

2026 Coles AFLW Goal of the Year Competition

Prizes

Watch the nominees each round, vote for your favourite goal, and go into the running to win the major prize of \$5,000 thanks to Coles at the end of the 2026 NAB AFLW home and away season.

How it works

Each round's nominated goals are selected by the AFLW and the round's winning goal is in your hands.

To participate, visit afl.com.au/aflw/goal-of-the-year, vote for your favourite nominated goal, and complete the registration form with your details.

Voting for each round will open at approximately 3:00pm (Melbourne time) on the day after the final match of each round and will close at approximately 10:00am (Melbourne time) on the first day of the following round. Exact dates and times may vary depending on the AFLW fixture. Please refer to the AFLW fixture at afl.com.au/aflw/fixture for current scheduling information.

Entrants may submit one (1) vote per person per Competition Round. Each valid vote submitted during a Competition Round will count as one (1) entry into the Major Prize Draw for that round.

Watch, vote, and you could win!

Terms and Conditions of Entry for the "2026 Coles AFLW Goal of the Year Competition"

ENTRY

1. This document contains the terms and conditions of entry ("these Terms") into the 2026 Coles AFLW Goal of the Year Competition ("Promotion"). Entry into this Promotion is deemed acceptance of these Terms.
2. The Promoter is the Australian Football League ("AFL") ABN 97 489 912 318 of 140 Harbour Esplanade, Docklands, Vic 3008 ("Promoter").
3. The Promotion will commence on Monday, 17 August 2026 at approximately 3:00pm (AEST) and will continue until Monday, 16 November 2026 at approximately 10:00am (AEDT) ("Promotion Period").
4. Entry is open to all people excluding employees of the Promoter and other agencies, firms or companies associated with this Promotion, and their immediate families ("Entrant"). Only Australian residents will be eligible to win the prize in this Promotion. Immediate family 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. Non-Australian Entrants will not be eligible for prizes.

ENTRY CONDITIONS

5. The Promoter reserves the right not to accept a registration for any Entrant or to disqualify an Entrant if the Promoter considers that the registration contains anything defamatory or is otherwise inappropriate.
6. An Entrant may only register as an individual.
7. The AFL will be conducting the 2026 Coles AFLW Goal of the Year ("Competition"). This Promotion will be conducted in conjunction with the Competition. In the Competition, AFL media representatives as selected by the Promoter ("AFL Media") will select three (3) goals from the matches played in the relevant 2026 NAB AFLW home and away round ("Competition Round") and announce and publish the goals at afl.com.au/aflw/goal-of-the-year ("Online Entry Site").
8. Entrants can complete their entry in the Promotion during the Promotion Period by:
 - a) Submitting one (1) vote of the Entrants favourite goal in any one (1) of the twelve (12) Competition Rounds or the Final Round via the Online Entry Site (for the avoidance of doubt, an entrant may submit one (1) vote per Competition Round)
 - b) Registering their details via the on-line registration form located on the Online Entry Site.
 - c) Opting-in to subscribe to the free weekly newsletter "The AFL Runner" unless previously subscribed (in which case the subscription will carry over) in accordance with the AFL Privacy Policy that can be viewed at www.afl.com.au/privacy; and
 - d) Indicating their acceptance of these Terms ("Qualifying Entry").

Optional: Entrants may also tick a separate opt-in checkbox to consent to receive marketing communications from Coles. Opting-in is not required to enter the Promotion, and entrants may unsubscribe at any time in accordance with the Coles privacy policy. The Coles privacy policy can be viewed at <https://www.coles.com.au/important-information/privacy-policy>.

9. Voting for each Competition Round and the Final Round will open and close as follows:
 - a) Voting for each Competition Round will open following the conclusion of the last game of that round, at a time determined by the Promoter.
 - b) Voting for each Competition Round will close prior to the commencement of the next Competition Round, or in the case of the final Competition Round, after a reasonable period following the opening of voting.
 - c) Notwithstanding any other provision in these Terms, voting for each Competition Round will be available for an adequate period to ensure all eligible participants have a fair opportunity to vote.
 - d) Voting in the Final Round will commence after a reasonable period following the close of voting in the final Competition Round and will remain open for an adequate period to ensure all eligible participants have a fair opportunity to vote.
10. Entrants should review the AFLW's fixture dates at afl.com.au/aflw/fixture as exact days of the week may change depending on the fixture for each round.
11. Entrants may submit one (1) vote per person in each Competition Round and in the Final Round (if applicable). Each valid vote will count as one (1) entry into the Major Prize Draw for the relevant Competition Round.

