

Electoral Signage

Signage is permitted within the District during the two months prior to an election, and can be used by candidates for electioneering activities (e.g., appealing to voters). However, there are rules in place governing the format and placement of these signs that candidates should be aware of.

Any queries about this guidance can be directed to Ash Garstang (Deputy Electoral Officer) in the first instance:

Email: ash.garstang@mdc.govt.nz

Signage period: 11 August – 10 October 2025

Signage may only be displayed during the two months before the election, from 11 August to 10 October 2025, and must be removed before election day (11 October 2025).

Advertising and Signage

Election advertising, using any media, including social media, must identify the person under whose authority they have been produced, as per sections 113-115 of the Local Electoral Act 2001.

This means that for posters, adverts, billboards, flyers, vehicle signage, websites, Facebook pages etc, each advertising item must have a sentence at the bottom saying that it is authorised by the candidate or agent, i.e., *Authorised by Joe Citizen, joe.citizen549813@xtra.co.nz*. This authorisation must be clearly visible on any campaigning material including signs and billboards.

Each sign must clearly display a method of contact, such as a physical address, email address, PO Box, telephone number, or website URL that lists a method of contact. The contact method must allow for direct communication with the candidate or their agent.

Note: Using a Council building address for contact is not permitted.

Content

Candidates are reminded to be socially responsible and truthful with the content of their campaign material. Wherever facts are quoted they must be correct, however, where a person holds a broad view or opinion, the rules allow them to do so.

The Advertising Standards Authority (ASA) resolves disputes within two to three days during election periods, and accepts complaints from electoral officers and the public.

Placement Rules

Signs for electioneering purposes are a temporary activity under the Manawatū District Council's District Plan. Refer to Chapter 3E4.1 (b) and (c) of the District Plan for further detail.

1. **Sign Size:** Electioneering signs must not exceed a maximum total area of 3 square meters. They can be double-sided, but only one side will be measured for size.
2. **Safety:** Signs must not obstruct views or create safety hazards for road users.
3. **Location:** Signs are not permitted on Council property or within the legal road reserve (the land next to roads, including local roads and state highways).
 - Signs may be placed on vehicles or trailers, but trailers must not be detached and left on the road.
4. **Lighting:**
 - Signs may be LED, backlit, or spotlight but must not be flashing, animated, revolving, or contain lasers.
 - Any illuminated signs must not cause light spill onto adjoining properties.
5. **Obstructions:** Signs must not obstruct official road signs.
6. **Safety and Stability:** Signs must be structurally sound and safe.
7. **No Sign Parks:** The Council does not provide designated sign parks.