item(s) being unavailable at any of its restaurants. The Promoter and its restaurants reserve the right to substitute ingredients of the food and/or beverage item(s) as a result of seasonal, supplier or other variability outside the reasonable control of the Promoter. No request by a winner to substitute or vary a prize will be accepted.
23. **YouTube Views Determination Prizes:** The first eligible Entry with the highest number of organic public views on YouTube by the conclusion of the applicable Promotional Stage will win an AUD\$1,000 cash prize provided to the winner by electronic funds transfer to a bank account nominated by the winner in writing (**Cash Prize**). Bank account details will be requested from the winners after the winners are notified that they have won the Cash Prize. **Each Entrant is only**

eligible to win a maximum of one (1) Cash Prize for the entire Promotional Period. The total national prize value of YouTube Views Determination Prizes is \$8,000.00.

24. **Draw Prizes:** In order to determine the winners of each Draw, the Entries will be sorted by the following States / Territories (**State Group**): NSW / ACT (eligible for Sydney Matches), QLD (eligible for Brisbane Matches), VIC (eligible for Melbourne Matches), SA (eligible for Adelaide Matches), WA (eligible for Perth Matches) and TAS (eligible for Hobart Matches) as determined by the State / Territory that the Entrant's residential postcode falls within as nominated by the Entrant on their online entry form. Residents of NT that nominated an NT-based residential postcode are ineligible to enter the promotion for Draw Prizes. The first three (3) eligible Entries randomly drawn in each Draw from all Entries received in each State Group during the applicable Sydney Promotional Stage, Adelaide Promotional Stage, Melbourne Promotional Stage, Perth Promotional Stage, Hobart Promotional Stage or Brisbane Promotional Stage will each win one (1) family pass (comprising of four (4) tickets) to the Big Bash League Match corresponding to the Draw, valued at \$80 per family pass (\$20 per ticket). **Each Entrant is only eligible to win a maximum of one (1) Draw Prize for the entire Promotional Period.**
25. Draw Prizes are subject to their prevailing terms and conditions of use, including expiry dates, and are not replaceable if lost, stolen or damaged.
26. Draw Prizes cannot be sold, scalped, auctioned, raffled, pledged or promoted as an incentive or reward by any third party as an inducement for any person or other entity to enter into any commercial or other arrangements with that third party. If a Draw Prize is obtained through any of these methods, it will not be honoured by the Promoter or prize supplier.
27. The Draw Prizes must be taken to coincide with the applicable Draw's corresponding Match otherwise the Draw Prize is forfeited. No extension or variation of the date permitted. All components of the Draw Prize must be taken together and when offered or are forfeited. Match organisers reserve the right in their absolute discretion to change or amend the applicable Match program without notice. The Promoter accepts no responsibility for the cancellation, rescheduling, change or delay of the applicable Match for any reason beyond the control of the Promoter.
28. The Draw Prizes do not include travel and/or transport to and from the applicable Match, or accommodation at or near the applicable Match. For the avoidance of doubt, the Draw Prize winners and their companion(s) (if any) must make their own way (at their own cost and responsibility) to the applicable Match.
29. All additional costs not expressly stated, but which may be incurred in acceptance and use of a Draw Prize, are the responsibility of the Draw Prize winner and their companion(s) (if any). Such additional costs may include, but are not limited to travel and/or transport to and from the applicable Match, other transfers, accommodation, meals and beverages, spending money, insurance and travel insurance.
30. A Draw Prize winner and/or their companion(s) (if any) must conduct themselves in a responsible, courteous and friendly manner at all times whilst participating in the Draw Prize. Acceptance of a Draw Prize and participation in a Draw Prize is subject to any prevailing terms and conditions of services suppliers, Match organisers and any other prize suppliers, and in particular behaviour and safety requirements. A Draw Prize winner and/or their companion(s) (if any) must follow all reasonable directions given by the Promoter and any Match organiser or prize supplier during the course of their participation in the Draw Prize, including all directions in relation to behaviour and safety. The Promoter and any Match organiser or prize supplier reserve the right, in their absolute discretion, to refuse entry into a Match, to disqualify, sanction and/or remove a Draw Prize winner and/or their companion(s) (if any) from the applicable Match, or to refuse participation in certain activities, on the grounds of inappropriate behaviour, or safety reasons, or for any breach of these Conditions of Entry generally. If a Draw Prize winner and/or their companion(s) (if any) fail to participate in the Draw Prize in the manner required, as stated in this condition and in the reasonable opinion of the Promoter, their Entry and the balance of the Draw Prize will be forfeited with no compensation payable.

