

AFL and Virgin Australia 'Community Mark of the Year' Competition 2026

Schedule

<u>General</u>	
Promotion Name	AFL and Virgin Australia 'Community Mark of the Year' Competition 2026
Promoter's Details	Name: Australian Football League ("AFL") Address: 140 Harbour Esplanade, Docklands, Vic 3008 ABN: 97 489 912 318 Telephone Number: (03) 9643 1999 Privacy Policy: https://www.afl.com.au/privacy
Promotion Start/Close Date	The Promotion starts at 12:01 AM local time (VIC) on Thursday, 9 April 2026 and closes at 11:59 PM local time (VIC) on Friday, 31 July 2026. No entries will be accepted after this time.
<u>Entry Details</u>	
Entry Instructions	To enter this competition, Eligible Entrants must, during the Competition Period, visit www.afl.com.au/Community-MOTY and complete the following steps: 1. Capture your entry: Submit a video (up to 30 seconds) or a photo showing your "mark" in your own way. This can be any high jump for a ball in any context (e.g., beach, park, home, playing footy). Entries must be genuine and comply with the safety requirements set out in these Terms and Conditions. 2. Optional caption: Provide a short description or caption (25 words or less) to accompany your entry. 3. Eligibility and parental consent: Entrants under 18 years of age must have parent or legal guardian consent to enter and to accept the prize. 4. Declaration and content consent: Tick the box to confirm that you are over 18, or, if under 18, have obtained parent/guardian consent, and agree to grant the Promoter a licence to use, reproduce, publish and communicate your entry for promotional purposes, including on websites, social media and other marketing channels. This includes featuring entries on AFL websites, social media, or other promotional materials during the competition period, even if not selected as a winner. 5. Submission: Complete all required fields in the entry form, attach your video or photo, and click the "Submit Entry" button. Entries are deemed received at the time they are successfully submitted to the Promoter's competition database. 6. Optional marketing opt-in: Entrants may tick a separate opt-in checkbox to consent to receive marketing communications from Virgin Australia. Opting in is not required to enter the Promotion. Entrants may unsubscribe at any time in accordance with the Virgin Australia Privacy Policy.

	All valid entries received during the Competition Period will be individually judged in accordance with the judging criteria set out in these Terms and Conditions.
Entry Restrictions	Entry is open to Australian residents. Entrants under 18 years of age must have the consent of a parent or legal guardian to enter and, if selected as a Prize Winner, to accept the prize. Directors, management, employees, officers, contractors, and their immediate families of the Promoter, or of agencies or organisations associated with this Promotion (including Engage Hub), are ineligible to enter. If an entry includes the image or likeness of a person under 18 years of age, the entrant warrants that they have obtained the consent of the minor's parent or legal guardian for the minor to appear in the entry and for the entry to be submitted to the Promotion. The Promoter may require written evidence of such consent prior to publishing or otherwise using the entry. The Promoter reserves the right not to publish or promote any entry featuring a minor if appropriate consent is not provided.
Maximum Number of Entries	Eligible entrants may submit multiple entries during the Competition Period. Only one prize will be awarded per entrant. Each entry must comply with these Terms and Conditions (including age, consent, and minor content requirements). Multiple entries are permitted. There will be three (3) Prize Winners.
<u>Winner Determination Details</u>	
Judging Criteria	All Prize Winners will be selected by a panel of judges appointed by the Promoter based on skill, creativity, and originality in performing a "mark" (high jump for a ball) in the submitted video or photo. Optional captions or descriptions (25 words or less) may be considered at the Promoter's discretion. All entries must be authentic. AI-generated, digitally manipulated, or otherwise fraudulent entries are ineligible. Minor editing for formatting or quality is permitted; however, the performance itself must be genuine and not digitally created or enhanced as determined by the Promoter in its discretion.
Judging Period and Feature	Entries will be reviewed monthly, and the Promoter may feature the best

	entries on AFL social and AFL Play social media channels during the Competition Period to promote the competition. All judging decisions are final and binding.
Winner Selection	The judging of the Winners will take place at AFL House, 140 Harbour Esplanade, Docklands, Victoria, 3008 on Thursday, 13 August 2026 at 11:00 AM local time (VIC). The judges' decision is final, and no correspondence will be entered into. All Prize Winners must meet all eligibility requirements and comply with these Terms and Conditions.
<u>Prize Details</u>	
Prizes	<u>Major Prize:</u> There is one (1) Major Prize to be won during the Promotion Period. One (1) Major Prize Winner will be selected at the end of the competition period to receive: 1. Velocity Points: • 2,000,000 Velocity Points valued at \$42,000 (incl. GST). • Points cannot be exchanged for cash. 2. 2026 Toyota AFL Grand Final Package: • The Major Prize Winner will win two (2) 2026 Toyota AFL Grand Final tickets valued at up to \$500 per ticket. • The prize will also include two (2) return economy class flights from the Major Prize Winner's nearest Australian capital city to Melbourne valued at up to \$300 each. If the Major Prize Winner resides within a two (2) hour driving distance of Melbourne, Victoria, the flights component of the prize will not be awarded and is not redeemable for cash or any other alternative. • Two (2) nights' twin-share accommodation for the Major Prize Winner and their travelling companion in a Melbourne central business district (CBD) hotel rated at least 4 stars, as determined by the Promoter in its absolute discretion and subject to availability valued at up to \$500 per night. • The Major Prize Winner is responsible for arranging any additional travel or accommodation not included in the prize. • The 2026 Toyota AFL Grand Final Package is valued at up to AUD\$2,600 (incl. GST). Red Carpet Attendance:

