



**LIVE A LITTLE MELBOURNE SOCIAL MEDIA COMPETITION**  
**16 November 2020 – 6 December 2020**  
**TERMS & CONDITIONS**

**SCHEDULE**

<b>Promoter:</b>	Crown Melbourne Limited (ABN 46 006 973 262), 8 Whiteman Street, Southbank VIC 3006.
<b>Entrants:</b>	Victorian residents aged eighteen (18) years or over and not prohibited from entering the property of the Promoter for any reason.
<b>Participating Venue(s):</b>	N/A
<b>Competition Period:</b>	9.00am AEST Monday 16 November 2020 to 23.59pm AEST Sunday 6 December 2020.
<b>Entry Period:</b>	As above.
<b>Barrel Open Period:</b>	N/A
<b>Entry Mechanic:</b>	<p>The Promoter acknowledges that the contest is not sponsored, endorsed, or administered by, or associated with Instagram.</p> <p>During the Competition Period:</p> <ol style="list-style-type: none"><li>1. Take a photo at any quintessential Melbourne location within the City of Melbourne or at Crown Melbourne.</li><li>2. Post the picture on a valid public Instagram account.</li><li>3. Use the hashtag #LiveALittleMelbourne and be following @crownmelbourne. Optional: Tag @crownmelbourne.</li></ol> <p>Throughout the entire competition period, the Crown Melbourne Instagram bio will include a link (via Linked Tree) to the Crown Melbourne website where full competition terms and conditions will be accessible.</p>
<b>Maximum Entries per Entrant:</b>	There is no maximum entry limit per Entrant. No other method of entry will be accepted.
<b>Prize Draw(s) and Prizes:</b>	<p><b>Prize Draw:</b></p> <ol style="list-style-type: none"><li>1. This Competition is a game of skill; chance plays no part in determining the winner. A valid entry will be individually judged (by a representative of the Promoter) based on the originality and creativity of the photo uploaded. The judge's decision is final, and no correspondence will be entered into.</li><li>2. The selection of the major prize winner and weekly prize winners of the Competition will be determined from the entire pool of valid entries received during the Competition Period and will take place at 10.00am AEST Monday 7 December 2020 at 8 Whiteman Street Southbank 3006.</li><li>3. Weekly prize winners will be selected on the following dates;<ol style="list-style-type: none"><li>a. Monday 23 November 2020 – one (1) winner;</li><li>b. Monday 30 November 2020 – one (1) winner; and</li><li>c. Monday 7 December 2020 – one (1) winner.</li><li>d. In addition to the three (3) weekly winners, Crown will include an additional four (4) entrants to go into the assessment for the major competition winner.</li></ol></li><li>4. The three (3) weekly prize winners selected throughout the 3-week competition duration will be notified in writing on the specified</li></ol>



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	<p>announcement dates via Instagram direct message between 23 November 2020 to 7 December 2020 and asked to provide their full contact details. The prize will be in the form of a Crown gift card to the value of \$500 and must be used within three years of the date of issue.</p> <p>5. The total maximum value of the weekly prizes is to the value of \$1,500 (3 x \$500 vouchers).</p> <p>6. One (1) entry will be selected from the weekly winners and entrants described in point 3 above and declared the major prize winner of the competition.</p> <p>7. The major prize winner will be notified in writing via Instagram direct message by 3.00pm AEST Tuesday 8 December 2020 and asked to provide their full contact details.</p> <p>8. The prize provider for this competition is Crown Towers Melbourne.</p> <p>9. The prize includes a five-night stay at Crown Towers Melbourne in a Premier Club Suite (\$6,974), including valet parking (\$300), Crystal Club access (included in room rate), and all meals at Crown-owned venues throughout the stay to the maximum value of \$3,000.</p> <p>10. The total maximum value of the major prize is \$9,974.</p> <p>11. The total maximum value of the entire competition is \$11,474.</p>
<b>Total Prize Pool:</b>	\$11,474.
<b>Are Entrants required to be present at the Prize Draw(s)? How can Entrants claim their prize?</b>	<p>Entrants are not required to be present at the time of the Prize Draw to claim the prize. A representative of the Promoter will contact the winner via Instagram direct message to arrange redemption of the prize.</p> <p>The winning Entrant has seven days from the time of Instagram direct message to respond and acknowledge receipt of the prize.</p> <p>If the winning Entrant does not respond during the above mentioned seven-day period, a representative of the Promoter will individually judge the remaining entries based on the originality and creativity of the photo uploaded and select the next major prize winner. The judge’s decision is final, and no correspondence will be entered into.</p> <p>The major prize is valid until 30 June 2021 and must be redeemed before this date.</p>
<b>Winners notified and published:</b>	<p>Winners will be notified in writing via Instagram direct message.</p> <p>Details of the major prize winner will be published on the Promoter’s website (<a href="http://www.crownmelbourne.com.au">www.crownmelbourne.com.au</a>) on Tuesday 8 December for twenty-eight (28) days.</p> <p>Crown reserves the right to repost the winner’s photo on the Promoter’s Instagram (@crownmelbourne) between the dates of Monday 16 November to Tuesday 8 December 2020 and remain in story highlights for 24 hours, and on the static grid in perpetuity.</p>



