



# Terms & Conditions

## Trade Promotion – Game of Chance

### SunRice x Coles Promotion 2025 (AU Promotion)

#### KEY TERMS

Information on how to enter and prizes form part of these Terms & Conditions. By participating, entrants agree to be bound by these Terms & Conditions. Entries must comply with these Terms & Conditions to be valid.

Details	
<b>Promoter</b>	<p>The Promoter is:</p> <p>Ricegrowers Limited trading as SunRice (ABN 55 007 481 156) of L17, 1 Farrer Place, Sydney NSW 2000</p>
<b>Eligible Entrants</b>	<p>Entry is open to residents of Australia only. Entrants under the age of 18 must have parent or legal guardian approval to enter.</p>
<b>How to Enter</b>	<p>To enter, each entrant must, during the Promotional Period:</p> <ul style="list-style-type: none"> <li>(a) purchase a pouch of any SunRice product (either 1kg bag or 450g) at any Coles store within Australia or online via <a href="https://www.coles.com.au">https://www.coles.com.au</a> (“Participating Venues”); and</li> <li>(b) visit <a href="http://www.sunricepromo.com">www.sunricepromo.com</a> and fully complete the online entry form, including their personal details (full name, address, email address and telephone number); and</li> <li>(c) upload a scanned copy or photo of the receipt for the qualifying transaction.</li> </ul> <p><b><u>Proof of Purchase:</u></b> The entrant must retain proof of purchase. The proof of purchase required is an original receipt for the qualifying transaction.</p>
<b>Limits on Entry</b>	<p>Multiple entries will be accepted, however, each entry must be unique and submitted separately. There is a limit of one (1) entry permitted per qualifying transaction.</p> <p>Entrants must retain a clear copy of their original receipt as proof of a valid purchase during the Promotional Period and produce this within 7 days of a request by the Promoter. Failure to do so may, in the reasonable discretion of the Promoter, result in invalidation of the entrant’s entry and forfeiture of any right to a prize.</p> <p>Entries which in the reasonable opinion of the Promoter:</p> <ul style="list-style-type: none"> <li>(a) are received outside the Promotional Period;</li> <li>(b) contain defamatory, offensive or inappropriate content or infringe intellectual property rights;</li> <li>(c) are incomplete or indecipherable; or</li> <li>(d) do not otherwise comply with these Terms &amp; Conditions,</li> </ul> <p>will be invalid and ineligible for any prize.</p> <p>There is a limit of one (1) prize per person and per residential address (excl. SA residents).</p>



