



Australian Government
Department of Veterans' Affairs

Guidelines for applicants and permit holders

Protection of Word 'Anzac' Regulations

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About the Anzac Regulations

The Anzac tradition – the ideals of courage, endurance and friendship that are still relevant today – started on 25 April 1915 when the Australian and New Zealand Army Corps (ANZAC) landed at Gallipoli. ANZAC personnel who served in the Gallipoli Campaign became the first Anzacs. They added the word 'Anzac' to our everyday language and fostered a perpetual Anzac spirit.

Every Anzac Day (25 April), Australians gather at commemorative services across Australia and overseas to remember those first Anzacs and commemorate veterans who have served Australia.

Protecting the word 'Anzac'

After the First World War, to honour the Anzacs' service, the Australian Government created:

- the [*Protection of Word 'Anzac' Act 1920*](#) (Cth) (the Act)
- its associated regulations, the [*Protection of Word 'Anzac' Regulations 1921*](#) (Cth) (Anzac Regulations).

The intent of this legislation is to protect the word 'Anzac' from misuse and overuse so it retains its special place in Australia's heritage.

The Minister for Veterans' Affairs (the Minister) is responsible for administering this legislation.

Under the Anzac Regulations, the use of the word 'Anzac' or any word resembling 'Anzac' is prohibited in many situations without written approval (a permit) from the Minister.

Regulatory activities

On behalf of the Minister, the Department of Veterans' Affairs (DVA):

- provides advice and permit application forms
- assesses permit applications
- issues permits
- undertakes compliance activities.

Importing 'Anzac' goods

Section 4V of the [Customs \(Prohibited Imports\) Regulations 1956](#) (Cth) (Customs Regulations) prohibits the importation of 'Anzac' goods without a permit from DVA.

The Minister can approve a permit to import goods the description of which includes the word 'Anzac' or goods bearing the word 'Anzac', or advertising matter relating to those goods.

Acting on behalf of the Minister

The Minister authorises officers of DVA (authorised officer) to exercise the Minister's powers under the Anzac Regulations and the Customs Regulations. This allows authorised officers to make decisions on permit applications.

Activities and situations that need approval

When it is not necessary to apply for permission

It is not necessary to apply for a permit in some specified situations, such as:

- using the words 'Anzac Day' in connection with events or entertainment held on 25 April itself, or on consecutive days including 25 April
- when naming a street, road or park containing (or near) a war memorial
- when naming a memorial or using the word 'Anzac' on a memorial plaque.

In all other cases, you need to apply for a permit to use the word 'Anzac' in Australia in an official, corporate or commercial manner or as part of a name for an entity, structure, vehicle or website domain.

Permit application and assessment

How to apply

Follow these steps to submit a permit application:

1. Read the Anzac Regulations and these guidelines to ensure you are applying for an eligible activity.
2. Fill in an [Application for approval to use the word 'Anzac'](#) (form D9363).
3. Submit your application to DVA by clicking the 'Email' button on the form or by email to usewordanzac@dva.gov.au.
4. Wait to hear from us as while we assess your application.

Information we need

An application must include:

- applicant information and contact details
- intended use of the word 'Anzac' and details of the proposed activity or situation
- any related domain names that include the word 'Anzac'
- involvement of other entities or brands
- the cost of funding the activity (if applicable)
- whether the use of the word 'Anzac' will result in any profit
- donations to ex-service organisations or other charities
- details of any goods to be imported
- applicant declaration.

Include as much detail as possible in the application form.

Attach any supporting information, such as draft designs, marketing materials and screenshots of goods and packaging.

How we assess applications

It can take approximately 4 weeks to receive a decision on your application from the date we receive it. If you need a decision sooner, let us know when you apply.

We will acknowledge your application by email within 5 business days and give you a reference number for future correspondence about your application.

Then we start our assessment process.

If we need extra information to assess your application, we will request it from you in writing.

Each application to use the word 'Anzac' is considered on its merits, including but not limited to:

- the intent of the Anzac Regulations to protect the word 'Anzac' from misuse and overuse
- the commercial aspect
- value to the public

- community expectations
- impacts on veterans
- project objectives
- commemorative and educational benefits
- any link between the proposed use and the original Anzacs or the commemoration of veteran service.

If the information available to us indicates that your application may be declined, we will advise you in writing to:

- explain why your application may be declined
- give you an opportunity to submit extra information and reasons in support of your application.

We'll set a deadline for you to get back to us. If you need extra time, you can ask for an extension.

We will consider any extra information you provide as part of our assessment. If you don't get back to us, we'll make a recommendation based on what we already have.

At the end of our assessment, we will make a recommendation to the Minister or their authorised officer.

Decisions

The Minister or their authorised officer reads your application and our assessment and then decides whether permission to use the word 'Anzac' is either:

- approved
- declined
- not required.

If approved, a unique permit to use the word 'Anzac' for specified purposes will be issued to you. We will provide you with a notification letter and the permit (usually by email).

