

What is the Central Collective?

The Central Collective is the ultimate insider's ticket to the very best fashion, beauty and food and more at Wollongong Central. We want to challenge the region's most stylish superstars on social media with a range of cool and creative challenges in and around Wollongong Central. But of course, we have plenty of exclusive rewards on offer from Wollongong Central gift cards and one-of-a-kind shopping offers to VIP invitations to the centre's best events.

What's the sign-up process like?

All you need to do is head over to the Central Collective sign-up page, and fill in the application form. Our team will screen your application and online profile by the following criteria:

- You must be over 18 to be a part of the Central Collective.
- Whether you have a valid Facebook and/or Instagram profile, and if it is publicly viewable.
- Your genuine friend/follower count on each account exceeds 500.
- Indications you live in or around the Wollongong area.
- The quality and legality of your posts, including integrity towards Wollongong Central and its direct competitors.

How does the Central Collective actually work?

If your application is approved, you'll become a member of the exclusive Central Collective. Each month, you'll be sent instructions on the challenge you'll need to complete to access the reward on offer. Challenge communications are sent via a DM group on Instagram.

How can I make sure my challenge submissions are accepted?

Challenges are quite straightforward, but please keep in mind the following tips when posting to social media.

- In your caption, please include the hashtag #centralcollective.
- Please ensure you mention the official Wollongong Central Facebook page and Instagram account in your posts (by pressing @, then typing Wollongong Central and clicking our official account in the drop-down list).
- Ensure your profiles are public

What else do I need to know?

- As you accept each challenge, Wollongong Central will be in touch with details on how to receive your reward.
- To ensure you stay a member of the Central Collective, you must complete each challenge before the final deadline.
- Your submissions must abide by local laws, terms and conditions of the Central Collective, and adhere to the instructions sent to you.
- Wollongong Central reserves the right to use challenge submissions to promote the Central Collective.
- Failure to meet any of these requirements may risk your place in the Central Collective. Wollongong Central reserves the right to remove participants from the Central Collective at any time.