

## TERMS AND CONDITIONS

### ANACONDA FISH FILLETING/LURE SWAP ACTIVATIONS

These terms and conditions govern your participation in the activation organised by The Trustee for SRKO Family Trust (Black Raven Media) located at 76 Camelia Street, Cannon Hill QLD 4170, in conjunction with Anaconda Group Pty Ltd (ABN 53 955 173 782) located at Level 6, 111 Cecil Street, South Melbourne, Vic 3205, Australia.

By participating in the activation, you agree to be bound by these terms and conditions and any rules set out by, and follow any instruction given by, representatives of Black Raven Media and Anaconda during the activation. If you do not agree to these terms and conditions or any stated rules or do not follow any instructions given, you are ineligible to receive any prize.

Black Raven Media is the activation organiser and will have representatives on-site managing and running the event. The prize distributor is Black Raven Media, on behalf of Anaconda and their partners.

<b>Event</b>	Anaconda Fish Filleting/Lure Swap Activations
<b>Event details</b>	<p>Series of 12 activations across October, November and December 2024 in Queensland, New South Wales and Victoria.</p> <p>Each event running from 5:30am – 5pm on/at (besides October 13th which has timings listed below).</p> <ul style="list-style-type: none"><li>- Saturday October 5<sup>th</sup> at Raby Bay Boat Ramp, Cleveland (Brisbane).</li><li>- Sunday October 13<sup>th</sup> at Victoria Point Boaties Market, Redland City (6am-12pm).</li><li>- Saturday October 19<sup>th</sup> at Townsville Recreational Boating Park, Townsville.</li><li>- Saturday October 26<sup>th</sup> at North Rockhampton Boat Ramp, Rockhampton.</li><li>- Saturday November 2<sup>nd</sup> at Mooloolaba Boat Ramp, Sunshine Coast.</li><li>- Sunday November 3<sup>rd</sup> at Broadwater Parklands Public Boat Ramp, Gold Coast.</li><li>- Saturday November 9<sup>th</sup> at Coffs Harbour Boat Ramp - Gallows Beach.</li><li>- Saturday November 16<sup>th</sup> at Lake Macquarie Blacksmith Boat Ramp, Central Coast</li><li>- Saturday November 23<sup>rd</sup> at Foreshore Boat Ramp, Sydney.</li><li>- Sunday November 24<sup>th</sup> at Kyeemagh Boat Ramp, Sydney.</li><li>- Saturday November 30<sup>th</sup> at Altona Boat Ramp, Melbourne.</li><li>- Sunday December 1<sup>st</sup> at Hastings Boat Ramp, Melbourne.</li></ul> <p><b><i>(Promotional Period)</i></b></p>
<b>Who can attend</b>	<p>Open to the general public, anyone can attend.</p> <p><b><i>(Eligible Entrants)</i></b></p>
<b>How to attend</b>	<p>To participate, Eligible Entrants must be at the event location/s on the above date/time - during the Promotional Period. There are a number of ways to participate for a prize, and prizes are available while stocks last and to the discretion of the Black Raven Media on-site manager.</p>
<b>Event inclusions/competition overview</b>	<p>There are two main entry mechanics for participation in event elements:</p> <ul style="list-style-type: none"><li>• Landing page entry – scan the QR code and submit details into the landing page.</li><li>• Social media post – participants must share a photo from the event, or of them fishing/a fishing related post and tag Anaconda on Instagram or</li></ul>

Facebook. To ensure their post is viewable, participants must have their accounts on public.

Prizes/offerings are available while stocks last. Black Raven Media/Anaconda are not limited to or held to the below timings and offerings listed. There may be changes between different events.

