

ALL ELECTION PARTICIPANTS

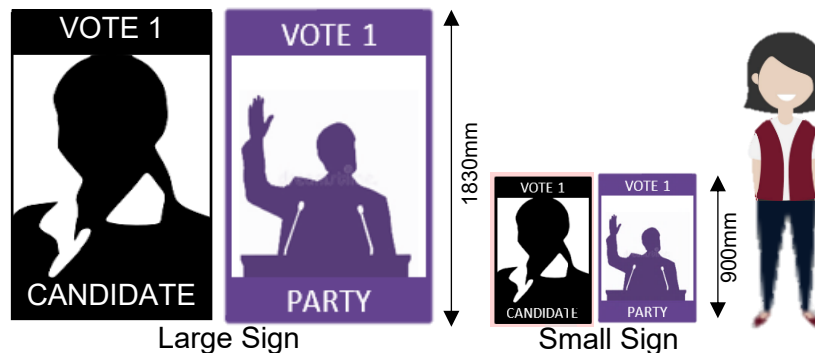
Election signage at polling places

Unless otherwise stated, all references to legislation are to the *Electoral Act 1992 (EA)*. The information in this fact sheet does not replace legislation. If you are concerned about your circumstances, you should seek independent legal advice.

The size, quantity and placement of election signage at polling places for state elections and by-elections is regulated. All election participants must ensure they are familiar with signage regulations before displaying any signs at a polling place. They also must make sure that all signage is compliant with political advertising regulations and carries an appropriate authorisation.

What is an election sign?

Election signs seek to influence a person's vote or otherwise affect the result of an election, or they are the colour or colours ordinarily associated with a registered political party. This includes bunting, streamers and continuous flexible signs including 1 or more pieces joined together.



Permitted sizes:

- Large signs measure up to 1830mm x 1220mm on each side.
- Small signs measure up to 900mm x 600mm on each side.
- Signs can be in portrait or landscape orientation.

How many signs can I put up at an early voting (pre-poll) voting office?

Candidates and registered political parties may display up to **2 small signs** within each designated area at an early voting location during voting hours. Each third party also may display up to **2 small signs** within each designated area.

If a third party displays signage in support of or opposition to a candidate or political party, the third party's signs do not count against the quota of the candidate or political party.

All signage displayed at an early voting location must be removed by 6pm on the last day of early voting even if the location is a polling place on election day.

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More information

If you need more information relating to Funding, Disclosure and Compliance, please contact ECQ on 1300 881 665 or by emailing fad@ecq.qld.gov.au.



**Electoral
Commission**
QUEENSLAND

How many election signs can I put up at an ordinary polling booth on election day?

CANDIDATES AND REGISTERED POLITICAL PARTIES

Candidates and registered political parties may display up to **6 signs** in each designated area on election day. A maximum of 4 of these may be large signs. Signage must not be displayed before 5am on election day.

Registered political parties and their endorsed candidates share a combined sign quota.

	✓	4 LARGE SIGNS + 2 SMALL SIGNS = QUOTA
	✓	2 LARGE SIGNS + 4 SMALL SIGNS = QUOTA
	✓	4 LARGE SIGNS + 2 SMALL SIGNS = QUOTA
	✗	5 LARGE SIGNS + 1 SMALL SIGN = OVER QUOTA

THIRD PARTIES

On election day, each third party may display up to 4 signs in each designated area on election day. A maximum of 2 of these can be large signs.

If a third party displays signage in support of or opposition to a candidate or political party, the third party's signs do not count against the quota of the candidate or political party.

As with all other election participants, any sign displayed by a third party must be authorised.

		✓	2 LARGE + 2 SMALL SIGNS = QUOTA
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ASSOCIATED ENTITIES

Signs displayed by associated entities are included within the quota that applies to the candidate or registered political party that they support.



	✓	4 LARGE SIGNS + 2 SMALL SIGNS = QUOTA
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More information on state government elections

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A-FRAME SIGNS

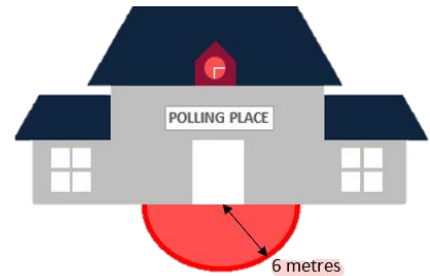
An A-frame sign is considered **1 sign** no matter if the sides are the same or different.



1 A-FRAME = 1 SIGN

Where can I place election signs?

