



Your Africa. Your Story 2026 by Go2Africa

In Partnership with FUJIFILM Australia, Travel Shooters & Craghoppers

Terms & Conditions

1. Competition Overview

Your Africa. Your Story 2026 by Go2Africa celebrates authentic African travel stories through photography and personal reflection.

This competition is centered around storytelling, emotion and meaningful safari moments captured across Africa. While strong photography is encouraged, judging will place significant emphasis on authentic storytelling and connection to the travel experience.

By entering the competition, participants agree to these Terms & Conditions.

2. Competition Period

Your Africa. Your Story 2026 opens on **1 July 2026** and closes on **31 October 2026**.

Entries after the official closing date will not be considered.

Go2Africa reserves the right to extend, amend or shorten the competition period where necessary.

3. Eligibility

- The competition is open internationally to individuals aged 18 years and older.
- Participants may enter once only.
- Each entrant may submit a maximum of 3 images as part of their entry.
- Your Africa. Your Story 2026 is open to amateur and non-professional photographers only. Individuals who derive a substantial portion of their income from photography are not eligible to enter.

- Employees, contractors, directors and immediate family members of Go2Africa, Asilia Africa, the Nawiri Group, competition sponsors, agencies and partners directly involved in the administration of the competition are not eligible to enter.
- Submitted images must have been photographed in Africa.
- No Go2Africa purchase or booking is required to enter Your Africa. Your Story.

4. How to Enter

- Entries must be submitted through the official competition form hosted on the Go2Africa website: <https://www.go2africa.com/>
- You may upload a maximum of 3 images.
- Submitted images may not be replaced, edited, or changed after submission.
- Accepted file formats: **JPG, JPEG and PNG.**
- Each image must not exceed **20 MB** in file size

As part of your entry, you are required to provide a written story or reflection within the official competition entry form (maximum, 1,500 characters).

Your written submission should help bring your image to life by sharing the story behind the photograph. Tell us about the experience, emotions, people, or memories that made the moment meaningful. The strongest entries will help us understand the connection between the image and the lasting impact Africa had on you.

If you have travelled with Go2Africa, you are welcome to mention any guides, lodge staff, Africa Safari Experts, or Client Experience Experts who helped make your journey memorable.

You may also include your Instagram or Facebook handle within your written submission should you wish to be tagged when content is shared by Go2Africa.

5. Entry Submission Format

Written stories must be entered directly into the official competition form.

Go2Africa reserves the right to determine the final submission format and technical specifications of the competition entry process.

6. Technical Specifications

Go2Africa reserves the right to reject files that:

- Exceed the maximum upload size
- Are corrupted
- Cannot be opened
- Do not meet the accepted file format requirements
- Do not meet the competition entry requirements

7. Image & Editing Requirements

All submitted images must:

- Be the original work of the entrant.
- Be photographed legally and ethically.
- Not infringe on any copyright, trademark, privacy or third-party rights.
- Not contain offensive, unlawful or inappropriate material.

AI-generated or AI-assisted imagery is strictly prohibited.

Basic image editing is permitted, including:

- Colour correction
- Exposure adjustments
- Cropping
- Sharpening

However, excessive digital manipulation that materially alters the authenticity of the image is not permitted.

Go2Africa reserves the right to request the original RAW files, image metadata, EXIF data, or any other supporting information reasonably required to verify image authenticity, image ownership, location, date captured, eligibility and compliance with these Terms and Conditions.

Failure to provide requested files or information within the specified timeline may result in disqualification.

8. Image Consent & Permissions

By entering the competition, you confirm that you have permission from any identifiable individuals featured in your submitted images to share and submit content as part of Your Africa. Your Story 2026.

Go2Africa reserves the right to request supporting consent documentation where reasonably necessary.

Images featuring minors must have consent from a parent or legal guardian.

9. Ethical Wildlife Photography

Images depicting:

- Baiting
- Harassment of wildlife
- Unethical animal interactions
- Unsafe practices
- Harmful environmental behaviour

Will be disqualified.

Flash photography of wildlife is not permitted.

10. Usage Rights & Marketing Consent

Entrants retain ownership of their submitted images.

