

Terms and Conditions – Lorna Jane x SOMA Byron Bay Trade Promotion

1. Promoter

Lorna Jane Pty Ltd (ABN 91 065 384 616), 857 Kingsford Smith Drive, Eagle Farm QLD 4009. Customer Care: 07 3252 5552

2. Prize Partner

SOMA Byron Bay (Prize Partner).

3. Eligibility

Entry is open to Australian residents aged 18 years and over. Employees, contractors and immediate family members of the Promoter, the Prize Partner and associated agencies are ineligible. The Promoter may require acceptable proof of age, identity and residency as a condition of awarding a prize.

4. Promotion Period

Opens 12:00am AEST Friday 19 September 2025 and closes 11:59pm AEST Sunday 2 November 2025. If daylight saving applies, references to AEST include AEDT as applicable. Entries received outside this period are ineligible.

5. How to Enter

During the promotion period, an eligible entrant must:

- a) sign up to receive Lorna Jane email and SMS marketing communications; and
- b) sign up to receive SOMA Byron Bay email and SMS marketing communications.

Following any social media account is optional and does not increase chances of winning. Unsubscribing at any time does not invalidate an entry already received, but valid contact details must be retained for winner notification. Entry is limited to one per person. Automated or bulk entries, disposable emails and alias accounts are not accepted.

Optional: We encourage entrants to follow [@lornajaneactive](#), [@soma.byron](#) and [@ljclarkson](#) on Instagram.

6. Marketing Consent, Privacy and Spam Compliance

By entering, entrants provide express, informed consent to receive direct marketing from the Promoter and the Prize Partner via the selected channels. Each party will collect and handle personal information in accordance with its privacy policy and the Australian Privacy Principles. Marketing communications will identify the sender and include a functional unsubscribe. Unsubscribe requests will be actioned promptly.

- Promoter – [Lorna Jane privacy policy](#)
- Prize Partner – [SOMA Byron Bay privacy policy](#)

7. Prize

One (1) Major Prize valued up to \$10,000 AUD, comprising a Luxury Retreat Getaway for two (2) people at SOMA Byron Bay, including:

- Return economy flights from the winners nearest Australian capital city to the Gold Coast or Ballina (if required) up to the value of \$3,000
- Luxury twin share accommodation at SOMA Byron Bay for 3 nights and
- All retreat inclusions as provided by SOMA Byron Bay (activities, meals, and amenities) up to the value \$6,000

- one Lorna Jane digital voucher valued at \$1,000, redeemable online at lornajane.com.au or in-store.

Blackout dates apply, including peak periods. Prize is subject to availability. Travel must be booked and completed by 31 May 2026 unless otherwise agreed in writing. The Lorna Jane voucher is valid for three years from issue. Any costs not expressly stated, including travel insurance, transfers, additional meals, incidentals and taxes, are the winner's responsibility.

8. **Prize Conditions**

The prize (or any unused element) is not transferable, exchangeable or redeemable for cash. If any element is unavailable, the Promoter may substitute an item of equal or greater value. The winner and companion must comply with all supplier requirements and retreat house rules. The winner is responsible for arranging appropriate travel insurance.

9. **Game of Chance and Draw**

This is a game of chance. A random electronic draw will be conducted from all eligible entries at Level 13, 477 Pitt St, Sydney NSW 2000 at 12pm AEDT on Friday 7 November 2025. The first valid entry drawn will win the prize.

10. **Winner Notification and Publication**

The winner will be notified by email within three business days of the draw. The winner will be published (SA winner's first initial, surname and postcode) on <https://www.lornajane.com.au/terms-conditions.html> within five business days of the draw and kept visible for at least 28 days.

11. **Unclaimed Prize**

If the winner does not claim the prize by 11:59pm AEST Sunday 30 November 2025, a redraw will be conducted at the same location and using the same method at 12:00pm AEDT Monday 1 December 2025. Any winner in the redraw will be notified and published as above (10. Winner Notification and Publication).

12. **Verification and Invalid Entries**

The Promoter may verify entries and disqualify entries that are incomplete, illegible, fabricated, submitted via third parties or that otherwise fail to comply with these conditions. Failure by the Promoter to enforce any of its rights does not constitute a waiver.

13. **General**

If the promotion cannot run as planned for any reason beyond the Promoter's reasonable control, the Promoter may modify, suspend, terminate or cancel subject to the approval of any relevant regulator. The Promoter's decision is final, subject to any directions from a regulator.

14. **Liability**

Nothing in these conditions restricts, excludes or modifies any consumer rights under the Australian Consumer Law. Subject to that and to the extent permitted by law, the Promoter and the Prize Partner are not liable for any loss, damage or injury arising from entry or prize acceptance, including any failure of technology, disruption, or event changes outside their control.

15. Social Media

This promotion is not sponsored, endorsed or administered by, or associated with, Instagram, Facebook or any other social platform. Entrants release those platforms from liability arising out of or in connection with this promotion.

16. Record-Keeping

Records of entries and prize distribution will be kept for at least 12 months from the draw.

17. Permits

Authorised under SA Permit No. T25/1736 and ACT Permit No. TP 25/02273.