

THE GREAT AUSTRALIAN TAILOR COMP

Official Competition Rules

Promoter: Extreme Sport Fishing Australia

Platform: The ESFA App

Species: Tailor (*Pomatomus saltatrix*)

Version 3.2 – issued 22 August 2026

**Competition Period: 1 September – 15 November
2026**

PART 1 – INTERPRETATION

1.1 Definitions

Term	Meaning
Comp	The Great Australian Tailor Comp.
Promoter / ESFA	ESFA Pty Ltd ACN 694 336 975 ABN 55 694 336 975 trading as Extreme Sport Fishing Australia.

Term	Meaning
App	The ESFA App, the sole platform for entry, submission and results.
Account Holder	The adult in whose name an account is registered and who contracts with ESFA.
Angler of Record	The person who must personally have captured a submitted fish. For an adult account, the Account Holder. For a Junior account, the named junior.
Entrant	The Account Holder, being the person who has paid the Entry Fee, holds the Angler Number and has accepted these Rules.
Entry Kit	The package issued to each Entrant containing the Official Brag Mat, Official Tags and supporting materials.
Official Brag Mat	The serialised measuring mat supplied by ESFA. No other mat is permitted.
Official Tag	A numbered physical tag supplied in the Entry Kit, pre-registered to the

Term	Meaning
	Angler Number, for affixing to a retained fish under Rule 10.3.
Angler Number	The unique identifier issued on registration.
Session Code	The rotating alphanumeric code generated by the App at capture (Rule 8.4).
Submission	A complete set of capture media and data lodged through the App for a single fish.
Provisional Length	The length determined from Submission media under Rule 7.4(a). Indicative only.
Verified Length	The length determined by physical measurement under Rule 10.5. Determines all prizes.
Leading Fish	A fish meeting both limbs of Rule 10.1.
Judging Panel	The persons appointed under Rule 12.
Fisheries Laws	The <i>Fisheries Act 1994</i> (Qld), the <i>Fisheries Management Act 1994</i> (NSW), subordinate legislation,

Term	Meaning
	marine park zoning laws, and any other law regulating the taking of fish in the Competition Area.

1.2 Headings are for convenience only. References to time are to local time in the place of capture. Lengths are expressed in centimetres and millimetres.

1.3 These Rules, together with the ESFA App Terms of Use and Privacy Policy, form the entire agreement between the Entrant and ESFA in relation to the Comp.

PART 2 – NATURE OF THE COMPETITION

2.1 Game of skill. The Comp is a game of skill. Prizes are awarded solely on the merit of the Angler of Record's angling performance as measured by Verified Length. No element of chance determines any prize.

2.2 No random draws. There will be no lucky draws, random prize allocations, spin-to-win mechanics or barrel draws of any kind.

2.3 Capture through the App is a condition of entry. All capture media must be created within the ESFA

App (Rule 8.1). Media created outside the App cannot be submitted and cannot be accepted in any circumstance. This is a fundamental condition of entry and is separately acknowledged at the point of payment.

2.4 Not affiliated. The Comp is conducted by ESFA independently and is not endorsed by the IGFA, GFAA, ANSA or any government agency, although these Rules are drafted to be consistent with recognised angling standards.

PART 3 – WHEN AND WHERE

3.1 Competition Period. From 00:01 AEST Tuesday 1 September 2026 to 23:59 AEST Sunday 15 November 2026. Only fish captured **and** submitted within the Competition Period are eligible.

3.2 Competition Area. Any shoreline within Queensland and New South Wales, from the southernmost point of the NSW coastline to the northernmost point of the Queensland coastline, including offshore islands.

Access to the place of capture must be by land – on foot or by motor vehicle – or by a scheduled or commercial ferry or barge, whether vehicular or passenger-only. Access by private boat, kayak, canoe,

paddleboard or any other watercraft is not permitted. No watercraft may be used in connection with a capture, including to reach or depart the place of capture, to move along it, or to transport a fish. See also Rule 9.2.

3.3 State attribution. A Submission is attributed to the State in which the capture coordinate falls.

3.4 Excluded waters. No Submission will be accepted where the capture location falls within (a) waters closed to fishing under the Fisheries Laws at the time of capture; (b) any Marine National Park (green) zone or equivalent no-take zone; (c) any area where taking tailor is prohibited or restricted at that time.

PART 4 – ELIGIBILITY

4.1 Entry is open to natural persons only.

4.2 Junior entry – guardian account model.

(a) A person under 18 does not hold an account. A parent or legal guardian registers and holds the account as Entrant, and the junior is named on that account as Angler of Record.