Between 5:30am – 12pm (all events except October 13th):

- Free lure swap
  - Participation: Landing page entry
  - How it works: Swap an old lure for a brand new one
  - Prize: New lure, options may include Gulp Soft Plastics & Pro-Tech Hardbodies.
- Spinning prize wheel
  - Participation: Landing page entry
  - How it works: Show staff entry and spin the wheel for a chance to win
  - Prize: Large range of prizes including, but not limited to what is listed below. Each event may differ in prizes and quantities available.
    - Gulp Soft Plastics
    - Pro-Tech Hardbodies
    - Berkley 130cm Measure Mat
    - Berkley Fishin Gear Big Fish Lip Grip
    - Berkley Boat Sticker Pack
    - Berkley Gulp Boat Sticker Pack
    - Anaconda Gift Cards (ranging from \$10 - \$500)
    - Anaconda Sublimated Fishing Shirt
    - Anaconda Straw Hat
    - Anaconda Hooded Shirt
    - Anaconda Fish Measure Sticker
    - Anaconda Fish Measuring Mat
    - Anaconda Tackle Bag 3 Tray
    - Stickers
    - Hand Clapper
    - Stress Ball
    - Tote Bag
    - Stubby Coolers

Between 12pm-5pm (all events except October 13th):

- Crab Pot Bingo
  - Participation: Social media post, show staff to be given a bingo card
  - How it works: Bingo caller will run 4 games across the activation (1pm, 2pm, 3pm, 4pm – these timings are not bound, they may change on the day). The first person to get a full house (or what is otherwise deemed as winning by the bingo caller before the game begins), will win. If multiple people win at the same time, the winner is the first person who yelled bingo, which is to the discretion of the bingo caller and event staff.
  - Prize: 1 x fishing reel. The below reels are available. What the winner is given will be random and decided by the staff on the day. There will only be one (1) winner per round of bingo, which equates to 4 winners each day.
    - Penn Authority 2500 HS Spin Reel

- Penn Slammer IV 4500 HS Spin Reel
- Abu Garcia Revo4 Beast 40 BC Reel
- Penn Squall II Level Wind Overhead Reel SQL30LW
- Penn Spinfisher VII 3500 Spinning Reel

- Fish filleting
  - Participation: Landing page entry
  - How it works: Show staff landing page entry to get fish filleted for free. Fish must be legal size and type. Anaconda/Black Raven Media do not hold responsibility for ensuring fish are to size and are not associated with owning the fish. The ownership is the person who caught the fish, and they are liable for fines or repercussions for unlawful activity.
- Food truck
  - Participation: Food items available for the public to purchase. VMR/Fishing Clubs that have been invited have been allocated a free meal for a specified number of members/volunteers. Volunteers/members must show staff proof of invitation to receive free meal, and number of meals available are specified by Black Raven Media. If there are any meals not redeemed, Black Raven Media may add this as a prize on the spinning wheel or give to people who share on socials and tag Anaconda. Available while stocks last.
- Photoset
  - Participation: Take a photo in the photoset and tag Anaconda on socials (Facebook or Instagram). This is an entry into the overarching social media competition (see below).
- Casting competition
  - Participation: Anyone, not required to do anything
  - How it works: There will be a runway set up with a target at the end. The person who lands the end of the line (with sinker) into the target the most times in a row is the 'record holder'. If no one gets it in multiple times in a row, the 'record holder' is the first person to get it in. In order to be the winner, you must be the 'record holder' at the end of the activation. Participants must beat the record to become the new 'record holder', achieving the same number does not beat the record and thus does not make someone the new winner. Simultaneously, there will be a competition for kids 12 years old and under, and adults (13+).
  - Prize: 1 x kids (12 & under) & 1 x adult – 2 prizes per event. Each winner will receive a trophy plus an Anaconda gift voucher (\$50 for kids prize, \$100 for adults).
  - If the winner is present at the end of the activation, they will be issued their prize in person. If not, they will be contacted via email by Black Raven Media within one week of the activation. When the 'winner' is contacted, they will have one (1) week from the date of contact/announcement to reply and claim their prize. After replying to claim their prize, Black Raven Media/Anaconda will send them the prize. If they do not reply within the week, Black Raven Media/Anaconda will contact the runner up. This process will repeat until someone claims the prize.

