

Media Release

The Hon Jaala Pulford MLC

Minister for Roads

Minister for Road Safety and the TAC

Minister for Fishing and Boating



**DELIVERING
FOR ALL VICTORIANS**

Friday, 30 August 2019

TIGERS FANS SHOW THEIR TRUE COLOURS WITH CUSTOM PLATES

Tigers fans will be proudly barracking from their bumper bar this September with Richmond topping the ladder for the highest number of AFL themed Custom Plates sold.

Minister for Roads Jaala Pulford said nearly 900 AFL fans purchased number plates with their club logo and colours last year under the Andrews Labor Government's Custom Plates program.

Richmond topped the ladder for the second year in a row with 240 custom plates sold.

Fellow finals teams Collingwood and Essendon were also kicking goals with more than 200 plates sold between them.

Just like their performance this AFL season, Adelaide, Port Adelaide and Fremantle failed to make a big impact, with no club plates sold.

Plates can be purchased from \$195 when converting an existing number plate into an AFL design, or \$495 for fans who want to create a new combination. AFL Premiership plates, exclusively designed to celebrate the Premiership team each year, can be purchased from \$695.

Custom plates for this year's AFL Premiers will be available on 30 September – the Monday after the Grand Final.

The launch of the AFL Premiership plates comes after the Labor Government released a new fishing-themed custom plate with the slogan "Hooked on Victoria" in July.

Custom Plates are also running a competition to win two 2019 Toyota AFL Grand Final tickets, a \$695 Custom Plates voucher and a merchandise pack from your favourite club.

To enter the competition or show your colours this September with a Plate visit the Custom Plates website vplates.com.au.

Quotes attributable to Minister for Roads Jaala Pulford

"We all know Victorians love their footy and what better way to show your colours this finals series than with a custom AFL plate."

"I'm putting out the challenge to fans of other AFL clubs to see if they can take the Custom Plates title off the Tigers in the coming year."