

2026 Brownlow Medal Datathon

Terms and Conditions

1. The 2026 Brownlow Medal Datathon (**the Competition**) is governed by the following Terms and Conditions.
2. Participation in the Competition constitutes acceptance of the Terms and Conditions.
3. Information on how to enter and prizes forms part of the Terms and Conditions.
4. The promoter of the Competition is Betfair Pty Limited (ACN 110 084 985) of Level 13, 565 Bourke Street, Melbourne, Victoria, 3000 (**Betfair**).

COMPETITION PERIOD

5. The Competition opens at 12:00pm AEST on 01 September 2026, registrations close at 4:59pm AEST on 17 September 2026 and the closing time for submissions is 2:59pm on 21 September 2026.

ELIGIBILITY

6. The Competition is open to persons who meet ALL of the following criteria:
 - a. they are an existing customer of Betfair as of 1 September 2026; AND
 - b. they are not excluded on the National Self-Exclusion Register (**BetStop**); AND
 - c. they are not excluded from wagering with Betfair (**Eligible Participant**).
7. Entry into the Competition is free.
8. By entering into the Competition, you consent to Betfair checking your personal details against the BetStop register. Should Betfair become aware that you have registered with BetStop at any point, you will be disqualified from the Competition.

COMPETITION ENTRIES

9. To enter the Competition (**Competition Entrant**), an Eligible Participant must register their details by filling out the registration form found at:
<https://forms.cloud.microsoft/r/iHjKeNM5Vd>
10. Competition Entrants must meet the following submission criteria:
 - final submissions are due by 2:59pm AEST on 21 September 2026;
 - submissions must include a prediction of how many Brownlow Votes every player (46 per match) in every match (207 matches) will receive for the 2026 AFL Home and Away Season (9522 total predictions);
 - the sum of the predicted votes for every match must equal 6 – being the total number of votes awarded in each match;
 - the predicted votes for any one player must not exceed 3 – being the maximum number of votes a player can receive in each match;
 - only one (1) submission will be accepted per Competition Entrant;
 - submissions must contain one (1) file containing predictions for the 2026 AFL Home and Away Season;
 - all submissions must be in a csv format and must be named according to the following naming conventions: Brownlow_Medal_Datathon_2026_Submission_Form_{Model_Name}.csv;
 - one blank submission file will be provided which outlines the required submission format, including:
 - the player's name and the team for which they play; and
 - the details of the match including date, venue and teams;
 - submissions must follow all the format requirements shown in the provided blank submission file. Any submissions that are not in the correct format or contain an incomplete set of predictions will not be accepted;
 - to submit your outputs, email your final submission to datathon@betfair.com.au;
 - any submission without a unique model name will be assigned a name in place of a model name

and the Competition Entrant will be advised as to the name;

- the name of your prediction model will be published on the Betfair website and will be visible to the public. Please keep this in mind when naming your model. Offensive names will not be published;
 - for a submission to be valid the Competition Entrant must have registered their details by filling out the registration form found at: <https://forms.cloud.microsoft/r/iHjKeNM5Vd>
11. The Competition will be judged using the RMSE method where the RMSE score is calculated using the difference between the predicted votes and the actual votes received by the player. Competition Entrants will be ranked on their total score in ascending order.
 12. Players deemed ineligible for the Brownlow medal due to suspension are still eligible to accrue votes and as such, predictions should still be submitted for any such players.
 13. Interim Competition results will be published on the Betfair Automation Hub website by 4:59pm AEST the following day after the Brownlow medal count.
 14. Final Competition results and winners will be announced via email and on the Betfair Automation Hub website after the completion of the Brownlow Medal count on or around September 22, 2026. Betfair will use its best endeavours to distribute the Competition Prizes (see below) soon after the announcement of the winners.
 15. Further information on how to submit a prediction model will be provided to the email address nominated in the registration form or can be requested from datathon@betfair.com.au

DATA

16. Betfair will use its best endeavours to supply a set of historical data upon registration to the Competition. By participating in this Competition, you acknowledge and agree that:
 - (a) Betfair does not make any representations, or give any warranties, as to the accuracy or completeness of the data provided; and
 - (b) You use the data at your own risk, and Betfair will not be liable for any loss suffered in using the data.
17. The data supplied is intended only for use in the Competition and by registering for the Competition, the registrant agrees not to distribute the data to any outside parties without the express written consent of Betfair.

ADJUDICATION

18. The winner will be the Competition Entrant with the lowest RMSE score over the entire prediction set.
19. Winners will be announced via email and on the Betfair Automation Hub website after the completion of the Brownlow Medal count on or around 22 September 2026.
20. The Competition Prizes will be distributed soon after the announcement of the winners.

COMPETITION PRIZES

21. The following final prizes will be awarded to Competition Entrants in the top 10 positions. The prizes will be in the form of a bank transfer.

Place	Prize
1	\$ 2,500.00
2	\$ 1,000.00
3	\$ 500.00
4	\$ 250.00
5	\$ 250.00
6	\$ 100.00
7	\$ 100.00
8	\$ 100.00
9	\$ 100.00
10	\$ 100.00

22. Competition Entrants will be notified by email if they have won a prize. Prize winners must continue to meet all eligibility requirements to receive a prize at the end of the Competition.

GENERAL

23. The results of the Competition (as announced by Betfair) will be final and no further correspondence will be entered into.
24. Betfair reserves the right, at any time, to verify the validity of entries and identification details of all Competition Entrants (including identity and age) and disqualify any entry that is not submitted in accordance with these Terms and Conditions.
25. Betfair reserves the right, at any time, to verify that Competition Entrants are not registered with BetStop. Should Betfair become aware that a Competition Entrant has registered with BetStop, Betfair will remove any entry made by the Competition Entrant and disqualify the Competition Entrant from the Competition.
26. The Competition is intended for bona fide participants, and it is always a requirement that all Competition Entrants act in good faith.
27. If for any reason this Competition is not capable of running as planned, Betfair reserves the right to cancel, terminate, modify or suspend the Competition. If the Competition is cancelled or terminated by Betfair, no prizes will be awarded.
28. Betfair collects personal information in order to conduct the Competition, and may, for this purpose, disclose such information to third parties, including but not limited to agents, contractors and, as required, to Australian regulatory authorities.
29. Noting that Betfair will administer the Competition, you consent to Betfair sending you Competition-related correspondence during the Competition.
30. Betfair accepts no responsibility whatsoever for system or connection problems that might affect any end user during the Competition.
31. Betfair shall not be liable for any loss or damages howsoever arising because of a Competition Entrant's or winner's participation in the Competition or any modification, alteration, discontinuance or termination of the Competition.
32. By entering the Competition, Entrants will be deemed to have accepted these Terms and Conditions.