

THE NATIONAL BASKETBALL LEAGUE MOST VALUABLE CREATOR (NBLMVC)
National Basketball League Pty Ltd
Terms and Conditions

Schedule									
Competition:	The National Basketball League Most Valuable Creator (NBLMVC), a season-long national creator competition open to content creators across all genres.								
Promoter:	National Basketball League Pty Ltd ABN 65 164 187 937, Level 1, 88 Green Street, Cremorne VIC 3121, Australia. Ph: 03 8391 6099 (NBL). For any enquiries regarding this Competition, please contact the NBL at mvc@nbl.com.au or on 03 8391 6099.								
Competition Period:	Start date: 1 September 2026 at 12.00am AEST. End date: Entries close at 11:59pm AEST on 15 March 2027. Content published after this time will not be eligible for judging.								
Eligible entrants:	Entry is open to individuals aged 18 years or over who are residents of Australia and New Zealand.								
How to enter:	To enter, during the Competition Period the entrant must: (a) register by completing and submitting the online Registration Form on the Competition landing page at nbl.com.au ; and (b) create and post Content on their own account on one or more Eligible Platforms, tagging @NBL in each post submitted as an entry.								
Entries permitted:	Each entrant can enter once, but entrants are permitted to submit as many posts as they wish during the Competition Period. There is no cap on the number of posts and no follower threshold applies.								
Winner determination:	This is a game of skill. Chance plays no part in determining the winner. Finalists are selected on their body of work over their registration period against the judging criteria in these Terms and published on the Competition Landing Page. Finalists present their work to a judging panel appointed by NBL during the NBLMVC Finals, and the panel selects the Champion. Micro-Grants are awarded on merit at NBL's discretion.								
Total Prize Pool:	AUD \$120,000								
Prizes:	<table border="1"> <thead> <tr> <th>Prize</th><th>Value</th></tr> </thead> <tbody> <tr> <td>NBLMVC Champion (paid once, at the NBLMVC Finals)</td><td>AUD \$100,000</td></tr> <tr> <td>NBLMVC Runner-Up (paid once, at the NBLMVC Finals)</td><td>AUD \$10,000</td></tr> <tr> <td>10 x Individual \$1,000 Micro-Grants to enable content production (awarded across the season and/or during the NBLMVC Finals)</td><td>AUD \$10,000 (total pool)</td></tr> </tbody> </table>	Prize	Value	NBLMVC Champion (paid once, at the NBLMVC Finals)	AUD \$100,000	NBLMVC Runner-Up (paid once, at the NBLMVC Finals)	AUD \$10,000	10 x Individual \$1,000 Micro-Grants to enable content production (awarded across the season and/or during the NBLMVC Finals)	AUD \$10,000 (total pool)
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Prize conditions:	As a condition of winning the Champion prize, the Champion must make themselves available to the NBL for a minimum of 30 hours of filming, interviews, content production, appearances and general marketing within 30 days of being notified of their win, and must post an NBL-approved announcement of their win across their Eligible Platforms within 7 days of being notified of their win. NBL may require the Champion (and any Micro-Grant recipient) to sign an indemnity and release. See clauses on the Champion's obligations below.								
Winner notification:	The Champion and any Micro-Grant recipients will be notified at the NBLMVC Finals and/or by email within 7 days of the prize being granted.								
Unclaimed prizes:	A prize must be claimed within 90 days of notification. If a prize is not claimed within that period, or the recipient is unavailable or declines it, the recipient forfeits the prize and NBL may award it to an alternative entrant or deal with it as it sees fit, subject to any applicable law.								

The Competition

1. The Competition is run by National Basketball League Pty Ltd (ABN 65 164 187 937) of Level 1, 88 Green Street, Cremorne VIC 3121 (**NBL, Promoter, we, us or our**). The Competition is a game of skill; chance plays no part in determining the winner.
2. If you are an eligible person and satisfy all entry requirements in these Terms and Conditions (**Terms**), then subject to these Terms you may enter The National Basketball League Most Valuable Creator competition (**NBLMVC or Competition**). The Competition commences on the Start Date and continues until the end of the Competition Period, each as set out in the Schedule.
3. Entries are deemed to be received at the time of receipt by NBL, and not at the time of transmission or posting by the entrant. NBL's records are final and conclusive as to the time of receipt and the validity of any entry and Content.
4. No purchase is necessary and no entry fee applies. Other than any cost the entrant pays to access the website or platform of entry via their internet or platform provider, there is no cost to enter.