By entering Your Africa. Your Story 2026, participants grant Go2Africa, Asilia Africa, the Nawiri Group and approved competition partners and sponsors a non-exclusive, royalty-free, worldwide license to use, publish, reproduce and share submitted images for competition-related promotional and marketing purposes, without additional compensation. Such use may include the following:

- Marketing campaigns
- Social media
- Newsletters
- Websites
- Digital advertising
- Editorial content

- Future brand storytelling purposes

This includes the right for Go2Africa, Asilia Africa, the Nawiri Group and their affiliated brands to repost, resize, crop or adapt submitted imagery for marketing and promotional purposes, while maintaining the integrity of the original image.

Where reasonably possible, photographer credit will be provided.

11. Sponsor Marketing Communications & Data Sharing

Your Africa. Your Story 2026 is owned and administered by Go2Africa.

Competition partners and sponsors may include FUJIFILM Australia, Travel Shooters/Cakewalk Media, Craghoppers and other participating partners.

Entrants may choose to receive marketing communications from selected competition sponsors and promotional partners, including FUJIFILM Australia, Travel Shooters/Cakewalk and Craghoppers.

Where an entrant has expressly opted in to receive such communications, Go2Africa may share the entrant's contact details with the relevant sponsor(s) solely for the purpose of sending marketing communications, offers, product updates and related promotional content.

Providing this consent is voluntary and is not required to enter the competition.

Entrants may withdraw their consent or unsubscribe from sponsor communications at any time directly with the relevant sponsor.

Personal information shared with competition sponsors or promotional partners will be processed in accordance with their respective privacy policies or privacy statements.

[FUJIFILM Australia Privacy Policy](#)

[Craghoppers Privacy Policy](#)

[Travel Shooters / Cakewalk Media Privacy Policy](#)

12. Privacy & Data Usage

By entering the competition, participants consent to the collection and processing of personal information by Go2Africa for:

- Competition administration
- Communication regarding the Go2Africa Your Africa. Your Story Competition
- Winner selection
- Related marketing communication

Personal information will be processed in accordance with applicable data protection laws, including the Protection of Personal Information Act (POPIA) of South Africa and, where applicable, the General Data Protection Regulation (GDPR).

By entering the competition, you consent to being added to the Go2Africa marketing database and receiving travel inspiration, offers, newsletters and competition-related communications. Participants may unsubscribe from marketing communications at any time using the unsubscribe link provided in such communications.

Personal information will be processed in accordance with [Go2Africa's Privacy Policy](#).

13. Judging Criteria

Entries will first undergo an eligibility and moderation review by Go2Africa to ensure submissions comply with the competition requirements and Terms and Conditions.

Eligible entries will then proceed to the judging stage, where a judging panel comprising representatives from Go2Africa and competition partners will evaluate submissions against the published judging criteria.

Judging will consider:

- Storytelling
- Emotional impact
- Composition
- Authenticity
- Overall connection to the spirit of African travel and storytelling

The judges' decision is final, and no correspondence will be entered into.

14. Disqualification

Go2Africa reserves the right to request additional information reasonably required to verify entrant eligibility and compliance with these Terms & Conditions.

Go2Africa reserves the right to remove, reject or disqualify any submission at its sole discretion if:

- The entry breaches these Terms & Conditions
- False or misleading information is provided
- AI-generated imagery is detected
- Unethical wildlife behaviour is depicted
- The entrant is found to be ineligible
- The content is deemed inappropriate or inconsistent with the spirit of the Go2Africa Your Africa. Your Story Competition.

15. Ineligible Entries

Go2Africa reserves the right to verify the validity of entries and to disqualify any entrant suspected of:

- Fraudulent behaviour
- Copyright infringement
- Automated/bulk submissions
- Conduct deemed inconsistent with the spirit of the competition.

16. Competition Prize

One grand prize winner will enjoy a 4-night stay for two at Asilia's Erebero Hills in Uganda, including:

- 4 nights one room for 2 people sharing
- Internal flights as specified within the itinerary
- Airport and lodge transfers
- 1 gorilla trekking permit per person
- 1 night accommodation in Entebbe
- Applicable park and conservation fees
- 1 x FUJIFILM X-T5 camera body

- 1 x FUJINON XF 70-300mm f/4-5.6 R LM OIS WR Lens
- 1 x NosiLife Adventure Long Sleeve Shirt
- 1 x NosiLife Pro Pants
- 1 x Pair of NosiLife Socks

The prize is valid for travel until 31 December 2027.