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**GENERAL**

1. These Terms and Conditions incorporate and must be read together with the details outlined in the Schedule. Participation and eligibility to claim a prize in this Competition are subject to agreement to these Terms and Conditions and the Schedule.
2. Prizes are non-negotiable, not transferable and non-cash Prizes are not redeemable for cash, or any other goods or services.
3. If a Prize is unavailable for any reason at the time of a Prize Draw, the Promoter will instead award the winner a similar Prize of equivalent value (as determined by the Promoter).
4. Crown Gifts gift cards are valid for three years from date of issue. Please refer to [crown gifts.com.au](http://crown gifts.com.au) for further terms and conditions on purchases via Crown Gifts.
5. The major prize is valid until 30 June 2021.
6. Where an Entrant is not able to redeem any prize (or part thereof) due to physical inability or incapacity, poor weather or any other circumstances beyond the Promoter or the Prize provider's reasonable control, then that Prize (or part thereof) will be forfeited and is not redeemable for cash, or any other prize, goods or services.
7. The Promoter reserves the right and licence to use an Entrant's name, suburb, photograph, image and likeness for the purpose of promoting and advertising Crown and the Crown Entertainment Complex.
8. The Promoter will handle Entrants' personal information in accordance with the *Privacy Act 1988* (Cth) and Crown's privacy policy, which is available at <https://www.crownmelbourne.com.au/general/privacy-policy>. Entrants' personal information obtained in relation to this Competition is for the sole use of identifying winners of the Competition and will not be disclosed to any other organisations, unless such disclosure is required by law.
9. Subject to law, the Promoter (including its employees, agents and contractors) has no liability to any person for injury (including death), loss or damage whatsoever howsoever arising in connection with this Competition including the awarding, condition, use or misuse of the prizes. This clause does not apply to the extent that the Promoter's liability (if any) arises from an act or omission of the Promoter in respect of its supply of services and/or goods to the prize winners in the ordinary course of the Promoter's business.
10. The Promoter may cancel or modify the Competition, but will only do so if this is unavoidable (for example, if the Competition cannot run for technical or administrative reasons that cannot be rectified). The Promoter will update these Terms and Conditions as soon as is practicable if this occurs. If the Competition is cancelled, the Promoter may select the winner(s) from eligible entries received at the time of cancellation, if appropriate to do so in the circumstances.
11. The Promoter shall not be liable in any way if entries are unavailable as a result of technical malfunction or operator fault.
12. This Competition is not open to Entrants or other persons excluded from the casino pursuant to the provisions of the *Casino Control Act 1991* (Vic) or who are otherwise prohibited from entering the Crown Entertainment Complex for any reason, including persons who become prohibited before or after a prize draw (up to the time of receipt or collection of a prize by a prize winner).
13. Employees of the Crown Group of Companies, including the Promoter, Crown Resorts, Crown Perth, Crown Sydney, Crown Aspinalls London and Betfair are not permitted to participate in this Competition.
14. The Promoter's decision in connection with any aspect of this Competition will be binding and final on every Entrant.



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15. Any failure to comply with these Terms and Conditions may result in the disqualification of any Entrant. Disqualification will be at the Promoter's sole discretion and no correspondence will be entered into.
16. The Promoter practises the responsible service of gaming and the responsible service of alcohol. Entry and continued participation in this Competition is subject to the Participating Venue's liquor serving policy. Crown adheres to the Victorian Commission for Gambling and Liquor Regulation Responsible Liquor Advertising & Promotions guidelines:  
<https://www.vcglr.vic.gov.au/resources/education-and-training/responsible-alcohol-advertising-and-promotion>.
17. The Promoter reserves the right to alter these Terms and Conditions to address any misinterpretation, misinformation or misunderstanding that may arise in the application of these Terms and Conditions, as is permitted by law. The Promoter's decision will be final.
18. The Entrants are to capture photos within the City of Melbourne or Crown Melbourne, Southbank, Victoria to be qualified as a successful Entrant in line with the competition mechanics.
19. Entrants must have the consent of the individual(s) within their photo to be qualified as a successful Entrant in line with the competition mechanics.
20. The photo posted must be tasteful, not offensive, not discriminatory, and compliant with the law in order to be qualified as a successful entry in line with the competition mechanics.
21. Entrants deemed a winner of a weekly prize and contacted via Instagram message by 3.00pm AEST on the 23 November 2020, 30 November 2020 or 7 December 2020 are required to physically collect your prize and present photo ID from Crown Towers Concierge Desk – 8 Whiteman Street, Southbank VIC 3006.