(b) The account is registered in the guardian's name, remains under the guardian's control at all times, and

the guardian holds the Angler Number, contracts with ESFA and receives any prize.

(c) One junior may be named per account. The junior's date of birth is recorded at registration and determines the age division under Rule 6.1.

(d) The named guardian must be present and supervising at every capture submitted from the account.

(e) The junior does not hold account credentials, does not post to the social feed, and has no public presence on the platform beyond a leaderboard placing displayed in accordance with Rule 17.3. All Submissions are lodged by the guardian.

(f) The guardian is responsible for supervision, for the junior's safety, and for compliance with Rule 6.5.

(g) The gender division nomination under Rule 6.2 is made by the guardian at registration.

4.3 Excluded persons. The following are ineligible to receive any prize:

(a) owners, directors, officers, employees and contractors of ESFA;

(b) ESFA-sponsored anglers and brand ambassadors, being any person party to a written sponsorship or ambassador agreement with ESFA in force at any time during the Competition Period, or who has

received ESFA product free or at a discount exceeding nominal value during that period;

(c) members of the Judging Panel;

(d) directors, officers and employees of any major prize sponsor;

(e) the immediate family and household members of each of the above.

Immediate family means spouse or de facto partner, parent, child, sibling, grandparent, and step and half relations of each. **Household member** means any person ordinarily resident at the same address.

Excluded persons may enter, submit and appear on leaderboards, and will be marked as prize-ineligible on any board on which they appear. Where an excluded person occupies a prize-winning position, the prize passes to the next eligible position. The retention obligation in Rule 10.1 applies to excluded persons in the same way as to any other Entrant.

4.4 Fishing licences and fees.

(a) NSW. An Entrant capturing a fish in NSW waters must hold a current NSW Recreational Fishing Fee receipt, or a valid exemption, at the moment of capture. A fee paid after the moment of capture does not validate the capture. On request the Entrant must produce a receipt showing paid-from and paid-to dates spanning the capture timestamp. Where an exemption is relied on — under 18, pensioner, or

Aboriginal cultural fishing – the Entrant must declare the exemption at registration and confirm it at Submission. A capture made without a current fee or valid exemption is void under Rule 9.8.

(b) Queensland. No recreational fishing licence is required for tidal waters in Queensland and no equivalent condition applies to a Queensland capture.

PART 5 – ENTRY

5.1 Entry Fee. \$100 (incl. GST) per Entrant, payable through the App. One Entry Fee per Angler Number. Non-refundable except as required by the Australian Consumer Law.

5.2 Entry Kit. On payment, ESFA will dispatch:

- (a) one Official Brag Mat bearing a unique serial registered to the Angler Number;
- (b) five Official Tags, individually numbered and pre-registered to the Angler Number;
- (c) an Angler Number card;
- (d) a printed rules card, fish handling card and night-capture illumination guide.

5.3 One account, one angler. Each Entrant holds their own account and Angler Number. Accounts and Angler Numbers must not be shared. A guardian account under Rule 4.2 naming a junior Angler of

Record is not a breach of this Rule. Submitting a fish captured by another person is cheating under Part 14.

5.4 Status of the mat photograph. The photograph of a fish on the Official Brag Mat serves three purposes: display on the App's social feed; generation of a Provisional Length for the live leaderboard; and contribution to ESFA's catch dataset. It does not determine any prize. No prize-winning placing is determined by photographic measurement, except as expressly provided in Rule 11.5(d). See Rule 7.1A.

5.5 Mat and tag replacement. A lost or damaged Official Brag Mat, or lost Official Tags, may be replaced on application at the Entrant's cost. The superseded serial or tag numbers will be deactivated. Submissions made on another Entrant's mat, or bearing another Entrant's tag, will not be accepted.

5.6 Late entry. Entrants may join after the Competition Period opens. No fish captured before registration is completed is eligible.

PART 6 — DIVISIONS AND CATEGORIES

6.1 Age divisions. Age is determined as at the date of capture.

Division	Age
Choppers (<i>recognised internationally as Smallfry</i>)	12 and under
Greenbacks (<i>recognised internationally as Junior</i>)	13–17
Adult	18 and over

Where an Angler of Record has a birthday during the Competition Period, fish captured before that date remain in the younger division and fish captured on or after it fall in the older division. Placings do not carry across.

6.2 Gender divisions. Each age division is divided into Male and Female. The division is determined by self-nomination at registration and is locked for the duration of the Competition Period. ESFA may require evidence of eligibility for a division where a placing is challenged. For a Junior account, the nomination is made by the guardian.

