

## Guidance on Election and Campaigning Activity

The following guidance has been updated for the **May 2025 Federal Election**. However, the provisions outlined also apply to Council and State elections and by-elections, as noted below and will be updated from time to time.

### **Who is responsible for regulating election and campaign activity?**

The conduct of elections and specifically the publication and distribution of electoral material (signs, hoardings, handbills and other material intended to inform the community about a candidate and influence the way people vote) is regulated by either the Australian Electoral Commission (for Commonwealth elections and referenda) or the Victorian Electoral Commission (for Victorian State and Local Government Elections).

In addition, the City of Stonnington is responsible for the enforcement of State laws that impact upon some elements of election activity (such as the *Planning and Environment Act 1987* for signage on private property) and also has a local law in place that regulates the way in which election candidates and their supporters may conduct themselves in our municipal area. This includes the use of advertising boards (A Frame signs) and street stalls, signage on Council or other public property, signage on private property, littering and activity that may impact on the amenity of our City.

### **Victorian Electoral Commission (VEC) requirements for Local Government elections**

The Victorian Electoral Commission is required, by law, to conduct local government elections, including the election of Councillors for the City of Stonnington.

In addition to the other information set out in this document, candidates or representatives must ensure that any electoral material and campaigning activity complies with VEC requirements.

In the first instance, check the VEC website ([www.vec.vic.gov.au](http://www.vec.vic.gov.au)).

### **Victorian Electoral Commission (VEC) requirements for State Government elections**

For State elections, please refer to the Victorian Electoral Commission website ([www.vec.vic.gov.au](http://www.vec.vic.gov.au)) for further information.

### **Australian Electoral Commission (AEC) requirements for Federal Government elections**

For Federal elections, please refer to the Australian Electoral Commission website ([www.aec.gov.au](http://www.aec.gov.au)) for further information.

### **Victorian Planning Scheme requirements**

The rules around the placement of election signage on private land are set out in the Victorian Planning Scheme and apply to every local government in Victoria.

Please note that election signage is also subject to VEC and AEC requirements, including around what can and cannot be said on signage and authorisation of signs. Please visit their websites for further information.

## **Council's Local Law requirements**

Council's General Local Law 2018 (No.1) (amended in 2023) regulates the distribution of materials in streets, signs, advertising or obstructions on Council roads or land, including electoral material to ensure other users of public spaces can use and enjoy these spaces in a safe and convenient manner.

With the provisions and intent of the Local Law in mind and in the interests of maintaining freedom of political communication, all candidates are asked to ensure that their election campaigning, material, and support equipment is managed in a manner that complies with electoral commission requirements and the following conditions:

1. The use of advertising boards (A-frames) and similar signage requires a permit from the Council. Permits may be obtained through an online application ([Apply for a Footpath Trading Permit City of Stonnington](#)) and are usually issued 'on the spot', as long as the application is complete and meets Council requirements. Please also refer to the Footpath Trading Policy to ensure your proposed activity complies, too. ([Footpath Trading Policy 2023 City of Stonnington](#))
2. Advertising boards (A-frames) and similar signage, such as core flute boards must not be attached to Council assets or other public infrastructure (such as street poles, phone and post boxes, traffic signals, traffic and parking signs, public transport shelters and signs, fences, footpaths, roads, and buildings).
3. Any handbills or litter on Council land generated by electioneering activities must be removed by the campaign representative at the completion of their activities.
4. A-frame boards must be placed on the kerb side of the foot path and a minimum of 300 mm from the kerb. Please refrain from placing on the shop/property frontage line.
5. A minimum of 1.5 metres clear walkway pedestrian zone must be maintained between the property line and any electioneering activity or material.
6. Only one A-frame board is permitted per campaign representative, per location.
7. A-frame boards must be no larger than 1 metre high and 75cm wide or otherwise in accordance with permit conditions.
8. A-frames and similar signage should be accompanied by a campaign representative and not left in situ with no responsible person present.
9. The use of feather/tear-drop type banners/flags is not permitted. In pedestrian environments, these have proven to be poorly anchored and a risk to other users of the public space.
10. Electioneering material and activity must not cause any damage to Council assets. Costs associated with repairs from damage to Council assets must be borne by the responsible party.
11. Should any occupier of premises adjacent to where electioneering activity is being conducted request them to move away from in front of their premises, they must do so.
12. Campaign representatives are to treat the public with respect and to allow unfettered access to businesses.

13. Mobile billboards (towed by a motorbike, scooter, or other vehicle) must not be parked on Council land or on any road. This type of signage has to be mobile at all times.
14. Decals, stickers, or any other electioneering material affixed to footpaths or other Council assets, is not permitted.
15. Compliance with any health information or regulation by the State Government regarding COVID–19, such as social distancing.

### **Signage on private land/property**

The rules around the placement of election signage on private land are set out in the Victorian Planning Scheme and apply to every local government in Victoria.

Please note that election signage is also subject to AEC and VEC requirements, including around what can and cannot be said on signage and authorisation of sign content.

Electoral signs are permitted on private land with the owner's consent and without the need for a planning permit, provided that:

- a) they are not located on road reserves, i.e., road pavement, median strips, traffic signals, electricity poles etc.
- b) they are stable and securely fixed to fences or poles on private land, and not attached to trees.
- c) the advertisement area does not exceed 5 square meters.
- d) only one sign is displayed on the land.
- e) they are not animated or internally illuminated.
- f) they are not displayed longer than 14 days after the event is held, or 3 months, whichever is sooner.

### **No advertising material on windscreens**

The *Environmental Protection Act 2017* (Litter section) prohibits the placing of any form of advertising on the windscreens of vehicles anywhere (public or private land).

### **In conclusion...**

Council wishes to maintain the opportunity for all candidates to communicate with the electorate freely and openly. I am sure you will agree it is appropriate for this be conducted in a manner that maintains public safety and freedom to use public space in an unobstructed manner.

Yours sincerely



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