

Local Government Election Campaign Advertising Material Installation Conditions

Election campaign advertising material must comply with the following conditions for all State roads:

1. The owner of the advertising material (candidate) must also hold public liability insurance, with respect to the devices, for a minimum value of \$5 million, with a reputable insurance company.
2. Advertising materials must not be installed more than 14 days prior to the date of the election and must be removed no later than 10 days after the date of the election.
3. Advertising material must only be installed within the relevant local government boundary.
4. All advertising material within the road reserve must have an area less than 4.5 square metres.
5. All advertising material must be freestanding (i.e. not attached to road structures such as traffic sign supports, bridges, bus shelters, lighting/power poles, or trees), and securely installed, but not supported with star pickets.
6. Advertising material must not be placed where it will obstruct driver's vision or pose a risk to road users, including cyclists and pedestrians.
7. Advertising material must not be placed:
 - a. Within any road reserve where the speed limit of the road is greater than 80 km/h.
 - b. on bridge structures.
 - c. within 50 metres of a traffic sign, intersection, or roundabout.
 - d. within roundabouts, traffic islands, or medians.
 - e. within 100 metres of a roadwork site.
 - f. with the leading edge of the advertising material closer than 3.5 metres to the trafficable path of vehicles.
8. Advertising material must not be illuminated or incorporate reflective or fluorescent materials.
9. Trailer mounted Variable Message Signs (VMS) must not be used.

10. Advertising material and supports must be constructed so that they are frangible and will not cause injury or major damage if struck by a vehicle.
11. Advertising material must be designed to display a whole message and is not permitted if it displays segments of a whole message and is designed to be read sequentially in order to comprehend the whole message.
12. Vegetation shall not be trimmed or removed to install advertising material or improve visibility to any advertising material.
13. Advertising material attached to property lines/boundaries must comply with the above.

In addition to the above requirements, if Main Roads deems any advertising material to be a safety risk to road users on any road, the advertising material may be removed from that location without notice, at the candidate's cost, and an infringement may be issued (*Regulation 297 Road Traffic Code 2000*).

Further information

Please contact enquiries@mainroads.wa.gov.au or 138 138