	The Major Prize Winner must be available to attend a photo opportunity at the AFL Brownlow Medal red carpet event in Melbourne on a date and at a time determined by the Promoter. The Major Prize Winner is responsible for arranging and covering their own travel to this event. Attendance at the event and participation in related publicity is a condition of accepting the prize, subject to any applicable provisions relating to winners under 18 years of age. Alternate Major Prize Winner: If the selected Major Prize Winner cannot or refuses to attend the event or comply with promotional requirements, the Promoter reserves the right to select an alternate Major Prize Winner. <u>Minor Prizes:</u> There are two (2) Minor Prizes to be won during the Promotion Period. Two (2) Minor Prize Winners will be selected at the end of the competition period to each receive: 1. Velocity Points: • 500,000 Velocity Points valued at \$10,500 (incl. GST). • Points cannot be exchanged for cash. Velocity Points Prize Value: The estimated value is provided as a guide only. The actual value of the prize depends on how the Prize Winners choose to redeem their Velocity Points. Points cannot be exchanged for cash.
Prize Terms	Prizes are subject to the terms and conditions imposed by the Promoter and/or provider of the prize, including any period of validity, expiry, or booking/redemption time frames. To the extent permitted by law, the Promoter is not liable for any damage, loss, theft, forgery, or delay occurring in the transit of prizes. The Promoter is also not liable for any costs or injury incurred in claiming, using, or participating in the prize, including travel to or attendance at any events. Prizes are not transferable and are not redeemable for cash or an alternative prize. All Prize Winners must comply with any reasonable promotional requirements associated with the prize. If any of the Prize Winners are under 18 years of age: • the prize will be awarded to the Prize Winner's parent or legal guardian on their behalf and credited to a Velocity Frequent Flyer account nominated by the parent or legal guardian; • the parent or legal guardian must provide written consent for the winner to accept the prize; • if attendance at any promotional event (including the Brownlow