31. The Promoter reserves the right to request a winner and their companion(s) (if any) produce (within the requested time) appropriate photo identification or other documentation (to the Promoter's satisfaction, at its sole discretion) in order to confirm the identity and age of the winner and their companion(s) (if any) before issuing a prize and at any time during their participation in a prize.
32. It is a condition of accepting a prize that a winner may be required to sign eligibility form(s), code(s) of conduct and/or legal release(s) (including prize acceptance release(s)) in a form determined by the Promoter in its absolute discretion. If the winner is under 18 years of age, their parent or legal guardian must also agree to and sign such documents (if requested by the Promoter).
33. The total maximum prize pool value in each State Group comprises the national First 5,000 Prizes (Chip Vouchers) value of \$14,750.00, the national YouTube Views Determination Prizes value of \$8,000.00 and the applicable State Group Draw Prizes values and is as follows: NSW / ACT: up to \$24,670; QLD up to \$23,710; VIC: up to \$24,670; SA: up to \$23,710; WA: up to \$23,710; TAS: up to \$23,710. The total maximum prize pool value for the promotion is up to **AUD\$30,430**. There are a total number of 5,392 prizes being awarded in this promotion. The First 5,000 Prizes (Chip Vouchers) and Cash Prizes are not transferable or exchangeable and cannot be taken as cash (unless otherwise indicated). A Draw Prize winner may nominate a friend or relative as his or her substitute to receive a Draw Prize, subject to the Promoter's written consent and the substitute unconditionally agreeing to be bound by these Conditions of Entry (as applicable).
34. The prizes must be taken as offered and cannot be varied. The prizes cannot be used or redeemed in conjunction with any other offer. The Promoter accepts no responsibility for any tax implications that may arise from prize winnings. Independent financial advice should be sought. The Promoter accepts no responsibility for any variation in prize value. All prize values are the recommended retail price including GST.

RESERVES

35. **YouTube Views Determination:** The Entrant whose Entry receives the highest number of organic public views on YouTube by the conclusion of the applicable Promotional Stage must confirm their eligibility to be awarded the Cash Prize and their ability to accept the Cash Prize within **14 days** of being successfully notified by the Promoter that their Entry has received the highest number of organic public views, otherwise their Entry will be deemed invalid. In the event of an invalid Entry or an ineligible Entrant, or if the Entrant is ineligible to accept the Cash Prize or declines to accept the Cash Prize, the Cash Prize will be awarded to the Entrant with the next highest number of organic public views. If the Cash Prize cannot be awarded to this Entrant, the Promoter will continue this process until the Cash Prize is awarded. If after this process the Cash Prize has still not been awarded, or if an Entrant cannot be notified, the Promoter will hold an Unclaimed Cash Prize Judging in accordance with Condition 37.
36. **Draws:** The Promoter may draw five (5) additional reserve Entries in each State Group Draw and record them (in order) in case an invalid Entry or ineligible Entrant is drawn or the Entrant is ineligible to accept or declines to participate in the Draw Prize. Each Entrant whose Entry is drawn by the Promoter must confirm their eligibility to be awarded the Draw Prize and their ability to accept and participate in the Draw Prize within **2 business days** of being successfully notified by the Promoter that their Entry has been drawn, otherwise their Entry will be deemed invalid. In the event of an invalid Entry or an ineligible Entrant, or if the Entrant is ineligible to accept or declines to participate in the Draw Prize, the Draw Prize will be awarded to the first reserve Entry drawn. If the Draw Prize cannot be awarded to the Entrant drawn, the Promoter will continue this process until the Draw Prize is awarded. If after this process a Draw Prize has still not been awarded, or if an Entrant drawn cannot be notified, the Promoter will hold an Unclaimed Prize Draw in accordance with Condition 38.

