

OFFICIAL

Strathbogie Shire Council Election Signage Policy

June 2024



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Election Signage Policy

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PART 1 POLICY

1. PURPOSE

This Policy outlines Strathbogie Shire Council's position on Local, State and Federal election signage in the Shire and how it will respond to election signage erected on council owned or managed land and in places that may cause a risk to the community.

The Policy can also be used to guide prospective election candidates on promotional signage.

2. POLICY STATEMENT

This Policy has been developed to inform Local, State and Federal election candidates and Strathbogie Shire Council's staff that as landowner or manager, Council does not allow any form of election signage on any land owned/or managed by council.

This position has been taken to ensure there is no perception of bias or providing an unfair competitive advantage to individual election candidates or political parties.

It is the intent of this Policy for Council to remain impartial during the conduct of any election ('election period') that affects residents within Strathbogie Shire.

3. APPLICATION OF THIS POLICY

Candidates and political parties contesting State, Federal or Local Government elections that fall within the municipality boundaries of the Strathbogie Shire Council.

4. ACCOUNTABILITY AND RESPONSIBILITIES

Role	Responsibilities
Director People and Governance	Responsible for the maintenance of the policy
Local Laws and Compliance Officer	Responsible for enforcement of infringements in relation to the policy

5. POLICY PRINCIPLES

Council prohibits election signage being erected on council owned or managed land that promotes individual election candidates or parties in any election that affects residents within Strathbogie Shire.

As per Strathbogie Shire Council Local Law No 2-Community Local Law 2020:

- Sections (8) Behaviour on Council Land
- Sections (15) Events, Festivals and Processions
- Section (16) Activities on Nature Strips
- Section (24) Using the Footpath for Commercial Activities

signage is not permitted to be erected on or within:

- Council's owned or managed parks, reserves facilities and buildings
- Council owned, leased or licenced buildings
- dividing strips (median strips, traffic islands, roundabouts)
- within 10 metres of an intersection or junction, or in any other location that may pose a hazard visually or otherwise to pedestrians or road users at the discretion of Authorised Officers of Council.

In any area as defined as a municipal place or council owned or managed land including:

- on any trees, shrubs or plants
- on any street signs, traffic control signs, parking signs
- any place that causes sight obstructions.

Note: This includes land not owned or managed by Council as per requirements of the [Strathbogie Shire Council Planning Scheme Section \(52.05\) Signs](#)

Displays on footpaths are permitted providing a candidate or party has an appropriate footpath trading permit in place. The following restrictions apply to portable advertising signs (A-frames):

- Only one sign per candidate/party will be considered for permit, unless a variation is granted by Council
- The sign must be between 1 – 1.2 metres in height and no more than 0.65 metre wide
- The placement of the sign must start from the 0.6 metre clearance from kerb edge, or 1.5 metre clearance to allow for disabled parking.
- Must be securely placed and windproof.
- A-frames must have a 0.5 metre clearance from public infrastructure.
- Signage can only be displayed normal business hours of operation and must be removed from the trading area at the close of business.

6. VOTING CENTRE SIGNAGE LIMITS

There is a limit on the size and number of signs that Candidates and parties can display within 100 metres of the designated entrance to a voting centre:

- You are prohibited from displaying a mobile billboard with 100 metres of the designated entrance to a voting centre of early voting centre
- Independent candidates can have no more than two signs
- Registered political parties can have up to:
 - Two (2) signs for your endorsed district candidate
 - Two (2) signs in total between all endorsed region candidates
 - Two (2) signs for your political party

Signs must not be bigger than 600 mm x 900 mm.

7. ENFORCEMENT

Council reserves the right to request the immediate removal of any election signage that is considered unacceptable or in an unsuitable location.

1. Any election signage promoting individual election candidates or parties erected on
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council owned and managed land will be removed without notification to the owner of the sign.

2. Signs installed in prohibited areas will be removed by Council Authorised Local Laws and Compliance Officers.
3. Where there are immediate safety concerns or damage to municipal property, Council Authorised Local Laws and Compliance Officers will immediately remove the signs and impound the item in accordance with the Strathbogie Shire Council Local Law No 2 2020.
4. Council will assume no responsibility for any damage to election signs when they are removed by Council Authorised Officers in prohibited locations.
5. Any damage and associated costs to underground utilities or services as a result of election signs being placed on municipal property is the responsibility of the candidates and their agents.
6. Candidates and their agents are liable for any damage done to property in placement of election signs on municipal property.
7. Any election signage promoting individual election candidates or parties erected on Council owned and managed land and/or private land shall be in accordance with the requirements of the *Planning and Environment Act 1997*.
8. Breaches of this Policy will result in an infringement notice being issued to individual election candidates and/or parties under the *Environment Protection Amendment Act 2018*.
9. This Policy does not stop individual election candidates or parties from erecting electioneering signage on other private land not owned or managed by Council in accordance with the requirements of the [Strathbogie Shire Council Planning Scheme Section \(52.05\) Signs](#)
10. All electioneering signage on both council and private land must be removed within seven days of the election being held. Failure to do so will result in enforcement action being initiated by council.
11. Removal of the sign by Council on both council and private land will be at a cost to the individual election candidates and/or parties.

8. DEFINITIONS

Term	Meaning
Advertising sign	means any placard, board, sign, card, or banner, whether portable or affixed or attached to any land, which is being used for electioneering purposes
Authorised Officer	any Council Officer authorised under the relevant act(s)
Council	Strathbogie Shire Council

Council owned or managed land	means any land, including a road, which Council owns, occupies, manages or otherwise controls
Election Period	also known as the caretaker period is relevant for the Federal, State and Local Government elections and means the period that starts on entitlement date and ends at 6.00pm on Election Day
Election sign	any freestanding advertising device (including fixed signage) identifying candidates promoting themselves and/or a political party at local, state, or federal government election
Municipal place	means any place within the municipal district which is owned or occupied by the Council or in respect of which the Council has the control or management, to which the public may or may not have access (whether an admittance fee is required or not), and includes a municipal reserve, library or building, footpath, and road

9. RELATED POLICIES AND LEGISLATION

The following Council, State, regional and national plans and policies are relevant to this policy:

- *Local Government Act 2020*
- *Environment Protection Amendment Act 2018*
- *Planning and Environment Act 1997*
- *Local Law No 2 – Community Local Law 2020*
- Strathbogje Shire Council Planning Scheme
- Victorian Electoral Commission website

10. POLICY REVIEW

This policy is reviewed every four years or within twelve months of a Local Government Election.

Minor amendments to the policy may be authorised by the CEO at any time where such changes do not alter the substance of the policy (e.g. a change to the name of a related document, or a change in legislation).