



2009 CAULFIELD CLASSIC STYLE AWARD

Terms & Conditions

1. Rules on how to enter form part of the terms and conditions of entry.
2. The Promoter is Melbourne Racing Club Marketing of Gate 22, Station Street, Caulfield VIC 3162. A.B.N. 96 203 634. The Promoter's PR Company is Style Counsel (SC) of 22 Cecil Place, Prahran, VIC 3181. The Promoter's production company is Alive of Ground Floor, 4-8 Osborne Street, South Yarra, 3141. If deemed necessary, Alive and SC may act on behalf of the Promoter.
3. Entrants and models must be strictly 18 years or older on the day of the competition. Proof of age may be requested at any stage by the Promoter.
4. Entry is open to fashion designers and fashion boutique/retailers.
5. Approximately 10 designers/retailers entered in the *Caulfield Classic Style Award*, will be revealed at the launch of the 2009 Caulfield Spring Racing Carnival on Tuesday, 8TH September 2009.
6. Designers/retailers (head of design) taking part in the *Caulfield Classic Style Award*, are encouraged to be present at the Caulfield Spring Racing Carnival media launch on Tuesday, 8TH September 2009. Designers/retailers need to confirm with SC by Monday, 17TH August 2009 if they are able to attend to have an opportunity to take part in the media launch.
7. Designers/retailers (head of design) attending the Caulfield Spring Racing Carnival media launch need to pay for their own travel and accommodation (where applicable). Designers/retailers attending will be put forward for media opportunities regarding the 2009 *Caulfield Classic Style Award*, and trends for the season.
8. The Promoter will cast and pay for a model for the designers that are featured at the media launch on Tuesday, 8TH September 2009.
9. The footwear supplied by the designers for the media launch as part of their complete outfit, should be size 39/40.
10. Outfits will be available for designers to collect after the 2009 Caulfield Spring Racing Carnival media launch. Please note dresses will need to be sent back to SC for *The Age* Caulfield Ladies Lunch, which takes place on Friday, 2ND October 2009.
11. Designers will be required to supply their own model for the day of judging. The designer will be required to organise the arrival of their own model complete with hair and make up, dressed in outfit, to Caulfield Racecourse, on the day of judging Saturday, 10TH October 2009.

12. Finals will be conducted on Saturday, 10TH October 2009 as part of *The Age* Caulfield Guineas Day at Caulfield Racecourse (race day).
13. The designer/retailer should be present on the day of the finals to maximise potential media opportunities.
14. The winner will be notified at *The Age* Caulfield Guineas Day on Saturday, 10TH October 2009.
15. Any alterations of garments for the Grand Final Caulfield Classic Style Award and Caulfield Classic Style People's Choice Award or failure to appear will result in disqualification.
16. Entrants of the 2009 *Caulfield Classic Style Award*, are not permitted to enter the Chadstone Fashion Stakes. Models, who participate in the 2009 *Caulfield Classic Style Award* on behalf of the entrant, can subsequently enter the Chadstone Fashion Stakes on BMW Caulfield Cup Day wearing their own outfit.
17. Entry forms are featured in the *Caulfield Classic Style Award* briefing document or can be downloaded from Monday, 1ST June 2009 at caulfieldracing.com.au. Registration details are subject to change without notice at the complete discretion of the Promoter. Registration must be submitted to Style Counsel by Monday 6TH July 2009.
18. Entry forms must be completed in full and failure to do so may result in disqualification. If entrants (including, but not limited to a milliner and a fashion designer) collaborate on an entry, only one name must appear on the entry form.
19. Preliminary judging or additional heats may be introduced at the discretion of the Promoter on the race day if deemed necessary.
20. The Promoter reserves the right to offer wild card entries, in which case the entrant will immediately progress to a heat or the final (at the discretion of the Promoter).
21. All prizes awarded to the contestant must remain the property of the contestant and are non-transferable.
22. The winner of the major prize, \$25,000, must underwrite a major marketing activity such as the 2010 L'Oreal Melbourne Fashion Festival, catalogue shoot or other activity as agreed between the Promoter and the winner.
23. There will be a separate prize of \$5,000 awarded to the winner of Caulfield Classic Style People's Choice Award. Members of the public will judge this Award unlike the *Caulfield Classic Style Award*, and the winner will be announced during the 2009 Caulfield Spring Racing Carnival.
24. Prizes are subject to change at the complete discretion of the Promoter.
25. The Promoter shall select and appoint the judges.
26. Contestants will be judged on race wear attire, style, seasonal attention and innovation. Overall personal presentation, deportment and accessories will be considered. Models and designers must be 18 years or over.
27. The Promoter, SC and Alive, on each race day, reserve the right to refuse entry to anyone displaying inappropriate behaviour, including, but not limited to anyone, deemed to be inappropriately attired, displaying abusive language, or drunken behaviour.