Details																					
<b>Promotional Period</b>	The promotion commences at 12:00 am AEDT on 08/01/2025 and closes at 11:59 pm AEDT on 04/02/2025 (“Promotional Period”).																				
<b>Weekly Draw Dates</b>	<p>An independent scrutineer will observe the Draw process and announcement of the winners.</p> <p>All Weekly Draws will take place at Suite 2.03 76a Edinburgh Road Marrickville NSW 2204 at 10:00 am AEDT on the dates outlined below (by computerised random selection). Entries open and close for each Weekly Draw on the dates/times specified below. Non-winning entries in each Weekly Draw will <b>not</b> be entered into any subsequent Weekly Draw/s.</p> <table border="1"> <thead> <tr> <th>Weekly Draw</th> <th>Entries Open</th> <th>Entries Close</th> <th>Draw Date</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>08/01/25 12:00 am AEDT</td> <td>14/01/25 11:59 pm AEDT</td> <td>16/01/25</td> </tr> <tr> <td>2</td> <td>15/01/25 12:00 am AEDT</td> <td>21/01/25 11:59 pm AEDT</td> <td>23/01/25</td> </tr> <tr> <td>3</td> <td>22/01/25 12:00 am AEDT</td> <td>28/01/25 11:59 pm AEDT</td> <td>30/01/25</td> </tr> <tr> <td>4</td> <td>29/01/25 12:00 am AEDT</td> <td>04/02/25 11:59 pm AEDT</td> <td>06/02/25</td> </tr> </tbody> </table> <p>The first 200 valid entries drawn from each Weekly Draw will each receive the prize outlined below. The draw conductor may draw additional reserve entries in case an invalid entry or entrant is drawn.</p> <p>If a draw is scheduled on the weekend or a public holiday, the draw will be conducted at the same time and location on the following business day. The Promoter will ensure each draw is open for public scrutiny and anyone may witness the draw on request. The winner of a drawn prize is determined by chance.</p>	Weekly Draw	Entries Open	Entries Close	Draw Date	1	08/01/25 12:00 am AEDT	14/01/25 11:59 pm AEDT	16/01/25	2	15/01/25 12:00 am AEDT	21/01/25 11:59 pm AEDT	23/01/25	3	22/01/25 12:00 am AEDT	28/01/25 11:59 pm AEDT	30/01/25	4	29/01/25 12:00 am AEDT	04/02/25 11:59 pm AEDT	06/02/25
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<b>Prize Details</b>	<p>The prize is a \$50 Coles gift card.</p> <p>Any ancillary costs associated with redeeming the gift card are not included. Any unused balance of the gift card will not be awarded as cash. Redemption of the gift card is subject to any terms and conditions of the issuer including those specified on the gift card.</p> <p>The total prize pool is \$40,000.</p>																				
<b>Prize Delivery</b>	Prizes will be delivered to the winner(s) within 28 days of the winner accepting the prize. The prize will be delivered to the winner’s Australian address.																				
<b>Notification of Winners</b>	<p>Winners will be notified in writing by email within 2 days of the draw.</p> <p>The winners will be published on 13/02/2025 at <a href="http://www.sunricepromo.com">www.sunricepromo.com</a> for a minimum of 28 days.</p>																				
<b>Second Chance Draw</b>	<p>If any prize is unclaimed by 10/03/2025 at 09:00 am AEDT or the winner/s drawn is not an eligible person for the purposes of these Terms &amp; Conditions, a second chance draw will be held on 11/03/2025 at the same time and place as the first draw in order to distribute any unclaimed prizes.</p> <p>Winners will be notified in writing by email within 2 days of the second chance draw.</p> <p>The winner(s) of the second chance draw will be published on 17/03/2025 at <a href="http://www.sunricepromo.com">www.sunricepromo.com</a> for a minimum of 28 days.</p>																				
<b>Permit Numbers</b>	Authorised under: NSW Authority No. TP/03654; Permit No’s: SA T24/1875 & ACT TP 24/02434																				





