

# 2026 Mum Central Awards

## Entry Criteria, Terms & Conditions



1. Brands interested in participating in Mum Central's Awards must only submit a product or service that is available to Australian parents and for sale in the Australian market. If sold online, must be available to be shipped to Australian addresses.
2. Earlybird nominations for 2025 entrants open on December 8, 2025. General Nominations open on 12 January 2026 and all nominations close at midnight on 13 February 2026.
3. All nominations must be finalised and paid for by midnight on 22 February 2026.
4. All completed entry submissions must be submitted and paid for by midnight on 22 February 2026.
5. Voting for all nominees begins on 3 March 2026 and ends on 3 April 2026.
6. The voting process is open globally.
7. Each person is limited to one vote per category. Multiple votes from the same person (block voting) will not be counted.
8. There's no limit to the number of products you can enter, but each must have a separate application form and pay a separate nomination fee.
9. Products not yet on the market are not eligible. All products being nominated must be available in the market as at 1 February 2026.
10. Mum Central reserves the right to reclassify entries into different categories for optimal suitability. Entrants will not be notified of such changes before the results.
11. New Product of the Year MUST have been released into the market in 2025 or by 1 February 2026.
12. The nominated product MUST comply with all Australian safety regulations.
13. Mum Central may cancel or combine categories if there are too few entries in certain categories.
14. Incomplete or unpaid entries will be disqualified.
15. You can encourage your audience to nominate or vote for your product or service, **provided no rewards or incentives are offered for voting.**
16. Mum Central is not responsible for any lost or misdirected votes.
17. Due to the volume of entries, non-winning entries will not automatically receive feedback.
18. The announcement of top products/services/winners by Mum Central is not an endorsement.
19. The winner in each sub-category will be determined by the highest number of votes received.
20. The voting results announced and published by Mum Central are final.
21. Winners will be announced on the Mum Central website on 30 April 2026.

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22. Winners MUST NOT announce their results before the official announcement is made.
23. The Mum Central logo and winner's artwork must be used appropriately and remain unaltered
24. You are permitted to use our logo and/or banners on your website and social channels to promote your participation in the 2026 Mum Central Awards. However, the logo and banners must not be modified without Mum Central's explicit permission.
25. Mum Central reserves the right to revoke logo/artwork usage for reasons including but not limited to artwork defacement, inappropriate display, or incorrect claims.
26. Ensure that the use of our name, logo, and/or banners does not imply Mum Central's endorsement of your company, product, or service. Mum Central does not endorse any specific product or service in the awards.
27. Privacy policy: When you register, vote, or participate in the Mum Central Awards, we collect only your name and email address for authentication purposes. Your details will not be shared with third-party companies and sponsors.
28. Liability: Mum Central will not be liable for any loss or damage incurred by clients in relation to the services provided. Clients indemnify Mum Central against any proceedings, demands, costs, expenses, damages, penalties, judgments, and liabilities arising from the services provided. "Service provided" includes all services rendered, whether chargeable, compensated in kind, or performed free of charge.
29. Votes generated by automated means (bots) will be voided/disqualified and could risk your inclusion in the Awards program.
30. Mum Central's decisions are final.

If you have any questions relating to our Awards, please don't hesitate to reach out.

- **General Enquiries:** Belinda Jennings: [belinda@mumcentral.com.au](mailto:belinda@mumcentral.com.au) - 0419 842 061
- **Nominations:** Elaine Davies: [elaine@mumcentral.com.au](mailto:elaine@mumcentral.com.au) - 0406 728 873