

HUG-A-BUB® 'WIN A TRIP TO BYRON BAY' PROMOTION

CONDITIONS OF ENTRY

1. The Promoter is Fertile Mind Pty Ltd, ABN 37 082 080 402, Dee Why, NSW, 2099
2. Information on How to Enter and prizes form part of these Conditions of Entry.
3. Entry into this promotion is deemed to be acceptance of these Conditions of Entry. Entry is open and limited to residents of Australia. Employees of the Promoter, which is Fertile Mind Pty. Ltd., and employees or agents of stores in which the promotion is running, their related bodies corporate, and companies associated with the promotion and their immediate families and advertising agencies are ineligible to enter or win.
4. The Promoter reserves the right, at any time, to verify the validity of entries and entrants and reserves the right, in its sole discretion, to disqualify any individual who Promoter has reason to believe has breached any of these Terms and Conditions, tampered with the entry process or engaged in any unlawful or other improper misconduct calculated to jeopardise fair and proper conduct of the promotion. Errors and omissions may be accepted at the Promoter's discretion. Failure by Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights. Promoter's legal rights to recover damages or other compensation from such an offender are reserved.
5. Competition commences 1st June, 2017. Entry closes at 11.59pm AEST on 31st August, 2017. Winners will be notified by email and will be contacted by a representative from the Promoter within 5 days of the competition closing date. If for any reason a winner does not respond within 2 weeks, the prize will be forfeited and another winning selected.
6. Winners' details will be posted on-line at www.hugabub.com/competition, on Hug-a-Bub's official Instagram account and on the official Hug-a-Bub Facebook Page. If winner follows Hug-a-Bub's pages Instagram or Facebook, winner's account will be tagged accordingly. Winners will be asked to email info@fertilemind.com.au confirming their full contact details including full name, postal address and phone number.
7. Entries are to be made on-line at www.hugabub.com/competition which may be accessed via Instagram, Facebook or directly. Either:
 - a. On Instagram, follow the official Hug-a-Bub Australia Instagram account @hugabubcarriers and tag a friend on the promotion post. Instagram profile must be on public during this time to be eligible to win. Then follow the link from Instagram to visit the Hug-a-Bub website competition page; or,
 - b. On Facebook, Like the official Hug a Bub Australia Facebook page, Hugabub, tag a friend on the promotion post then click on the promotion link to visit the Hug-a-Bub website competition page; or,
 - c. Visit www.hugabub.com/competition directly.
8. Entrants may choose to unlike/unfollow the Hug-a-Bub Instagram or Facebook account at any time; however entrants entering via Facebook or via Instagram must follow/like the respective Hug-a-Bub page at time of the winner being notified in order to redeem the prize. Should the entrant have entered via Facebook or Instagram and not be a Follower/Liker of the respective Hug-a-Bub Instagram or Facebook account at time of the winner being notified, they will forfeit the prize, and another winner will be drawn.

9. Entrants are required to purchase a Hug-a-Bub wrap carrier or Ring Sling from a promotional stockist and state on the entry web page in 25 words or less "why you love your Hug-a-Bub® wrap carrier or ring sling".
10. Product must be purchased and receipt or invoice dated within promotional period. **ONE entry per purchase only.** The entrant is to retain the proof of purchase, as Promoter may require it.
11. All valid entries received by the closing date will be reviewed by the judging panel within 5 days of the competition closing date. This is a game of skill, and chance plays no part in determining the winner. Entry deemed most creative by the judges in their sole discretion will be deemed the winner. Promoter's decision is final and no correspondence will be entered into.
12. All entries become the property of Promoter. Winning entrants consent to Promoter using their competition entry and Instagram and Facebook account name in any media for an unlimited period without remuneration for the purpose of announcing the winning entry, promoting this promotion (including any outcome), and promoting any products manufactured, distributed and/or supplied by Fertile Mind Australia Pty Ltd
13. Major Prize valued at up to \$2000, depending on winner's location and seasonal price fluctuations.
 - A) *The lucky winner will be enjoying their Byron Bay getaway at The Lord Byron Hotel. With its beach sheikh vibe, the Lord Byron is perfectly located a few minutes' walk from town but just far enough to escape the hustle & bustle, giving you the chance to really let your hair down. Recently refurbished, the property boasts an amazing poolside bungalow - the perfect spot to get stuck into a new book or to unwind with a few evening sundowners!*

Features include: Free WIFI; Newly renovated rooms; Heated outdoor pool; Hot Spa; Cabana Area including BBQ facilities; Tennis court; Private balcony; Complimentary Bicycle & Surfboard.

