

Switch Your Fish – gotcha give-away: terms and conditions



Entry Terms and Conditions

The *promoter* is Currie Communications Pty Ltd, ABN 82 050 913 909 (Currie). Switch Your Fish is the name of a campaign being managed by Currie. The website www.switchyourfish.com.au is also managed by Currie.

Currie's address, phone number and email address are:

Level 7, 84 William Street, Melbourne, Victoria, 3000

03 9670 6599 (or 0478 029 040)

info@curriecommunications.com.au (or catchus@switchyourfish.com.au)

The key contact for the competition will be Sophie Clayton, Currie, who can be contacted via catchus@switchyourfish.com.au.

About the competition

The 'Switch Your Fish – gotcha give-away' is a three-week competition where recreational fishers on the Sunshine Coast can submit images of their catch to win a \$20 BCF gift certificate.

By submitting an entry to the 'Switch Your Fish – voucher give-away', you (*the entrant*) agree to the terms and conditions contained herein.

Competition period

The *competition period* is from 12:01am, Wednesday 23 June 2021 to 11:59pm, Thursday 15 July 2021. Only entries submitted during the competition period will be valid.

How to enter

The competition is open to all Australian residents except the promoter's employees and their immediate family.

To enter the competition, entrants must post a photo of themselves and a Mahi Mahi, Amberjack or Cobia that they have caught off the Sunshine Coast during the competition period on their Facebook or Instagram account. This post constitutes an *entry*. Entries will only be valid if:

- The entry is publicly visible; and
- The entry contains the hashtag #SwitchYourFish; and



- Depending on the platform:
 - If made on Facebook, the entry tags the [Switch Your Fish Facebook account](#) and at least two of the entrant's Facebook friends; or
 - If made on Instagram, the entry tags the [Switch Your Fish Instagram account](#) and at least two of the entrant's Instagram followers.

Entries will be considered invalid should they:

- Contain any content that may be considered offensive.
- Reflect negatively on the Switch Your Fish campaign.
- Shows poor fishing practices.
- Defames, insults or misrepresents any individual or organisation.

Multiple entries are permitted.

Selection of winners

Assuming sufficient entry numbers, six winners will be selected based on the following criteria:

- The quality of the photography including effective lighting, framing of subject, and use of colours and textures.
- The quality of the writing including evocative storytelling about the catch.
- The creativity of the post as a whole, including noting the importance of supporting sustainable fishing practices by recreational fishers.
- The level of engagement the post generates.

Each winner will receive a \$20 BCF gift certificate. The prize is not transferable, exchangeable or redeemable for additional cash. The prize includes delivery in Australia only.

Competition winners will be announced on the [Switch Your Fish Facebook page](#) and [Switch Your Fish Instagram page](#) on Friday 16 July 2021. Winners will also be contacted via Facebook messenger or Instagram direct message no later than 5:00pm on Friday 16 July 2021.

While best efforts will be made to contact winners, in the event that, for any reason, the winners cannot be notified after reasonable attempts, the prize will be forfeited. If the prize is not claimed after a month, it will be forfeited.

Personal information and copyright

By entering into the competition, all entrants agree to assign copyright ownership of their entry to Currie. Entrants will retain a non-exclusive, perpetual, sole licence to use the work for their own purposes.

Entrants consent to Currie using their name, likeness, image and disclosed personal information in relation to this competition for an unlimited period without remuneration for the purpose of promoting the Switch Your Fish campaign, and for other promotional activities featuring Switch Your Fish. Use includes editing of any content in good faith.

In the case of this competition, disclosed personal information refers to any information about an identifiable individual disclosed by that individual and



includes email, phone number and city of residence. More information on how your personal information will be retained can be found in Currie's [Privacy Policy](#).

Other conditions

- If for any reason beyond the reasonable control of the promoter any aspect of this promotion is interfered with in any way or is not capable of being conducted as reasonably anticipated (including, but not limited to, by reason of infection by computer virus, bugs, tampering, unauthorised intervention, fraud, technical failures or any cause beyond the control of the promoter which corrupts or affects the administration, security, fairness, integrity or proper conduct of this competition) the promoter reserves the right to disqualify any entrant or winner, or to modify, suspend, terminate or cancel the competition.
- Except for any liability that cannot be excluded by law, the promoter (including its officers, employees and agents) excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of the promotion, including, but not limited to, where arising out of the following: (a) any technical difficulties or equipment malfunction (whether or not under the promoter's control); (b) any theft, unauthorised access or third party interference; (c) any claim that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the promoter) due to any reason beyond the reasonable control of the promoter; (d) any tax liability incurred by a claimant; or (e) participation in the promotion.