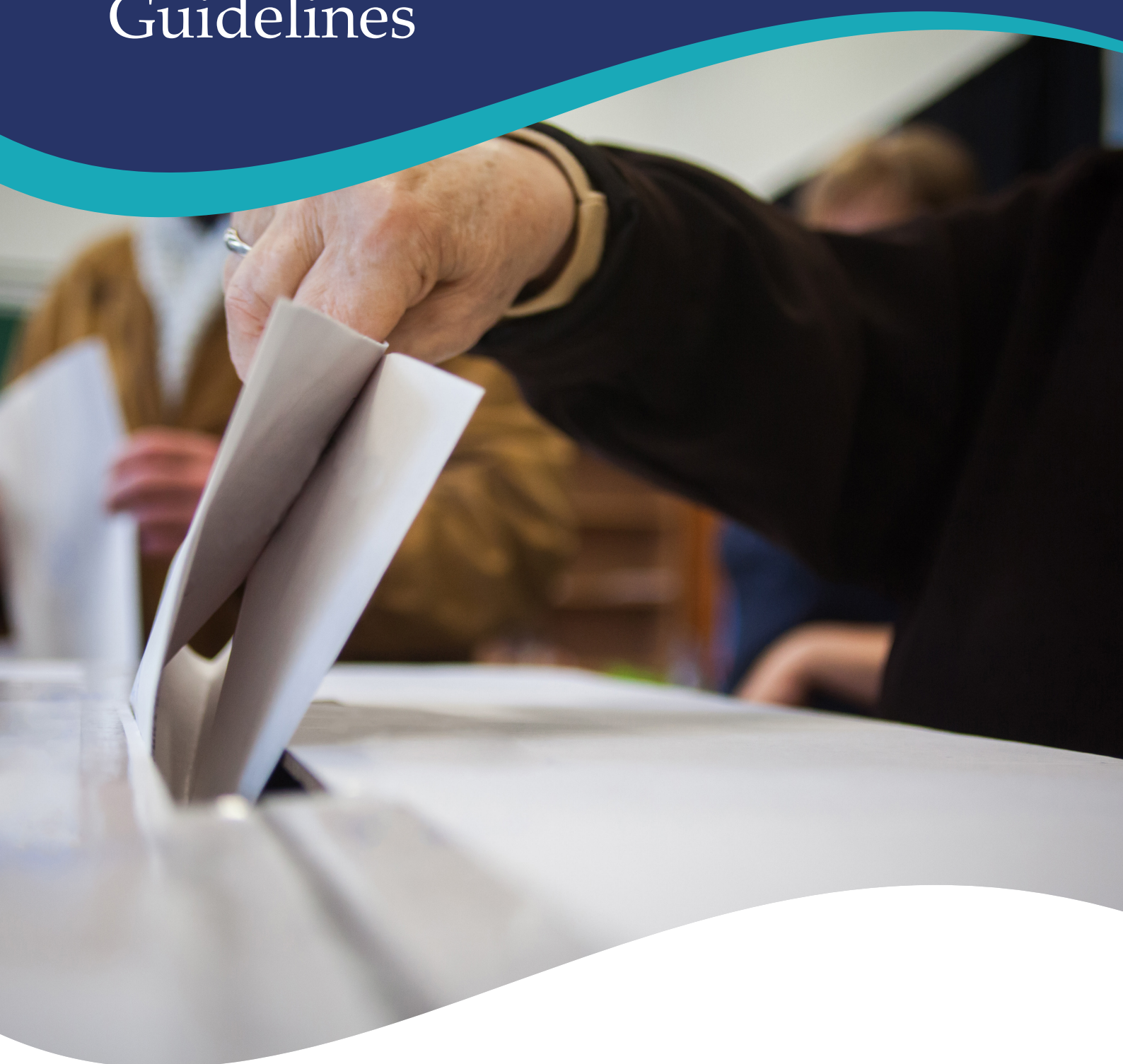


SOUTH GIPPSLAND SHIRE COUNCIL

# Election Signage and Material Distribution Guidelines



*17 September to 26 October 2024*



*South Gippsland*  
Shire Council

## Why Have These Been Developed?

These Election Signage and Material Distribution Guidelines have been developed in response to the Victorian Electoral Commission (VEC) requirements that Candidates must check with the relevant local authority (e.g. the local Council, Department of Transport etc.) to see if there are any laws or requirements that apply to the distribution and display of electoral material in public spaces, on public land, or alongside highways or road corridors. This includes the holding of events or campaigning in public spaces.

These Guidelines are provided for the safety of the community and candidates, and the amenity of the environment in accordance with legislation and South Gippsland Shire Council's [Election Period Policy](#). Local Government Victoria have also published safe campaigning guidelines [here](#).

## Conditions that Apply in South Gippsland

The following conditions apply to the placing of electoral signage in accordance with South Gippsland Shire Council's [General Local Law 2024](#) (see clauses 9 and 35), [Election Period Policy](#), the *Environment Protection Act 2017* (see Division 3) and the [South Gippsland Planning Scheme](#) (see clause 52.05).