	Medal red carpet event) is required, the parent or legal guardian must accompany the Major Prize Winner; and • the Promoter may require the parent or legal guardian to sign any consent, release or publicity documentation required by the Promoter. By accepting or participating in any prize, the Major Prize Winner's accompanying guest accepts these Terms and Conditions. The Major Prize Winner must be able to attend the 2026 Toyota AFL Grand Final on the allocated ticket dates. Please note the date of the 2026 Toyota AFL Grand Final is on Saturday, 26 September 2026. Flights and accommodation must be taken in conjunction with the 2026 Toyota AFL Grand Final and on dates specified by the Promoter and are subject to availability and any applicable airline and hotel terms and conditions. The Promoter reserves the right to cancel or alter any dates, times and destinations relating to this Prize. In these cases, the winner will be informed as soon as possible, and every effort will be made to reschedule the Prize. In the event that the Prize is unavailable, the Promoter may substitute the Prize for a prize of equal or greater value. All tickets are non-refundable, and date changes are not permitted. For the avoidance of doubt, the Major Prize does not include: a) incidentals, spending money or other personal expenses; b) any transfers whatsoever, including but not limited to transfers to and from the Major Prize Winner's or their travelling companion's residence, airports, accommodation, the 2026 Toyota AFL Grand Final venue, or the AFL Brownlow Medal red carpet event; and c) any other costs not expressly stated as being included in the Prize. Velocity Account Requirement The Velocity Points prizes will be awarded in the form of Velocity Points to the winner's valid Velocity Frequent Flyer account. The winner must hold, or successfully apply for, a Velocity Frequent Flyer membership in their own name in order to receive the prize. If the winner does not have an active Velocity Frequent Flyer account, they must create one by 2:00 PM local time (VIC) on Tuesday, 8 September 2026 and provide their membership details to the Promoter. If the winner fails or refuses to create a Velocity Frequent Flyer account or fails to provide valid account details within the required timeframe, the prize will be deemed forfeited. In such circumstances, the Promoter reserves the right to award the prize to the next eligible entrant in accordance with these Terms and Conditions. Velocity Point prizes are subject to terms detailed at https://velocityfrequentflyer.com/member-support/terms-conditions.
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AFL Authorised GF Promotion Code	AFL Authorised GF Promotion: GFAFL26/32
Total Prize Pool	Total prizes are three (3). The total maximum prize pool value is up to AUD\$65,600 (incl. GST). Only one prize will be awarded to each winner.
<u>Notification, Publication, Verification, Delivery</u>	
Notification/Publication of Wins	Winners will be notified in writing via email within seven (7) days of the winner's selection date. If you are a prize winner, the AFL prize fulfilment partner, Engage Hub, will contact you to confirm your details and advise on how to claim your prize. Winners must respond and claim their prize within seven (7) days of being notified. If any Winner does not respond or is unable to accept the prize within this period, the Promoter reserves the right to select an alternate winner. All Prize Winners details will also be published at www.afl.com.au/Community-MOTY within thirty (30) days of the winner selection date.
Verification Requirements	Entrants and winners may, at the discretion of the Promoter, be required to provide proof of identity, age and residency to verify their entry (Proof of Identity). Identification considered suitable for verification is at the Promoter's discretion. If an entrant/winner fails to provide Proof of Identity by the time and date stipulated by the Promoter, their entry/prize claim will be deemed invalid at the Promoter's discretion.
Delivery Date/Prize Claim	All prizes must be claimed by 2:00 PM local time (VIC) on Tuesday, 8 September 2026. Subject to verification requirements, the prize will be credited within twenty-eight (28) days of the prize being awarded to the Velocity account provided by the entrant at the time of entry. The Promoter and the prize supplier take no responsibility for any incorrect or incomplete information provided by an entrant. The Promoter is not liable for any loss, damage, or delay in the allocation of the prize arising from incorrect account details supplied by the winner.
Unclaimed Winner Selection	If the prize has not been claimed by 2:00 PM local time (VIC) on Tuesday, 8 September 2026, the Promoter will conduct a further judging at the Promoter's premises at 11:00am local time (VIC) on Wednesday, 9 September 2026 to determine an alternate winner. The alternate winner will be selected from all remaining valid entries received during the Promotional Period, based on the same judging criteria

	as the original winner's selection. The alternate winner will be notified in writing via email within seven (7) days of the re-judging and will have their details published at www.afl.com.au/Community-MOTY within thirty (30) days of the re-judging date.
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Terms and Conditions

1. Participation in the Promotion constitutes acceptance of these Terms and Conditions (including the Schedule). Any capitalised terms used in these Terms and Conditions have the meaning given in the Schedule, except where stated otherwise.
2. The competition will be advertised on the Promoter's websites (including afl.com.au), the Promoter's mobile applications (including the AFL Official App), and on the Promoter's social media channels (including Facebook, X, YouTube, Instagram and TikTok).

Entry

3. Entry to Promotion is open to residents who meet the Entry Restrictions.
4. The Promotion will be conducted during the Promotion Period. To enter, entrants must comply with the Entry Instruction during the Promotion Period. Any entry must be made personally. No entry made by a third party on behalf of an entrant will be valid.
5. Entrants in the competition may enter up to the Maximum Entries. Entries must be submitted in accordance with the Entry Instruction. Once submitted, entries will not be capable of alteration or deletion.
6. Entries must be received by the Promoter during the Promotion Period. Online entries are deemed received at the time of receipt into the relevant database. The Promoter accepts no responsibility for any late, lost or misdirected entries.
7. The cost of accessing the promotional website will be dependent on the entrant's individual Internet Service Provider.
8. The Promoter reserves the right to verify identity as per the Verification Requirements. In the event that a winner cannot provide suitable proof, the winner will forfeit the prize in whole and no substitute will be offered.
9. The Promoter reserves the right to verify the validity of entries and to disqualify any entry which, in the opinion of the Promoter, includes objectionable content, profanity or other defamatory statements. The Promoter reserves the right to disqualify any entrant or winner, who breaches these Terms and Conditions, tampers with the entry process, engages unlawful, fraudulent, misleading or deceptive behaviour (including any behaviour calculated to jeopardise the fair and proper conduct of the promotion), or damages the goodwill or reputation of the Promoter. This includes, but is not limited, to

entrants and households using multiple email addresses or phone numbers to register single or multiple entries. Inaudible, illegible, incomprehensible and incomplete entries will also be deemed invalid.

10. Entrants must ensure that any activity undertaken as part of their entry is performed in a safe and responsible manner and does not endanger themselves or others. Entries that depict dangerous, reckless, unlawful or unsafe conduct (as determined by the Promoter in its discretion) will be deemed invalid and may result in disqualification.

