

## **Ridley AgriProducts Pty Ltd Equine Gastric Ulcers**

### **Scratch & Win Consumer Promotion**

#### **Terms and Conditions: “Equine Gastric Ulcers Scratch & Win Promotion”**

#### **Barastoc Equine Gastric Ulcers Scratch and Win Promotion**

The promoter is Ridley AgriProducts Pty Ltd ABN 94 006 544 145 (Ridley). The promotion will be conducted in New South Wales, Queensland, South Australia, ACT and Victoria. [Barastoc is a registered trademark of Ridley, whose address and telephone number appears below.]

#### **Method of Entry:**

- Scratch & win cards will be displayed at a point of purchase with participating retail stockists. Consumers will be informed of this offer through Ridley merchandising communication, including posters, stickers and counter cards. At the time of purchasing either a bag of Barastoc Complete Performer 20kg or a bag of Speedi-Beet 20kg or Fibre-Beet 20kg from participating retail stockists during the promotion period, the consumer will receive a corresponding quantity of scratch & win cards (1 bag = 1 scratchie, 2 bags = 2 scratchies, 3 bags = 3 scratchies, etc). Participating retail stockists will be responsible for dispensing the scratch & win cards based on consumer purchases of Barastoc Complete Performer 20kg, Speedi-Beet 20kg or Fibre-Beet 20kg. Consumers will scratch the relevant card panel to reveal their chance to win a prize from the prize pool. There is a 1 in 20 chance of winning a Barastoc prize pack and 1 in 10 chance of winning a free bag of 20kg Barastoc Feed. Participating stores will be responsible for the distribution of prizes based on the stock they have available. Winning scratch & win cards may then be returned to Ridley for the store to be sent replacement stock. These cards will be deemed invalid unless the store details (name, location and contact phone number) and the winning customer details (name, contact phone number and email address) has been marked on the rear of the card.

#### **Terms and Conditions of Entry:**

- Information on Method of Entry, Promotional Timing and Prize Pool Details form part of these Terms and Conditions. By participating in the Barastoc Equine Gastric Ulcers 20kg Scratch and Win promotion, eligible entrants are deemed to have accepted these terms and conditions.
- The promotion is open to all Australian residents, (except the promoters’ employees, participating retail stockists’ employees and their families) who purchase a minimum of 1

x 20kg bag of either Barastoc Complete Performer, Barastoc Speedi-Beet or Fibre-Beet in a single transaction from participating stockists.

- There is a total of x 1390 possible prizes and prize total at each retail stockist may vary, based on x1 Scratch & Win card for each bag purchased of Barastoc Complete Performer 20kg, Barastoc Speedi-Beet and Barastoc Fibre-Beet.
- The only Ridley packaged product included in this promotion is Barastoc Complete Performer 20kg, Barastoc Speedi-Beet 20kg and Barastoc Fibre-Beet 20kg.
- The promotion is to be run through participating Australian retail stockists in New South Wales, Queensland, South Australia and Victoria.

## **Promotional Timing**

- The promotion will run from 1 March 2020 until 30 April 2020, unless sold out prior.
- Prize winners will be notified as revealed by each winning scratch & win card.
- Unsuccessful participants will be notified as revealed by each unsuccessful scratch & win card.
- Any information provided will be shared between the promoters and the participating retail stockists. The promoter collects personal information about entrants to include entrants in the Competition and where appropriate award prizes. If the personal information requested is not provided, the entrant may not participate in the Competition. At Ridley, we value privacy and the information we collect is for the competition and prize distribution only. If you agreed to follow-up contacts by us or asked to be put on our mailing list when you registered, we may also contact you from time to time. You can always change your preference for follow-up contacts by e-mailing us at any time. Review the full privacy policy here <http://www.ridley.com.au/privacy-policy>.
- Entrants' personal information will be collected by the Promoter for the purpose of conducting this Promotion. Information provided by the entrant may be entered into a database and used by the Promoter, the Promoter's related entities and agencies engaged by the Promoter, for the Promoter's current and future promotional and marketing purposes without further reference or compensation to them.
- Entrants consent to the Promoter using their name, likeness, image and/or voice in the event they are a winner (including photograph, film and/or recording of the same) in any media for an unlimited period without remuneration for the purpose of promoting this promotion (including any outcome), and promoting any products manufactured, distributed and/or supplied by the Promoter.
- The promoter accepts no responsibility for lost scratch & win cards.
- Any change between the value of the prizes between the publishing date and the date the prizes are claimed is not the responsibility of the promoter.
- The promoter and its respective related bodies corporate, officers, employees and agents will not be liable for any loss or damage whatsoever which is suffered (including but not limited to indirect or consequential loss), or for personal injury suffered or sustained in connection with this competition, the promotion of this competition or the use of the prize, except for any liability that cannot be excluded by law.

