

## ELECTORAL ADVERTISING AND SIGNAGE

This fact sheet relates to candidates, groups of candidates, registered political parties, associated entities, third-party campaigners and donors involved in local government elections.

Political advertising is any advertisement which advocates a vote for or against a candidate, group of candidates, or a registered political party.

### When do electoral advertising rules apply?

Under the *Local Government Electoral Act 2011*, candidates, groups of candidates and campaigns must adhere to the provisions relating to election material **during an election period**. Some provisions may also apply outside an election period. The election period for a local government election commences when the Notice of Election is published and ends when polling closes on election day.

### Authorisation

Any advertisement, handbill, pamphlet, or notice which is able or intends to influence an elector about voting at an election, or affect the result of the election, must show the name and address of the person authorising the material. Another person can authorise election material on a candidate's behalf. The authoriser's address must be a street address.

### Misleading electors

It is an offence to deliberately attempt to mislead electors when printing, publishing, distributing and broadcasting material during an election period, including advertising anything that is intended to, or likely to mislead an elector about the ways of voting at the election, or purports to be a representation of a ballot paper for use in an election if it is likely to induce an elector to cast an informal vote.

A person must not knowingly publish a false statement of fact about the personal character or conduct of a candidate, with the intent of affecting the election of that candidate. This offence may apply outside an election period.

There are significant penalties for contravening electoral advertising rules. Refer to **Offences and penalties for candidates and councillors** for more information.

### Election signage

There are regulations relating to the display of election signage next to state-controlled roads. Candidates should check these requirements prior to displaying any signage near state-controlled roads.

Information on election signage and state-controlled roads can be obtained from the [Department of Transport and Main Roads](#).

Local councils determine the rules that apply to election signage and advertising devices (such as corflutes) next to local roads, private property and on some state-controlled roads in their area. Candidates should confirm their council's specific regulations relating to the quantity, placement and the timeframes in which they can be displayed, prior to displaying any election signage.

### How-to-vote cards

There are specific regulations relating to the design, authorisation and distribution of how-to-vote cards. Refer to **How-to-vote cards** for more information.

More information

For more information relating to local government elections, please contact the ECQ on 1300 881 665 or by emailing [ecq@ecq.qld.gov.au](mailto:ecq@ecq.qld.gov.au).