October 13<sup>th</sup> event (6am-12pm)

- Spinning prize wheel (details above)

- Free lure swap (details above)
- Casting competition (details above)
- Bingo (details above)
- Photoset (details above)

Overarching social media competition:

- Across the entire campaign (October 5<sup>th</sup> – December 2<sup>nd</sup>, 2024), there will be an overarching social media competition – ‘Reel of Fortune’. Anyone who posts on Instagram or Facebook and tags Anaconda throughout the campaign will be automatically entered into this competition.
  - Instagram: @anacondastores
  - Facebook: @Anaconda Stores
- In order for an entry to count, the post must be related to fishing (to the discretion Anaconda/Black Raven Media) and/or be from the Anaconda activation at the boat ramp. It must not include any swearing/inappropriate images or text and must abide by social media guidelines.
- Profiles must be on public viewing settings for Black Raven Media/Anaconda to see the post and must remain viewable for the duration of the campaign period.
- Winners will be randomly drawn fortnightly from the pool of entries and announced every second Friday between 4pm-6pm on Anaconda socials. Winners will also be contacted via direct message from either Anaconda or Black Raven Media to claim their prize. Note, announcement times/days/methods may differ from the above/below if necessary.
  - October 11<sup>th</sup>
  - October 25<sup>th</sup>
  - November 8<sup>th</sup>
  - November 22<sup>nd</sup>
  - December 6<sup>th</sup> (2 winners)
- There will be a total of 6 x winners across the campaign and each winner will be given a \$500 Anaconda voucher as a prize.
- When the ‘winner’ is contacted, they will have one (1) week from the date of contact/announcement to reply and claim their prize. After replying to claim their prize, Black Raven Media/Anaconda will send them the prize. If they do not reply within the week, Black Raven Media/Anaconda will randomly draw a new winner who will be contacted. The second winner will not be announced or posted on social media, just contacted directly. This process will repeat until someone claims the prize.

Overarching landing page competition:

- Anyone who enters their details on the landing page at any activation during the campaign period will go into the draw to win an Anaconda prize pack. There will be one (1) prize pack across the entire campaign, and it includes:
  - Anaconda \$500 Gift Card
  - Berkley 130cm Measure Mat
  - Berkley Fishin Gear Big Fish Lip Grip
  - Anaconda Sublimated Fishing Shirt
  - Anaconda Straw Hat
  - Anaconda Tackle Bag 3 Tray
- After the campaign concludes, one person will be randomly drawn as the winner. They will be contacted by Black Raven Media via email to claim their prize. When the ‘winner’ is contacted, they will have one (1) week from the date of contact to reply and claim their prize. After replying to claim their

