



# Guidelines Syndicate Naming

The Commission has discretion to accept or refuse a syndicate name for registration. Its exercise of this discretion is guided by the public interest and aims to protect public confidence in the greyhound racing industry.

The Commission will reject syndicate names that it considers inappropriate.

The purpose of these Guidelines is to provide information to participants and decision makers about appropriate names for an ownership syndicate.



## SYNDICATE NAME REQUIREMENTS

Syndicate names may be rejected for a range of reasons: because the name cannot be readily written or pronounced, because it is too similar to an existing name, because it may be considered offensive, or for copyright reasons.

The following list details reasons why a proposed syndicate name may be rejected. A syndicate name will be rejected where the proposed name:

### 1. DEPICTION OF THE NAME

- a) contains punctuation other than spaces or apostrophes.
- b) uses apostrophes excessively.
- c) contains a term that is prohibited by law or requires the approval of another person by law (e.g. "ANZAC").

### 2. SIMILAR NAMES

- a) the name is currently in use by another syndicate, either in NSW or another state.

### 3. UNACCEPTABLE NAMES

- a) has a political or religious connotation;
- b) is too difficult to pronounce or is not discernible;
- c) is derogatory, downgrading or offensive;



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d) is obscene, vulgar, scandalous or controversial including public affair issues;

e) has a meaning or origin that cannot be satisfactorily substantiated. These considerations apply to words written in English or any other language;

f) rhymes with, or is pronounced in a way that is similar to other names that would be unacceptable;

g) is offensive or prejudicial to the image or interests of the greyhound racing industry;

h) includes words not commonly recognised or understood in Australia and New Zealand;

i) contains multiple words that run together.

j) contains slang, shortened words, nicknames or colloquial terms.

## 4. COMMERCIAL NAMES

a) it is a trade name (whether or not registered as a business name), a registered company or association name, or contains a trade mark (whether or not registered) in use, or reasonably likely to be known, in Australia or New Zealand or anything substantially identical with or deceptively similar to, such a trade mark.

b) it uses the names of, or suggestive of, wagering or broadcasting entities. Names of individuals.

c) it is the name of a prominent person or entity (whether living or deceased) (e.g. "Marilyn Monroe" or "Backstreet Boys". This includes using a determiner within the person's or entity name or alias, such as "My Margot Robbie". However, adjusted names with a playful tone would be considered (e.g. Sarah Jessica Barker, Foo Biters).

## WHAT HAPPENS IF A PROPOSED NAME IS REJECTED?

Where a syndicate name is refused, the Commission will contact the applicant and request an alternative. Repeated proposals of inappropriate syndicate names may result in disciplinary action being taken against the applicant.