

**ORDER FORM – Please Print Clearly**

A new 'branding' for the  
 national and international marketing of Victoria.

LAUNCHED BY

THE CHAIRMAN OF THE VICTORIA  
 RACING CLUB IN ASSOCIATION WITH  
 THE MINISTER FOR RACING

SELECT YOUR OWN NUMBER

V \_\_\_\_\_  
 1<sup>st</sup> PREFERENCE

V \_\_\_\_\_  
 2<sup>nd</sup> PREFERENCE

SUBJECT TO AVAILABILITY



Please tick:  
 OR

STANDARD FORMAT

SLIMLINE FORMAT

Registered Owner .....

DRIVER LICENCE No.

Address: .....

Postcode: .....

Email: .....

Telephone: AH: ..... BH: ..... Fax: .....

**Amount:** \$290.00  
 Plus GST and  
 Admin fee \$30.00  
**Total: \$320.00**  
 Payable to:  
 Thoroughbred Country  
 Mail to: Thoroughbred Country  
 PO Box 7033  
 Geelong West Vic 3218

Cheque/Money Order

Credit Card Authorisation

Visa

Mastercard

Card No.

Expiry Date: .....

Cardholder's Name: .....

Cardholder's Signature: .....

**FOR OFFICE USE ONLY:**  
 New Registration No.

V \_\_\_\_\_

# Thoroughbred Country

## Motor Vehicle Registration Plates

- **Concept**  
Put together the far-reaching elements of Thoroughbred Racing and Breeding into one promotable vehicle to provide Victoria with a new “branding” for the national and international marketing of this state.
- **Objective**  
Put Victoria on the international map just as “Bluegrass Country” did for Kentucky USA (Now worth countless millions from tourism and investment)
- **Tourism**  
More people worldwide watch Thoroughbred racing than all other spectator sports combined. Literally millions follow the trail of the Thoroughbred to the far corners of the globe every year.
- **General**  
Racing in South East Asia has witnessed remarkable growth in recent years and the potential for involvement from a tourism perspective is great.  
It remains our belief that there is a potential Thoroughbred related tourism offering for Victoria.
- **Clarion Call**  
Come to “Thoroughbred Country” for Friendship and Excitement.
- **Number Plates**  
Order your VTC number plates and support the campaign (it’s in your interest to do so)

**Together we Succeed**