The prize may only be redeemed during the specified low-season travel periods and is subject to availability at the time of booking.

- 01 March – 31 May 2027
- 01 October – 19 December 2027

The prize:

- Is non-transferable
- May not be exchanged for cash
- May not be resold

International flights, visas, vaccinations, travel insurance, personal expenses and any items not specifically listed above remain the responsibility of the winner unless otherwise stated.

Go2Africa reserves the right to substitute, amend, postpone or substitute prize travel arrangements should circumstances beyond reasonable control impact travel, safety, lodge operations or destination accessibility.

17. Runner-Up Prize

One runner-up will receive a selection of Craghoppers' iconic NosiLife travel gear, designed for comfort, protection, and adventure in the outdoors.

Runner-up prize includes:

- 1 x NosiLife Adventure Long Sleeve Shirt
- 1 x NosiLife Pro Pants
- 1 x Pair of NosiLife Socks

Additional sponsor prizes and runner-up prizes may form part of the final competition prize package and will be confirmed and communicated by Go2Africa prior to winner announcement.

This may include photography-related equipment, accessories, or other prizes provided by FUJIFILM Australia, Craghoppers and other competition partners and sponsors.

If a selected winner cannot be contacted within 14 business days, fails to respond within the requested timeframe; Go2Africa reserves the right to select an alternative winner.

Winners may be publicly announced across Go2Africa, Asilia Africa and campaign partner marketing channels, including social media, newsletters and digital platforms.

Go2Africa reserves the right to substitute any prize component with an alternative prize of equal or greater value should circumstances beyond its reasonable control require doing so.

18. Prize Delivery & Fulfillment

Where a prize or portion of a prize requires physical delivery, the Organiser (Go2Africa) and/or Competition Partners (FUJIFILM Australia and Craghoppers) will make reasonable efforts to arrange shipment to the winner.

Any customs duties, import taxes, VAT, clearance fees, local taxes, or other charges associated with receiving the prize in the winner's country of residence shall be the sole responsibility of the winner.

The Organiser and Competition Partners shall not be liable for any delays, customs, restrictions, import regulations, or additional costs incurred during the delivery process.

Should local laws, import restrictions, sanctions, or shipping limitations prevent delivery of the prize to the winner's location, the Organiser reserves the right to substitute the prize with an alternative prize of similar value, where reasonably possible.

19. Winner Selection, Communication & Announcement

Entries will first undergo an internal moderation process to ensure submissions meet the Your Africa. Your Story 2026 requirements and Terms & Conditions.

A judging panel will then select 6 shortlisted finalists based on the official judging criteria, including:

- Authenticity
- Originality
- Composition

- Storytelling and written reflection
- Overall connection

From the shortlisted finalists:

- 1 Grand Prize Winner will be selected
- 1 Runner-Up Winner will be selected

Shortlisted finalists may be featured in competition-related promotional content, including finalist videos and winner announcement content created by Go2Africa and associated campaign partners.

20. Competition Timeline

- Entries open: 01 July 2026
- Entries close: 31 October 2026

Go2Africa reserves the right to amend these dates where reasonably necessary.

21. Liability

Go2Africa, Asilia Africa, the Nawiri Group, FUJIFILM Australia, Travel Shooters and Craghoppers shall not be held responsible for:

- Incomplete, corrupted or delayed entries
- Technical issues
- Upload failures
- System interruptions
- Lost files
- Any loss, damage, or injury arising from participation in the competition or use of the prize.

Entrants indemnify Go2Africa and associated partners against any claims arising from copyright infringement, unauthorized content use or breach of these Terms & Conditions.

22. Competition Contact

Any competition-related questions or communication regarding Your Africa. Your Story 2026 may be directed to competition@go2africa.com.

23. General

Go2Africa reserves the right to amend, suspend or cancel the Your Africa. Your Story 2026 where necessary due to circumstances beyond reasonable control.

These Terms & Conditions shall be governed by the laws of South Africa.

By entering Your Africa. Your Story 2026, participants confirm that they have read, understood, and agreed to the Terms & Conditions.