- Additional expenses incurred as a result of accepting the prize are the winner's responsibility and the promoters and/or their affiliates accept no liability or responsibility in respect of the same or for any loss or injury suffered as a result of accepting the prize.

## **Prize Pool Details:**

### **Free bag of 20kg Barastoc feed**

#### **(1 in 10 chance)**

- There are six (x6) "20kg Barastoc Bag of Feed" to be won at each participating retail stockist (x225 retail stockists in total), valued at \$50 each including GST.
- Each prize is only valid at the retail stockist where the winning scratch & win prize was revealed and cannot be used or redeemed at any other store.
- The prize can only be used to redeem for a 20kg Barastoc bag of feed valued at \$50 each including GST.
- A potential of 225 (retail stockists) x 6 (bags of feed per store) x \$30 (Free Bag of Feed) represents \$40,500 retail value.
- The prize is not transferable, exchangeable or redeemable for cash.
- The prize for a free bag of Barastoc Feed valued at \$50 each including GST is valid for 12 months. Any prize not redeemed 365 days after revealing the winning scratch & win card, will be forfeited.
- The prize does not include delivery.

### **Barastoc Prize Pack (includes horse ice cube tray, hoof brush and feed scoop)**

#### **(1 in 20 chance)**

- There are six hundred and seventy-five (x675) "Barastoc Prize Packs" to be won at each nationally (x225 retail stockists in total), valued at \$30 each including GST. There are 3 prize packs per store.
- Each prize is only valid at the retail stockist where the winning scratch & win prize was revealed and cannot be used at any other store.
- 225 (retail stockists) x 675 (prize packs) x \$30 (value) represents \$20,250.00 retail value.
- The prize is not transferable, exchangeable or redeemable for cash.
- Any voucher not redeemed 365 days after revealing the winning scratch & win card, will be forfeited.
- The prize does not include delivery.

### **Total Prize Pool:**

- X1350 20kg Barastoc Bag of Feed valued at \$50 each
  - Valued at \$50, including GST
    - X225 retail stockists x \$50, totals \$67,500
- X675 Barastoc prize packs (horse ice cube tray, hoof brush and feed scoop)
  - Valued at \$30, including GST
  - X225 retail stockists x 3 prizes per store x \$30 each prize, totals \$20,250
- Total winning scratch & win cards
  - 1 in 20 cards will be a “winner” for the prize pack
  - 1 in 10 cards will be a “winner” for the free bag of feed
- Total value of national prize pool
  - \$87,750.00 including GST

### **Prize Breakdown by State**

- Total value of prize pool for SA
  - \$16,380 including GST
  - 42 SA stores participating.
  - \$16,380 including GST made up of:
    - 6 x \$50 free bag of Barastoc Feed per store (\$300 x 42 SA stores) - \$12,600 including GST
    - 3 x \$30 vouchers per store (\$90 x 42 SA stores) - \$3,780 including GST
  
- Total value of prize pool for VIC
  - \$45,630 including GST
  - 117 VIC stores participating.
  - \$45,630 including GST made up of:
    - 6 x \$50 free bag of Barastoc Feed per store (\$300 x 117 VIC stores) - \$35,100 including GST
    - 3 x \$30 vouchers per store (\$90 x 117 VIC stores) - \$10,530 including GST
  
- Total value of prize pool for NSW
  - \$19,890 including GST
  - 51 NSW stores participating.
  - \$19,890 including GST made up of:
    - 6 x \$50 free bag of Barastoc Feed per store (\$300 x 51 NSW stores) - \$15,300 including GST

- 3 x \$30 vouchers per store (\$90 x 51 NSW stores) - \$4,590 including GST
- Total value of prize pool for QLD
  - \$21,450 including GST
  - 55 QLD stores participating.
  - \$21,450 including GST made up of:
    - 6 x \$50 free bag of Barastoc Feed per store (\$300 x 55 QLD stores) - \$16,500 including GST
    - 3 x \$30 vouchers per store (\$90 x 55 QLD stores) - \$4,950 including GST
- The prize does not include delivery.
- At the end of the promotion all legitimate existing claims for prizes and entitlements to claims will be met notwithstanding the advertised prize pool has been exceeded. Printing errors or other quality assurance matters outside the control of the entrant will not be used as the sole basis for refusing to award a prize.
- Full terms and conditions can be found at [www.barastochorse.com.au](http://www.barastochorse.com.au)
- This promotion is authorised under NSW Permit number LTPS/19/41132 and SA Permit number xxxxxxx.

### **Promoter Address**

Ridley AgriProducts Pty. Ltd PO Box 16187, Collins Street West, VIC 8007 Phone: 1300 666 657