



HEINEKEN WIN A TRIP TO COACHELLA COMPETITION

SUNDAY 1 FEBRUARY – TUESDAY 24 MARCH 2026

TERMS & CONDITIONS

SCHEDULE

Promoter:	Crown Melbourne Limited (ABN 46 006 973 262), 8 Whiteman Street, Southbank VIC 3006
Entrants (who can enter?):	<ol style="list-style-type: none">1. Victorian residents aged 21 years or over who are not excluded or prohibited from entering the Promoter's property or any Crown property for any reason.2. Entrants must be available to take the Prize from Thursday 9 – Monday 13 April 2026 (approximate dates and subject to change)
Participating Venue(s):	Atrium Bar, Jackpot Bar, Lumia Bar, Sports Bar, The Pub
Competition Period:	12:00pm Sunday 1 February - 11:59pm Tuesday 24 March 2026 with each day during the Competition Period being a 'Day'. All times recorded throughout these Terms & Conditions are in Australian Eastern Standard Time.
Website:	https://heineken.crownmelbournepromotion.com.au
Entry Mechanic:	To enter the Promotion, during the Competition Period, Entrants must: <ol style="list-style-type: none">a) Purchase any two (2) Heineken products to share;b) Receive one (1) entry card with a unique code per Eligible Purchase from the Participating Venue; andc) Scan the QR code on the entry card to visit the Website, fill out and submit the online entry form, including by providing the unique code on your entry card and all other requested information, to be entered into the Prize Draw. There will be a total of 6,000 unique code cards distributed across the Participating Venues.
Maximum Entries per Entrant	A maximum of two (2) entries per Entrant per Day.
Prize Draw(s):	There will be one (1) winner determined in respect of this Promotion. There will be one (1) Prize Draw conducted at 10am (AEST) on Wednesday 25 March 2026 by DE Advertising at the offices of Adlab 87 Kensington Road Norwood SA 5067. The first valid entry drawn will win a prize.
Prize(s)	There will be one (1) prize available in respect of this Competition. Prize The Prize Winner will receive a VIP Coachella experience for them and one (1) adult companion in California, USA (valued up to \$24,240AUD (excl GST. As at 18/12/25)), which includes the following: <ol style="list-style-type: none">a) Return economy airfares (including air fare taxes) from winners nearest Australian capital city to Palm Springs International Airport, California USA.b) Four (4) nights' accommodation at a 4-star hotel as determined by the Prize Provider



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	<p>c) 3-day VIP festival passes to Coachella 2026 for the Major Prize Winner and their adult companion, which includes:</p> <ul style="list-style-type: none">a. Return shuttle passes for the Major Prize Winner and their adult companion from the accommodation to Coachella Festival for all 3 days.b. Access into the venue and VIP areas all weekend. VIP Pass holder may visit the GA Camping areas.c. Access to Heineken House for 21+d. Beverage voucherse. Skip the line passesf. Heineken MCB Welcome Experience (mandatory on Thursday night).g. A chaperone from Heineken. <p>d) \$2,000AUD spending money; and</p> <p>e) Travel insurance credit to the value of \$600AUD for the Major Prize Winner and their companion.</p>
Total Prize Pool / Value:	\$24,240AUD (excl GST) as at 18/12/25.
Prize Conditions	<p>In addition to the General Terms & Conditions, the following Prize Conditions apply in relation to the Prizes:</p> <ul style="list-style-type: none">• Entrants must keep their entry card as proof of purchase for all entries. If an Entrant does not produce the proof of entry for all entries when requested to, the Promoter may disqualify all of an Entrant's entries and the Entrant will lose any right to a prize. Proof of purchase must be identical to that provided by the Entrant with their entry. If the Promoter believes that an Entrant has shared their proof of purchase with another person, the entries of the Entrant and the person with whom they shared their proof of purchase will be invalid and both Entrants will lose any right to a prize. <p>Spending Money:</p> <ul style="list-style-type: none">• Will be provided to the Prize Winner via visa gift card <p>Redraw</p> <ul style="list-style-type: none">• In the event that a winner has not claimed their prize or, if after making reasonable attempts the Promoter has been unable to contact a winner by 1:00pm (AEST) two (2) business days after the Prize Draw, the relevant entry will be discarded and DE Advertising and Design will carry out an unclaimed prize re-draw at 1.15pm (AEST) at the location of the original draw to randomly distribute the relevant prize to a valid Entrant (Re-Draw Winner). The Re-Draw Winner will be informed by phone and in writing by email within two (2) days of the prize re-draw.
How are winners notified?	<p>Winners will be notified in writing via phone and in writing to the email address on their online entry form by the Promoter within two (2) days of Prize Draw.</p> <p>Details of the Major Prize Winners will be published on the Promoter's website (www.crownmelbourne.com.au) on Friday 27 March 2026 for 28 days.</p>

GENERAL TERMS & CONDITIONS



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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.