	<p>prize, Black Raven Media will send them the prize. If they do not reply within the week, Black Raven Media will randomly draw a new winner who will be contacted. This process will repeat until someone claims the prize.</p> <p>Winners/participants of any event aspect may be published on the Promoters’ (Black Raven Media and/or Anaconda) websites and social media pages.</p>																																																																																																																																																																																																																																																																																					
Entry Restrictions	<p>As long as the entry requirements are met (landing page or social post as specified above):</p> <ul style="list-style-type: none"><li>Spinning prize wheel &amp; free lure swap, entrants are limited to one go per person.</li><li>For the casting comp, entrants can have multiple attempts, with their best score counting. If there are people waiting for a turn, entrants will need to line back up before having another go (cannot have multiple turns in a row). This is a game of skill, as prizes are given to those who beat a certain score across the day.</li><li>Attendees can participate in bingo as many times as they like across the day, as long as they can show us the social post. A winner of a previous round can participate again but are not eligible to win multiple rounds on the day. If they do win, the game will continue until there is a runner up, and the runner up will get the prize.</li><li>For ‘reel of fortune’ and the landing page prize, people are permitted to enter as many times as they like, with each entry going into the pool that winners are drawn from.</li></ul>																																																																																																																																																																																																																																																																																					
Prize Overview	<p>Estimated prizes and quantities below. Subject to change at any time.</p> <table><tr><th>Prize Item</th><th>Provider</th><th>Qty Required</th><th>Value (RRP)</th><th>ALLOCATION</th><th>NUMBER PER EVENT</th><th></th></tr><tr><td>Gulp Soft Plastics (asst)</td><td>Pure Fishing</td><td>1920</td><td>\$ 11.99</td><td>Lure Swaps</td><td>160 per event</td><td></td></tr><tr><td>Pro-Tech Harbodies (asst)</td><td>Pure Fishing</td><td>1920</td><td>\$ 20.99</td><td>Lure Swaps</td><td>160 per event</td><td>Lure Swaps</td></tr><tr><td>Gulp Soft Plastics (asst)</td><td>Pure Fishing</td><td>580</td><td>\$ 11.99</td><td>Spinning wheel</td><td>Approx. 48 per event</td><td>Spinning wheel</td></tr><tr><td>Pro-Tech Harbodies (asst)</td><td>Pure Fishing</td><td>580</td><td>\$ 20.99</td><td>Spinning wheel</td><td>Approx. 48 per event</td><td>crab pot bingo</td></tr><tr><td>Penn Authority 2500 HS Spin Reel</td><td>Pure Fishing</td><td>12</td><td>\$ 679.99</td><td>crab pot bingo</td><td rowspan="4">4 x per event, 48 x total</td><td>casting comp - 1 x kids, 1 x adult</td></tr><tr><td>Penn Slammer IV 4500 HS Spin Reel</td><td>Pure Fishing</td><td>12</td><td>\$ 419.99</td><td>crab pot bingo</td><td>landing page pack</td></tr><tr><td>Abu Garcia Rev4 Beast 40 BC Reel</td><td>Pure Fishing</td><td>12</td><td>\$ 499.99</td><td>crab pot bingo</td><td>reel of fortune</td></tr><tr><td>Penn Squall II Level Wind Overhead Reel SQL30LW</td><td>Pure Fishing</td><td>6</td><td>\$ 229.99</td><td>crab pot bingo</td><td>raffle - Boaties</td></tr><tr><td>Penn Spinfisher VII 3500 Spinning Reel</td><td>Pure Fishing</td><td>6</td><td>\$ 259.99</td><td>crab pot bingo</td><td></td><td></td></tr><tr><td>Berkley 130cm Measure Mat</td><td>Pure Fishing</td><td>49</td><td>\$ 29.99</td><td>Spinning wheel</td><td>approx. 4 per event</td><td></td></tr><tr><td>Berkley 130cm Measure Mat</td><td>Pure Fishing</td><td>1</td><td>\$ 29.99</td><td>Landing page pack</td><td></td><td></td></tr><tr><td>Berkley Fishin Gear Big Fish Lip Grip</td><td>Pure Fishing</td><td>49</td><td>\$ 39.99</td><td>Spinning wheel</td><td>approx. 4 per event</td><td></td></tr><tr><td>Berkley Fishin Gear Big Fish Lip Grip</td><td>Pure Fishing</td><td>1</td><td>\$ 39.99</td><td>Landing page pack</td><td></td><td></td></tr><tr><td>Berkley Boat Sticker Pack</td><td>Pure Fishing</td><td>100</td><td>\$ 19.99</td><td>Spinning wheel</td><td>Approx. 8 per event</td><td></td></tr><tr><td>Berkley Gulp Boat Sticker Pack</td><td>Pure Fishing</td><td>100</td><td>\$ 19.99</td><td>Spinning wheel</td><td>Approx. 8 per event</td><td></td></tr><tr><td>Anaconda \$10 Gift Card</td><td>Anaconda</td><td>200</td><td>\$ 10.00</td><td>Spinning wheel</td><td>Approx. 16 per event</td><td></td></tr><tr><td>Anaconda \$25 Gift Card</td><td>Anaconda</td><td>100</td><td>\$ 25.00</td><td>Spinning wheel</td><td>Approx. 8 per event</td><td></td></tr><tr><td>Anaconda \$50 Gift Card</td><td>Anaconda</td><td>38</td><td>\$ 50.00</td><td>Spinning wheel</td><td>Approx. 3 per event</td><td></td></tr><tr><td>Anaconda \$50 Gift Card</td><td>Anaconda</td><td>12</td><td>\$ 50.00</td><td>casting comp - 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Anaconda \$10 Gift Card	Anaconda	200	\$ 10.00	Spinning wheel	Approx. 16 per event																																																																																																																																																																																																																																																																																	
Anaconda \$25 Gift Card	Anaconda	100	\$ 25.00	Spinning wheel	Approx. 8 per event																																																																																																																																																																																																																																																																																	
Anaconda \$50 Gift Card	Anaconda	38	\$ 50.00	Spinning wheel	Approx. 3 per event																																																																																																																																																																																																																																																																																	
Anaconda \$50 Gift Card	Anaconda	12	\$ 50.00	casting comp - kids	1 x per event																																																																																																																																																																																																																																																																																	
Anaconda \$100 Gift Card	Anaconda	12	\$ 100.00	casting comp - adult	1 x per event																																																																																																																																																																																																																																																																																	
Anaconda \$100 Gift Card	Anaconda	8	\$ 100.00	Spinning wheel																																																																																																																																																																																																																																																																																		
