

THE VISIT OF HER MAJESTY QUEEN ELIZABETH THE QUEEN MOTHER
TO AUSTRALIA, 1964.

DISPLAY OF ROYAL PORTRAITS AND ROYAL EMBLEMS

It is officially announced that 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 Her Majesty Queen Elizabeth The Queen Mother's Visit to Australia in February/March 1964.

2. For these purposes, an article would be regarded as a "Souvenir" if it contained all or any of the portraits of Her Majesty Queen Elizabeth The Queen Mother, 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 Queen Elizabeth The Queen Mother, 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 Queen Elizabeth The Queen Mother's Visit (e.g. words such as "Royal Visit 1964" or "Australia 1964").
- (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 Queen Elizabeth The Queen Mother, 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 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 Her Majesty's Standard which is Her Majesty's personal Standard 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"; or, in the United Kingdom, to "The Comptroller, Lord Chamberlain's Office, St. James's Palace, London, S.W.1."

Prime Minister's Department,
January, 1964.