

IKEA Family Members Offer – Free Cinnamon bun with selfie photo of IKEA Tiny Home – Victoria only

Effective Date: 2 September 2026 (v1)

Terms & Conditions

1. **Promotion:** During the Promotion Period, IKEA Richmond and IKEA Springvale are offering all IKEA Loyalty Members the opportunity to receive a **free cinnamon bun upon presentation of a selfie photo of the IKEA Tiny Home activation (Melbourne CBD)**. *This offer is only available at the IKEA Restaurant in IKEA Richmond and IKEA Springvale stores.*
2. **Promoter:** The Promoter is IKEA Pty Limited (ABN 84 006 270 757) of 630 Princes Highway, Tempe NSW 2044.
3. **Promotion Period:** The Promotion Period starts on Wednesday, **2 September 2026** and ends on Sunday, **20 September 2026**. The redemption is only available until 2pm daily.
4. **For IKEA AU Loyalty Members only:** This Promotion is only available to our IKEA Family Members (who present or verify their IKEA Loyalty membership details) at the IKEA Restaurant at either the IKEA Richmond or IKEA Springvale store.
5. **Selfie and redemption requirements:** The IKEA Family member must show upon redemption the selfie featuring themselves at the location of the IKEA Tiny Home activation located at Melbourne CBD (on their device) and satisfy these requirements:
 - The IKEA Family member must physically attend the activation during the Promotional Period located at **353 Little Collins St, Melbourne CBD, 3000** (located at the corner of *Little Collins Street and Equitable Place*). The facade of the IKEA building tiny model that is featured at the activation window must be clearly visible in the selfie photo.
 - All face(s) of people must be clearly visible and identifiable.
 - Multiple people can feature within the same selfie photo, and each person may claim one cinnamon bun if they are an IKEA Family Member.
 - The selfie photo must be shown to the IKEA staff member upon redemption and the person(s) claiming the free cinnamon bun must be recognizable within the presented selfie photo.
 - The selfie photo is only valid for one single claim (and each person may only make one claim) throughout the Promotional Period. Multiple selfie photos will not be accepted.
 - The IKEA Co-worker must confirm the current IKEA Family membership (either in a transaction at the Swedish Restaurant and/or shown upon redemption of this Promotion) for each person attempting to redeem the Promotion.

6. **Availability and stock limit:** The cinnamon bun as advertised in good faith to be available at time of the Promotion at IKEA Richmond and/or IKEA Springvale. However, unforeseen problems or unexpected demand may occasionally result in stock being unavailable. Should there be no stock available at the time of redemption, you agree and acknowledge that IKEA may offer a substitute of either a raincheck coupon (to return to the store at a later date) or an alternative dessert (including but not limited to: an IKEA Daim cake).
7. **No transfer or cash redemption:** The discount is not transferrable and cannot be redeemed for cash, including where a cinnamon bun is not readily available at the time of redemption.
8. **Validation and Verification:** Eligibility to the Promotion will be subject to the Promoter's validation and verification checks. The Promoter's decision is final. IKEA reserves the right to refuse to accept the selfie redemption where we have detected abuse of the Promotion (including but not limited to: any obvious AI generated use of photos, multiple attempts to redeem at different days, multiple attempts to redeem at different IKEA locations etc).
9. **Right to withdraw:** The Promoter reserves the right to withdraw the Promotion at any time. No withdrawal notification will be individually communicated to the Customer.
10. **Right to change:** The Promoter reserves the right to change these Terms and Conditions from time to time to reflect changes to the law or changes to our services including (but not limited to) eligibility and the offer date. Customers shall review these Terms and Conditions on a regular basis for updates before commencing their transaction. No changes will be individually communicated to the Customer.
11. **Right to correct and adjust:** While great care has been taken to ensure accuracy of all prices and descriptions, the Promoter reserves the right to correct any errors. No corrections or adjustments will be individually communicated to the Customer.
12. **Governing Law:** The conduct of the Promotion and these Terms and Conditions are governed by the laws of the State of New South Wales.