



The Hon Darren Chester MP

Minister for Veterans' Affairs
Minister for Defence Personnel

MS20-000404

Mr James Voortman
Chief Executive Officer
Australian Automotive Dealer Association
PO Box 4409
KINGSTON ACT 2604

28 JAN 2021

Dear Mr Voortman

I am writing to you in regards to the *Protection of Word 'Anzac' Regulations 1921 (Cth)* (the Regulations), which outline how, where and when the word 'Anzac' may be used.

The word 'Anzac' has a unique place within Australian culture as it relates to the bravery and self-sacrifice of the Anzacs who served on the Gallipoli Peninsula. To stop misuse of the word, the Regulations were put in place to ensure it was treated with respect and dignity. Broadly, the Regulations prevent use of the word 'Anzac' from being used in an official or corporate manner without permission from the Minister for Veterans' Affairs. For example, this includes selling or producing goods, fundraising, exhibitions, games and sporting events.

In response to COVID-19 restrictions in place around Anzac Day 2020, Australians sought to commemorate in new and innovative ways. Whilst the intent of these initiatives was admirable, in some instances the Department of Veterans' Affairs (DVA) received complaints from the public regarding inappropriate use of the word 'Anzac'. As the peak body in your sector, I am therefore seeking your assistance in ensuring that members in your industry are aware of the Regulations and where permission to use the word is required. This is particularly important in the lead up to Anzac Day 2021.

The Regulations and associated guidelines are available on DVA's website at www.dva.gov.au/recognition/commemorating-all-who-served/protecting-word-anzac. To apply for permission to use the word 'Anzac', a simple application form is also available on the website. There is no cost to apply for a permit.

I thank you for your continued support to preserve the significance of this word. Please contact the Community Engagement Team in DVA at usewordanzac@dva.gov.au if you have any questions.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Darren Chester', with a long horizontal flourish extending to the right.

DARREN CHESTER