

Footy Focus 26

TERMS AND CONDITIONS

1. Information on how to enter and prizes form part of these Conditions of Entry. Participation in this competition is deemed acceptance of these Terms and Conditions.
2. Entry is open to all ordinary Australian persons who reside in Australia ("Eligible Entrants") over 18 years of age.
3. Employees (and their immediate families) of the Promoter, participating outlets and the agencies associated with this promotion are ineligible to enter this competition. Immediate family means any of the following: spouse, ex-spouse child or step-child (whether natural or by adoption), parent, step-parent.
4. Competition commences on Wednesday, 15 July 2026 at 1.00pm AEST and closes Monday, 21 September 2026 at 9.00am AEST (the "Competition Period").
5. To enter this competition, Eligible Entrants must during the Competition Period submit a photo taken by the Eligible Entrant, captured during the period Saturday, 27 September 2025 to Sunday, 20 September 2026 that captures the essence of Australian football from a grassroots level and submit their photo to <https://www.afl.com.au/footyfocus>.
6. The Promoter reserves the right, at any time, to invalidate any entries (and entrants who submit or cause those entries to be submitted) which it reasonably suspects have been submitted: (a) using false, incorrect, fraudulent or misleading information, including but not limited to personal details and contact information; (b) through the use of multiple identities, email addresses or accounts; and/or (c) in any way in contravention of these Terms and Conditions.
7. All entered images must be captured entirely by the entrant using a camera (digital, film or mobile phone camera) and must be wholly photographic in origin. The use of stock images, clip art, screenshots, illustrations, AI-generated imagery or any externally sourced visual content is prohibited, and will result in an invalidated entry in accordance with item 6.
8. Entrants – including those using drones or other remotely piloted aircraft – are responsible for ensuring full compliance with all applicable local, national and international laws, regulations and aviation requirements, and for securing any permits, approvals or permissions that may be required. The competition organisers accept no responsibility for unlawful drone operations and reserve the right to disqualify any image believed to have been captured in breach of applicable regulations.
9. If the EXIF data attached to an image shows the image was not captured during the period Saturday, 27 September 2025 to Sunday, 20 September 2026, the entry may be disqualified.
10. Images should not include watermarks or other branding. The competition organisers reserve the right to disqualify any entry containing a watermark or other branding.
11. Entries must be single-capture photographs and may not be composite images.
12. Post-processing is permitted to enhance the technical quality of an image, including cropping, exposure adjustment, white balance correction, colour and tonal adjustments, contrast

adjustments, dodging and burning, sharpening, noise reduction, lens corrections and black-and-white conversions.

13. Images must accurately represent the original scene as photographed. The addition, removal, replacement or relocation of people, objects, backgrounds or other visual elements is not permitted.
14. AI-powered editing tools may be used only where they enhance the technical quality of an image without altering the content of the scene and/or individual. Examples of permitted uses include noise reduction, sharpening, subject selection and masking tools.
15. The use of Generative AI or similar technologies that create, add, remove, replace, relocate or substantially alter image content is prohibited. This includes, but is not limited to, Generative Fill, Generative Expand, AI object removal, AI object insertion, AI background replacement, AI sky replacement and similar content-generating features. Images generated wholly or partially using artificial intelligence image-generation systems (including but not limited to MidJourney, DALL-E, Stable Diffusion and similar technologies) are not eligible for entry.
16. Competition organisers reserve the right to request original image files, including RAW files, original JPEGs, and images captured immediately before and after the submitted image, to verify authenticity and photographic integrity. Failure to provide requested files, or an inability to adequately verify the authenticity of an image, may result in disqualification.
17. The competition organisers' decision regarding image authenticity and compliance with these rules shall be final.
18. Incomplete, illegible or incorrect entries, or those which contain offensive or defamatory comments, or which breach any law or infringe any third-party rights, including intellectual property rights, will be deemed invalid.
19. If there is a dispute as to the identity of an Eligible Entrant, the Promoter reserves the right, in its sole discretion, to determine the identity of the Eligible Entrant.
20. The Promoter reserves the right, at any time during, or after the closing date of the competition, to verify the validity of entries and Eligible Entrants (including an Eligible Entrant's identity and place of residence) and to disqualify any Eligible Entrant who submits an entry that is not in accordance with these Terms and Conditions or who tampers with the entry process. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.
21. Entries are deemed to be received at the time of receipt into the Promoter's competition database and NOT at the time of completion by the Eligible Entrant. Any cost associated with entering the competition is the Eligible Entrant's responsibility.
22. This is a contest of skill, judged on criteria set by the AFL. Chance will not play a role in determining the Competition winner.
23. There will be two (2) streams of judging to select one (1) winner as judged by the AFL (**AFL Judged Winner**) and one (1) winner selected by public vote (**People's Choice Winner**)