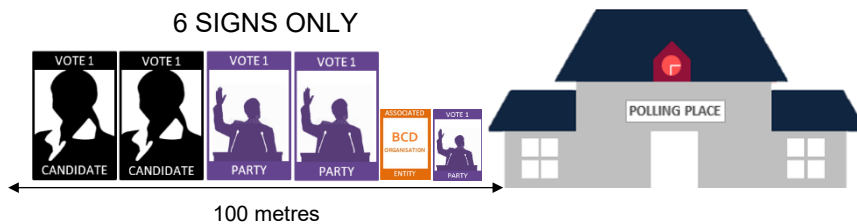
All election signage must be at least **6 metres** away from the entrance to a building used for voting.



What is the designated area?

The designated area for a polling place extends 100 metres from the building where people are voting.

Candidates and parties have a quota of up to 6 signs in the designated signage area around the polling place.



Election signs within the designated area at polling places do not need to be accompanied by a campaign representative.

What election signs I can display at a polling place?

Only signage relating to the **primary election** held at the polling place may be displayed within the designated area. The primary election is always the election for the district where the polling place is located.

During a general election, the ECQ may determine that more than 1 election is considered the primary election for a specific polling place. If the ECQ declares that a polling place has multiple primary elections, candidates for those elections and registered political parties who have endorsed a candidate in those elections may display election signs for each declared 'primary' district.

The determination for primary elections for each polling place will be posted on the ECQ's website.

More information on state government elections

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 **EXAMPLE**

During a state general election, the ECQ declares a polling booth on Potato St to have 2 primary elections: the electoral district of Cake and the electoral district of Scallop are both considered primary elections for the Potato St polling booth.

Candidates for both Cake and Scallop may display their election signs at the Potato St polling booth. The maximum number of signs that may be displayed by each candidate is:

- 2 small signs during early voting
- 6 signs (maximum of 4 large signs) on election day.

If a registered political party has endorsed a candidate in both Cake and Scallop, they may display election signs for both candidates at the booth.

As always, a registered political party and their endorsed candidates share the combined sign quota. The maximum number of signs that may be displayed collectively by the registered political party and their endorsed candidates at the polling place on Potato St is:

- 4 small signs during early voting
- 12 signs (maximum of 8 large signs) on election day.

If a registered political party only endorsed a candidate in the electoral district of Cake, they have the usual signage restrictions at the Potato St booth. The endorsed candidate and the registered political party share the signage quota:

- 2 small signs during early voting
- 6 signs (maximum of 4 large signs) on election day.

What can I attach election signs to?

Election signage can be standalone or can be attached to a building, fence or other permanent structure. Permission from the owner must be granted prior to placing an election sign on private or government property.

In the event of any inconsistency between State and local laws regulating election signage, State laws take precedence. The ECQ is responsible for ensuring election participants comply with State laws about election signs.

Do election signage rules apply to vehicles?

Vehicle wrapping is also considered election signage. A vehicle with election-related wrapping parked within the designated area for a polling place counts as 1 sign.

If the wrapping on the vehicle exceeds the dimensions of a large sign (1830mm x 1220mm), the vehicle must be parked outside designated area e.g., more than 100 metres from the entrances to polling places at all times.

More information on state government elections

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What is not considered an election sign?

The items below are not considered an election sign:

- an official sign placed by authorised ECQ staff
- an item of clothing being worn by a person
- an umbrella or portable shade structure
- a small item such as a lapel pin, badge, hat, pen or pencil or a sticker.

What happens if non-compliance is identified?

If it comes to the ECQ's attention that there are too many signs at a polling booth, ECQ staff may request the relevant candidate, registered political party or a third party (or their workers) to remove signs. If there are no workers available to remove the signs, the ECQ may remove the signs on its own accord.

In some cases, it may be difficult to distinguish between a sign being displayed by a registered political party / candidate or a third party. When determining whether a sign should count towards the quota of a registered political party, candidate or third party, the test the ECQ applies is who is in control of the sign, and what organisation they represent. A sign's authorisation and branding may also assist in determining who controls the sign.

If a sign is too large, the ECQ will first invite the worker responsible for the sign to replace or cut the sign to size and allow a reasonable period of time for that to occur. If the worker is unable to do so, or there is no worker available, the ECQ will remove the sign.

As well as removing signs, the person to whom the sign belongs may also be liable for penalties. The maximum penalty for failing to comply with the signage requirements in this fact sheet is 10 penalty units (valued at \$1,669 as at 1 July 2025).

Authorisation of election matter

All election matter and signage must be authorised during an authorisation period. To assist in avoiding any confusion about who is responsible for the sign, the ECQ encourages third parties to clearly authorise their signs in their own name and the name of the organisation they represent.

Please see [Fact sheet 1 – Authorisation of election matter](#) for more details.

For further information

This fact sheet mainly refers to part 10 of the EA. The Act is available in full at legislation.qld.gov.au. Participants in the electoral process should ensure they understand their obligations under the EA.

RELATED FACT SHEETS

Fact sheet 1 – Authorisation of election matter

Fact sheets can be found on the [ECQ website](#).

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