GENERAL

37. **Unclaimed Cash Prize Judging:** The Promoter may award a Cash Prize to the Entrant who submitted the best judged Entry as judged by a panel of appropriately qualified judges by 6/02/2016 in order to award the Cash Prize if unclaimed by that date. The unclaimed Cash Prize winner(s) (if any) will be notified in writing by 7/02/2016. All reasonable steps to notify the unclaimed Cash Prize winner(s) (if any) of the results of the judging will be taken by the Promoter. Judges' decision is final and no correspondence will be entered into.
38. **Unclaimed Draw Prize Draw:** The Promoter may conduct a further draw at the same time and place as the original State Group Draws as is necessary on an applicable Unclaimed Draw Prize Draw date (as stated in the right hand column of each table in Condition 10) in order to distribute any State Group Draw Prize(s) (if any) unclaimed by that date, subject to any written directions given under applicable State or Territory legislation. In the event of any winner(s) in the Unclaimed Draw Prize Draw, the winner(s) will be notified in writing within two (2) days of the draw. All reasonable steps to notify the winner(s) of the results of the Unclaimed Draw Prize Draw (if any) will be taken by the Promoter. The Promoter's decision is final and no correspondence will be entered into.
39. By entering the promotion, each Entrant grants to the Promoter a royalty-free, perpetual, worldwide, irrevocable, unconditional, non-exclusive, transferable licence (and agrees to use their best endeavours to procure any relevant third parties to grant to the Promoter such licence) to use their Entry for the purposes of this promotion and marketing and promoting the Promoter and/or its goods and services in any manner and in any media whether existing now or in the future, without the further consent of the Entrant and without any further compensation payable to the Entrant. Each Entrant also expressly consents for the benefit of the Promoter to all or any acts or omissions that would ordinarily constitute an infringement of the Entrant's moral rights in relation to all Intellectual Property Rights in their Entry pursuant to the *Copyright Act 1968* (Cth), including the Promoter having an unfettered right to treat the Entry in any manner at its sole discretion, to alter the Entry in any manner and to the Promoter not attributing authorship of the Entry to the Entrant.
40. Any entries that contain content that the Promoter, in its sole discretion, considers to be one (1) or more of the following types will not be accepted as eligible Entries into the promotion:
- a. content that does not strictly comply with the Entry requirements as set out in these Conditions of Entry and/or on the Promotional Websites;
 - b. content that contains, depicts, alludes to or promotes aggressive, unruly, antisocial, offensive, lewd or illegal behaviour or any swearing (including masked profanities, e.g. f*@#), alcohol or smoking;
 - c. content that parodies, disparages or makes fun of in any way the Promoter;
 - d. content that is patently offensive and promotes racism, bigotry, hatred or physical harm of any kind against any group or individual;
 - e. content that is menacing or offensive or that harasses or advocates harassment of another person;
 - f. content that exploits people in a sexual or violent manner;
 - g. content that contains nudity, violence, or offensive subject matter or contains a link to an adult website;
 - h. content that solicits Personal Information from anyone;
 - i. content that provides any telephone numbers, street addresses, last names, URLs or email addresses;
 - j. content that promotes information that an Entrant knows is false or misleading or promotes illegal activities or conduct that is abusive, threatening, obscene, defamatory or libelous;
 - k. content that promotes an illegal or unauthorised copy of another person's copyrighted work, such as providing pirated computer programs or links to them, providing information to circumvent manufacture-installed copy-protect devices, or providing pirated music or links to pirated music files;
 - l. content that involves the transmission of "junk mail", "chain letters", unsolicited mass mailing, instant messaging or "spamming";