6.3 State leaderboards – recognition only.

Queensland and NSW leaderboards are displayed for interest and recognition. All prizes, including the major prize, are determined solely on the national leaderboard. There is one major prize. A leading

position on a State leaderboard confers no prize entitlement.

6.4 Additional categories – recognition only. ESFA may display further recognition categories in the App, including longest on lure, longest on bait, longest on an ESFA rod, monthly placings and aggregate boards. These carry no prize entitlement. All prizes are determined under Part 16 on the national leaderboard.

6.5 Junior integrity rule. The Angler of Record must personally cast, retrieve, hook, fight and land the fish without physical assistance:

- (a) no other person may cast, deploy or position the bait or lure;
- (b) no other person may hook the fish and pass the rod to the junior;
- (c) no other person may touch the rod, reel, line or leader from strike to landing;
- (d) a person may take the leader or assist in landing only if within a rod's length at the time;
- (e) verbal coaching and physical steadying for safety are permitted;
- (f) no drone, kite, balloon, remote-controlled craft or bait boat may be used for any purpose (Rule 9.3(f)).

6.6 Junior verification. For any Junior Submission that is a Leading Fish, ESFA will require a statutory

declaration by the supervising guardian confirming compliance with Rule 6.5.

PART 7 — MEASUREMENT STANDARD

7.1 Length only. All results are determined by length. Weight is not measured.

7.1A Two-stage measurement.

(a) The Provisional Length is derived from Submission media. It drives the live leaderboard, the social feed and the dataset. It is indicative only and determines no prize.

(b) The Verified Length is determined by physical measurement of the retained fish under Rule 10.5. It is the sole determinant of every prize-winning placing, except as expressly provided in Rule 11.5(d).

(c) Where the two differ, the Verified Length prevails absolutely.

7.2 Method. The fish is laid flat on the Official Brag Mat on a flat, uncreased surface, right side down, dorsal fin toward the top of the mat, snout in contact with the nose stop at zero, free of lures, hands or lifting devices.

7.3 Measurement point. Length is **total length**: from the most forward point of the snout to the extremity of the tail, with the tail lobes pressed together to give the greatest possible length.

7.4 Rounding.

(a) Provisional Length is recorded to the nearest whole centimetre, rounded down.

(b) Verified Length is recorded to the nearest millimetre, rounded down.

7.5 Minimum eligible length. No fish under 40cm may be submitted.

7.6 AI determination. The App's measurement system generates the Provisional Length. The Judging Panel may adjust or reject any reading. Rule 7.1A(c) governs any conflict with physical measurement.

PART 8 – CAPTURE AND SUBMISSION PROTOCOL

8.1 Capture in-App only. All photographs and video forming a Submission must be captured within the ESFA App. Uploads from the camera roll, gallery, cloud storage or any external source will not be accepted. See Rule 2.3.

8.2 Location services. Location services must be enabled and set to precise. A Submission without a valid GPS fix is invalid.

8.3 Immediacy. Media must be captured at the place of capture immediately upon landing. Submission must be lodged within 2 hours of capture, or as soon as coverage permits, with unsent Submissions held encrypted on the device and transmitted on reconnection.

8.4 Session Code. At the moment capture is initiated the App generates a rotating alphanumeric Session Code, which must be physically visible in the frame of the mat photograph. A Submission not displaying the correct current Code is invalid.

8.5 Required media.

#	Item	Requirement
(a)	Liveness video	A single continuous unedited clip of the fish on the Official Brag Mat showing gill or body movement sufficient to establish the fish was alive
(b)	Mat photograph	Full length of fish, snout at zero, mat serial legible, Session Code legible, scale

#	Item	Requirement
		legible along at least one edge
(c)	Close-up	Snout at nose stop and tail extremity against the scale, lobes squeezed per 7.3
(d)	Angler photograph	The Angler of Record with the fish
(e)	Tackle photograph	Leading Fish only. Rod and reel used
(f)	Declared data	Method, tackle, structure fished from, NSW fee confirmation where applicable, and declaration of compliance
(g)	Tag photograph	Leading Fish only. Official Tag affixed, number legible, with the fish's head and the mat in frame so the image ties back to (b)
(h)	Landing footage	Optional. Not a condition of validity. The Panel may request it and may take it into account for a Leading Fish

8.6 Liveness. The fish must be alive in the liveness video and the mat photograph. A fish dead, bled, gilled, gutted, filleted, frozen or thawed at the time of photographing is not eligible.

8.7 No manipulation. Any digital alteration — retouching, compositing, resizing, aspect-ratio distortion, filters or AI enhancement — is cheating and results in immediate disqualification.