Definitions

5. In these Terms:

Champion: the entrant selected as the winner of the Competition.

Competition Period: the period set out in the Schedule.

Content: any post, image, video, audio, text or other material created, submitted, posted or tagged by an entrant for the purpose of, or in connection with, the Competition.

Eligible Platform: only content published to an entrant's Instagram, Facebook or TikTok active social media platform, and tagged @NBL, will be considered a valid entry. Content on YouTube, Spotify, Apple Podcasts, SoundCloud or Twitch is eligible where supported by a tagged post on Instagram, Facebook or TikTok. Judging considers the linked content itself (the episode, video or stream), and not the tagged post used to find it. Content published on X/Twitter, Discord, Kick, RedNote or Xiaohongshu, Snapchat, Pinterest or Reddit does not qualify as an entry, even where an entrant's existing community or content originates there.

NBLMVC Finals: the NBLMVC end-of-season judging event at which the Champion is selected.

Image: a person's name, image, photograph, likeness, voice, handle, biographical material and other identifiable features.

Micro-Grant: One of 10 x \$1,000 payments from the Micro-Grant Pool awarded to an entrant to support content production.

NBL Channels: any channel, platform, publication or property owned, operated or controlled by NBL or its related bodies corporate, including NBL social media accounts, the NBLMVC Hub, the NBLMVC Show, nbl.com.au and NBL broadcast and digital properties.

NBLMVC Hub: the public online showcase that aggregates and displays entrant Content.

NBL27 Season: means the 2026/27 NBL Season.

Registration Form: the online registration form for the Competition available on the Competition landing page at nbl.com.au.

Winner's Content: content and materials produced by, or arising from, the Champion's activities under these Terms.

Entrant requirements

6. Entry is open to individuals aged 18 years or over who are residents of Australia or New Zealand and comply with the eligibility and 'How to enter' provisions in the Schedule.
7. The following are not eligible to enter: employees, directors, officers and contractors, and their immediate family and household members, of:
 - (a) NBL;
 - (b) the related bodies corporate of NBL; and

- (c) any advertising, promotional or delivery agency engaged for the Competition;
- (d) any commercial partners associated with the Competition; and
- (d) the Competition judges.

'Immediate family' means a spouse, de-facto or former spouse, child or stepchild (whether natural or by adoption), parent, stepparent, grandparent, sibling, stepsibling or first cousin.

8. The registered entrant must be a person aged 18 or over, and it is their entry. Other family members, including children under 18, may appear in that entrant's Content at the parent or guardian's discretion, without being entrants or being bound by these Terms in their own right. The entrant is responsible for obtaining all consents required for any person appearing in their Content.

Entry into the Competition

9. To enter, entrants must, during the Competition Period, comply with the 'How to enter' provisions in the Schedule, including by registering on the Competition landing page and tagging @NBL in each post submitted as an entry. Registration is open throughout the Competition Period and content is only judged from the date of registration.
10. Only Content that tags both @NBL will be recognised as an entry and eligible for aggregation, feature and judging. Content that is set to private, deleted, or otherwise not visible to NBL will not be counted.
11. Entrants may submit multiple pieces of Content during the Competition Period. There is no cap on the number of posts, nor is there a minimum number of posts, and no follower threshold applies. The same piece of content shared across more than one eligible platform counts as one piece of work, not multiple.
12. The use of automated entry software, bots, or any mechanical or electronic device to enter, to inflate engagement, or to manipulate the Competition is prohibited and may render affected entries invalid.
13. Each entry must be made in accordance with these Terms. By entering, each entrant agrees to be bound by these Terms. NBL may, in its discretion, refuse to recognise an entry or award a prize to any entrant who fails to comply with these Terms.

