

STUDENT INSTAGRAM COMPETITION

Semester 2, 2025

Terms and Conditions

1. Prize is the opportunity to win one (1) of three (3) JB-HIFI gift cards, to the value of \$300.
2. To enter the competition you must:
 - a. follow @edithcowanuniversity on Instagram;
 - b. use your own Instagram account to post a public video or photo carousel, tag @edithcowanuniversity and include #EdithCowanUniversity #ECU4me in the post's caption (**Post**); and
 - c. the Post must be a video or photos of an ECU student or students showing what they love most about their everyday experiences as an ECU student in Perth, Western Australia; and
 - d. the video or photos must remain visible on your channel until 11:59pm on Friday 07 November 2025.
3. There is no limit to the number of entries per person.
4. Entrants' profiles must be made public for entries to be visible to ECU.
5. Competition closes 11.59pm on Sunday, 02 November 2025.
6. ECU will pick three (3) winners (being the owners of the Instagram usernames the winning entries are posted on) on Friday, 07 November 2025.
7. The winners will be notified via a comment on their winning entry (on Instagram) from the official ECU account, with instructions to email ECU's Growth, Engagement and Marketing team to arrange collection of the prize. The winner will be required to collect the gift card from ECU's Joondalup Campus (Building 1) on a weekday between 9am - 4:00pm AWST.
8. If the winner does not respond to the reply within 48 hours, or they do not collect their prize within 30 days of ECU's reply, they are taken to have forfeited their prize. If the prize is forfeited, one (1) new winner will be selected per forfeit. This process may be completed as many times as ECU considers reasonable until a winner has responded.

General

9. Entry and other instructions contained within promotional material form part of these terms and conditions.
10. By participating in this competition, you agree to be bound by these terms and conditions.

Who May Enter

11. Entries can only be made in an individual's own name and in their own capacity and no entry can be made for or on behalf of any other person, venture or organisation.

12. Entrants must be an enrolled current student of Edith Cowan University, located in Perth Western Australia.
13. ECU is entitled at its sole discretion to reject or disqualify any entry which it determines to be incomplete or ineligible or which in the sole opinion of the University contains unlawful, defamatory, offensive or other material which if published or broadcast would place the business interests of the Promoter at risk or adversely affect the goodwill, name or reputation of the University. All entrants acknowledge and agree that ECU can rely on these terms and conditions, even if ECU only learns of a person's ineligibility after the University has or appears to have awarded the prize to the ineligible person.
14. The winning entries will be selected by ECU's Social Media Analyst and ECU's Digital Activation Manager, based on their creativity in celebrating ECU Student life. ECU's decision is final and cannot be contested.
15. ECU accepts no responsibility for any lost, misplaced or misdirected prizes.
16. Prizes are non-transferable, not extendable, cannot be redeemed for cash and are not valid in conjunction with any other offer.
17. All unclaimed prizes remain the property of ECU.
18. By entering the competition, you agree to allow ECU to use your competition entry, name, image or likeness, and Instagram username (**Material**) for promotional, marketing, publicity or research and profiling purposes, and you grant to ECU a perpetual, irrevocable, worldwide, royalty free license to reproduce, communicate, adapt, modify and publish the Material for these purposes. Any personal information about entrants made available to ECU will be collected, stored, accessed and disclosed in accordance with ECU's prevailing Privacy Policy and any relevant laws.
19. To the fullest extent permitted by law:
 - a. ECU absolves itself of any and all liability, financial or resultant arising out of, or in connection with this contest; and
 - b. all contestants release ECU from, and indemnify ECU against, all liability, cost, loss or expense arising out of acceptance of any prize or participation in the competition including but not limited to loss of income, personal injury and damage to property and whether direct or consequential, foreseeable, due to some negligent act or omission or otherwise.
20. By entering and participating, you agree to hold harmless, defend and indemnify Instagram from and against any and all claims, demands, liability, damages or causes of action (however named or described), losses, costs or expenses, with respect to or arising out of or related to (i) your participation in the competition, or (ii) your participation in any prize related activities, acceptance of a prize and/or use or misuse of a prize (including, without limitation, any property loss, damage, personal injury or death caused to any person(s)).
21. This promotion is in no way sponsored, endorsed or administered by, or associated with Instagram.
22. This competition is governed by the laws of Western Australia. Participants submit to the exclusive jurisdiction of Western Australia.