

# Election Signage Guidelines

## 2024 Local By-Elections | Wellington City Council

Wellington City Council has guidelines for residents, candidates, and political parties electioneering for general and local-government elections. These guidelines are covered across:

- 1) this document;
- 2) the [Guidelines for temporary signs in public places \(wellington.govt.nz\)](https://www.wellington.govt.nz/guidelines-for-temporary-signs-in-public-places), which is based on existing legislation, bylaws, plans and policies; and
- 3) the correspondence you will receive throughout the election signage application process.

Council continually reviews its election signage sites and election advertising rules.

## Electioneering in Wellington

- Electioneering on private property must comply with legislation and the District Plan.
- Electioneering on public property is limited to specific Council-approved signage sites.
- To use these signage sites for election advertising, all applicants/candidates must obtain written Council permission by filling out the [online application form](#) and waiting for the approval confirmation.
- **Each applicant/candidate is limited to one sign per signage site.**
- All signage on public land outside of the approved sites will be removed by Council.
- Applicants/candidates/parties are responsible for ensuring that their signage advertising meets and is within the legislated requirements for campaigning expenditures.
- For any issues with signage sites, please contact [streetactivities@wcc.govt.nz](mailto:streetactivities@wcc.govt.nz).
- For further information on electioneering, please refer to:

## Signs and Signage Sites

- Once the application is approved, the applicant will receive the list of sites they may use for their election advertising on public land.
  - The sites list will likely have been modified since the previous elections, so it is important to check the site information carefully.
- Candidates may erect election signage only on the approved signage sites that fall within the ward in which they are standing/registered.
- Signage must not be on public land earlier than six (6) weeks before Election Day and must be removed from all the sites the day before the election.
- **Signage is allowed up from 11:59 pm Friday 5<sup>th</sup> January 2024**
- **Signage must be removed by 11:59 pm Friday 16<sup>th</sup> February 2024.**
- Each sign may have a **maximum surface area of 3m<sup>2</sup>**. Double-sided signs may be no larger than 1.5m<sup>2</sup> each side.
- Multi-face signs (i.e., two or more signs offset at different angles, connected by a central hinge) are not permitted, as these are considered to be more than a single sign.
- Anyone erecting a hoarding remains responsible for ensuring they do not damage any underground services, including pipes and cables. Any person causing damage to underground services may be held liable for that damage to the services and any other damage arising as a consequence.
- All election advertisements in any medium (including your signage) will need a promoter statement. We recommend you word your promoter statements like this: *Promoted or authorised by [your name], [your full street address]*.

### **For inquiries relating to election signage on Council land:**

Street Activities Officer

Phone: 04 499 4444

Email: [streetactivities@wcc.govt.nz](mailto:streetactivities@wcc.govt.nz)