

Win \$500 to spend at the new Buy From The Bush Marketplace by showing off your 'Aussiest' Australiana

PayPal Australia launches a new national competition – 'Australianarama' – encouraging Aussies to share photos of their 'Aussiest' treasures, and to gift with purpose through the new Buy From The Bush Marketplace this holiday season

To celebrate the launch of the new PayPal-sponsored Buy From The Bush Marketplace, PayPal Australia has launched a national competition asking Aussies to showcase their favourite Aussie items for a chance to win one of 15 x \$500 prizes to spend at [buyfromthebush.com.au](https://buyfromthebush.com.au).

The competition kicks off at 9am Wednesday, 4 November, with three \$500 prizes awarded each week for five weeks, closing at 11.59pm, 8 December.

Whether you need to dust off a kangaroo-shaped door stop or polish a pair of opal earrings, to enter just share your photo in an Instagram newsfeed post or story, tell us why you love it and tag @PayPalAU, @BuyFromTheBush, #BFTBxPayPal and #Australianarama, making sure you're following @PayPalAU and @BuyFromTheBush.

#### [Full Terms and Conditions](#)

Buy From The Bush began as a social media movement supporting drought stricken rural communities in 2019 and have since amassed a 450,000 strong following. One year later, PayPal and Buy From The Bush have joined forces to launch the Buy From The Bush Marketplace last month, providing an easy-to-use, safe and secure gateway to discover and buy beautiful and unique products while supporting rural small businesses.

#### [PayPal and Buy From The Bush join forces to launch new marketplace for rural Australian businesses](#)

PayPal's Consumer Shopping Expert, Danielle Grant, said the only thing more Australian than a [magpie embroidered lampshade](#) was backing mates through a tough time.

*"So many of our beloved bush businesses were born out of necessity as the drought, bushfires and now the pandemic put pressure on traditional rural incomes, but they have thrived beyond expectation, fueling a flourishing alternative bush economy, largely driven by women."*

*"I've heard first-hand how profoundly the support of Australians from the cities and suburbs can impact these remarkable rural entrepreneurs, their families and communities. The new marketplace will ensure the connections between the city and the bush are sustained and grow through the current disaster recovery and any that may follow."*

*"If you've misplaced your kookaburra serviette holder, or commemorative Aussie flag budgie smugglers, ask a neighbor for a quick photo of theirs to enter the competition, or better yet, find a new Australian treasure at [buyfromthebush.com.au](https://buyfromthebush.com.au)."*

#### **Competition Judging Criteria**

Entries will be judged by a panel against the following criteria:

- Overall quality of the photo clarity, colour, lighting, exposure and focus, composition
- Clarity of participant's expression of why they love their item/s

*" The new marketplace will ensure the connections between the city and the bush are sustained and grow through the current disaster recovery and any that may follow. "*


- Creativity and originality
- Humour
- Audience appeal including the amount of social engagement with the image
- Adherence to competition theme

**Eligibility to enter**

To be eligible, you must be (a) a legal resident of Australia aged eighteen (18) years or over, and not be an employee or contractor, or immediate family member of an employee or contractor, of the Promoter, its related parties, or any third parties associated with this Competition, including but not limited to, any sellers on the “Buy From the Bush” platform (b) have a valid and active Australian PayPal account in good standing (for example, it is not restricted or limited in any way, and does not have a negative balance). By entering this Competition, the contestants agree to abide by the decisions of the Promoter and its nominated judges, which shall be final and binding on all matters relating to this Competition. You may submit as many entries to the competition as you wish, however you are only eligible to win once under the entire Competition.

For further information: To contact PayPal Australia media team, please email [paypal@edelman.com](mailto:paypal@edelman.com).

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Additional assets available online:  [Documents \(1\)](#)

[https://newsroom.au.paypal-corp.com/Win\\_-500\\_to\\_spend\\_at\\_the\\_new\\_Buy\\_From\\_The\\_Bush\\_Marketplace](https://newsroom.au.paypal-corp.com/Win_-500_to_spend_at_the_new_Buy_From_The_Bush_Marketplace)