8.8 Night captures. Captures at any hour, in any light, are permitted without restriction. No Submission will be rejected or flagged solely because it was made at night or with artificial light.

8.9 Retention of original files. The unaltered original capture files — not compressed copies, screenshots or re-saved versions — must be retained until 30 days after results are declared final and produced on request. Entrants must not clear App data or uninstall the App during that period.

PART 9 — ANGLING RULES

9.1 Definition of angling. Capture by rod, reel, line and hook, operated by the Angler of Record.

9.2 Shore-based only. The fish must be hooked, fought and landed by the Angler of Record standing

on, or wading from, the shore or a fixed land-connected structure. See also Rule 3.2.

Permitted: surf beach, rock ledge, headland, breakwall, groyne, jetty, pier, bridge, wharf, sand spit, wading from shore.

Not permitted in any circumstance: (a) any vessel, whether under way, anchored, drifting or beached; (b) kayak, canoe, SUP, surfboard, float tube, kickboard or belly boat; (c) any craft in a riverine, estuarine or impoundment system; (d) any structure not connected to land; (e) transporting a fish hooked or landed from a vessel to shore for photographing.

9.3 Prohibited methods. (a) nets used to take the fish; (b) spears, spearguns, gidgees; (c) handlines, droplines, setlines, trotlines, longlines; (d) traps, pots, snares; (e) unattended rods or lines left set; (f) drones, kites, balloons, remote-controlled craft and bait boats, absolutely prohibited for any purpose including deployment, positioning, retrieval and spotting; (g) foul-hooking or snagging; (h) taking fish stranded, trapped, moribund or dead; (i) electric or power-driven reels; (j) explosives, firearms, chemicals or electrical devices.

9.4 Unaided capture. From the strike, the Angler of Record must hook, fight and land the fish unaided. No other person may touch the rod, reel, line or leader.

Exception: a person may take the leader or assist in landing only if within a rod's length at that time.

9.5 Tackle.

- (a) One rod, one line, one lure or bait rig in use per capture.
- (b) Conventional design conforming to accepted angling custom; any configuration giving unfair advantage may be disqualified.
- (c) No restriction on line class, material, rod length or reel type, subject to (b).
- (d) Gang hooks are permitted, including with natural bait, to a maximum of three hooks per gang. Rigs designed to snag are prohibited (9.3(g)).
- (e) Rod holders permitted; once hooked, the rod must be removed as soon as practicable and must not rest in the holder or on any object while playing the fish.

9.6 Landing. Gaffs must not be used. Knotless rubberised nets recommended. Fish must not be dragged further up the sand than necessary, nor lifted vertically by line, leader or jaw.

9.7 Disqualifying acts and circumstances. (a) breach of any equipment or angling rule; (b) another person touching rod, reel, line or leader other than as permitted; (c) resting the rod while playing the fish; (d) handlining or hauling by hand or device; (e) fish hooked or entangled on more than one line; (f) mutilation before landing preventing reliable

measurement; (g) escape and recapture otherwise than under these Rules; (h) breach of the Fisheries Laws or any other law; (i) rod breakage materially altering angling characteristics during the fight.

9.8 Compliance with law is paramount. Entrants must comply at all times with:

- Queensland minimum size and possession limits for tailor;
- NSW minimum size, daily bag and possession limits for tailor;
- all seasonal and spatial closures, marine park zoning and national park access rules, including the annual finfish closure on the K'gari foreshore between Indian Head and Waddy Point;
- all beach vehicle access and permit requirements.

A capture in breach is void, forfeits all placings, and may be reported under Rule 14.2.

PART 10 – RETENTION AND PHYSICAL VERIFICATION

10.1 Leading Fish – retention. A fish is a Leading Fish, and must be retained under this Part, only where both of the following apply at the time of Submission:

(a) the Submission ranks within the top ten positions of any division leaderboard on which the Entrant appears; **and**

(b) the Provisional Length equals or exceeds the retention floor for that division, being:

Division	Retention floor
Adult (Male and Female)	60cm
Greenbacks (13–17)	50cm
Choppers (12 and under)	50cm

A fish below the retention floor is not a Leading Fish and must be dealt with under Rule 10.2, irrespective of its leaderboard position.

ESFA may extend the retention band beyond ten positions, or vary a retention floor, by notification published in the App. Any such change takes effect prospectively only, from the time of publication, and does not apply to a fish captured before it.

10.2 Fish that are not Leading Fish. A fish that is not a Leading Fish must be released alive as soon as Submission media is captured, unless the Entrant lawfully takes it for personal consumption within bag and possession limits. Release is the default and the expectation.