AFL Judged Winner

24. The judging will take place at AFL House, 140 Harbour Esplanade, 3008 on Monday, 28 September 2026 at 10:00am AEST. The prize winners will be announced on AFL social media channels and the AFL website on Friday, 2 October 2026. The winners will be contacted within two (2) days of the selection to organise the claiming of their prize. The Judges' decision is final and no correspondence will be entered into. The winners' names will be published on AFL social media pages and/or the AFL website from the day that the prize winners are announced.
25. This is a contest of skill, judged on criteria set by the AFL. Chance will not play a role in determining the Competition winner.

Judging Criteria

- (a) All eligible entries will be assessed by a panel of judges appointed by the Promoter. Entries will be evaluated on their overall photographic merit, with consideration given to the following criteria:
 - (b) **Essence** – The extent to which the image captures the spirit, culture and unique character of Australian Football from a grassroots perspective.
 - (c) **Impact** – The ability of the image to create an emotional connection with the viewer, evoke a response, and demonstrate a strong visual presence or "wow" factor.
 - (d) **Composition** – The effective use of framing, timing, perspective, balance, light and visual elements to enhance the image and communicate the subject matter.
 - (e) **Technical Quality** – The standard of photographic execution, including but not limited to focus, exposure, colour accuracy, white balance, sharpness and overall image quality.
 - (f) **Creativity** – The originality of the image, including the photographer's use of perspective, storytelling, timing, concept or other creative elements that distinguish the work from conventional imagery.
 - (g) Judges may consider all criteria collectively and are not required to assign equal weighting to each criterion. The judges' decisions are final and no correspondence will be entered into regarding the judging process or outcomes.
26. The major prize for the AFL Judged Winner is an opportunity to shadow an AFL Photographer while photographing an AFL match in Melbourne during Round 1 of the 2027 Toyota AFL Premiership Season.
27. The relevant AFL match, including the date, time and venue, will be determined by the Promoter following announcement of the 2027 Toyota AFL Premiership Season fixture.
28. If, for any reason, the Promoter is unable to provide the prize during Round 1 of the 2027 Toyota AFL Premiership Season, the Promoter reserves the right, in its absolute discretion and subject to any written directions of a relevant regulatory authority, to reschedule the experience or substitute the prize with another prize of equal or greater value.
29. To redeem the AFL Judged Winner prize, the winner will be provided with the appropriate accreditation for the relevant AFL match, noting the AFL Judged Winner agrees to be bound by third party and venue terms and conditions.

30. If the winner ordinarily resides outside Victoria, the Promoter will arrange and pay for one (1) return economy airfare and one (1) night's accommodation in Melbourne, up to a maximum value of \$2,500 (including GST).
31. Accommodation will be selected by the Promoter. All transfers, meals, incidental expenses and any additional accommodation or other costs associated with redeeming the prize remain the responsibility of the winner.

