

Explore Unley Campaign

Terms and Conditions

1. Promoter

The promoter is the City of Unley (the Promoter), 181 Unley Road, Unley SA 5061.

2. Promotion

The Explore Unley Campaign is a City of Unley initiative designed to encourage local spending and support participating businesses across the City of Unley. During the applicable Promotional Period, customers can purchase an Explore Unley Digital Gift Card and receive a 30% bonus value funded by the City of Unley, subject to availability, while eligible purchases provide entry into the prize draw and eligible redemptions across at least two City of Unley locations may qualify for an additional entry. Once the 30% uplift is exhausted, purchasers can still purchase a gift card.

3. Promotional Period

The 30% bonus promotion opens on 26 November 2026 and closes on 16 December 2026, or earlier if the available allocation is exhausted. Registrations for all gift card purchases and additional prize draw entries open on 26 November 2026 and close at 11.59 pm ACDT on 30 April 2027.

4. Eligibility

Entry is open to Australian residents aged 18 years and over. There is one entry per gift card.

Employees, Councillors and immediate family members of the City of Unley, and any person involved in administering the promotion or determining the winner(s), are ineligible to enter the competition.

Immediate family includes a spouse, de facto partner, parent, child, sibling, grandparent, grandchild, aunt, uncle, niece, nephew or first cousin.

5. Participating Businesses

Participating Businesses are businesses located within the City of Unley that are registered with the approved campaign platform and enabled to accept the Explore Unley Digital Gift Card at the time a card is redeemed. Participating Businesses must collaborate with the City of Unley in delivering the promotion and align with the City of Unley's values.

The current list of Participating Businesses is published on the Explore Unley Digital Gift Card platform and yourbusiness website. Businesses may join, withdraw from or temporarily stop accepting the gift card during the Promotional Period, and the list may be updated without notice.

Entrants are responsible for confirming that a business is participating before making a purchase or redemption. A transaction will count towards the Explore Unley Trail requirement only where the gift card is redeemed at a Participating Business, the transaction is recorded through the campaign platform and the redemption can be verified by the Promoter. To receive an additional entry, an entrant must complete eligible redemptions at Participating Businesses across at least two City of Unley locations.

6. How to Enter

To enter the promotion, eligible persons must:

- Purchase an Explore Unley Digital Gift Card through the approved campaign platform during the Promotional Period
- Provide the required purchaser details through the Gift Card purchase process
- Retain the card purchase confirmation or receipt as proof of entry

Each eligible Explore Unley Digital Gift Card purchase automatically receives one entry into the prize draw.

Only eligible Gift Card purchases made during the Promotional Period are eligible for entry.

Gift Card purchases made after the Council-funded bonus allocation is exhausted will be eligible for the prize draw.

7. Entries

Entrants may enter multiple times, provided each entry is linked to a separate eligible Gift Card purchase.

Each eligible Gift Card purchase is valid for one entry only.

An additional entry may be awarded where an entrant meets the Explore Unley Trail requirement by redeeming their campaign gift card at eligible participating businesses across at least two City of Unley locations, subject to verification through the campaign platform.

Duplicate entries using the same gift card purchase or transaction reference are not permitted.

Each valid entry has an equal chance of winning. An entrant may only win one prize in the draw.

8. Proof of Entry

Entrants must retain their gift card purchase confirmation or receipt.

The purchase confirmation must clearly show:

- purchaser name or transaction details
- date and time of gift card purchase
- gift card purchase amount and bonus value, where applicable
- transaction reference or gift card order number

The Promoter reserves the right to request original proof of purchase or verify entry details with the campaign platform provider.

9. Prize Details

The total prize pool is valued at \$3,000 and consists of the following:

- First Prize: \$1,500
- Second Prize: \$1,000
- Third Prize: \$500

Prizes will be issued as Why Leave Town Digital Gift Cards that are redeemable at participating City of Unley businesses.

Prizes are not transferable, exchangeable or redeemable for cash, and are subject to Why Leave Town's terms and conditions.

The Promoter accepts no responsibility for lost, stolen, damaged or expired gift cards.

10. Prize Draw

The prize draw will take place by random computer-generated selection from all eligible entries.

- Draw Date: Saturday 8 May 2027
- Draw Time: 9:00 AM – 4:00 PM (exact time to be confirmed)
- Draw Location: City of Unley, 181 Unley Road, Unley SA 5061

The major prize will be drawn first, followed by the remaining prizes in descending order of value.

The draw will be conducted in accordance with the requirements of the *Lotteries Act 2019* and *Lotteries Regulations 2021* and will be overseen by an independent scrutineer or another eligible person if required.

Each entry has an equal chance of winning the major prize as per Schedule 11, Part 4 of the Act.

11. Notification of Winners

Winners will be notified by email and/or telephone within seven (7) days of the draw.

All reasonable efforts will be made to contact winners.

12. Publication of Winners

For prizes valued at more than \$250, the first initial, surname and postcode of winners will be published on the City of Unley website within 30 days of the draw.

If a winner requests that their details not be published, the Promoter will consider such requests and comply where permitted by law.

13. Claiming Prizes

Prizes must be claimed within two (2) months of the draw date.

Prizes will be delivered electronically or by post within one month of being claimed.

If a prize is not claimed within the specified period, it will be forfeited and an unclaimed prize draw may occur.

14. Unclaimed Prize Draw

If any prize remains unclaimed after two months, a redraw will be conducted at:

- Draw Date: Wednesday 30 June 2027
- Draw Time: 10:00 AM
- Draw Location: City of Unley Reception, 181 Unley Road, Unley SA 5061

Any redraw winner will be notified within seven (7) days and published in the same manner as the original winners.

15. Privacy and Collection of Data

By entering, entrants consent to the collection and use of personal information for the purposes of administering the promotion, contacting winners, evaluating the economic impact of the campaign, verifying eligible gift card purchases and Explore Unley Trail entries, and building Council's Economic Development database where consent has been provided.

Personal information will be managed in accordance with the City of Unley's Privacy Policy and may be disclosed to Why Leave Town for prize fulfilment, service providers assisting with administration and government agencies where required by law.

Participation in future marketing communications is optional.

16. General Conditions

- Entry into the promotion constitutes acceptance of these Terms and Conditions
- No entry fee applies
- The purchase price of any product or service is not increased because of this promotion
- Incomplete, illegible, fraudulent or misleading entries may be declared invalid
- The Promoter may verify entrant identity and purchase information
- Automated or bulk-generated entries are prohibited
- The Promoter reserves the right to invalidate any entry that breaches these Terms and Conditions
- The Promoter's decision is final and no correspondence will be entered into

17. Cancellation or Modification

If for any reason the promotion is not capable of proceeding as planned, including due to technical failures, fraud, unauthorised intervention or circumstances beyond the Promoter's control, the Promoter may cancel, suspend or modify the promotion, subject to any regulatory requirements.

18. Liability

To the maximum extent permitted by law, the Promoter is not responsible for:

- Technical malfunctions
- Lost, delayed or corrupted entries
- Loss arising from acceptance or use of a prize
- Any taxation implications associated with winning a prize

Entrants should seek their own independent financial and taxation advice.