Content requirements

14. All Content must:
 - (a) be the entrant's own original work, or work the entrant has the right to use and submit;
 - (b) relate to, or be inspired by, the NBL, basketball or the NBL27 season, through any genre or lens;
 - (c) comply with all applicable laws and the terms of service of the relevant Eligible Platform;
 - (d) comply with the Australian Association of National Advertisers (AANA) Codes, including by being clearly distinguishable as advertising or a competition entry where required; and
 - (e) not contain any prohibited content described below.
15. Content must not:
 - (a) be misleading or deceptive;
 - (b) be defamatory, obscene, offensive, discriminatory, harassing or otherwise inappropriate;
 - (c) infringe the intellectual property, privacy or other rights of any person;
 - (d) promote gambling or gaming products, tobacco or alcohol, firearms or weapons, pornography or sexually explicit material, drugs or illicit substances, or products associated with high-impact violence;
 - (e) damage the reputation of, harm, embarrass, disparage, humiliate or expose to ridicule NBL, its partners or the Competition;
 - (f) use any NBL trade mark or other NBL intellectual property, other than the tags required to enter, or as otherwise approved by NBL in writing; or

- (g) be produced as part of a paid, sponsored or ad-supported collaboration with the NBL's official channels. Standout entries as judged by the NBL may still be selected by the NBL for reposting, feature or promotion under the content licence provided under paragraph 34 below.
- 16. Entrants are responsible for their Content. To the maximum extent permitted by law, NBL is not liable for any Content, and NBL may remove or decline to publish any Content at any time, without notice and for any reason.
- 17. Entrants must not engage in any antisocial, indecent, unlawful or other conduct that is inconsistent with NBL's values or likely to bring NBL or the Competition into disrepute.

Judging and selection

- 18. Finalists are selected on their body of work relative to the period from when the entrant registered. Judging considers: originality and strength of creative idea; consistency and quality across the period in which the entrant was registered; audience response and engagement; cultural relevance; ability to bring new audiences to the NBL; and the potential for NBL to commission, develop or scale the entrant's work.
- 19. Finalists will be invited to present their work, and a next-stage concept, to a judging panel appointed by NBL at the NBLMVC Finals. The panel selects the Champion. The judges' decision is final, and NBL will not enter into correspondence about the results, except where required by law.
- 20. If a selected entrant cannot be contacted, does not meet these Terms, or declines a prize, NBL may select an alternative entrant.

Prizes

- 21. The total prize pool is AUD \$120,000 (**Prize Pool**), comprising a Champion prize of AUD \$100,000, a Runner-Up prize of AUD\$10,000 and a micro-grant pool of AUD \$10,000 (**Micro-Grant Pool**, being 10 x \$1000 Micro-Grants), as set out in the Schedule.
- 22. The Champion prize and the Runner-Up prize is paid once each, following the NBLMVC Finals, subject to compliance with these Terms (including the winner's obligations below) and provision of the payment and tax information NBL reasonably requires.
- 23. Micro-Grants are awarded at NBL's discretion, on the basis of merit against the judging criteria, to support entrants' content production during the Competition Period and/or at the NBLMVC Finals. NBL determines the number of and recipients of Micro-Grants, provided the total does not exceed the Micro-Grant Pool.
- 24. Prizes and Micro-Grants are not transferable and cannot be exchanged for cash (except where the prize is itself cash) unless NBL agrees otherwise.
- 25. Any ancillary costs associated with taking or using a prize (including travel, meals, insurance, taxes, transfers or any other expense not expressly included in the prize) are the responsibility of the recipient.
- 26. Any partner-funded prizes, rewards or 'Prize Grabs' offered during the season sit outside the Prize Pool and may be subject to separate terms notified at the time. Where a prize is supplied by a third party, it is subject to that supplier's terms and conditions, which prevail to the extent of any inconsistency with these Terms. To the extent permitted by law, NBL is not responsible for any delay or failure by a third party to deliver a prize or to meet its obligations.
- 27. Prizes are subject to availability. If any prize element becomes unavailable, NBL may substitute a prize of equal or greater value, subject to any applicable law or written direction of a relevant regulatory authority.
- 28. If a recipient does not claim a prize within the timeframe in the Schedule, is unavailable, or declines the prize, the recipient forfeits the prize and NBL is not obliged to substitute it, and may award it to an alternative entrant.