- a) **Entries:** Your entry must be received during the Competition Period and will be deemed to be received when received by the Promoter. Any entry forms/entry cards/unique codes from any other Competition cannot be used for this Competition and are void if illegible, incomplete, copied, forged, stolen or interfered with. The Promoter shall not be liable in any way if entries are unavailable as a result of technical malfunction or operator fault. Employees of the Crown Group of Companies, including Crown Resorts, Crown Perth, Crown Melbourne, Crown Sydney, Crown Aspinalls London and Betfair are not permitted to enter or participate in this Competition. Any spouse, partner, sibling, parent or child of an Executive team member of the Promoter are also not permitted to enter or participate in this Competition.
- b) **Prizes:**
 - i) Prize values are correct as at the date of preparing these Terms and Conditions. The Promoter is not responsible for any change in prize value.
 - ii) Prizes are non-negotiable, non-transferable and non-cash Prizes are not redeemable for cash, or any other goods or services and must be taken as and when offered or will be forfeited. If forfeited, the Promoter will not be liable.
 - iii) Where a winner is not able to redeem a 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.
 - iv) If a Prize is unavailable for any reason at the time of a Prize Draw, the Promoter will award the winner a similar Prize of equivalent value (as determined by the Promoter).
 - v) In the event that a Prize Draw cannot be conducted at the specified time due to unforeseen circumstances outside the Promoter's reasonable control, the affected Prize Draw will take place as soon as is practicable after the delay has been resolved.
 - vi) By accepting or participating in any prize, the Winner's companion (if applicable) also accepts these Terms and Conditions. Winners and their companions (if applicable) are responsible for all other unspecified costs related to the Prize, including any costs associated with ongoing use of the Prize.
 - vii) Prizes may be subject to additional Prize Conditions. Third party terms and conditions (such as those of the prize provider) may apply in relation to the receipt of the prize.
 - viii) Unless otherwise stated in these Terms and Conditions, if the Winner fails to claim the Prize or respond to Winner notifications within 28 days, the Winner will forfeit the prize and no substitute will be offered. A redraw will occur only if specified in these Terms and Conditions.
- c) **Tax:** The Promoter is not responsible for any tax implications arising from the Entrant winning a Prize.
- d) **Entrant Consent and Licence:** The Promoter reserves the right to, and the Entrant grants the Promoter the consent and licence to, use an Entrant's name, suburb, photograph, entry, image and likeness for the purpose of promoting and advertising Crown and the Crown Entertainment Complex.
- e) **Privacy Collection Statement:** The Promoter may collect, use and disclose entrants' personal information, including name and contact details, for purposes associated with the conduct of the Competition, sending emails to entrants regarding their entries into the Competition, publicising the results and Prize collection. Uses may also include future promotion, marketing, and publicity in accordance with the Promoter's Privacy Policy: <https://www.crownperth.com.au/general/privacy-policy> (Crown Perth), <https://www.crownmelbourne.com.au/general/privacy-policy> (Crown



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Melbourne), and <https://www.crownsydney.com.au/general/rules-policies/privacy-policy> (Crown Sydney). Unless otherwise advised by the entrant, by entering this Competition, each entrant consents to the retention and use of their information in this manner.

- f) **Consumer Rights:** Nothing in these Terms and Conditions restricts, excludes or modifies any consumer rights an Entrant may have under any statute, including the *Competition and Consumer Act 2010* (Cth) which may not be excluded, restricted or modified by agreement.
- g) **Indemnity:** Subject to their Consumer Rights, each Entrant and any person partaking in any component of the Prize, releases and indemnifies the Promoter from any claim, loss, damage, injury, expense, cost or charge sustained or in any way incurred in connection with the Prize or Competition or participation in the Prize or Competition. The Promoter (including its employees, agents and contractors) has no liability to any person for injury (including illness or death), loss or damage whatsoever (including but not limited to direct, indirect, consequential or economic loss) suffered or sustained in connection with this Competition, the promotion of this Competition, or the awarding, condition, use or misuse of any Prize, except for any liability which cannot be excluded by law (in which case, that liability is limited to the greatest extent allowed by law). 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 Winners in the ordinary course of the Promoter's business.
- h) **Limitation of Liability:** To the fullest extent permitted by law, the Promoter excludes liability for any problems or technical malfunction or human error. The Promoter's responsibility for the provision of Prizes is limited to the prizes as described in these Terms and Conditions, the Promoter accepts no further liability or commitment beyond those stated and is not liable for any failure of the Promoter's agents or contractors to supply the Prizes as stated. All times are best estimates only and the Promoter does not guarantee that events will take place exactly at the times stated. The Promoter will not be responsible for any act, omission, failure or delay by the Promoter that is due to any acts which are not reasonably within its control, including as a result of any technical malfunction.
- i) **Social Media Platforms:** This Competition is in no way sponsored, endorsed or administered by, or associated with any social media platform, including Facebook, Instagram and Twitter. Entrants provide their information to the Promoter and not to any social media platform. Entrants completely release any relevant social media platforms from any and all liability.
- j) **Third Party Brands:** Third party brands named in connection with this Competition (including in Prizes) are not affiliated with or sponsors of this Competition, unless otherwise stated.
- k) **Alterations of Terms and Conditions:** The Promoter reserves the right to cancel, terminate, modify, or suspend the Competition or amend these terms and conditions, subject to any directions from a regulatory authority. The Promoter will update these Terms and Conditions as soon as is practicable if this occurs.
- l) **Disqualification:** If a person has been disqualified from any prior promotion, competition or offer for any reason by the Promoter, they are not permitted to enter or participate in this Competition. 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.
- m) **Disputes:** In the event that there is a dispute concerning the conduct of the Competition or claiming a prize, the Promoter will resolve the dispute in direct consultation with the Entrant. The Promoter's decision in connection with any aspect of this Competition will be binding and final on every Entrant.
- n) **Excluded Entrants:** 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), *Casino Control Act 1992* (NSW), or *Casino Control Act 1984* (WA) or who are otherwise prohibited from entering any Crown property



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including Crown Melbourne, Crown Perth or Crown Sydney, for any reason, including persons who become prohibited before or after a draw (up to the time of receipt or collection of a Prize by an Entrant).

- o) **Crown PlaySafe:** The Promoter practices safer gambling and supports guest safety and wellbeing. The Crown PlaySafe contact number is 1800 801 098 and the Gambling Help Online website is www.gamblinghelponline.org.au