

Moreton Bay's Cutest Dog Competition

Terms and Conditions

1. Promoter

The promoter is Moreton Daily, operated by Matchsticks Marketing Agency ("Promoter"). The competition is sponsored by Pet Health Hub ("Sponsor").

2. Competition period

The competition opens on Moreton Daily's Facebook and Instagram channels on 19 August 2026.

Entries and voting close at 3pm AEST on 25 August 2026. Entries and reactions received after this time will not be counted.

The winner will be announced on Moreton Daily's social media channels on 26 August 2026.

3. Eligibility

Entry is open to Australian residents aged 18 years or older.

Entrants must own the dog featured in their entry or have the owner's permission to submit the dog's photograph.

The Promoter may request proof of age, identity, residency, dog ownership or permission to use the photograph.

4. How to enter

To enter, eligible participants must, during the competition period:

1. Follow Moreton Daily and Pet Health Hub on Facebook and Instagram;
2. Like the official competition post; and
3. Submit a photograph of their dog through the official competition post, following the instructions provided on the relevant social media platform.

Entry is free and no purchase is required.

Only one entry per dog is permitted. A participant may enter more than one dog, provided each dog is entered separately.

Entries submitted after the closing time, through an unofficial account or by a method not specified by the Promoter may be declared invalid.

5. Entry requirements

By entering, each participant confirms that:

- The photograph is their original work or they have the photographer's permission to submit it;
- They own the dog or have permission from its owner;
- Any identifiable person in the photograph has consented to its submission and publication;
- The entry does not infringe another person's copyright, privacy or other rights; and
- The entry is suitable for publication and does not contain unlawful, offensive or inappropriate material.

The Promoter may remove or disqualify any entry that does not meet these requirements.

6. Voting and winner selection

The eligible entry receiving the highest number of valid like and heart reactions by 3pm AEST on 25 August 2026 will be crowned Moreton Bay's Cutest Dog.

Only like and heart reactions recorded on the original eligible entry will count as votes. Written replies, comments and other reaction types will not be counted.

Entrants may invite friends and family to vote. Purchasing reactions or using bots, fake accounts, automated services, reaction exchanges or other artificial voting methods is prohibited.

The Promoter may investigate voting activity and exclude reactions it reasonably considers fraudulent, automated, purchased, duplicated or otherwise invalid.

If two or more entries receive the same highest number of valid reactions, a panel appointed by the Promoter will select the winner based on:

- The dog's personality and overall cuteness;
- The originality of the photograph; and
- The photograph's suitability for print publication.

The Promoter's vote count and decision are final, subject to applicable law.

7. Prize

The winner will receive:

- A special "Pet in Print" feature in the Spring edition of Moreton Daily Magazine; and
- A gift pack supplied by Pet Health Hub.

The prize is not transferable, exchangeable or redeemable for cash.

If any part of the prize becomes unavailable for reasons outside the Promoter's reasonable control, the Promoter may provide a substitute of equal or greater value.

Any expenses associated with accepting or using the prize, other than those expressly included, are the winner's responsibility.

8. Winner notification

The winner will be announced on Moreton Daily's Facebook and Instagram accounts on 26 August 2026 and may also be contacted through the account used to enter.

The winner must respond within the timeframe specified by the Promoter and provide any information reasonably required to verify their eligibility and arrange the prize.

The winner must be available for a photo session on 27 August 2026 at a time and location agreed with the Promoter or provide a suitable high-resolution photograph by the Promoter's specified deadline.

If the winner cannot be contacted, is ineligible, breaches these conditions or cannot satisfy the publication requirements, the Promoter may award the prize to the eligible entry with the next-highest number of valid reactions.

9. Use of entries

Entrants retain ownership of their submitted photographs.

By entering, each entrant grants the Promoter and Sponsor a non-exclusive, royalty-free licence to reproduce, edit, crop, publish and communicate their photograph, first name, dog's name and social media handle for purposes connected with:

- Administering and promoting the competition;
- Announcing and profiling the winner;
- Producing the Moreton Daily Magazine feature; and
- Promoting Moreton Daily, Pet Health Hub and the competition through print, websites and social media.

No additional payment will be made for these uses.

10. Privacy

Personal information is collected to administer the competition, verify eligibility, contact the winner, provide the prize and produce the magazine feature.

The Promoter may disclose relevant information to the Sponsor, photographers, printers, prize suppliers and service providers where reasonably necessary for these purposes.

Personal information will be handled in accordance with applicable privacy laws and the Promoter's privacy policy.

11. Social media disclaimer

This competition is not sponsored, endorsed, administered by or associated with Facebook, Instagram or Meta Platforms, Inc.

Entrants release these platforms from responsibility or liability relating to the competition to the extent permitted by law. Information submitted by entrants is provided to the Promoter, not to the social media platforms.

12. General conditions

The Promoter may disqualify any entrant who tampers with the entry or voting process, provides false information, breaches these conditions or acts dishonestly.

If the competition cannot proceed as intended because of technical failures, platform outages, fraud or circumstances outside the Promoter's reasonable control, the Promoter may suspend, modify or cancel it, subject to applicable law.

The Promoter is not responsible for lost, delayed, incomplete or misdirected entries or technical issues affecting entry, voting or winner notification.

Nothing in these conditions limits any consumer right or guarantee that cannot lawfully be excluded under the Australian Consumer Law.

These conditions are governed by the laws of Queensland, Australia. By entering, each entrant confirms that they have read and accepted these Terms and Conditions.