- m. content that furthers or promotes any criminal activity or enterprise or provides instructional information about illegal activities including, but not limited to, making or buying illegal weapons, violating someone's privacy, or providing or creating computer viruses;
 - n. content that solicits passwords or personal identifying information for commercial or unlawful purposes from other users;
 - o. content that involves commercial activities and/or sales without the Promoter's prior written consent such as contests, sweepstakes, barter, advertising, or pyramid schemes;
 - p. content that contains any viruses, Trojan horses, worms, time bombs, cancelbots, easter eggs or other computer programming routines that may damage, modify, delete, detrimentally interfere with, surreptitiously intercept, access without authority or expropriate any system, data or Personal Information;
 - q. content that has been used in previous marketing materials or promotions for any third party or where any third party has been granted use of that content for any purpose whatsoever, including commercial purposes;
 - r. content that includes an image or reference to another person that you have submitted without that person's consent; or
 - s. content that uses sexually suggestive imagery or is unfair, misleading or deceptive.
41. By entering the promotion, an Entrant warrants to the Promoter:
- a. that the content submitted with their Entry is original;
 - b. that they have the authority and all permissions necessary to submit their Entry;
 - c. that they own the content of their Entry for use in any manner in any media and in any form worldwide and in perpetuity;
 - d. that their Entry does not violate the privacy rights, copyright, contract rights or other rights (including but not limited to Intellectual Property Rights) of any person, corporation or entity;
 - e. in respect of content that includes images or references to third parties or third party property, that:
 - i. the Entrant has, before submitting their Entry, obtained the required written consents and releases from those third parties (or third party property owners) to include such images or references in the content and submit the content as part of their Entry into the promotion; and
 - ii. the third parties have been informed by the Entrant and each agree in writing that such third party's image or reference may be used by the Promoter in any media and in any form for an unlimited period of time without remuneration or compensation to the third party for the purpose of promoting, publicising or marketing the promotion (including any outcome), promoting any products and services manufactured, distributed and/or supplied by the Promoter and/or the Promoter generally;
 - f. that their Entry does not contain content that is illegal, contrary to any Laws, indecent, obscene, threatening, discriminatory, harassing, in breach of any confidence, defamatory, libelous, offensive or objectionable;
 - g. that their Entry does not contain content that is contrary to the requirements or directions of relevant Regulators;
 - h. that their Entry does not contain content that has been used in previous marketing materials or promotions for any third party or where any third party has been granted use of that content for any purpose whatsoever, including commercial purposes;
 - i. that their entry does not contain content that has any viruses, Trojan horses, worms, time bombs, cancelbots, easter eggs or other computer programming routines that may damage, modify, delete, detrimentally interfere with, surreptitiously intercept, access without authority or expropriate any system, data or Personal Information;
 - j. that their Entry does not contain content that misrepresents or suggests that any entity has the approval or sponsorship of any other entity which it does not have;
 - k. that during the course of creating their Entry, their conduct was not illegal, contrary to any Laws, indecent, obscene, threatening, discriminatory or harassing to any person; and
 - l. that they agree that if their Entry is accepted by the Promoter, it may be made available on the Promotional Websites and YouTube for public viewing and may be used by the

Promoter in any media and in any form for an unlimited period of time without remuneration or compensation for the purpose of promoting, publicising and/or marketing the promotion (including any outcome) and/or promoting any products and services manufactured, distributed and/or supplied by the Promoter and/or the Promoter and generally.

42. The Promoter reserves the right to accept as an Entry, an entry that is larger than 47MB and declare an Entry as a winning Entry in this promotion in its sole discretion if it considers it reasonable to do so.
43. Entrants are solely responsible and liable for their Entries and any other information they transmit to other Internet users. The Promoter may delete or request the deletion of any content posted on the Promotional Websites and/or YouTube in accordance with its prevailing terms and conditions of use. Any Entries that are removed by the Promoter from the Promotional Websites and/or YouTube will not be considered eligible Entries for the purpose of the promotion. The Promoter is not responsible and excludes all liability (to the greatest extent allowable by law) for the content of any Entries submitted for the purposes of the promotion (including but not limited to any illegal, incorrect or inaccurate content or third party advertising).
44. To the extent permitted by law, each Entrant indemnifies, and must defend and hold harmless, the Promoter and its employees, servants, agents and contractors, from and against all Losses arising from: (i) a breach by the Entrant of any of these Conditions of Entry; (ii) any third party claim arising directly or indirectly from a breach by the Entrant of any of these Conditions of Entry; (iii) a negligent, willful or otherwise wrongful act or omission of the Entrant; (iv) fraudulent or dishonest acts or omissions by the Entrant; (v) any breach by the Entrant of any applicable Laws; (vi) any claim by any third party (including individuals, legal entities and governmental departments or agencies) arising directly or indirectly as a result of the Entrant entering the Promotion; (vii) the death of, or personal injury to, any person or any damage to, or loss or destruction of, any real or tangible personal property, to the extent caused by any act or omission of the Entrant; and (viii) any claim or allegation that the Entrant's Entry infringes a third party's Intellectual Property Rights or constitutes an unlawful disclosure or misuse or misappropriation of another party's trade secret or confidential information.
45. Entrants can only enter in their own name. Entrants who provide incorrect, misleading or fraudulent information are ineligible to participate in the promotion and all entries of an Entrant who is deemed by the Promoter to have provided incorrect, misleading or fraudulent information may, at the discretion of the Promoter, be deemed invalid. The Promoter reserves the right to request an Entrant produce (within the requested time) appropriate photo identification or other documentation (to the Promoter's satisfaction, at its sole discretion) in order to confirm their eligibility to enter and claim a prize, including the Entrant's identity, age and residential address, invoice number and/or the participating store's name and location, and any other information submitted by the Entrant in entering the promotion, before issuing a prize. If the documentation required by the Promoter is not received by the Promoter (or its nominated agent) or an Entrant or Entry has not been verified or validated to the Promoter's satisfaction then all the Entries of that Entrant will be ineligible and deemed invalid.
46. The Promoter reserves the right to verify the validity of any and all Entries and reserves the right to disqualify any Entrant for: (a) tampering with the entry process; (b) submitting an Entry which is not in accordance with these Terms & Conditions; or (c) if the Entrant is engaged in any unlawful or other improper misconduct calculated to jeopardise the fair and proper conduct of the promotion. The Promoter's legal rights to recover damages or other compensation from such an offender are reserved.
47. A prize will only be awarded following any winner validation and verification that the Promoter, or its nominated agents, requires in their sole absolute discretion.
48. As a condition of entering this promotion, each Entrant consents to the Promoter and its external media partners using the Entrant's Entry, name, locality (including suburb and State or Territory of residence), likeness, image and/or voice (including photograph, film and/or recording of the same) in any media worldwide for an unlimited period of time without further notification,