10.3 Handling of a Leading Fish. The Entrant must:

- (a) affix an Official Tag through the lower jaw of the fish and photograph it under Rule 8.5(g), before the fish leaves the place of capture;
- (b) despatch the fish humanely and promptly by iki jime or percussive stunning, not by leaving it to suffocate;
- (c) **not** bleed, gill, gut, scale, fillet, cut, trim or otherwise alter the fish;
- (d) place the fish whole in a clear sealed bag marked with the Angler Number, Submission reference and Tag number;
- (e) freeze the fish flat and uncurled as soon as practicable;
- (f) notify ESFA through the App within 24 hours of capture;
- (g) hold the fish frozen until collected.

10.4 Collection. ESFA arranges and pays for courier collection to ESFA headquarters.

10.5 Verification. On receipt the fish is thawed under controlled conditions and measured by the Judging Panel using a certified measuring device, to the nearest millimetre rounded down, with the lobes pressed together per Rule 7.3. Two Panel members measure independently; both readings are logged; where they differ the lower reading stands. The measurement is recorded on video. The unrounded

reading, to the nearest 0.5mm, is also logged in the measurement record; that figure is not published and is used only under Rule 11.5(a). Species identity is confirmed and where required referred to a qualified fisheries scientist.

10.6 Variance trigger. A variance exceeding 1.5cm between Provisional Length and Verified Length flags the Submission for Panel review as a possible mismatch, substitution or manipulation. It does not affect the result, because the Provisional Length does not determine the result (Rule 7.1A).

10.7 Title and scientific donation. On collection, title passes to ESFA. Leading Fish are collected for scientific purposes and, following verification, are donated to Fisheries Queensland, NSW DPIRD or a research institution under an arrangement in place with that body. ESFA does not sell, trade or otherwise commercially deal with any retained fish.

10.8 Chain of custody. ESFA maintains documented chain of custody from collection to final measurement, keyed to the Tag number.

PART 11 — LEADERBOARD AND RESULTS

11.1 Live leaderboards. The App displays live leaderboards showing both the current top-ten cut-off and the applicable retention floor, each expressed as a length.

11.2 Provisional status. All positions are provisional until results are declared final.

11.3 One fish, one result. Each Submission stands alone; an Entrant's best single fish counts for placing in each division for which they are eligible. This Rule is subject to Rule 11.5.

11.4 Ties — countback. Where two or more Submissions share the same Verified Length to the millimetre, priority between the tied Entrants is determined by applying the following tiers in order, stopping at the first tier that separates them.

11.5 Countback tiers.

(a) Unrounded measurement. The Entrant whose tied fish records the greater unrounded verified measurement, taken to the nearest 0.5mm under Rule 10.5, takes priority.

(b) Second verified fish. The Entrant with the longer second-best Verified Length takes priority. Where one tied Entrant has a second verified fish and another has none, the Entrant with the second verified fish takes priority.

(c) Third and subsequent verified fish. Where (b) does not separate the Entrants, the comparison continues to the third-best Verified Length, and so on, while both have a further verified fish.

(d) Best further Provisional Length. Where no tier above separates the Entrants, priority passes to the Entrant with the longer next-best Provisional Length, being their highest-ranked remaining Submission not already counted above, provided that Submission satisfies every requirement of these Rules – in-App capture, Session Code, mat serial, required media, valid GPS fix, declared data – and has not been rejected under Part 12. The comparison continues to successive Provisional Lengths while both Entrants have a further qualifying Submission.

(e) Realisation and equal division. Where no tier above separates the Entrants, the prize is not awarded in specie. ESFA will realise the prize in the manner ESFA considers likely to achieve the best price reasonably obtainable, which may include resale to the supplying dealership, sale to any other dealer, sale by auction or private sale, and divide the net proceeds equally between the tied Entrants.

Net proceeds means the amount actually received by ESFA on realisation, less any costs of sale. No resale price is guaranteed. The price obtained will be a trade or market price, not a retail price, and the amount

each tied Entrant receives will be substantially less than half the stated value of the prize. Each tied Entrant accepts that outcome as the agreed consequence of an unresolved tie and has no claim against ESFA in respect of the price obtained.

A Submission counted at one tier is not counted again at a later tier. Only fish captured by the tied Entrants within the Competition Period and submitted in accordance with these Rules may be counted. **No tie is resolved by reference to which fish was captured earlier, by draw, by toss or by random selection.**

11.6 Declaration. Results become final on publication in the App following completion of all verification, expected within 21 days of the close of the Competition Period.