Redemption of voucher depends upon availability. Valid till 30/09/2018. Not available on the following dates 20.07 – 25.07.2017; 22.12. – 08.01.2018; during Splendour festival 2018 (dates tba). Booking via Kira@millettgroup.com.au or +61 2 6685 7444
 - B) *Return flights for 2 adults from the winner's nearest state or territory capital. If winners fly from Sydney or Melbourne, they'll enjoy flights to the warmly welcoming Ballina Byron Gateway Airport.*
 - C) *If winner's nearest capital city is Brisbane, they receive a \$500 travel allowance to enable them to travel to Byron Bay.*
 - D) *Winners travelling from other capital cities fly with an airline of Promoter's choice to/from either Ballina or Coolangatta.*
 - E) *Free transfers from Ballina or Coolangatta airport to Lord Byron and return with Go Byron. Note: transfers to/from winner's nearest capital city airport are NOT included.*
 - F) *A\$300 spending money, to be paid as an EFTPOS gift card at the time of travel.*
14. Minor Prizes: A \$100 EFTPOS gift card will be awarded to the best three posts to the Hug-a-Bub Instagram Page <https://www.instagram.com/hugabubcarriers/> or Facebook <https://www.facebook.com/hugabub/> featuring Hug-a-Bub products. Posts must be tagged #breatheablewrap and be from a valid promotion entrant.
15. If the Promoter is unable to supply any prize, the Promoter reserves the right to supply another prize of equal value and/or specification subject to any written directions from a regulatory authority.

16. All meals, beverages, extra activities, spending money and other ancillary costs (including travel insurance) not expressly provided, as well as obtaining any of these, are the responsibility of the winner. Any costs associated with entering the competition and accessing the website are the responsibility of the entrant.
17. The stated prize value is the approximate recommended retail value (including GST) in Australia as provided by the suppliers and is correct at the time of printing. The Promoter accepts no responsibility for any variation in the value of the prize.
18. Winning entry will be awarded to the person whose name appears in the entry. If there is a dispute as to the identity of an entrant, Promoter reserves the right, in its sole discretion, to determine the identity of the entrant. If major prize winner is under 18 years the prize must be awarded to a parent or guardian.
19. Prizes, and any unused portion, are not transferable or exchangeable and cannot be taken as cash.
20. Promoter may elect at its sole discretion to conduct a photo opportunity lasting not longer than 1 hour featuring Hug-a-Bub products in daylight hours during Winner's stay at Lord Byron Hotel. Winners consent to participating in and co-operating with reasonable directions during any photography session, and for resulting images to be used by the Promoter for promotional purposes for an unlimited period.
21. The prizes are subject to any terms and conditions of prize providers, including (but not limited to) Lord Byron Resort and Go Byron, and the Promoter and its related bodies corporate are not responsible or liable for any direct or indirect loss suffered by an entrant as a direct or indirect result of the conduct of Lord Byron Hotel, Go Byron, or any other prize supplier (to the extent permissible by law).
22. Subject to any applicable law which cannot be excluded, the Promoter shall not be liable for any loss or damage whatsoever which is suffered (including but not limited to indirect or consequential loss) or for any personal injury suffered or sustained as a consequence of the use and enjoyment of any prize including the photo session detailed above. Where the prize includes participation in a recreational activity, prize winners (or their parent or guardian if the prize winner is aged under 18 years) may be required to sign a Liability Release in the form required by the Promoter to accept the prize.
23. The Promoter is not responsible for any incorrect or inaccurate information, or for any technical error, or any combination thereof that may occur in the course of the administration of this competition including any omission, interruption, deletion, defect, delay in operation or transmission, communications line or telephone, mobile or satellite network failure, theft or destruction or unauthorised access to or alteration of entries.
24. If for any reason this promotion is not capable of running as planned, including due to infection by computer virus, bugs, tampering, unauthorised intervention, fraud, technical failures or any cause beyond the control of the Promoter, the Promoter reserves the right in its sole discretion to cancel, terminate, modify or suspend the promotion, subject to any written directions of any relevant authority.
25. Promotional materials are void if stolen, forged, mutilated or tampered with in any way.
26. No responsibility is accepted for lateness or loss of misdirected entries. All entries are deemed to be received at the time of receipt into the promotion database and NOT time of transmission by the entrant.
27. The Promoter accepts no responsibility for any tax implications that may arise from the prize winnings. Independent financial advice should be sought by winners. All entries become and remain the property of the Promoter. The Promoter collects personal information about you to enable you to participate in this promotion. To do this, the Promoter may disclose your personal information to other companies

associated with this promotion and to State and Territory lottery departments. If you do not provide your personal information, the Promoter will not be able to enter you into this promotion.

28. Promoter reserves the right to conduct a security verification check at its absolute discretion. Prize winner may be required to sign a declaration and provide evidence of purchase confirming their eligibility to accept the prize.
29. Details from all entries will be collected and used for the purposes of conducting this promotion (which may include disclosure to third parties, including Lord Byron Resort, for the purpose of processing and conducting the promotion) and for publicity purposes surrounding this promotion. By entering this promotion entrants consent to the use of their information as described. Entrants may access and/or change their data by contacting the Promoter.