remuneration or compensation for the purpose of promoting, publicising or marketing the promotion (including any outcome), and/or promoting any products or services manufactured, distributed and/or supplied by the Promoter. The Entrant agrees that the Entrant will participate in all reasonable promoted activities in relation to the promotion as requested by the Promoter and its agents and sign any additional documents reasonably required by the Promoter to give effect to this condition.

49. As a condition of participating in a Draw Prize, each winner must procure that each Draw Prize winner's companion(s) (if any) also consents to the Promoter using their name, locality (including suburb and State or Territory of residence), likeness, image and/or voice (including photograph, film and/or recording of the same) in the manner set out in this condition and agrees to participate in all reasonable promoted activities in relation to the prize as requested by the Promoter and its agents and sign any additional documents reasonably required by the Promoter to give effect to this condition.
50. If a prize or element of a prize becomes unavailable, for any reason beyond the Promoter's reasonable control, then a comparable prize or prize element of equal or greater value will be awarded in lieu, subject to any written directions made under applicable State or Territory legislation.
51. If the promotion is not capable of running as planned for any reason beyond the reasonable control of the Promoter, including because of war, terrorism, state of emergency or disaster (including natural disaster), infection by computer virus, bugs, tampering, unauthorised intervention, technical failures, directions of regulators or industry self-regulatory bodies or any which corrupt or affect the administration, security, fairness, integrity or proper conduct of this promotion, the Promoter reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the promotion and/or if necessary to provide alternative prize(s) to the same value as the original prize(s), subject to any written directions made under applicable State or Territory legislation.
52. The Promoter and its associated agencies and companies exclude all liability (including negligence) except for any liability that cannot be excluded by law (including any applicable consumer guarantee under the Australian Consumer Law), for any direct or indirect injury, loss and/or damage arising in any way out of the promotion. This includes, but is not limited to: (i) technical malfunctions, delays or failures, including those resulting from accessing any materials related to this promotion and any incorrect, inaccurate or incomplete information communicated in the course of, or in connection with, this promotion as a result of any technical malfunctions, delays or failures; (ii) theft, unauthorised access or third party interference; (iii) lost or damaged entries, prize claims or prize(s); and/or (iv) acceptance and/or use of any prize.
53. The Promoter is committed to helping its customers make informed decisions about their food and beverage choices. The Promoter provides healthier food and beverage options for adults and children and ensures nutritional information is easily accessible to its customers. Nutritional information is available on websites, including on the Promoter's website (www.kfc.com.au), in its restaurants and, wherever possible, on product packaging.
54. All of the Promoter's decisions in respect of the promotion are final and no correspondence will be entered into.