If declined or not required, we will notify you of the decision in writing (usually by email). You can revise a declined application and submit it again.

Appeals

A decision made by the Minister or their authorised officer is considered final.

If an applicant is dissatisfied with the decision, they may seek review by the Federal Court of Australia or the Federal Circuit and Family Court of Australia to determine whether the decision was made in accordance with the law.

Permit holder's obligations

Requirements of approval

You must meet all requirements of the permit to remain compliant with the Anzac Regulations.

Permission to use the word 'Anzac' may be revoked if the permit holder either:

- does not adhere to the requirements of the permit
- alters the way the word 'Anzac' is being used, contrary to what was approved.

If we intend to revoke your permit, you will receive an email notification from us outlining the reasons and asking for any information as to why this should not occur.

Expiry date

Your permit may have an expiry date. It is the permit holder's responsibility to ensure a new application is submitted to DVA before this date, if the intention to use the word 'Anzac' continues. Plan ahead because it can take up to 4 weeks for a new application to be assessed.

Compliance

DVA undertakes compliance activities to protect the word 'Anzac' from misuse or overuse in Australia. There are penalties for breaching the Anzac Regulations.

DVA investigates all potential breaches of the Anzac Regulations reported to us.

In most cases, DVA contacts the individual or entity and requests they cease using the word 'Anzac' if they do not hold a permit or are operating in contravention of it.

It is common for people to be unaware of the Anzac Regulations. Any misuse is usually corrected quickly and does not require further action. DVA aims to educate the community in the first instance.

Not all commercial uses of the word 'Anzac' are a breach of the Anzac Regulations. In some cases, the individual or entity may already hold a valid permit. Where

permission has been granted, DVA checks that the permit holders are implementing their activity as outlined by the conditions of approval.

How to report a potential breach

You can report suspected misuse of the word 'Anzac' to usewordanzac@dva.gov.au.

We recommend you include as much supporting evidence as possible, such as business name, website address and relevant photographs or screenshots. This will help us to investigate the case.

We are unable to provide information on the outcome of our investigations due to restrictions under the *Privacy Act 1988* (Cth).

Privacy and complaints of misuse

DVA's privacy obligations are governed by the *Privacy Act 1988* (Cth). They apply to all parties involved in potential breaches of the Anzac Regulations. These obligations are set out in our application form (D9363) and in DVA's [Privacy Policy](#).

This means that if you report misuse or ask us about a particular use of the word 'Anzac', you will not be informed of the outcome of any investigation or potential compliance action.

Regulatory performance reporting

DVA is not required to report under the Australian Government *Regulator Performance Guide* (RMG 128). However, to ensure transparency, DVA has developed its own reporting model, the [Word Anzac Regulator Framework \(WARF\)](#).

The WARF follows 3 principles for good regulation:

- continuous improvement and building trust
- risk based and data driven regulation
- collaboration and engagement.

Under the WARF, DVA reports annually on its administration of the Anzac Regulations and publishes the report on the DVA website.

Australian Defence Force emblems

The protection of Australian Defence Force (ADF) emblems and flags under the *Defence Act 1903* (Cth) is administered the Department of Defence. The emblems

include the Rising Sun Badge, which is an official emblem of the Australian Army that is often associated with the first Anzacs.

If you are concerned about the misuse of any ADF emblems or flags, contact:

- Australian Army brand manager; army.brandmanager@defence.gov.au
- Royal Australian Navy (RAN) brand manager; navy.brand@defence.gov.au
- Royal Australian Air Force (RAAF) brand manager;
airforce.brandmanager@defence.gov.au
- Joint and Tri-Service emblems; adf.emblems@defence.gov.au.

New Zealand laws

New Zealand also protects the use of the word 'Anzac' as part of its heritage. Section 17 of the *Flags, Emblems, and Names Protection Act 1981* (New Zealand) prohibits the use of the word 'Anzac' in trade or business. For more information, read the New Zealand Government's [Use of the word 'Anzac' guidelines](#).

Contact DVA

Australian Government Department of Veterans' Affairs

Email: usewordanzac@dva.gov.au

Phone: 1800 VETERAN (1800 838 372)

[Protecting the word 'Anzac'](#)

Glossary

Act	<i>Protection of Word “Anzac” Act 1920 (Cth)</i>
Anzac Regulations	Protection of Word “Anzac” Regulations 1921 (Cth)
authorised officer	an officer of the department authorised by the Minister for Veterans’ Affairs to exercise the Minister’s powers under regulations 2(1) of the Anzac Regulations and/or regulation 4V of the Customs Regulations.
commemoration	an activity or event held in memory of a person, a cohort of people or an event, such as a memorial ceremony or service
Customs Regulations	Customs (Prohibited Imports) Regulations 1956 (Cth)
DVA	Australian Government Department of Veterans’ Affairs
officer	a person who, from time to time holds, occupies or performs the duties of a position in, or on behalf of, the department.
Minister	Commonwealth Minister for Veterans’ Affairs