PART 12 – JUDGING, REVIEW AND PROTESTS

12.1 Judging Panel. At least three persons, of whom at least one must be independent of ESFA.

12.2 Powers. The Panel may accept, adjust or reject any Submission; require production of original media files, tackle, line samples, the Official Brag Mat, the Official Tag or the retained fish; require a statutory declaration from the Entrant and any witness; require

an interview; require re-measurement; and disqualify under Part 14.

12.3 Grounds. A Submission may be rejected only on: (a) breach of these Rules; (b) breach of the Fisheries Laws or other law; (c) media in which the mat, serial, Session Code, Tag or fish cannot be made out at all – poor image quality alone, including from night capture, is not a ground; (d) evidence of manipulation, staging or misrepresentation; (e) failure to produce material required under 12.2; (f) physical verification inconsistent with the Submission beyond the variance trigger; (g) reasonable grounds to conclude the fish was not captured by the Angler of Record in accordance with these Rules.

12.4 Reasons and notification. The Panel will give written reasons for any rejection or disqualification, sent by email to the address nominated on the account. All notices under these Rules are given by email to that address.

12.5 Review. An Entrant may seek review within 7 days of notification by email to **admin@extremesportfishing.com.au**. The request must state the Angler Number, the Submission reference, the decision under review and the grounds relied on. An email is taken to be received on the day sent if sent before 5.00pm on a business day, and otherwise on the next business day. Review is

conducted by Panel members not involved in the original decision together with the independent member. The review decision is final and binding.

PART 13 – DECLARATIONS AND SUPPORTING EVIDENCE

13.1 Declaration on every Submission, including, for NSW captures, confirmation that the Recreational Fishing Fee was current at the moment of capture or that a stated exemption applies.

13.2 Escalated evidence. For any Leading Fish ESFA may require: witness contact details; a statutory declaration by the Entrant (and, for a Junior account, the supervising guardian) as to method, location, shore-based capture and unaided capture; a signed witness statement; any landing or incidental footage; production of the tackle used.

13.3 Automated integrity checks. ESFA may apply: whether the capture coordinate falls on shore rather than offshore, inland or on a road; whether road or foot access exists within a reasonable distance of the coordinate; whether it falls within a closure or no-take zone; consistency of tide, sun position, moon phase, weather and swell at that coordinate and time with the media; media forensic analysis; duplicate device,

payment instrument or account detection; mat serial and Tag number cross-matching. These checks operate on the true capture coordinate, not the offset location displayed publicly under Rule 17.2. A flagged Submission is referred for human review and is not automatically rejected.

13.4 Onus. The onus of establishing compliance rests on the Entrant.

PART 14 – CHEATING AND SANCTIONS

14.1 The following constitute cheating: (a) submitting a fish captured by another person, or at another time or place; (b) submitting a fish not captured in accordance with Part 9, including any boat-caught fish; (c) obtaining a fish other than by personal capture; (d) manipulating media or metadata; (e) tampering with the Official Brag Mat, its serial or scale, the Session Code, or an Official Tag; (f) inserting weights or objects into a fish or otherwise altering it; (g) using another Entrant's account, mat, Tag or Angler Number; (h) making a false declaration; (i) collusion between Entrants.

14.2 Sanctions. ESFA may reject the Submission; disqualify and forfeit all placings and prizes without

refund; ban the person permanently from ESFA competitions and the App; recover any prize awarded; publish the disqualification; and report the conduct to Fisheries or police authorities.

14.3 Retrospective. Disqualification may occur after results are declared; prizes are recoverable as a debt.

PART 15 – FISH WELFARE, CONDUCT AND SAFETY

15.1 Handling standard. Minimise time out of water, target under 60 seconds; support horizontally, never suspend vertically; wet hands and mat; never handle by gills or eyes; have mat, App and slate ready before landing; release headfirst in water deep enough to swim.

15.2 Despatch. A Leading Fish must be despatched humanely and promptly (10.3(b)).

15.3 No waste. Fish must not be taken beyond legal limits or beyond genuine use.

15.4 Conduct. No trespass, dune or vegetation damage, driving where prohibited, feeding or attracting dingoes, leaving bait, offal or litter, obstructing other beach users, or bringing the Comp into disrepute. On K'gari, offal must be buried above

the high tide line and food secured per QPWS requirements.

15.5 Safety. Entrants fish entirely at their own risk. Rock fishing has the highest fatality rate of any recreational activity in Australia. Approved lifejackets must be worn where required by law. Nothing in this Comp requires or encourages fishing in unsafe conditions, and no prize is worth a life.