MAJOR PRIZE

12. Each valid entry into the Major Prize Draw will be limited to one (1) per person per Competition Round. As there are twelve (12) Competition Rounds, the maximum number of entries an Entrant may receive across all rounds is twelve (12).
13. A random prize draw will be conducted at the Engage Hub, 24 Washpool Crescent, Woongarra NSW 2259 ("Draw Location") from all entries received relating to each Competition Round or Final Round by the Promoter at 11:00am (AEST) on Thursday, 19 November 2026 subject to each Entrant only having one (1) entry in the draw ("Major Prize Draw").
14. The first Entrant with a valid Qualifying Entry drawn in the Major Prize Draw will win \$5,000 (valued at up to \$5,000 including GST) ("Major Prize").

15. The Major Prize winner will be contacted in writing within 7 days of the date of being drawn a winner, and their name will be published on the Online Entry Site within 7 days of the draw.
16. The Major Prize will be awarded by the Promoter by electronic funds transfer (EFT) to an account nominated by the prize-winner.
17. Prizes and participation in the Promotion are subject to any conditions imposed by the supplier or organiser of the prizes, as applicable. Without limiting any other paragraph in these Terms, the Promoter and its associated agencies and companies make no warranties or representations about the fitness for purpose or suitability of the prize. If liability under terms implied by legislation cannot be excluded, the liability of the Promoter is the minimum allowable by law. The Promoter and its related bodies corporate will not be liable for any damage to or delay in transit of the prize.

UNCLAIMED PRIZE DRAW

18. In the event that the Major Prize has not been claimed within 3 months of notifying that winner of the prize, the winner forfeits their prize and the prize is entered in an Unclaimed Prize Draw that will be conducted via a random prize draw at 11:00am (AEDT) on Friday, 19 February 2027 at the Draw Location. The prize winner will be contacted in writing within 7 days and their name published on the Online Entry Site within 7 days following the Unclaimed Prize Draw.
19. The winner of an Unclaimed Prize will be awarded the Major Prize by the Promoter by electronic funds transfer (EFT) to an account nominated by the prize-winner. The winner of an Unclaimed Prize must claim the prize within 3 months of being notified or forfeits their prize.
20. If more than one person attempts to claim the prize, the Promoter has sole and absolute discretion to determine which of those persons is the winning Entrant, subject to any direction of a relevant authority.

MINORS

21. If an Entrant is under 18 years, they must have their parent or guardian's consent to enter the Promotion. The Promoter reserves the right to request this consent in writing. If consent in writing is requested, the winner's nominated parent/legal guardian will be required to include the words "in consideration of AFL agreeing to admit the Entrant into this Promotion, [name of Parent or Guardian] agrees to be bound by the terms of entry into the Promotion" in such written consent.
22. If a prize winner is under the age of 18 years, the prize will be awarded to the winner's nominated parent or legal guardian on behalf of the winner. Minors may use the prize, but they must have consent from their parent or legal guardian (which the Promoter may request in writing).

GENERAL

23. Each Qualifying Entry counts towards one (1) entry only.
24. Prizes are not transferable or exchangeable.
25. Subject to the Unclaimed Prize Draw clause, if for any reason a winner does not take a prize, then the prize will be forfeited.
26. The Promoter reserves the right, at any time, to verify the validity of entries, registrations and Entrants (including an Entrant's identity, age and place of residence) and to disqualify any Entrant who submits an entry that is not in accordance with these Terms or who tampers with the entry/registration/voting process. Errors and omissions may be accepted at the Promoter's discretion. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.
27. If there is a dispute as to the identity of an Entrant, the Promoter reserves the right, in its sole discretion, to determine the identity of the Entrant.
28. The total prize pool for this Promotion is valued at up to \$5,000 (including GST).