## FURTHER DETAILS

1. The entrant agrees and acknowledges that they have read these Terms & Conditions (and the schedule above) and that entry into the promotion is deemed to be acceptance of these Terms & Conditions (and the schedule above). Any capitalised terms used in these Terms & Conditions have the meaning given in the schedule above, unless stated otherwise.
2. Entries are deemed to be received at the time of receipt by the Promoter and not at the time of transmission or deposit by the entrant. Records of the Promoter and its agencies are final and conclusive as to the time of receipt. Valid and eligible entries will be accepted during the Promotional Period.
3. Employees (and their immediate family members) of the Participating Venues, agencies/companies directly associated with the conduct of this Promotion, the Promoter, businesses involved in determination of winner/s for the Promotion, businesses involved in the management of the Promotion, any organisation benefiting from the Promotion, the Promoter's distributors, suppliers, subsidiary companies/businesses and associated companies and agencies are not eligible to enter. "Immediate family member" means any of the following: spouse, ex-spouse, de-facto spouse, child or step-child (whether natural or by adoption), parent, step-parent, grandparent, step-grandparent, uncle, aunt, niece, nephew, brother, sister, step-brother, step-sister or 1st cousin.
4. If the winner of a prize is under 18 years of age, the prize will be awarded to winner's parent or legal guardian.
5. Prizes are not transferable and are not redeemable for cash. The Promoter's decision is final and binding - no correspondence will be entered into. In particular, prizes may not, without the prior consent of the Promoter and any applicable third party supplier of the prize ("**Supplier**"), be resold or offered for resale at a premium (including via online auction sites) or used for advertising, promotion or other commercial purposes (including competitions and trade promotions) or to enhance the demand for other goods or services. If a prize is sold or used in breach of this condition, the Promoter or the Supplier may, at their reasonable discretion, withdraw the prize(s). Where a prize has been withdrawn in accordance with this clause, no refund, substitute or compensation will be offered and if the prize is a ticket, the winner and any person who purchased or otherwise bears that ticket will be refused entry.
6. The Promoter accepts no responsibility for late, lost or misdirected entries or other communications. The Promoter assumes no responsibility for any failure to receive an entry or for inaccurate information or for any loss, damage or injury as a result of technical or telecommunications problems, caused by circumstances beyond the Promoter's reasonable control, including security breaches, theft or destruction or unauthorised access to or alteration of the promotion. If such problems arise, then the Promoter may (where necessary with the approval of the relevant lottery authority) modify, cancel, terminate or suspend the promotion. Further, the Promoter at its reasonable discretion may recommence this promotion under the same conditions and will include entries provided prior to the recommencement on such basis as the Promoter reasonably deems fair and equitable, and in accordance with its obligations at law.
7. Entrants must keep their proof of purchase specified in the How to Enter section for each entry as proof of purchase ("Proof of Purchase"). If an entrant fails to produce the Proof of Purchase for a specific entry or each entry, as and when requested by the Promoter, the Promoter has the right to invalidate the entrant's respective entry/entries for which Proof of Purchase cannot be provided and/or all entries submitted by that entrant and/or forfeit the entrant's right to a prize. Purchase receipt(s) must clearly specify: (a) the store of purchase as an eligible store; (b) the required product/s or service/s to be purchased for entry; and (c) that the purchase was made during the Promotional Period and prior to entry.
8. If any prize becomes unavailable for reasons beyond the Promoter's control, the Promoter may substitute a prize of equal or greater value, subject to any written directions from the various authorities.



9. All reasonable attempts will be made to contact the winners. If a winner does not claim their prize by the Second Chance Draw date, their entry will be deemed invalid and the Promoter may conduct the Second Chance Draw, subject to relevant regulatory authority instructions.
10. If an entrant's contact details change at any time between the date which they enter the promotion and the relevant draw date, that entrant must notify the Promoter of their correct contact details as soon as practicable, in order to remain eligible to receive the Prize.
11. The Promoter reserves the right to request verification of age, identity, residential address of winners and any other information from entrants relevant to entry into or participation in this promotion. Verification is at the discretion of the Promoter (acting reasonably). The Promoter reserves the right to disqualify any individual who provides false information, fails to provide information, is in breach of these Terms & Conditions, provides entries that are offensive or otherwise inappropriate in the reasonable opinion of the Promoter, conspires with others to gain an unfair advantage or who is otherwise involved in any way in manipulating, interfering or tampering with the conduct of this promotion, or who has engaged in any unlawful or other improper misconduct calculated to jeopardise the fair and proper conduct of the promotion. The Promoter's legal rights to recover damages or other compensation from such an offender are reserved.
12. The Promoter reserves the right to disqualify entries in the event of non-compliance with these Terms & Conditions. In the event that there is a dispute concerning the conduct of the Promotion or claiming a prize, the Promoter will resolve the dispute in direct consultation with the entrant. If the dispute cannot be resolved the Promoter's decision will be final.
13. If consumers are required to purchase a product to enter, then it is a condition of the prize being awarded to the winner that the winner retain a clear copy of their original receipt and provide it to the Promoter as proof of a valid purchase to enter this promotion.
14. The Promoter and its associated agencies and companies will not be liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense, damage, personal injury or death which is suffered or sustained (whether or not arising from any person's negligence or wilful misconduct) in connection with this promotion or accepting or using any prize (or recommendation). For the sake of clarity, this clause shall not apply where the Promoter has contributed to or caused such loss, expense, damage, personal injury or death and shall not apply to any liability which cannot be excluded by law (in each case the Promoter's liability is limited to the minimum allowable by law).
15. Any prize supplied by a third party supplier is subject to the terms and conditions of that third party supplier. The Promoter is not responsible or liable for any loss, damage or injury suffered by any winner as a result of the conduct of any third party supplier, except for any liability which cannot be excluded by law. Nothing in these Terms & Conditions restricts, excludes or modifies or purports to restrict, exclude or modify any statutory consumer rights under any applicable law including the *Competition and Consumer Act 2010* (Cth).
16. Before the prize is awarded, the winner (or their parent or legal guardian if under the age of 18) may be required to sign an agreement to release the Promoter from any liability arising from the use of the prize. If a winner is under the age of 18, a nominated parent or legal guardian of the winner will be required to sign the legal release on the winner's behalf.
17. Each prize will be awarded to the person named in the entry and any entry that is made on behalf of an entrant or by a third party will be invalid. If there is a dispute as to the identity of an entrant or winner, the Promoter reserves the right, in its sole discretion, to determine the identity of the entrant or winner.
18. The Promoter reserves the right, at any time, to validate and check the authenticity of entries and entrant's details (including an entrant's identity, age and place of residence). In the event that a winner cannot provide suitable proof as required by the Promoter to validate their entry, the winner will forfeit the prize in whole and no substitute will be offered. Incomplete,