People's Choice Winner

32. Judging for the People's Choice Winner opens on 9:00am (AEST) Wednesday 30 September 2026 and closes 5:00pm (AEST) Wednesday 7 October 2026 (**Voting Period**) and will take place online via the AFL website. The general public will vote on their favourite image from the top twenty five (25) as determined by the AFL against the above listed criteria (item 25), this shortlisting by the AFL will take place at 9:00am (AEST) Monday 28 September 2026 (**Shortlisted Candidates**).
33. The Shortlisted Candidate with the highest number of votes across the Voting Period will be awarded the People's Choice Winner. In the instance more than one (1) Shortlisted Candidate receives the highest number of votes, the AFL will establish and communicate a tiebreaker vote which will be put to the Public for decision, if required this will occur on Thursday 8 October 2026.
34. The prize winners will be announced on AFL social media channels and the AFL website on Friday, 9 October 2026. The winners will be contacted within two (2) days of the selection to organise the claiming of their prize. The decision is final and no correspondence will be entered into. The winners' names will be published on AFL social media pages and/or the AFL website from the day that the prize winners are announced.
35. The major prize for the People's Choice Winner is a 2027 Gather Round experience in Adelaide for two (2) people.
36. The prize includes two (2) tickets to a 2027 Gather Round AFL match (match, date, time and venue to be determined following release of the fixture) and where the winner ordinarily resides outside South Australia, return economy airfares for two (2) people and up to two (2) nights' accommodation in Adelaide, up to a maximum value of \$5,000 (including GST).
37. Accommodation will be selected by the Promoter. All transfers, meals, incidental expenses and any additional accommodation or other costs associated with redeeming the prize remain the responsibility of the winner.
38. The prizes include exclusive experiences that are not available for purchase by the general public ("Money Can't Buy" experiences). The total prize pool is valued at up to \$7,500 (including GST), excluding any value attributable to the Money Can't Buy experiences.
39. If for any reason a winner does not take the prize or any part of the prize at the time stipulated by the Promoter, then the prize or that part of the prize cannot be transferred, exchanged or redeemed for cash.
40. Prizes, or any unused portion of a prize, are not transferable or exchangeable and cannot be taken as cash.

41. If this promotion 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 Promoter, the Promoter reserves the right, in its sole discretion, to the fullest extent permitted by law:
 - (a) To disqualify any Eligible Entrant; or
 - (b) Subject to any written directions from a regulatory authority, to modify, suspend, terminate or cancel the promotion, as appropriate.
42. If any prize (or part of any prize) is unavailable, the Promoter, in its discretion, reserves the right to substitute the prize (or that part of the prize) with a prize to the equal value and/or specification, subject to any written directions from a regulatory authority.
43. Nothing in these Terms and Conditions limits, excludes or modifies or purports to limit, exclude or modify the statutory consumer guarantees as provided under the Competition and Consumer Act, as well as any other implied warranties under the ASIC Act or similar consumer protection laws in the States and Territories of Australia ("Non-Excludable Guarantees"). Except for any liability that cannot by law be excluded, including the Non-Excludable Guarantees, the Promoter and the AFL (including their respective officers, employees and agents) exclude all liability (including negligence), for any personal injury or death; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of the promotion or accepting or using the prize.
44. The Promoter reserves the right to request that the winners provide proof of identity prior to awarding the prize. Identification considered suitable for verification is at the discretion of the Promoter. Prize winners may be required to sign any form required by the Promoter including without limitation a legal release and indemnity form or a declaration confirming their eligibility to accept the prize.
45. In the event that a winner is unable to be contacted, and all methods of communication are unsuccessful, or a winner does not respond to the Promoter's initial communications within two (2) months, a judgement for any unclaimed prizes may take place on Thursday, 24 December 2026 at the same time and place as the original judgement, subject to any directions from a regulatory authority. Winners, if any, will be notified in writing by email on the day of the selection and the winners' names will be published at www.afl.com.au on Saturday, 11 January 2027. The prize remains the property of the Promoter until claimed by the prize winner.
46. Once prizes have left the Promoter's premises, the Promoter and their associated agencies take no responsibility for prizes damaged, delayed or lost in transit.
47. Should an Eligible Entrant's contact details change during the promotional period, it is the entrant's responsibility to notify the Promoter. A request to access or modify any information provided in an entry should be directed to the Promoter.
48. The Promoter is not responsible for any incorrect or inaccurate information, or for any of the equipment or programming associated with or utilised in this competition, or for any technical error that may occur in the course of the administration of this competition. The Promoter assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorised access to or alteration of entries.
49. In the case of the intervention of any outside act, agent or event which prevents or significantly hinders the Promoter's ability to 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, the Promoter may in its absolute discretion cancel the competition and recommence it from the start on the same conditions, subject to any written directions given under State Regulation.