PART 16 – PRIZES

16.1 Prize pool. The major prize described at 16.2, together with any further prizes published in the App before the close of the Competition Period. The major prize is not conditional on any minimum number of entries.

16.2 Major prize. A 2026 Toyota HiLux SR5 dual cab 4x4 automatic turbo-diesel, finished in white, in standard SR5 trim.

Condition of the vehicle – promotional use. The vehicle is purchased by ESFA and held by ESFA for a period of approximately one month before the prize is awarded. During that period it is used by ESFA for promotional and business purposes. It is signwritten in Extreme Sport Fishing Australia and Great

Australian Tailor Comp livery and is driven and displayed, including on beaches and unsealed roads.

The vehicle awarded is therefore a used vehicle. At the date of award it will:

- (a) have been registered and driven, with an odometer reading not exceeding 5,000 kilometres. The actual odometer reading will be disclosed to the winner before delivery and stated in the results announcement;
- (b) show wear consistent with promotional use of that kind;
- (c) have consumed part of its new-vehicle warranty period, the balance of which passes to the winner subject to the manufacturer's terms and to the service history being maintained;
- (d) be delivered with all Extreme Sport Fishing Australia and Great Australian Tailor Comp signwriting removed at ESFA's cost before delivery. ESFA does not warrant that removal will leave the paintwork uniform or in as-new condition.

The stated value of the prize is the market value of the vehicle in that condition at the date of award, not its price when new. Every advertisement or description of the prize will state that the vehicle has been used by ESFA for promotional purposes.

Registration, duty and insurance. The vehicle is delivered registered, with six months Queensland

registration and compulsory third party insurance included. ESFA bears stamp duty on transfer. Comprehensive insurance is the winner's own responsibility from the time of delivery.

Delivery. Collection from a dealership nominated by ESFA or, at ESFA's election, delivery to the winner. An interstate winner bears any transport cost beyond that.

Conversion on an unresolved tie. Where two or more Entrants remain tied for the major prize after every tier of Rule 11.5 has been applied, the vehicle will not be awarded. It will be realised under Rule 11.5(e) and the net proceeds divided equally between the tied Entrants. No resale price is guaranteed and each tied Entrant will receive substantially less than half the stated value of the vehicle. This condition applies wherever the major prize is advertised or described.

Loss or damage before award. If the vehicle is written off, materially damaged, stolen or otherwise unavailable before the prize is awarded, ESFA may substitute a vehicle of the same or similar make, model and condition, or pay the winner the stated value of the prize in cash, at ESFA's election.

16.3 Prizes are not transferable or exchangeable and, except where required by law or under Rule 11.5(e), not redeemable for cash. ESFA may substitute a prize of equal or greater value.

16.4 Prize values are stated inclusive of GST at the date of publication.

16.5 A prize is awarded only after verification is complete and results are declared final.

16.6 Prize claim. A winner must claim the prize by responding to ESFA's notification within 30 days. ESFA will send a reminder before the expiry of that period. An unclaimed prize passes to the next eligible position.

16.7 Australian Consumer Law. Nothing in these Rules excludes, restricts or modifies any consumer guarantee or right that cannot lawfully be excluded. Prizes must be as described.

PART 17 – DATA, MEDIA AND PRIVACY

17.1 Personal information. ESFA collects name, contact details, date of birth, payment details and precise geolocation. The ESFA App Privacy Policy governs collection, use, storage and disclosure.

17.2 Public location display. Public-facing displays show an approximate location within a 50km radius of the capture point. A random offset is applied to each Submission individually and fixed at the time of

Submission, so the displayed point is not the capture point and the direction and distance of the offset vary between Submissions. Precise coordinates are visible only to the Judging Panel.

17.3 Media, names and images.

(a) Licence. By lodging a Submission, the Entrant grants ESFA a perpetual, irrevocable, royalty-free, worldwide, non-exclusive licence to use, reproduce, adapt, publish and communicate the Submission media and associated capture data for any purpose connected with the Comp, the ESFA App and the promotion of ESFA and its products, in any medium. The Entrant warrants that they hold the rights necessary to grant this licence and that every person appearing in the media has consented to its use.

(b) Adult Entrants. The Account Holder's name, Angler Number, division, placing, fish length, capture date and approximate location under 17.2 may be displayed publicly, together with the Submission media.

(c) Junior Angler of Record – identification. For a Junior account, the Account Holder is identified as the Entrant. The junior Angler of Record is identified publicly by **first name and the initial of their surname only**. The junior's full surname, date of birth, school, and exact location are never displayed publicly.