PRIVACY

55. Ogilvy & Mather Sydney Pty Ltd (**Ogilvy**) as the Promoter's agent, and its promotional partners collect Personal Information about an Entrant to include the Entrant in the promotion, award prizes (where appropriate) and use the information to assist in improving the goods and services of the Promoter and its promotional partners (if any). If the Personal Information requested is not provided, the Entrant cannot participate in the promotion and is deemed ineligible. An Entrant also agrees that the Promoter may, in the event the Entrant is a winner, publish or cause to be published the winner's name and locality in any media, as required under the relevant State or Territory legislation.

56. Ogilvy will provide to each Entrant, at time of entry into the promotion, a collection statement that details the Personal Information being collected, the purpose of its collection, where the Personal Information will be stored and how it will be shared with third parties. The collection statement will comply with Ogilvy and the Promoter's disclosure obligations under the *Privacy Act 1988* (Cth).
57. Entrants can gain access to, update or correct any of their Personal Information held by the Promoter or the Promoter's agents by contacting the Promoter's Privacy Officer at Ogilvy House, 72 Christie Street, St Leonards, NSW 2065. All Personal Information will be stored by the Promoter in accordance with the Promoter's Privacy Policy. A copy of the Promoter's Privacy Policy in relation to the treatment of Personal Information collected may be obtained at <http://kfc.com.au/privacy>.
58. By entering the promotion, Entrants acknowledge that a further primary purpose for collection of the Entrant's Personal Information by Ogilvy is to contact the Entrant in the future with information about the Promoter, including special offers, market research or to provide the Entrant with marketing materials via any medium including mail, telephone and commercial electronic messages (SMS (Short Message Service), MMS (Multimedia Message Service), IM (Instant Messaging) and email) or any other form of electronic, emerging, digital or conventional communications channel whether existing now or in the future. The Promoter may share an Entrant's Personal Information with its Australian and overseas related companies, promotional partners, servants, employees, agents and trusted third parties who may contact the Entrant for their legitimate commercial purposes, including special offers, market research or to provide the Entrant with marketing materials in this way. By entering the promotion, Entrants acknowledge and agree that the Promoter, Ogilvy and any applicable third parties may use their Personal Information in the manner set out in this condition.
59. In these Conditions of Entry: "**Australian Consumer Law**" means Schedule 2 of the *Competition and Consumer Act 2010* (Cth). "**Intellectual Property Rights**" means all present and future rights of whatever nature anywhere in the world including, but not limited to, rights in respect of or in connection with copyright, inventions (including patents), trade marks, service marks, trade names, domain names, designs, confidential information, trade secrets and know-how and similar industrial, commercial and intellectual property rights, whether or not registered or registrable, and includes the right to apply for the registration of such rights, and whether existing in Australia or otherwise. "**Laws**" means all laws including rules of common law, principles of equity, statutes, regulations, proclamations, ordinances, by-laws, rules, regulatory principles and requirements, statutory rules of an industry body, statutory mandatory codes of conduct, writs, orders, injunctions, judgments, and generally accepted accounting principles in Australia. "**Losses**" means loss, damage, liability, charge, expense or cost (including all reasonable legal and other professional costs on a full indemnity basis) of any nature or kind. "**Personal Information**" means, for the purpose of the *Privacy Act 1988* (Cth), information or an opinion about an identified individual, or an individual who is reasonably identifiable, whether the information or opinion is true or not and whether the information or opinion is recorded in a material form or not. "**Regulators**" means any regulatory agency or any private entity that functions in a quasi-regulatory manner, having any applicable jurisdiction and includes the Advertising Standards Bureau, the Australian Association of National Advertisers, the Australian Communications and Media Authority, the Department of Communications and the Arts, the Australian Competition and Consumer Commission, the Office of the Australian Information Commissioner, the Classification Board and the Telecommunications Industry Ombudsman and any authority, agency or entity that is substituted for, or takes over the functions of, any of those organisations.
60. **Promoter:** Kentucky Fried Chicken Pty Ltd (ABN 79 000 587 780) and KFC Adco Limited (ABN 22 083 047 992) of 20 Rodborough Road, Frenchs Forest, NSW 2086; telephone: (02) 9930 3283.

NSW Permit No. LTPS/16/09400. ACT Permit No. TP 16/02346. SA Permit No. T16/2145.