

2026 OMA MFA EX Prizes

MOVE to WIN



Terms and Conditions

1. Background and Key Details

1.1 The OMA MFA EX Prize promotion is a one-off initiative from the Outdoor Media Association (OMA), Suite 504, 80 William Street, East Sydney NSW 2011. (02) 9357 9900. www.oma.org.au. ABN 59 004 233 489.

1.2 This promotion is conducted in conjunction with the Media Federation of Australia's MFA EX events.

1.3 Entries are restricted to the two event days: Wednesday 9 September 2026 (MFA EX Melbourne) and Thursday 24 September 2026 (MFA EX Sydney).

1.4 To participate, entrants must complete the entry form and play the MOVE to Win claw machine at the event.

1.5 The prize or promotional item received will be determined by the token successfully collected from the claw machine.

1.6 Entrants must be employed by a media, creative or advertising agency.

2. Terms of Entry

2.1 These Terms ("Terms") govern the OMA MFA EX Prize ("Prize") organised by the Outdoor Media Association ("OMA").

2.1 By entering the Prize, participants agree to be bound by these Terms.

3. Eligibility

3.1 Entry is open to residents of Australia aged 18 years or older. Proof of age and residency may be required.

3.2 Employees of the OMA, the Media Federation of Australia, and their immediate family members are not eligible to participate.

3.3 Entrants must be employed by a media, creative or advertising agency. Proof of employment may be requested.

4. How to Enter

4.1 Participants must complete the OMA registration form and provide the required details before playing the MOVE to Win claw machine at MFA EX Melbourne (9 September 2026) or MFA EX Sydney (24 September 2026).

4.2 Each entrant is limited to one (1) claw machine play unless otherwise authorised by OMA at the event.

4.3 The prize or giveaway item received will be determined by the token collected from the claw machine, based on chance.

4.4 Participants who win a prize must present their winning token to the OMA team at the event for validation.

4.5 OMA will collect entrant details for the purpose of administering the promotion and distributing prizes.

4.6 Validated prizes will be fulfilled and sent to winners within three (3) weeks of the event.

4.7 Further information is available at: <https://oma.org.au/mfa-prize>

5. Prize Period

5.1 The Prize is only open for entries on Wednesday 9 September 2026 and Thursday 24 September 2026 ("Prize Period").

5.2 Entries outside these dates will not be accepted.

6. Prize Details

6.1 The prize awarded corresponds to the token collected by the entrant from the claw machine.

6.2 Minor Prizes: A selection of Out of Home-themed prizes including movie tickets, OMA merchandise, coffee vouchers, a July luggage tech kit, Sydney Opera House vouchers, and double passes to exhibitions at the Art Gallery of NSW and the Museum of Contemporary Art.

6.3 Major Prize: One (1) family Roar and Snore experience at Taronga Zoo.

6.4 Prizes are awarded based on chance and are not transferable, exchangeable or redeemable for cash.

6.5 OMA reserves the right to substitute any prize with one of equal or greater value if required.

7. Prize Winner

7.1 Where a prize cannot be provided at the event, OMA will contact the winner using the details provided on the entry form.

7.2 Entry into the promotion grants OMA permission to use and share the participant's name and company name for the purposes of administering the promotion and distributing prizes.

7.3 OMA will take reasonable care to hold all other personal information provided on the entry form in confidence, unless prior approval is obtained to share such information with a third party.

7.4 If a winner cannot be contacted within 10 business days, or fails to claim the prize for any reason, OMA reserves the right to select an alternative winner or withdraw awarding the prize.

8. Prize Conditions

8.1 All prizes are subject to availability.

8.2 OMA reserves the right to substitute a prize with another of equal or greater value if the original prize becomes unavailable due to circumstances beyond OMA's reasonable control.

8.3 Any costs associated with accepting, redeeming or using a prize that are not expressly included as part of the prize are the responsibility of the winner.

8.4 Prize vouchers, tickets, experiences and passes are subject to the terms and conditions of the relevant prize provider.

8.5 Any expiry dates, booking requirements, redemption periods or blackout dates will be communicated by OMA or the prize provider.

8.6 Prizes must be taken as offered and may not be sold, transferred, auctioned or exchanged for cash.

8.7 No compensation will be provided if a winner is unable to use any element of a prize.

9. Privacy

9.1 Personal information collected from participants will be used in accordance with the OMA's Privacy Policy, available at <https://www.oma.org.au/privacy-policy>

10. Liability

10.1 To the extent permitted by law, OMA is not responsible for any loss, damage, claim or injury arising from participation in the Prize or acceptance of a prize. 8.2 Nothing in these Terms limits any rights or remedies available under the Australian Consumer Law.

11. General Terms

11.1 OMA reserves the right to amend these Terms or cancel the Prize if circumstances arise beyond its control, including (but not limited to) cancellation of the MFA EX events.

11.2 These Terms are governed by the laws of New South Wales, Australia.

11.3 Any tax implications resulting from winning a prize are the responsibility of the prize winner.

11.4 OMA's decision in relation to the Prize is final and no correspondence will be entered into.

12. Contact

12.1 For any questions relating to the Prize, please contact info@oma.org.au.