

SOUVENIRS OF ROYAL VISIT

Statement by the Prime Minister, Rt. Hon. R.G. Menzies

It is officially announced that in connection with the Queen's visit to Australia, consideration has been given to the policy regarding the use of Royal portraits and Royal emblems and the arms of Australia in connection with souvenirs, mementos, displays, etc., commemorating the visit of Her Majesty the Queen and His Royal Highness the Duke of Edinburgh.

2. For these purposes an article would be regarded as a "souvenir" if it contained all or any of the portraits of Her Majesty the Queen, His Royal Highness the Duke of Edinburgh or the Australian Coat of Arms, the Australian flag or any words or symbols which have or could have any reference to the Royal Visit or the dates of the Royal Visit.

3. No objection will be raised to the reproduction of portraits of the Queen and the Duke of Edinburgh, the Royal Arms, formal representations of the Royal crowns and the arms of Australia in the design of articles, subject to the following provisos:-

The article concerned must -

- (a) conform to good taste;
- (b) give some indication that it is linked with the Queen's Visit (e.g. words such as "Queen's Visit, 1963" or "Australia, 1963");
- (c) be free from advertisement, other than the name of the manufacturer or seller, and be free from any implication that the firm has received Royal custom or patronage, or that the article has been purchased by the Queen or the Duke of Edinburgh. This particularly applies to schemes of decoration and displays in shop windows;
- (d) not be used as a premium or selling aid.

4. Souvenirs may be sold at any time before the Queen's Visit, during the Visit and for a period of three months after the date of the conclusion of the Visit.

5. Portraits of the Prince of Wales, the Prince Andrew and the Princess Anne may not be used for commercial purposes or be incorporated in the design of souvenirs. They may, however, be sold as portraits or postcards and be reproduced on calendars and greeting cards.

6. Royal portraits, royal emblems and the arms of Australia may not be used for advertisement purposes.

7. The copyright in a portrait, picture or photograph and the ownership of a design are not affected by the foregoing, and any question in connection therewith should be settled with the owner of the copyright or design.

8. These rules do not extend to the use of the Royal Cypher, the Royal Standard or the Queen's personal flag, which are the personal standards of the Queen and may not be used or flown by any other person.

9. Printed cloths and textiles, although not classified as souvenirs of the Royal Visit, must conform to these regulations, with the exception of paragraph 3(b) and paragraph 4. Proposed designs must be submitted for approval.

10. If any cases of doubt arise as to the interpretation of the above rules, enquiries should be addressed to the Secretary, Prime Minister's Department, Canberra.

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CANBERRA,

7th August, 1962.