Winner's obligations

- 29. As a condition of receiving the Champion prize, the Champion must:
 - (a) make themselves reasonably available to NBL for a minimum of 30 hours (in aggregate) of filming, interviews, content production, appearances and general marketing activity within 30

days of being notified of their win, at times and locations reasonably agreed with NBL, to promote the Competition, the NBL and the Champion's work;

- (b) publish a post on the Champion's own account(s) on their Eligible Platform(s) within 7 days of being notified of their win, announcing that they have won NBLMVC, with the content of that post approved by NBL in advance; and
 - (c) grant the rights, and provide the assistance, set out in the intellectual property provisions below in respect of all Winner's Content.
- 30. NBL will consult with the Champion in good faith on scheduling, and will bear the reasonable costs of activities it requires under the clause above.
 - 31. The Champion must not publish any announcement about winning NBLMVC before NBL's official announcement, or otherwise than in accordance with these Terms.
 - 32. The Champion (and any guest at a prize experience) must behave in a reasonable and respectful manner during any prize experience or Competition activity. NBL may cancel any element of a prize or activity, or remove a person from a venue, if they engage in illegal or inappropriate behaviour.
 - 33. NBL may require the Champion (and any Micro-Grant recipient) to sign an indemnity and release, and/or an appearance or content release, as a condition of receiving or participating in a prize or Micro-Grant, to the extent permitted by law.

Intellectual property, name, image and likeness

- 34. By entering, you grant NBL (and its related bodies corporate) a non-exclusive, worldwide, royalty-free, perpetual, irrevocable and sub-licensable licence to use, reproduce, publish, adapt, edit, communicate, distribute and otherwise exploit your Content (including any Content that tags @NBL and/or @NBLMVC), across NBL Channels, for the purposes of operating, promoting and reporting on the Competition, the NBLMVC Hub, the NBLMVC Show and the NBL. This includes the right to feature and display your Content on the public NBLMVC Hub.
- 35. You grant NBL a non-exclusive, worldwide, royalty-free licence, during and after the Competition Period, to use your Image in connection with the Competition and its promotion, including to announce and promote finalists, the Champion and Micro-Grant recipients.
- 36. To the maximum extent permitted by law, you consent to NBL (and its sub-licensees) using, editing, adapting and dealing with your Content and Image in the ways described in these Terms without attribution, and you waive, or consent to NBL's acts or omissions that would otherwise infringe, your moral rights in the Content.
- 37. You represent and warrant that: (a) you have the right to enter and to grant the rights in these Terms; (b) your Content is original and does not infringe the intellectual property, privacy, moral or other rights of any person; (c) you have obtained all consents necessary for any person, property, music or material appearing in your Content, including the consent of a parent or guardian for any person under 18 appearing in your Content; (d) your Content complies with the Content requirements above; and (e) the information you provide in the Registration Form is true and complete.
- 38. NBL is not obliged to use, feature or publish any Content.

Verification and disqualification

- 39. NBL may at any time verify the validity of entries and entrants (including identity, age and place of residence) and may, in its discretion, disqualify any entrant NBL reasonably believes has breached these Terms, tampered with the entry process, or engaged in any unlawful or improper conduct. Failure by NBL to enforce any of its rights at any stage does not constitute a waiver of those rights, and NBL's rights to recover damages or other compensation are reserved.
- 40. NBL may, in its discretion, disqualify an entrant, or refuse, withhold or require repayment of a prize or Micro-Grant, if the entrant breaches these Terms, submits Content that breaches the Content requirements, breaches an Eligible Platform's terms, provides false information, or engages in conduct inconsistent with NBL's values or that brings NBL or the Competition into disrepute. NBL may remove any Content from NBL Channels at any time.

Changes to the Competition

41. If the Competition is interfered with in any way, or is not capable of being conducted as reasonably anticipated due to any reason beyond NBL's reasonable control (including technical difficulties, unauthorised intervention or fraud), NBL reserves the right, in its sole discretion and to the fullest extent permitted by law, to (a) disqualify any entrant; or (b) subject to any written direction from a regulatory authority, modify, suspend, terminate or cancel the Competition.
42. In the event of war, terrorism, state of emergency, disaster or other event beyond NBL's reasonable control, NBL reserves the right to cancel, terminate, modify or suspend the Competition, or to modify or suspend a prize, subject to any requirements of a relevant regulatory authority.

