

Information sheet

Election Signage at Polling Places

This information sheet provides a summary of key legal requirements that apply to the display of election signage at polling places during state elections. It is intended to help election participants understand their obligations in clear, accessible language.

Disclaimer: This information sheet is for general guidance only. It does not replace or override the *Electoral Act 1985* (the Act). If you are unsure how the law applies to your circumstances, you should seek independent legal advice.

Election signage at polling places is regulated under the Act. All election participants are responsible for ensuring they understand these rules before displaying any signage. Any election advertising must also comply with political advertising requirements and include the appropriate authorisation.

What is an election poster?

An electoral advertising poster (often called a corflute) is any notice or sign that displays electoral matter, including material intended or likely to influence the result of an election, such as:

- candidate names or photographs
- party logos, branding, or slogans
- policy messages or statements
- messages urging voters to support or oppose a candidate or party

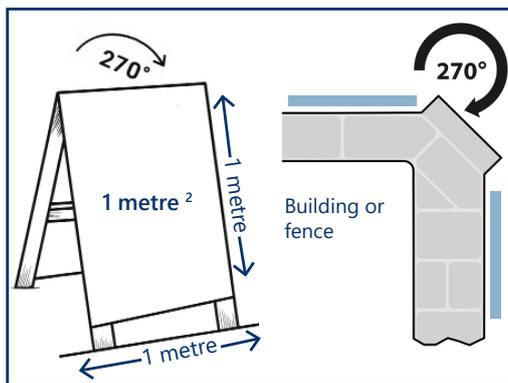


Limitations on display of electoral advertising posters

Size limits

Election advertisements displayed on a vehicle, vessel, building, hoarding, or other structure must be no larger than 1 square metre.

Additionally, if multiple advertisements from the same source are positioned within 1 metre of each other, they are considered a single advertisement for size-limit purposes.



Grouping rule exception: Ads on surfaces meeting at a 270° angle may be treated separately.

Authorisation requirements

All electoral advertising posters must include:

- the name and address of the person authorising the material
- the name of the political party, if applicable

Placement rules

Electoral advertising posters must not obstruct:

- entrances to polling places
- pedestrian or vehicle access
- visibility or public safety

Prohibition on posters on public roads

Section 115(2a) prohibits the display of electoral advertising posters on any public road or road-related area. This includes, but is not limited to:

- footpaths
- verges
- nature strips
- any structure, fixture, or vegetation in these areas (e.g. poles, fences, or trees)

Exceptions to the prohibition

Electoral posters may only be displayed in the following limited circumstances (s 115(2b), Reg 22).

- **Handheld posters** – carried by a person, not attached to anything.
- **Candidate/party/MP offices** – only if more than 100m from a polling booth.
- **Designated events** – immediately before, during, or after the event (max 6 hours).
- **Vehicles and trailers** – posters may be adhered to a vehicle, or to a trailer *while it is attached to a vehicle*.
- **Sporting venue sponsorships** – posters on fencing/fixtures where part of paid sponsorship.
- **Shows and fairs** – allowed if the exhibitor sponsors/holds a stall and the event is not run by a political party, MP, or candidate.
- **Rubbish bins** – posters on a person's bin when placed out for standard kerbside collection.

Election signs near polling places

Election signs are prohibited within 6 metres of a polling place entrance under section 125(1)(e), and electoral advertising posters displayed within 50 metres are regulated under section 125(1a).

House of Assembly elections

Posters may be exhibited only by or with the consent of the candidate.

- maximum of 12 posters per candidate within the 6- to 50-metre zone

Legislative Council elections

Posters may be displayed by:

- a group of candidates, with consent from the top-listed candidate on the ballot
- an individual candidate

Maximum of 12 posters per group or candidate within the 6- to 50-metre zone.

Compliance requirements

Posters must comply with all regulations prescribed under the Act.

Offences apply if:

- more than 12 posters are displayed
- posters are displayed without proper authorisation
- posters do not meet legislative or regulatory requirements

Enforcement

A polling booth manager may:

- direct individuals to remove non-compliant posters
- remove posters themselves if directions are not followed



When is election signage permitted at polling places?

Election signage within **6 to 50 metres** of a polling place entrance is permitted **only** while the booth is **open for polling**, and only within the limits described in section 125.

Election signage on public land surrounding a polling place is also only permitted during polling hours.

When is election signage NOT permitted at polling places?

When the polling booth is not open, the section 125 permissions cease.

Section 115(2a) again applies in full, prohibiting the exhibition of election posters in a public place or road-related areas unless an exception applies.

Because most areas surrounding polling places (verges, footpaths, fence lines, nature strips, etc.) are considered public roads or road-related areas, leaving posters in place outside polling hours will generally constitute an unlawful exhibition.

Further information

- This information sheet mainly refers to Part 13 of the *Electoral Act 1985* (SA)
- The Act is available in full at: legislation.sa.gov.au
- Further guidance is available on our advertising page at ecsa.sa.gov.au
- All participants should ensure they fully understand their obligations under the Act.