

STRATHFIELD COUNCIL

# ELECTION CAMPAIGN GUIDELINES

**June 2021**



<b>RESPONSIBILITY</b>	Executive Manager Administration		
<b>DATE ADOPTED</b>	July 2021	<b>MINUTE</b>	
<b>REVISED</b>	July 2021	<b>REVIEW</b>	July 2023
<b>ECM No</b>	1352105		
<b>ASSOCIATED POLICIES</b>	Strathfield Council Code of Conduct		
<b>ASSOCIATED LEGISLATION</b>	<i>State Environmental Planning Policy (Exempt and Complying Development Codes 2008</i> <i>Electoral Act 2017</i> <i>Local Government (General) Regulation 2005).</i>		
<b>ASSOCIATED DOCUMENTS</b>			

## Introduction

These guidelines outlines how Strathfield Council deals with conduct of political advertising and campaigning for federal, state and local government elections.

### 1.1 Definitions

<b>Election</b>	An official election for local, state or federal government under the relevant legislation.
<b>Candidate</b>	A person registered under the relevant state or federal legislation standing for election to local, state or federal government.
<b>Electoral Matter</b>	‘Electoral matter’ broadly includes any matter that is intended or likely to affect voting in an election. The name, photograph and likeness of a candidate fall within the definition of ‘electoral matter’.

## Policy Statement

### 2.0 Political Advertising

Political material displayed by or on behalf of a candidate at the election or the party (if any) of any such candidate, must be in accordance with the requirements of the Act under which the election is held.

Political posters, no more than 0.8m<sup>2</sup> in size and presentation compliant with relevant Act requirements (e.g. contains name of candidate etc.), may be exhibited under development standards of *State Environmental Planning Policy (Exempt & Complying Development Code) 2008* for five (5) weeks immediately prior to the election day and up to one (1) week after the election day. Posters on private property require written permission of the owner and you are not permitted to attach to the building on the site of a heritage item or draft heritage item.

Political posters are considered 'advertisements' and erection of posters and banners may be prohibited on some land uses or may require development consent.

It is unlawful to publicly display or permit or cause to be publicly displayed or affix election materials (e.g. posters, signs, banners etc.) on or within any premises occupied or used by, or under the control or management of the Crown or a NSW Government Agency, or any Council land, asset or infrastructure without the written permission of the owner (cl.356E (2) *Local Government (General) Regulation 2005*).

This includes premises and fixtures owned and controlled by Strathfield Council, Ausgrid and Roads and Maritime Services, such as buildings, structures, trees, power poles, nature strips, traffic lights, traffic sign, roundabout or traffic island, fixtures or the like in a public area (other than that attached to the "A" frame/display equivalent or card table with the candidate or person assisting candidate/s present). Approval has not been issued by Council and other government agencies for political candidates or parties to erect advertising on their property in the Strathfield Council area.

Materials affixed to any of the above or left unattended in public areas are considered to be litter and may be removed.

Candidates may contact Council and organise to collect materials that have been removed. Council is not responsible for the condition of materials. Any articles held by Council more than a week after the date of the election will be destroyed.

Display of political posters during pre-poll or on election day are subject to the relevant local, state or federal laws.

## **2.1 Use of Public Areas During Election Campaigns**

Council supports the democratic right of voters to meet candidates running for political office. Candidates are permitted to use public areas such as Strathfield Square and other town centres to meet voters or handout election material provided these are moderate and small-scale activities and do not obstruct pedestrian access, affect other ongoing activities, cause a danger or disturbance to passers-by.

Any materials including "A" frames/display equivalent, card tables and chairs, and pamphlets/leaflets should not be left unattended and must be removed when vacating the area. Area must be kept in a clean and tidy condition during and after campaigning.

Any material dropped on the ground must be immediately picked up and retained by the candidate and/or a person/s assisting candidates.

## 2.3 Council's Code of Conduct

The *Local Government Act 1993* requires councils to adopt a Code of Conduct which is consistent with the prescribed Model Code of Conduct. This Code sets the minimum standards of conduct for all council officials and assists these officials to understand and comply with the standards of conduct that enhances public confidence in local government and enables fulfillment of statutory duties. It is suggested that potential council officials review the Strathfield Council Code of Conduct and understand behavior expectations should they become an elected representative.

## 2.4 Document History

Date	Details	Council Meeting Date
June 2017	Added to Policy Register (v1.0)	
September 2020	Review (v1.0)	
May 2021	General update and revision (v1.1)	
June 2021	Policy Review	CEO / Mayor