Liability

43. Nothing in these Terms limits, excludes or modifies, or purports to limit, exclude or modify, the statutory consumer guarantees under the *Competition and Consumer Act 2010* (Cth), or any other implied warranties or non-excludable rights under any applicable law (**Non-Excludable Guarantees**).
44. Except for any liability that cannot by law be excluded (including the Non-Excludable Guarantees), NBL (including its officers, employees and agents) excludes all liability (including for 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 Competition, including:
 - (a) any technical difficulty or equipment malfunction (whether or not under NBL's control);
 - (b) any theft, unauthorised access or third-party interference;
 - (c) any entry, Content or prize claim that is late, lost, altered, damaged or misdirected;
 - (d) any variation in prize value to that stated in these Terms;
 - (e) any tax liability incurred by an entrant or recipient; or
 - (f) the taking of, or participation in, a prize or Competition activity.
45. You are responsible for any tax payable in connection with a prize or Micro-Grant, and NBL recommends you obtain independent advice. NBL may withhold from any payment any amount required by law, and may require you to provide an ABN, a valid tax invoice, and/or a completed 'Statement by a supplier' declaration, before paying a prize or Micro-Grant.
46. You indemnify NBL against any loss, damage or claim arising from your breach of these Terms, your Content, or any wrongful or negligent act or omission by you, including any third-party claim that your Content infringes their rights.

Data collection and privacy

47. NBL collects the personal information (**PI**) in your Registration Form and Content to conduct and administer the Competition, select and contact finalists and winners, pay prizes and Micro-Grants, and promote the Competition and the NBL. Entry is conditional on providing this PI.
48. NBL handles PI in accordance with the *Privacy Act 1988* (Cth), the Australian Privacy Principles and NBL's Privacy Policy (available at nbl.com.au/pages/privacy-policy). NBL may disclose PI to its related bodies corporate, service providers, contractors and commercial partners for the purposes outlined in NBL's Privacy Policy.
49. In addition to any use outlined in the Privacy Policy, NBL may, for an indefinite period unless you advise otherwise, use PI for promotional, marketing, publicity, research and profiling purposes, including sending electronic messages. The Privacy Policy explains how you may opt out, access, update or correct your PI, and how to complain about a breach of the Australian Privacy Principles.
50. You acknowledge that NBL may transfer PI to recipients outside Australia, and that those jurisdictions may not have the same protections as Australia. By entering, you consent to this transfer and agree that, to the extent permitted by law, NBL is not liable in the event an overseas recipient breaches the Australian Privacy Principles.

General

51. NBL may vary, suspend or terminate the Competition, or these Terms, where reasonably necessary, including for legal or operational reasons. NBL will publish any material changes on the Competition landing page.
52. NBL's decisions in connection with the Competition are final and binding on each entrant, and no correspondence will be entered into except where required by law.
53. If any provision of these Terms is invalid or unenforceable, it is severed and the remaining provisions continue.
54. These Terms and all matters arising out of or in connection with the Competition are governed by the laws of the Commonwealth of Australia and the laws of each Australian State and Territory in which the Competition is conducted. The Promoter and each entrant submit to the non-exclusive jurisdiction of the courts of those jurisdictions.
55. This Competition is in no way sponsored, endorsed, administered by, or associated with Instagram, Facebook, TikTok, X (Twitter), YouTube or any other platform. Each entrant releases those platforms from any liability in connection with the Competition.
56. The Promoter is National Basketball League Pty Ltd (ABN 65 164 187 937), Level 1, 88 Green Street, Cremorne VIC 3121.

Registration Form and Entrant Declaration

Complete this form to register your entry into The National Basketball League Most Valuable Creator (NBLMVC). By signing, you confirm your acceptance of the Terms and Conditions.

Full name	
Date of birth	
Email address	
Contact number	
State / territory of residence	
Primary content genre	
Social handle - Instagram	
Social handle - TikTok	
Social handle - YouTube	
Social handle - other	

Declaration

By signing below, I confirm that:

- (a) I have read, understood and agree to be bound by the NBLMVC Terms and Conditions;
- (b) I am 18 years of age or older and a resident of Australia;
- (c) the information I have provided is true and complete; and
- (d) I grant the licences and consents, and give the warranties, set out in the Terms and Conditions.

Signed by the entrant:

Signature	
Print name	
Date	