Anaconda \$500 Gift Card	Anaconda	2	\$ 500.00	Spinning wheel																																																																																																																																																																																																																																																																																		
Anaconda \$500 Gift Card	Anaconda	1	\$ 500.00	Raffle - Boaties																																																																																																																																																																																																																																																																																		
Anaconda \$500 Gift Card	Anaconda	1	\$ 500.00	Landing page pack																																																																																																																																																																																																																																																																																		
Anaconda \$500 Gift Card	Anaconda	6	\$ 500.00	reel of fortune																																																																																																																																																																																																																																																																																		
Anaconda Sublimated Fishing Shirt	Anaconda	49	\$ 79.99	Spinning wheel	approx. 4 per event																																																																																																																																																																																																																																																																																	
Anaconda Sublimated Fishing Shirt	Anaconda	1	\$ 79.99	Landing page pack																																																																																																																																																																																																																																																																																		
Anaconda Straw Hat	Anaconda	49	\$ 19.99	Spinning wheel	approx. 4 per event																																																																																																																																																																																																																																																																																	
Anaconda Straw Hat	Anaconda	1	\$ 19.99	Landing page pack																																																																																																																																																																																																																																																																																		
Anaconda Hooded Shirt	Anaconda	25	\$ 89.99	Spinning wheel	Approx. 2 per event																																																																																																																																																																																																																																																																																	
Anaconda Fish Measure Sticker	Anaconda	100	\$ 9.99	Spinning wheel	Approx. 8 per event																																																																																																																																																																																																																																																																																	
Anaconda Fish Measuring Mat	Anaconda	50	\$ 29.99	Spinning wheel	Approx. 4 per event																																																																																																																																																																																																																																																																																	
Anaconda Tackle Bag 3 Tray	Anaconda	24	\$ 39.99	Spinning wheel	Approx 2 per event																																																																																																																																																																																																																																																																																	
Anaconda Tackle Bag 3 Tray	Anaconda	1	\$ 39.99	Landing page pack																																																																																																																																																																																																																																																																																		
Stickers	Anaconda	1200		Spinning wheel	100 per event																																																																																																																																																																																																																																																																																	
Hand Clapper	Anaconda	1200		Spinning wheel	100 per event																																																																																																																																																																																																																																																																																	
Stress Ball	Anaconda	1200		Spinning wheel	100 per event																																																																																																																																																																																																																																																																																	
Tote Bag	Anaconda	1200		Spinning wheel	100 per event																																																																																																																																																																																																																																																																																	
Stubby Coolers	Anaconda	100		Spinning wheel	8 per event																																																																																																																																																																																																																																																																																	
Terms & Conditions of Use (Prize)	<p>See here for gift card terms and conditions:</p> <p><a href="https://help.anacondastores.com/hc/en-au/sections/10302911092879">https://help.anacondastores.com/hc/en-au/sections/10302911092879</a></p>																																																																																																																																																																																																																																																																																					
Issuing the prize	<p>The prize winners can be any age (besides age brackets listed for the casting competition), and must be able to provide a current, valid Passport or Driver’s License / other Valid ID to verify their identity/age and accept the prize if requested. For the reel of fortune element, winners must follow social media guidelines and age restrictions.</p>																																																																																																																																																																																																																																																																																					

