

Application to use the word ‘university’ in a business name

The Department of Education, Skills and Employment (the Department) is responsible for considering applications to use the word ‘university’ or letters, words or expressions of like import to the word ‘university’ (eg ‘uni’) in Australian business names. **Applicants must refer to the *Guidelines for applications to use the word ‘university’ in a business name* (the Guidelines)**, available at <https://www.dese.gov.au/quality-and-legislative-frameworks/guidelines-use-word-university> when completing applications.

Applicant details

Contact name:

Address:

Telephone:

Email:

Business details

Proposed business name/s:

Company/business/organisation/individual wishing to register the new business name:

ABN:

Description of proposed business:

Statement against criteria in the Guidelines

This statement should include any information that may assist in considering this application. It should refer to the **relevant criteria at sections 8 and 9** of the Guidelines, which include that approval will normally be given:

- a) to universities, entities controlled by universities, and Australian Government-funded Regional University Centres
- b) to other entities, if the proposed name itself accurately reflects the purpose of the business, and is not likely to mislead about that purpose, or to appear to operate as a university or imply a connection with a university.

If your business **is not described** at (a) above, your application needs to explain what the purpose of your business is and why the word ‘university’ or similar terms, like ‘uni’, is appropriate and does not mislead in any way.

- The purpose of such businesses **can not** include providing education services, or information about education services.
- Note that the Department has a broad interpretation of ‘education services’, including workshops, tutoring, information sessions, advisory and support services.
- Applications for a business name that includes the term ‘uni’ should also explain the meaning of the term in the context of the proposed business name, to avoid any implied association with a university. For example UniWidget could be a business that intends to build and sell Widgets that could be used universally.

If you need clarification of these terms please contact the Department at highered@dese.gov.au prior to submitting your application.

Supporting documentation

Please refer to the Guidelines for any relevant supporting documentation you may need to include with this application. List any attachments here.

Submitting applications

Applications including all supporting documentation should be emailed to highered@dese.gov.au.

Further information

Enquiries should be directed to the Department via email to highered@dese.gov.au.

Privacy Notice

Personal information provided to the Department is protected by the *Privacy Act 1988*. The Department collects your personal information for the purposes of processing your application and corresponding with you regarding the outcome of your application. The Department may disclose your personal information:

- to other Commonwealth Departments or agencies including the Australian Investment and Securities Commission (ASIC), the Tertiary Education Quality and Standards Agency (TEQSA), State or Territory governments or agencies for the purposes of determining the outcome of the application and/or for the purpose of notification of the application outcome;
- by consent; and
- where permitted or required by or under law.