



BizPlates, optional plates

Message and image guidelines

The Director General of the Department of Transport will not approve messages or images that display:

- Images of people other than yourself.
- Images of letters (A-Z) or numbers (0-9) that closely resemble the format and size of letters and numbers displayed on vehicle number plates.
- Offensive, sensitive or contentious connotations such as sexual, provocative, nudity or semi nudity, violent, drug related, perverse, racial, obscene or indecent, profanity or content not acceptable for persons under 18 years of age.
- Negative political or anti law references such as gang related, conflicts with road safety or illegal or anti-social behavior.
- Messages or images that is likely to incite or promote hatred such as negative religious, cultural, cult references or socially insensitive messages or defamatory content.
- Messages or images of tobacco and alcohol.
- Images of artwork, without the express consent of the owner, permitting such use on vehicle number plates.
- Messages or images contrary to any rules, regulations or laws to which the messages or images are subject.
- Trademarked or copyrighted images or logos such as AFL club logo's, cartoon characters, business logos, that you do not have the express consent from the owner, permitting such use on vehicle number plates.
- The trademarked name or logo, or branded material of a company or business, where you, the applicant, are not the director/owner of the company or business, without the express consent from the owner, permitting such use on vehicle number plates.