



**Business and  
Occupational Services**

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## Restricted words in a Business Name require Ministerial Consent

There are certain words that cannot be used in a business name or require Ministerial consent to be used in a business name. See listing below (as extracted from SA Government Gazettes.)

To apply for a business name which uses a restricted word, a letter must be written outlining the reasons why you believe the Minister should approve the proposed name. An additional fee (see business names fee schedule) must accompany this letter and be forwarded to the Office of Consumer and Business Affairs.

- Names that are likely to be offensive to members of the public.
- Names containing the words: 'Trust', 'Trustee', 'Chamber of Commerce', 'Chamber of Manufacturers', 'Chartered', 'Stock Exchange', 'Guarantee', 'Building Society', 'Made in Australia', 'Proprietary', 'Unlimited', 'Corporation', 'Incorporated', 'Executor', 'Order of St John', 'Credit Union', 'Friendly Society', 'Consumer', 'Savings', 'University', 'College of Advanced Education' or 'Institute of Advanced Education', 'Co-operative' or 'Institute of Vocational Education'.
- Names containing the word or abbreviation of 'Foundation'.
- Names containing the words or abbreviations of 'Olympic', 'Olympics', 'Olympiad', 'Olympian', 'Paralympic', 'Paralympics', 'Paralympian', 'City', 'Gold', 'Games', 'Millennium', 'Summer', 'Sydney', 'Two Thousand', '2000', '24th', 'Twenty-Fourth', 'XXIVth', '27th', 'Twenty-Seventh', 'XXVIIth', 'Share the Spirit', 'Games City', 'Summer Games', 'Millennium Games' or 'Gold Games'.
- Names containing the words 'bank', 'banker' or 'banking' or any word alike.
- Names suggesting connection with the Royal Family when the connection does not exist or that Royal Patronage has been received when this is not the case.
- Names suggesting connection with the Crown, the Government of the Commonwealth of Australia or of a State or Territory, or any other part of the Queen's dominions, possessions or territories.
- Names containing the words 'Commonwealth' or 'Federal'.

- Names suggesting connection with the Government of a foreign country.
- Names suggesting connection with a department, authority or instrumentality of the Government of the commonwealth of Australian or of a State or Territory or with a municipal or other local authority.
- Names suggesting connection with the ex-servicemen's organisations when the connection does not exist or the members of an organisation are totally or partially incapacitated when this is not the case.
- Names suggesting connection the United Nations or of any other prescribed international organisation.
- Names suggesting connection with 'Anzac' or any word that resembles 'Anzac'.
- Names suggesting connection with the armed forces of Australia.
- Names suggesting connection with the Scout Association or the name of any local branch of the Association or any name implying that any other society or body is the Association or a branch of the Association.
- Names suggesting connection with the Australian Bicentennial Authority or an abbreviation of the name of the Authority.
- Names containing or words resembling designations such as 'Red Cross', 'Geneva Cross', 'Red Crescent' or 'Red Lion and Sun'.

**The information provided on this sheet is of a general nature only and should not be regarded as a substitute for professional advice and/or reference to the appropriate legislation.**