indecipherable, inaudible, incorrect and illegible entries, as applicable, will at the Promoter's discretion be deemed invalid and not eligible to win. Entries containing offensive or defamatory comments, or which breach any law or infringe any third-party rights, including intellectual property rights, are not eligible to win. The use of any automated entry software or any other mechanical or electronic means that allows an individual to automatically enter repeatedly is prohibited and may render all entries submitted by that individual invalid.

19. Entries remain the property of the Promoter. Details from entries including the personal information of the entrant, will be collected and used for the purposes of conducting this promotion (which may include disclosure to third parties, the Promoter's related bodies corporate, agencies and contractors (including call centres, advertising agencies and direct mail houses) for the purpose of processing and conducting the promotion) and for promotional purposes, public statements and advertisements surrounding this promotion. For the purposes of public statements and advertisements, the Promoter will only publish the winner's surname, first initial and postcode of residence. By entering this promotion, entrants consent to the use of their information as described and agree that the Promoter may use this information or disclose it to other organisations that may use it, in any media for future promotional purposes without any further reference or payment to the entrant. Entrants may 'opt out' of further promotional or marketing communications from the Promoter by using the 'opt out' function on any electronic marketing materials received. The Promoter is bound by the Australian Privacy Principles contained in the *Privacy Act 1988* (Cth). A copy of the Promoter's privacy policy can be viewed on <https://www.sunrice.com.au/privacy-policy/>. Entrants may access, change and/or update their personal information by contacting the Promoter on 1800 255 999 (SunRice consumer relations) or on +612 6953 0411 (SunRice Privacy Officer) during office hours or contact the Promoter in writing via [privacy@sunrice.com.au](mailto:privacy@sunrice.com.au).
20. These Terms & Conditions include terms that limit the Promoter's liability for loss or damage associated with the prize, permit the Promoter to use entrants' names, images and/or voices in any media for a set period of time for the purpose of promoting this promotion, and permit the Promoter to disclose an entrant's personal information to third parties (in accordance with the Promoter's privacy policy).
21. These Terms & Conditions are governed by the laws of New South Wales.

The Promoter is Ricegrowers Limited trading as SunRice (ABN 55 007 481 156) of L17, 1 Farrer Place, Sydney NSW 2000