50. If for any reason this competition is not capable of running as planned, including due to infection by computer virus, bugs, tampering, unauthorised intervention, fraud, technical failures or any causes beyond the control of the Promoter, which corrupt or affect the administration, security, fairness or integrity or proper conduct of this promotion, the Promoter reserves the right in its sole discretion to disqualify any individual who tampers with the entry process, take any action that may be available, and to cancel, terminate, modify or suspend the competition any changes are subject to State Regulations.
51. Eligible Entrants consent to the Promoter using the Eligible Entrant's name, likeness, image and/or voice (including photograph, film and/or recording of the same) in any media for an unlimited period without remuneration for the purpose of promoting this competition (including any outcome).
52. Prizes and participation in the competition are subject to any conditions imposed by the supplier or organiser of the prizes, as applicable.
53. If due to any reason whatsoever the Promoter becomes aware after an Eligible Entrant has won the prize that the Eligible Entrant has not complied with these terms, that Eligible Entrant will have no entitlement to the prize, even if the Promoter has announced him/her as the winner and that Eligible Entrant will be required, at the direction of the Promoter, to return, refund or otherwise make restitution of the prize.
54. The Promoter accepts no responsibility for any tax implications that may arise from the prize winnings. Independent financial advice should be sought. Where the operation of this competition results in, for GST purposes, supplies being made for non-monetary consideration, Eligible Entrants agree to follow the Australian Taxation Office's stated view that where the parties are at arm's length, goods and services exchanged are of equal GST inclusive market values.
55. Each Eligible Entrant must ensure that any other person whose details have been provided by the Eligible Entrant to the Promoter for the purposes of the Eligible Entrant's participation in this competition has given their implied or express consent for their details to be provided to the Promoter and any of its related companies and to be contacted by the Promoter or any of its related companies in relation to this competition.
56. Each Eligible Entrant, acknowledges that they have obtained explicit consent from all subjects contained in the photograph submitted, specifically for the use of their likeness by the AFL. The consent covers the use of their image for display, publicity, and promotional materials across various print and online platforms, including newsletters, social media, and websites. They affirm that the subject was informed of the potential uses of their image and has voluntarily agreed to these terms without any expectation of financial compensation. In the instance the Eligible Entrant elects to alter the image in accordance with item 14, the Eligible Entrant acknowledges they have obtained explicit consent from all subjects contained in the photograph to do so.

57. Unless the contrary intention appears, a reference in these terms or in any advertisement relating to this competition, to Australian dollars, dollars, AUD\$ or \$ is a reference to the lawful currency of Australia. All references to dollar amounts are inclusive of goods and services tax (GST).
58. By entering the competition, the Eligible Entrant grants the Promoter a non-exclusive, royalty-free licence to use submitted images for the administration, promotion and marketing of the Footy Focus competition, exhibitions, AFL Annual Report and associated Footy Focus activities.
59. Any use of submitted images outside of the Footy Focus competition and associated Footy Focus activities, including but not limited to AFL marketing campaigns, AFL corporate partner campaigns, advertising, sponsorship, commercial promotions, merchandise, publications or other promotional materials, will require the prior consent of the photographer and will be subject to a separate licensing agreement and agreed remuneration.
60. The Promoter may collect Eligible Entrants' personal information in order to conduct the promotion. If the information requested is not provided, the Eligible Entrant may not participate in the promotion. By entering the promotion, unless otherwise advised, each Eligible Entrant also agrees that the Promoter, the Promoter's employees, related companies and agents, including but not limited to the AFL, may use this information, in any media for future promotional purposes, marketing, publicity, research and profiling purposes without any further reference, payment or other compensation to the Eligible Entrant, including sending the Eligible Entrant electronic messages and telephoning the Eligible Entrant.
61. All personal information you provide will be used by the AFL in accordance with our Privacy Policy available at www.afl.com.au/privacy (**AFL Privacy Policy**) and may be disclosed by the AFL in accordance with the AFL's Privacy Policy (including for promotional and marketing purposes). By providing your personal information, you agree to such use by the AFL and by entering the Competition you indicate you have read and agree to be bound by the AFL Privacy Policy.
62. The competition is governed exclusively by the laws of Australia.
63. The Promoter is Australian Football League (ABN 97 489 912 318), 140 Harbour Esplanade, Docklands, 3008, (03) 9643 1999. Any reference to AFL refers to the Australian Football League (ABN 97 489 912 318).