

FAQ's Election Signage in the CITY OF SWAN



The City's position on political signage is linked to the implied freedom of political communication contained in the Constitution.

The City of Swan (the City) recognises that decisions of the High Court of Australia and the Supreme Court of Western Australia which protect the display of signs and electoral material that are an appropriate exercise of free political communication.

The City will implement the controls and standards set out in this policy to recognise the extent of the City's legitimate ability to control signs and electoral material.

The onus on complying with election sign requirements rests with the candidate even if someone else erects or places a sign on their behalf.

Facts and Questions (FAQ's)

- Candidates may place or erect an election sign in specified areas of a thoroughfare or council land provided it complies with POL-C-161 Election Signage Policy.
- Candidates who want to display election signage on private property must have the consent of the owner.
- The placement of election signage must not pose a health or safety risk to motorists and/or pedestrians.
- No advertising signs including billboards or similar or signs placed on parked trailers are permitted on Council managed land
- A comprehensive list of requirements are detailed in the City's **POL-C-161 Election Signage Policy**.
- Hard copy's of the complaint form and appeal form have been provided to the front counter and all Libraries. They can also be found online via the following link: [City of Swan - Elections](#)
- Please note, separate Building and Planning approvals are not required for Election signs that comply with the election signage policy.

What is an election sign?

Election signage refers to the promotional signage used by political candidates, political parties or any political material relating to any federal, state or local government election.

Can I put up signage as part of my election campaign?

Yes. You are encouraged to familiarise yourself with POL-C-161 Election Signage Policy.

When is the election period?

The election period commences with the issue of writs. The period varies depending on whether the election is Federal, State or Local Government. The next State Election will be held on the 8 March 2025.

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How does the City deal with complaints regarding political signage?

If the City receives a complaint regarding the installation of political signage, the extent of compliance action undertaken by the officers is in accordance with POL-C-161 Election Signage Policy.

The customer should be directed to the following link which provides further information and appeal and complaint forms: [City of Swan - Elections](#)

Do I need approval to display an election sign?

Election signs do not require local government approval. Therefore, provided the signs comply with the requirements as set out in POL-C-161, you may install a sign without notifying the City. These requirements are designed to protect public safety and visual amenity.

What do I do if I see an election sign that does not comply?

Please report the location of any election signs that do not meet the above requirements to the City: [City of Swan - Elections](#) or by email at swan@swan.wa.gov.au or by phone on 9267 9267. The City will investigate and action as per POL-C-161.

Main Road Requirements

With regards to roadside election signage, Main Roads has its own requirements – refer to the [Main Roads Guideline - Roadside Election Signage - January 2025](#).

Western Power Requirements

Western Power poles and infrastructure owned by other entities – the election signage policy does not permit signage to be attached to infrastructure owned by other authorities and approval should be sought from them etc

Western Australian Electoral Commission Requirements

Information on what must be included in electoral advertising and publications can be found on the [Western Australian Electoral Commission website](#).