29. Incomplete, indecipherable and incorrect entries/registrations or entries/registrations 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.
30. It is a condition of taking a prize that the winner must, if requested to do so by the Promoter, sign and return documents relating to their eligibility to enter (including ownership of entry), statement of compliance with relevant terms and conditions and/or a release of the Promoter's liability in taking the prize.
31. 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, including but not limited to pandemic restrictions, technical difficulties, unauthorised intervention or fraud, the Promoter reserves the right, in its sole discretion, to the fullest extent permitted by law to (a) to disqualify any Entrant; or (b) subject to any written directions from a regulatory authority, to modify, suspend, terminate or cancel the Promotion, as appropriate.
32. The Promoter accepts no responsibility for any entries or registrations not received for any reason during the Promotion Period. Registrations and entries will be deemed to be accepted at the time of receipt and not at the time of transmission. No responsibility will be taken for lost, late or misdirected registrations or entries. The Promoter is not responsible for technical difficulties with the entry mechanism and does not warrant that the entry mechanism will be available at all times.
33. If the Promoter is unable to provide a winner with the nominated prize, the Promoter reserves the right to supply an alternative prize of equal or greater monetary value, subject to any written directions given by a regulatory authority.
34. Any Entrant who, in the opinion of the Promoter, tampers or interferes with the entry mechanism in any way, or who does not properly comply with the entry process, will be ineligible to win.
35. Entrants consent to the Promoter using their name, likeness, image and/or voice in the event they are a winner (including photograph, film and/or recording of the same) in any media for an unlimited period without remuneration for the purpose of promoting this Promotion (including any outcome), and promoting any products manufactured, distributed and/or supplied by the Promoter.
36. The Promoter reserves the right to disqualify registrations and/or entries in the event of non-compliance with these Terms. Notwithstanding the Promoter's rights under these Terms to not accept or to subsequently disqualify a Entrant, the Promoter will not be liable for any legal action arising out of any name being defamatory, inappropriate, in breach of any third party's rights, or in breach of any law, and any persons forming part of that name must indemnify the Promoter, its agents, contractors and related companies from any legal action, claim or dispute arising directly or indirectly from the name being defamatory, inappropriate, in breach of any third party's rights, or in breach of any law.
37. Information about Entrants is used by the Promoter to assess and process registration in the Promotion. If an Entrant does not provide the required information, the Promoter cannot process the registration. All registrations/entries become the property of the Promoter and will be entered into a database.
38. Information emanating from the Entrant's participation in the Promotion is used by the Promoter and its agencies, contractors and service providers associated with this Promotion for the determination of winners and distribution of prizes, if any, awarded to an Entrant. Entry is conditional on providing this information. Entrants consent to publishing their name in the prize page of the Online Entry Site and for their personal information ("PI") to be disclosed to regulatory authorities, as required. The Promoter will not be held responsible for any loss of reputation, status or otherwise in connection with an Entrant's selections and consequential results. The Promoter will also use and handle PI as set out in its Privacy Policy, which can be viewed at www.afl.com.au/privacy. In addition to any use that may be outlined in the Promoter's Privacy Policy, the Promoter may, for an indefinite period, unless otherwise advised, use the PI for promotional, marketing, publicity, research and profiling purposes, including sending electronic messages or telephoning the Entrant. The Privacy Policy also contains information about how Entrants may opt out, access, update or correct their personal information, how Entrants may complain about a breach of the Australian Privacy Principles or any other applicable law and how those complaints will be dealt with.
39. The Promoter may disclose Entrants' personal information to Coles for purposes connected with the administration of this Promotion and prize fulfilment. Where an Entrant has opted-in to receive marketing communications from Coles, the Promoter may also disclose that

Entrant's personal information to Coles for marketing purposes. Any personal information disclosed to Coles will be handled in accordance with the Coles Privacy Policy.

40. By participating in this Promotion, the Entrant agrees and acknowledges that:

- a) they may be contacted by the Promoter to provide comments about the Promotion and the Competition and the Promoter (or an agent of the Promoter) may take photos of a winner;
- b) the Promoter may use such comments or photos (the "Materials") for the Promoter's future promotional and marketing purposes without further reference or compensation to them;
- c) the Promoter may duplicate, alter, adapt and utilise the Materials as the Promoter wishes at anytime, anywhere, and by any means. The Promoter may license, authorise or otherwise transfer the rights in the Materials to others to do the same;
- d) they acknowledge that the Promoter retains all right, title and interest, including copyright, in the Materials and, by participating in the Promotion, they assign to the Promoter on creation of the Materials all right, title and interest which might, but for these Terms, vest in them;
- e) they unconditionally and irrevocably consent to any act or omission that would otherwise infringe any of their moral rights in the Materials (as defined in Part IX of the Copyright Act 1968 (Cth)) and present and future rights of a similar nature conferred by statute anywhere in the world whether occurring before or after this consent is given ("Moral Rights");
- f) they waive all Moral Rights in the Materials that arise outside Australia; and
- g) they agree not to institute, maintain or support any claim or proceeding for infringement of their Moral Rights in the Materials.

41. Any costs associated with entering the Promotion and accepting and using the prize including but not limited to accessing the Online Entry Site is the Entrant's responsibility.
42. Nothing in these Terms 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 (including its respective officers, employees and agents) excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of the Promotion.
43. Except for any liability that cannot by law be excluded, including the Non-Excludable Guarantees, the Promoter (including its respective officers, employees and agents) is not responsible for and excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of: (a) any technical difficulties or equipment malfunction (whether or not under the Promoter's control); (b) any theft, unauthorised access or third party interference; (c) any entry, registration, tip or prize claim that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the Promoter) due to any reason beyond the reasonable control of the Promoter; (d) any variation in prize value to that stated in these Terms; (e) any tax liability incurred by a winner or Entrant; and/or (f) taking and/or use of a prize.
44. Unless the contrary intention appears, a reference in these Terms or in any advertisement relating to this Promotion, 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).
45. The Promoter's decision in relation to any aspect of these Terms and the Promotion is final and binding on every person who enters. No correspondence will be entered into.
46. The Promotion is governed exclusively by the laws of Australia.
47. The permit number for this Promotion is ACT Permit No. TP 26/01810.