

Council Policy

Council Policy Name: Election Signage

Responsible Directorate: Corporate Strategy and Performance

Version: ADOPTED

1. PURPOSE

- 1.1. The purpose of this Policy is to regulate the placement of Election Signage for Federal, State, and Local Government elections in a manner that is consistent, equitable, and ensures public safety and the visual amenity of the City of Busselton is maintained during election periods.

2. SCOPE

- 2.1. This Policy applies to all Election Signage placed on:
- Private property within the City of Busselton; and
 - City Land, including all roads under the City's control, but excluding roads managed by Main Roads WA.

3. DEFINITIONS

Term	Meaning
Authorised Person	A person authorised by a candidate to assist with the candidate's electoral campaign.
City Land	Freehold land owned by the City or land under the care, control and management of the City.
Election Period	For State or Federal elections: from the issue of writs to two days after the election. For Local Government elections: from the close of nominations to two days after the election.
Election Signage	Any advertisement promoting a registered candidate or political party, or relating to an election, displayed during the Election Period.
Policy	this City of Busselton Council policy titled "Election Signage"

4. STRATEGIC CONTEXT

Strategic Outcome	Objective
PLACE	10: Provide well maintained public facilities, open space, parks and playgrounds.
LEADERSHIP	16: Provide effective governance and organisational leadership.

5. POLICY STATEMENT

General

- 5.1. The City of Busselton recognises the implied right to political communication and supports fair and safe election campaigning through the regulated use of signage.

Election Signage on City Land

- 5.2. Election Signage may be placed on City Land by a registered candidate or their Authorised Person during an Election Period, subject to the following conditions:
- Signage must not interfere with the use of City Land or pose safety risks.
 - Signage must be in good condition, securely installed, and properly maintained.
 - Signage must not:

- i. Exceed 1.5m² in area.
 - ii. Be higher than 1.2m above natural ground level or exceed 1.2m in any dimension.
 - iii. Be illuminated, reflective, fluorescent, flashing, rotating, or moving.
 - iv. Use the City's logo.
 - v. Advertise any entity other than a political party or registered candidate.
 - vi. Signage must not be supported with star-pickets.
- 5.3. Election Signage must not be placed:
- a. On parks, playing fields, or City-managed community facilities.
 - b. On or near administration buildings, libraries, or recreation centres.
 - c. On carriageways, traffic islands, roundabouts, or within 50m of signalised intersections or school zones.
 - d. Within 10m of any other intersection or junction.
 - e. On verges without the adjacent property owner's consent.
 - f. Where it obstructs traffic signs, footpaths, or pedestrian access.
 - g. On buildings, trees, poles, traffic signs or City infrastructure.
- 5.4. The City will take appropriate action where Election Signage located on City Land is non-compliant with this guideline. Enforcement action may include issuing a caution with a request that the sign be moved or altered or impounding or confiscating the sign.

Election Signage on Private Property

- 5.5. Election Signage placed on private property must have the consent of the landowner and must otherwise comply with the Local Planning Scheme.

6. RELATED DOCUMENTATION / LEGISLATION

- 6.1. *Local Government Act 1995*
- 6.2. *City of Busselton Parking Local Law 2020*
- 6.3. *City of Busselton Activities in Thoroughfares & Public Places and Trading Local Law 2015*
- 6.4. *City of Busselton Local Planning Scheme 21*
- 6.5. *Electoral Act 1907*
- 6.6. *Electoral Act 1918 (Cth)*
- 6.7. *Main Roads Act 1930*
- 6.8. *Main Roads (Control of Advertisements) Regulations 1996*
- 6.9. *Road Traffic Code 2000*

7. REVIEW DETAILS

Review Frequency		3 yearly		
Council Adoption	DATE	13 August 2025	Resolution #	C2508/224
Previous Adoption	DATE	N/A	Resolution #	N/A