(d) Junior Angler of Record — fish. The junior's fish is displayed in full: length, method, division, placing, capture date, approximate location under 17.2, and the mat photograph.

(e) Junior Angler of Record — images of the child. Photographs and video in which the junior appears are **opt-in**. ESFA will not publish any image in which the junior's face or person appears unless the Account Holder has given express, separate, revocable consent through the App. Consent may be withdrawn at any time, and ESFA will cease further publication as soon as reasonably practicable, though it is not required to recall material already distributed. Submission media in which no child appears — including the mat photograph and the liveness video — may be published under (d) whether or not consent under this paragraph is given.

(f) Internal use. Nothing in (c) or (e) limits ESFA's use of the full Submission, including the junior's full name, for verification, judging, prize administration and record-keeping.

17.4 Data sharing. ESFA's position is:

- (a) **aggregated and de-identified catch data** may be shared freely for fisheries research and management, including with Fisheries Queensland and NSW DPIRD;
- (b) **identified angler data** is not volunteered to fisheries or enforcement agencies;

(c) **exceptions:** ESFA will disclose where compelled by law, including under a warrant, subpoena, statutory notice or court order; and may disclose where ESFA forms the view that there has been a breach of these Rules or of the Fisheries Laws, consistently with Rule 14.2.

17.5 Data retention. Submission media and capture data are retained for 24 months after results are declared final, after which media are deleted and capture data retained only in de-identified form.

PART 18 – GENERAL

18.1 Amendment. ESFA may amend these Rules to correct an error, respond to a change in law, address a verification integrity issue or clarify an ambiguity. Amendments are published in the App and take effect prospectively only. No amendment will retrospectively invalidate a Submission that complied with the Rules as they stood at the time of capture.

18.2 Suspension or cancellation. ESFA may suspend or cancel where it becomes unlawful, impracticable or unsafe to continue, and will publish the basis on which prizes and entry fees are dealt with, having regard to the Australian Consumer Law.

18.3 Technical failure. ESFA is not responsible for network unavailability, device failure or GPS inaccuracy caused by the Entrant's device, except as required by law.

18.4 Limitation of liability. To the maximum extent permitted by law, and subject to 16.7, ESFA's liability is limited to resupply or the cost of resupply.

18.5 Governing law. These Rules are governed by the law of Queensland, and the parties submit to the non-exclusive jurisdiction of its courts.

18.6 Acceptance. By paying the Entry Fee and lodging any Submission, the Entrant accepts these Rules.

SCHEDULE A — RULES CARD

THE TEN THAT MATTER — where to find them

- 1. Shore only. No boats, kayaks, SUPs — and no getting there by private craft.** → Rules 3.2, 9.2
- 2. Rod, reel, line, hook. No nets, spears, handlines. No drones, ever.** → Rule 9.3
- 3. Your fish, your rod, start to finish.** → Rules 6.5, 9.4
- 4. Capture in the App. Not the camera roll. This one is a condition of entry.** → Rules 2.3, 8.1
- 5. Session Code on the mat, in the shot.** → Rule 8.4

6. **Your mat, your tags. Serial and tag number visible.** → Rules 5.2, 5.5, 8.5
7. **Fish alive, snout on zero, dorsal up, tail lobes squeezed.** → Rules 7.2, 7.3, 8.6
8. **Video on the mat showing the fish alive.** → Rule 8.5(a)
9. **Not a Leading Fish? Photo it, log it, put it back. Is it? Tag, bag, freeze, tell us.** → Rules 10.1–10.3
10. **Know your limits, closures and licences.** 40cm comp minimum. NSW fee must be current at capture. → Rules 4.4, 7.5, 9.8

This card tells you where the rules are. It is not a statement of them. The Rules govern.

SCHEDULE B — TERMS REQUIRING SEPARATE ACKNOWLEDGMENT AT CHECKOUT

Each of the following carries a discrete tick, logged and timestamped against the account.

Clause	Term
2.3 / 8.1	Capture must occur in-App; gallery uploads cannot be accepted

Clause	Term
9.2 / 3.2	Shore-based only; no watercraft for capture or access
10.1– 10.3	Retention obligation – a Leading Fish must be tagged, killed, frozen and surrendered
4.3	Prize-ineligible persons
4.4	NSW fee must be current at the moment of capture
16.2	The prize vehicle is a used vehicle previously used for promotional purposes; conversion on an unresolved tie
17.2– 17.4	Location display, media licence and data sharing
17.3(c)– (e)	Junior identification and image opt-in – Junior accounts only

*ESFA Pty Ltd ACN 694 336 975 · ABN 55 694 336 975,
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