### Where can signs be placed on private land?

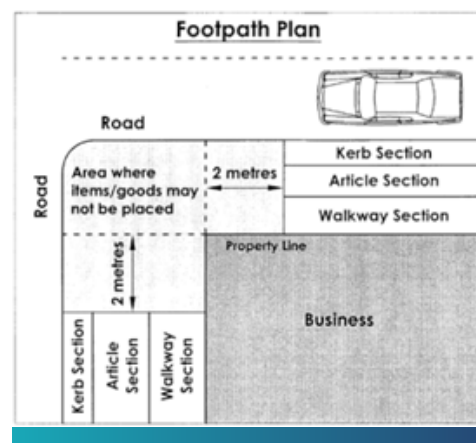
Authorised electoral signs can be placed on or affixed to private property, as long as you have the property owner's permission and the following requirements are met:

- A sign with an advertising area not exceeding five square metres publicising a local educational, cultural, political, religious, social or recreational event not held for commercial purposes. Anything larger will require a Planning Permit.
- Only one sign may be displayed on the land. It must not be animated or internally illuminated.
- All signage is required to be removed within 14 days after Election Day.
- A sign publicising a local political event may include information about a candidate for an election.
- The land owner is required to understand they carry responsibility under the General Local Law 2024 (clause 35) for any signage displayed on their property. This means ensuring the sign, post or other objects on their land do not obstruct or interfere with a person or vehicles passing by the land.

## Where can Candidates Campaign on Council land?

- A candidate may position a small card table and seat on the footpath in a local shopping centre to hand out fliers, but only if the candidate is in attendance. A permit is not required for this activity, however candidates are to stay away from any location that could obstruct views for drivers, passing vehicles or pedestrians, any other part of a road or place themselves or others in a dangerous position.

Refer to figure (right) as a guide.



- A card table must not be less than 1.5 metres from a shop front. This ensures that footpaths are kept clear for pedestrians. Candidates are required to provide Public Liability Insurance that lists South Gippsland Shire Council as an interested party for anyone putting out anything on footpaths and Council areas.
- Discretion is required by all candidates to move their table and seat and/or hand out of election material away from any premises where the owner/occupier has indicated they do not want the candidate to be stationed in front of their venue.
- A Council permit is required where a candidate is wanting to establish an outdoor eating area on any footpath, or other part of a road. If the candidate intends to provide any food or drink as part of their campaign, they may need to apply for appropriate permits. Please refer below.

## Can I provide food and drink as part of my campaign?

South Gippsland Shire Council encourages you to support existing local food and drink businesses where possible.

In accordance with the *Food Act 1984*, food registration is required where food is sold, including where food is given away for the purposes of advertisement. You can make your application to Council online at: <https://foodtrader.vic.gov.au>. Please submit your application **at least five days prior to your event**.

## Where can't I place signs and campaign on Council land?

- Under clause 29 of the General Local Law 2024, without a permit, a person must not erect, place or display on any part of a road or on or in any municipal place: an advertising sign or a sign promoting a candidate or political party associated with a local, state or federal election.
- Electoral signs are not permitted on municipal buildings, reserves, reserve signs or Council land, including any structures such as bus shelters, light poles or road signs within road reserves.
- No electoral signage can be placed / erected on any Council road or reserve (including parks), this also includes any VicRoads roads or roadside reserves.
- Mobile billboards, (trailer types and signs that are placed in or on a motor vehicle) are not to be left standing / stationary. This type of signage has to be mobile at all times.
- Motor vehicles (other than trailers) that are permanently sign written may display signage, provided that they meet parking legislation requirements.
- The *Environment Protection Act 2017* (Division 3) prohibits the placing of any form of advertising on the windscreens of vehicles anywhere (public or private land).
- Banners and flags are also prohibited and are not to be attached to any fixtures located on any of the roads or reserves.
- No electoral signs, apart from simple directional signage, can be displayed in the common public areas of a Council facility being hired.
- A candidate's presence, signage or provision of electoral material should not interfere with another person's use and enjoyment of a municipal building or reserve.

## Where can I place flyers, handbills etc.?

- Public noticeboards, leaflets and direct mail leaflets, flyers and other forms of unaddressed mail delivered to households or distributed in public locations must be authorised if they contain electoral matter.
- Letters or cards that are addressed to individual voters by name do not have to include an authorisation statement, but must clearly identify the name and address of the person who distributed it.
- Australia Post has previously advised that **electoral material** is included in mail that is **exempt from letterboxes marked 'No Junk Mail'**. Producers and distributors should be aware of other Australia Post rules relating to handling and delivering unaddressed direct mail. For further information, contact Australia Post directly.

## Can I door knock and hand out flyers?

In the South Gippsland Shire Council General Local Law 2024 (clause 31(2)), a person may distribute printed electoral material.

## What does Council do if there is a poster in a prohibited area?

Candidates who place posters in non-prescribed areas will be asked to remove and relocate them within 48 hours of notification. Posters that remain after this time may be treated as littering under the *Environment Protection Act 2017* and *Environmental Protection Regulations 2021*.

## Where are complaints regarding the election or election material to be directed?

Complaints regarding the election or election material are to be directed in writing to the [Victorian Electoral Commission \(VEC\)](#).

## SOUTH GIPPSLAND SHIRE COUNCIL

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