Prizes

11. Prizes is specified in the Prize Details, and subject to Prize Terms (including those specified below). Total prize pool is also specified in the Schedule.
12. The prize value is based upon the recommended retail price at the time of printing (inclusive of GST). The Promoter accepts no responsibility for change in prize value between now and the final prize redemption date.
13. All costs associated with a prize, which are not expressly included in the Schedule as an element of the prize, are the responsibility of the winner. These costs may include spending money, travel costs, accommodation costs, transfer costs, taxes, insurance, or visa costs.
14. If the prize is unavailable, for whatever reason, the Promoter reserves the right to substitute the prize for a prize of equal or greater value, subject to law.
15. It is a condition of accepting the prize that the winner must comply with all conditions of use of the prize and any other requirements, or terms, imposed by the supplier of the prize.
16. Entrants acknowledge and agree that there may be inherent risks in the Promotion or the prize. Participation in either may involve participation in dangerous activities. By entering this Promotion and accepting the prize, entrants accept the risk for themselves and their companion(s).
17. The Promoter, Engage Hub, and any agencies or companies associated with this Promotion, make no representation as to the safety conditions, political conditions, or other issues that may exist at any destination.

Determination and Notification

18. The winner will be notified, and their name and State/Territory of residence will be published as per the Schedule. The Promoter and the companies/agencies associated with the Promotion may also publish the name and State/Territory of residence of winner on their website(s) and in trade publications.
19. The prize will be awarded to the person named in the valid entry. In the event of any dispute, the prize will be awarded to the account holder of the entry mechanism used to submit the entry.
20. Should an entrant's contact details change during the Promotional Period, it is the entrant's sole responsibility to notify the Promoter.

Claiming Prizes

21. The prize must be claimed by the Prize Claim Date in accordance with instructions set out in the Schedule.
If a prize is not accepted or claimed by that Prize Claim Date, the Promoter reserves the right to distribute the unclaimed prizes in accordance with the Unclaimed Prize details specified in the Schedule, subject to any directions given by relevant authorities. Winners of unclaimed prizes will be notified in accordance with the Schedule.
22. In the event (for any reason) a winner does not take or participate in (due to any issues including travel), an element of the prize at the time stipulated by the Promoter, then that prize will be forfeited, and cash will not be awarded in lieu of that element of the prize.

Other Terms

23. The Promoter is not liable for any tax implications that may arise from the prize winnings.
24. The winner agrees to participate, as reasonably required, in media editorial requests relating to the prize, including being interviewed, photographed and filmed.
25. All entrants hereby consent to the Promoter using the entrant's name, likeness, image and/or voice (including photographs, film, and/or recordings) for promotional purposes, including featuring entries during the competition period and for marketing or publicity purposes after the competition, without remuneration.
26. It is a condition of accepting the prize that the winner (or their legal guardian) may be required to sign a legal release in a form determined by the Promoter, in its absolute discretion. If the legal release is not signed within the time specified, the relevant entry will be deemed invalid. Where such occurs, the Promoter may determine a new winner in accordance with the arrangements specified in the Schedule (Unclaimed Winner Selection).
27. The Promoter, Engage Hub, and agencies or companies associated with this Promotion will not be liable for any loss or damage whatsoever which is suffered (including indirect or consequential loss) or for any personal injury suffered or sustained in connection with a prize except for any liability which cannot be excluded by law.
28. The Promoter, Engage Hub and their associated agencies and companies is not liable for (including any costs) any error, omission, interruption, deletion, defect, delay in operation or transmission, network failures, tampering, unauthorised intervention, fraud communications line failure, theft or destruction or unauthorised access to, or alteration of entries, and any cause beyond the control of the Promoter, and reserves the right to take any action that may be available.
29. In the case of the intervention of any outside act, agent or event which prevents or significantly hinders the Promoter's ability to properly proceed with the competition on the dates and in the manner described in these terms and conditions, including but not limited to vandalism, power failures, tempests, natural

disasters, acts of God, civil unrest, strike, war, act of terrorism, computer virus, fraud, tampering, unauthorised intervention, or technical failure, the Promoter may in its absolute discretion cancel, terminate, modify or suspend the competition, subject to direction of the relevant authorities.

30. Entrants grant the Promoter a perpetual, irrevocable, royalty-free licence to use, reproduce, modify and publish the entry.
31. The Promoter (and its agents, including Engage Hub) collect, hold, and use the personal information of entrants for the purpose of conducting this competition, and for future promotion of the Promoter's goods and services in accordance with the Promoter's Privacy Policy.
32. The Promoter may disclose entrants' personal information to companies connected with this Promotion and to State/Territory authorities. If the entrant does not agree with the collection, use, holding or disclosure of their personal information, they must not enter this competition. If the entrant no longer consents to their details being used, or wish to update, modify or delete their details, the entrant should contact the Promoter.