Political and Electoral Signage Policy

Date adopted	26 October 2026
Adopted by	Council
Review due	September 2030
Responsible officer	Manager City Safety and Amenity
Records reference	9212180

1. Purpose

The purpose of the Political and Electoral Signage Policy (**the Policy**) is to ensure that campaign activities provide for freedom of expression, fair access and support public safety and amenity.

2. Application And Scope

The Council Local Law 2025 and the Melton Planning Scheme include requirements related to promotional activities, including state, federal and local government election campaigns and referendums, including requirements around signage.

The Policy applies to all Informational Signs, except for signs determined to be an Advertising Sign. Informational Signs for the purposes of the Policy means a sign, self-supporting A-frame, poster, panel, banner or other object that contains or displays information about a candidate, election, political party (registered or unregistered), campaign, electoral matter, election manager or election official.

An Advertising Sign is defined as any sign, self-resting A frame, poster, panel, banner or other object which advertises or promotes premises or merchandise, a business or other commercial activity or enterprise. The Policy will only apply to an Advertising Sign, where it also contains, in partly or wholly, information which is considered an Informational Sign in accordance with the Policy.

The Policy applies to any person who may seek to, or may install an Informational Sign, in relation to state, federal and local government election campaigns and referendums. This may include but is not limited to:

a. Candidates, political parties (whether registered or not), campaigners, election managers, election officials, organisers of political campaigners, officer or representative of any of the aforementioned or any other person who is involved in publicising, promoting or referring to a local, state or federal election, electoral or political matter.

b. Council staff, volunteers, contractors or any other third parties engaged by Council to apply, implement or enforce the Policy.

The Policy should be read in conjunction with the Charter of Human Rights and Responsibilities Act 2006, Melton City Council's Local Law 2025, and the Melton Planning Scheme.

3. General Provisions

3.1. Private Land

Council does not regulate the use of Private Land for the placement of Informational Signs, other than in accordance with the requirements of the Melton Planning Scheme and the Local Law.

In accordance with Clause 52.05-10 of the Scheme, a permit is not required to construct or put up for display a sign that:

- does not exceed five square metres and is publicising a local educational, cultural, political, religious, social or recreational event not held for commercial purposes;
- Is the only sign displayed on the land;
- Is not an animated or internally illuminated sign,
- Is not displayed longer than 14 days after the event is held or 3 months, whichever is sooner.

For the purpose of the above clause 3.1, a sign publicising a local political event may include information about a candidate for an election.

3.2. Council Land

In accordance with clause 3.4.1 of the Local Law, a person must not, without a Permit, and other than in accordance with the conditions of such Permit, place, or cause or allow to be placed, any Information Sign on a Road, Road Related Area, Council Land or Reserve.

A person may apply to Council for a Permit to place an Informational Sign on a Road, Road Related Area, Council Land or Reserve in accordance with the below clause 3.2.1.

3.2.1. Permits

An application for a Permit for the purpose of the Local Law must be made via the Local Law Permit Online Form, on Council's website. Council requires an application for a Permit to be made 21 days prior to any proposed installation or placement date. Council will charge a Permit Fee in accordance with Council's Fees and Charges in its annual budget.

Council will assess each application for a Permit, on a case-by-case basis. The following general principles will apply when Council assess' an application for a Permit to place an Informational Sign in accordance with this clause.

a. The Informational Sign must not unreasonably impact, in Council's discretion, the amenity of the Road, Road Related Area, Council Land or Reserve.

b. The Informational Sign must not pose or be reasonably likely to pose a safety risk to any person or property.

c. The Informational Sign must not or be reasonable likely to cause damage to Council infrastructure, property, or assets.

d. The Informational Sign must not impede, limit, restrict or inhibit accessibility in any way.

e. Informational Signs on footpaths will not be permitted.

A Permit will not be granted where:

a. The Informational Sign is proposed to be placed on a vehicle, bicycle or trailer parked on Council-controlled land;

b. the Informational Sign is on Council controlled structures and assets;

c. the Informational Sign is likely to impact the safety or amenity, including creating a visual distraction or obstruction for drivers, or pedestrians.

Where Council grants a Permit in accordance with this clause, the conditions of such Permit must be complied with.

3.3. Penalties and Impoundment

3.3.1. Penalties

Where a Person fails to comply with the Local Law or the Melton Planning Scheme, Council may take enforcement action. That enforcement action includes, but is not limited to:

a. Issuing a warning;

b. Serving a notice to comply

c. Issuing an infringement notice

d. Commencing legal proceedings including proceedings for injunctive relief

e. Impounding items, goods or equipment.

3.3.2. Impoundment

In accordance with clause 8.3.1 and 8.9 of the Local Law, an Authorised Officer may seize and impound anything which has been or is being used or possessed in contravention of the Local Law. This impoundment may occur in conjunction with, or in addition to, any other enforcement action Council may take.

Council will then take the steps as outlined in the Local Law, including giving notice to the Owner or Person apparently responsible for the impounded item.

In the case of an Informational Sign which contains the details or image of a natural Person, Council will consider that the Owner is that person, unless prescribed otherwise on the Informational Sign.

If the Owner or Person apparently responsible for the Informational Sign cannot be identified or located, Council must comply with requirements of the Unclaimed Money Act 2008.

The Owner or Person apparently responsible for the Informational Sign will be permitted to collect the Informational Sign, by appointment with Council, during business hours.

The Owner or Person apparently responsible for the Informational Sign will be required to pay the applicable release fee at the time of collection.

The applicable release fee will be calculated in accordance with Council's approved Fees and Charges for Local Law Impound Release for the applicable financial year.

Where the Informational Sign is not collected, Council will act in accordance with clause 8.9 of the Local Law, including disposing of, selling or giving away the Informational Sign.

4. Definitions

Term	Definition
DEECA	means the Department of Energy, Environment and Climate Action
Local Law	means Melton City Council Local Law currently in place within the Melton municipality and is authorised under Section 71(1) of the *Local Government Act 2020*
Council	means Melton City Council
Informational Sign	means a sign, self-supporting A-frame, poster, panel, banner or other object that contains or displays information about a candidate, election, political party (registered or unregistered), campaign, electoral matter, election manager or election official.
Advertising Sign	means any sign, self-resting A frame, poster, panel, banner or other object which advertises or promotes Premises or Merchandise, a business or other commercial activity or enterprise.
Council Land	means any land, Building and other facilities which are owned or occupied by, or vested in Council, or in respect of which Council has the care and management, including land, Buildings and other facilities to which the public has access, whether an entry fee is paid or not, and may include a Public Place, Reserve, Road, Building or facility managed on Council's behalf.
Road	has the same meaning as in the Local Government Act 1989.
Road Related Area	has the same meaning as in the Road Safety Road Rules 2017.
Reserve	any park, garden, playground, sporting or recreational reserve or other place of public recreation or resort and includes a lineal creek reserve.
Footpath	means the area between the Property boundary and the kerbside of a Road that is developed for use by pedestrians.
Permit	means a Permit issued under this Local Law, a written consent issued under the Road Management Act 2004 and any other written permission or licence issued by Council from time to time.

5. Related Documents

Name	Location
Melton City Council Local Law	Local Law 2025 Melton City Council
Melton Planning Scheme	Melton Planning Scheme Melton City Council

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