	<p>Prizes for the spinning prize wheel and crab pot bingo will be issued in person on the day, at the time of winning. The casting competition prize will be issued on the day if the winner is present, or they will be contacted via email to redeem their prize. The reel of fortune winner will be contacted via social media (same platform they posted on) and the landing page prize pack winner will be contacted via email.</p> <p>When a 'winner' is contacted, they will have one (1) week from the date of contact/announcement to reply and claim their prize. After replying to claim their prize, Black Raven Media/Anaconda will send them the prize. If they do not reply within the week, Black Raven Media/Anaconda will contact the runner up. This process will repeat until someone claims the prize.</p>
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### Final Decision

- The final decision regarding the administration and adjudication of the activation, including but not limited to the verification of participation, distribution of prizes, and resolution of disputes, rests with the Black Raven Media staff. Their decisions are final and binding.

### General Terms

- Participants can only enter in their own name.
- Participants who provide incorrect, misleading or fraudulent information are ineligible to win a prize and their guess may be disqualified.
- Black Raven Media and Anaconda and their affiliates, partners, and sponsors shall not be liable for any damages, losses, or injuries arising out of or in connection with participation in the activation.
- By participating in the activation, participants grant Black Raven Media and Anaconda the right to use their name, likeness, and social media content for promotional purposes without additional compensation. This includes Black Raven Media and Anaconda re-sharing or re-posting social media content where participants have tagged Anaconda/Black Raven Media.
- By participating in the competition and entering details on the landing page, participants grant Black Raven Media and Anaconda the right to gather information provided directly to us and share it with third-party service providers who assist us in operating our business and remarketing. Data collected will be used primarily for remarketing on social media and email marketing, but use is not limited to this.
- These terms shall be governed by and constructed in accordance with the laws of Australia.
- The above table forms part of these T&Cs.
- No part of the prize/s can be exchanged or redeemed for cash or any other prize.
- Prizes cannot be transferred to another person and are subject to Anaconda's standard terms and conditions.
- Prizes comprising gift cards/vouchers are subject to any terms and conditions related to those gift cards/vouchers and might have an expiry date or redemption conditions.
- The Promoters and their representatives may conduct security and identification verification checks in their absolute discretion to confirm whether an Entrant is eligible to enter the Competition and whether any winner drawn is eligible to win the Prize.
- The Promoters reserve the right to disqualify entries if those entries do not comply with these Terms and Conditions.
- The Promoters reserve the right to disqualify entries where the Entrant has tampered with the entry process or tampered with the operation of the Competition or any website of the

Promoters or engaged in any improper conduct calculated to affect the fairness of the Competition. The Promoters further reserve its rights to recover costs from any Entrant who engages in this conduct.

- If the Competition is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Promoters, the Promoters reserve the right in their sole discretion to the fullest extent permitted by law to disqualify any Entrant or to modify, suspend, terminate or cancel the Competition as appropriate.
- All decisions by the Promoters are final and at the discretion of the Promoters. The Promoters will not enter into discussion or correspondence about any decisions affecting this Competition.
- The Promoters are not responsible for:
  - lost, late or misdirected entries; or
  - any problems or technical malfunction of any network or lines, computer online systems, communication network, computer equipment, software, technical problems or traffic congestion online, including any error, omission, alteration, tampering, deletion, theft, destruction, transmission interruption, communications failure or otherwise preventing any Entrant from successfully entering the Competition.
- Despite any other term or condition of these Terms and Conditions, the Promoters reserve the right to to modify, suspend, or cancel the activation/competition at any time without prior notice.
- Each Entrant, forever releases , and indemnifies the Promoters and their related bodies corporate against, all loss, (including but not limited to indirect or consequential loss), damage, expense and personal injury which is suffered or sustained (including without limitation to that caused by any person's negligence) arising in any way from the participation in the Competition or acceptance of the Prize, except for any liability which cannot be excluded by law (in which case liability is limited to the minimum amount allowable by law).
- Prize winners have rights under the Australian Consumer Law and other similar legislation which cannot be excluded, restricted or modified by the Promoters. These rights include a statutory guarantee that any services provided by the Promoters will be rendered with due care and skill and that any goods will be of acceptable quality. These Terms and Conditions do not exclude, restrict or modify those statutory rights in any way. However, to the extent it is permitted by law to do so, the Promoters makes no representations or warranties, express or implied, other than those contained in the Australian Consumer Law, regarding the quality, fitness for purpose or use and suitability of the Prize/s awarded under these conditions of entry and will not be responsible for breach of any such implied terms.
- The Promoters do not accept responsibility for any tax or other financial implications that may arise from winning of the Prize. Entrants must obtain their own independent financial advice.
- Failure by the Promoters to enforce any of their rights under these Terms and Conditions does not constitute a waiver of those rights.

## **Other Information**

- Black Raven Media's privacy policy may be found here:
- <https://blackravenmedia.com/privacy-policy/>