28. The judge's decision is final for the 2009 *Caulfield Classic Style Award*.
29. For the 2009 Caulfield Classic Style People's Choice Award, the designer who receives the most votes from members of the public will be announced as the winner.
30. The Promoter will determine a winner in the event of a draw.
31. The Grand Final of the *Caulfield Classic Style Award* will be held on Saturday, 10TH October 2009 and the winner will be announced on this day.
32. There will be only one winner of the *Caulfield Classic Style Award* and Caulfield Classic Style People's Choice Award prize.
33. Designers will be entered into both the *Caulfield Classic Style Award* and Caulfield Classic Style People's Choice Award, Therefore, any one designer is eligible to win both prizes.
34. All entries may be entered into a database and the Promoter may use contestants' names and addresses for future promotional, marketing and publicity purposes.
35. Contestants agree images of their designs will be used to promote the *Caulfield Classic Style Award* and Caulfield Classic Style People's Choice Award.
36. Contestants agree their image may be used by the Promoter and sponsors for future marketing purposes.
37. All images and footage of entrants becomes the property of the Promoter and may be used by the Melbourne Racing Club for future promotions.
38. The Promoter collects applicants' personal information in order to conduct the promotion. If the information requested is not provided, the applicant may be refused participation in the promotion. By submitting an application, unless otherwise advised by the applicant, each applicant consents to the information they submit with their application being entered into a database and the Promoter may use this information in any media for future promotional, marketing and publicity purposes without any further reference or payment or other compensation to the applicant, including sending the applicant electronic messages. All personal details of the applicants will be stored at the office of the Promoter.
39. A request to access, update or correct any information should be directed to that office. In addition, all applications become the property of the Promoter and it is a condition of applying that those applications may be used by the Promoter for their own promotional, marketing and publicity purposes without restriction.
40. The Promoter shall not be liable for any loss or damage whatsoever which is suffered (including but not limited to indirect or consequential loss) or for personal injury which is suffered or sustained, as a result of participating in this promotion or taking any prize, except for any liability which cannot be excluded by law.
41. In the event of war, terrorism, state of emergency or disaster the Promoter reserves the right to cancel, terminate, modify or suspend the promotion.

42. If for any reason this competition is not capable of running as planned (including but not limited to) infection by computer virus, bugs, tampering, Equine Influenza outbreak, unauthorised intervention, fraud, technical failures or any other causes beyond the control of the Promoter which corrupts or affect the administration security, fairness, integrity or proper conduct of this contest, the Promoter reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the competition.
43. The Promoter reserves the right in its sole discretion to disqualify any individual who they believe to have tampered with the application process.
44. The winner of the 2009 *Caulfield Classic Style Award* agrees to sign a contract stating the terms of agreement with the Promoter, which must be received by the Promoter by Friday, 16TH October 2009.
45. Should winners be unable to fulfill the finalist criteria, or terms of agreement in any way, then any or all of their prizes may be passed onto the first runner up.
46. Contestants who win the major prize must be available for a minimum of three appearances at the Promoter's discretion, during the 2009/2010 racing season.
47. While the execution of the fashion competition staged in conjunction with the prize winnings provided by the Promoter is to be determined at the complete discretion of the winner, the winner of the 2009 *Caulfield Classic Style Award* agrees to communicate and include the Promoter in proceedings, including but not limited to; providing a minimum of eight (8) invitations to the fashion parade, and promotional opportunities as agreed by the winner and the promoter such as including the 2009 Caulfield Spring Racing Carnival logo on collateral, press releases and advertising and profiling the Promoter in any promotional opportunities.
48. The winner of the *Caulfield Classic Style Award* acknowledges all material used featuring the Promoter's logo must be signed off in advance by the Promoter.
49. The Promoter will pay the winner of the *Caulfield Classic Style Award* upon receipt of invoice(s) which must be directed to Ms Mary Morton, General Manager – Marketing and Communications, Melbourne Racing Club, PO Box 231, Caulfield East, VIC 3145.
50. Upon winning the *Caulfield Classic Style Award*, the winner agrees to notify the Promoter in writing as to which major marketing activity it is undertaking. The activity is agreed between the Promoter and the winner. Notification must be received by Tuesday, 31ST December 2009. Failure to comply with this deadline may result in disqualification whereby the runner up will become the winner. This will be determined at the complete discretion of the Promoter.
51. The winner of the 2009 *Caulfield Classic Style Award* acknowledges the full prize amount must be allocated completely to the one major marketing activity in 2010, as included in the letter of notification, which must be received by the Promoter by Thursday, 31ST December 2009.
52. The winner agrees the Promoter will decide in its complete discretion, and in turn will agree in writing to the allocation of prize money.
53. The winner of the Caulfield Classic Style People's Choice Award will receive a cheque for \$5,000 following announcement during the Caulfield Spring Racing Carnival (10TH-17TH October 2009).
54. Staff and immediate families of the *Caulfield Classic Style Award* and promoter are not eligible to enter.

55. Should a designer and milliner collaborate on their entry, the Promoter takes no responsibility in terms of how the prizes and prize money is divided between the two. Any collaboration's will be classed as one entry and the promoter will award the prize to the designer whose name must appear on the Registration and/or entry form.
56. The Promoter reserves the right to refuse to allow the winner of the 2009 *Caulfield Classic Style Award* to take part in any or all aspects of the prize, if the Promoter determines, in its absolute discretion, the winner is not in a mental or physical condition necessary to be able to participate.
57. The Promoter reserves the right without limitation, to cancel the agreement at any time due to inappropriate behaviour, including drug and alcohol abuse, criminal activity or any other activity deemed inappropriate by the Promoter.
58. If at any stage, it is deemed that the winner of the 2009 *Caulfield Classic Style Award* is not suitable to perform the nominated duties, the agreement between the winner and the Promoter will be forfeited.