

Revised Council Policy – Election Signage

PART 1

Purpose of engagement:

The Shire has recently reviewed our Council Policy – Election Signage.

The Shire is requesting feedback from the community on this revised Policy, prior to progressing this Policy to Council for adoption.

Background:

The revised Policy has been redrafted to better support the implied freedom of political expression, whilst summarising the conditions applicable to the placement of election signage on private and public property (that is, property that is owned by the Shire freehold or which is under the care, control or management of the Shire).

Summary of project/proposal:

The Shire receives queries each election period from community members, candidates and political parties regarding election signage rules.

The Shire invites the community to review the revised Council Policy on Election Signage and provide further comment or feedback for consideration, prior to progressing this Policy to Council for adoption.

What do you want to achieve from the community engagement?

- | | |
|---|---|
| <input type="checkbox"/> Gathering information
<input type="checkbox"/> Obtaining local knowledge
<input type="checkbox"/> Obtaining feedback on activity/proposal
<input checked="" type="checkbox"/> Obtaining feedback on draft plan/document
<input type="checkbox"/> Identifying need(s)
<input type="checkbox"/> Exploring values and trade-offs | <input type="checkbox"/> Validating research/data
<input type="checkbox"/> Seeking guidance/direction
<input type="checkbox"/> Educating community members
<input type="checkbox"/> Other
..... |
|---|---|

What is the relevant legislation to take into account?

Planning and Development (Local Planning Schemes) Regulations 2015
Main Roads Act 1930
Main Roads (Control of Advertising) Regulations 1996
Electoral Act 1918 (Commonwealth)
Electoral Act 1907 (WA)

Key messages to the community:

- Election signage is the responsibility of the party and/or individual participating in a State, Federal or

Contact Us

Enquiries

Call: (08) 9526 1111
 Fax: (08) 9525 5441
 Email: info@sjshire.wa.gov.au

In Person

Shire of Serpentine Jarrahdale
 6 Paterson Street, Mundijong WA 6123
 Open Monday to Friday 8.30am-5pm (closed public holidays)



www.sjshire.wa.gov.au



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Local Government election.

- The Shire maintains an apolitical position with regard to election signage.
- Prior consent to place election signage on public property is not required, providing compliance with the criteria as outlined in the revised Council Policy – Election Signage.
- The Shire will not intervene unless election signage poses a safety risk, is placed directly on or within Shire facilities or buildings and therefore may be interpreted as having endorsement of the Shire or otherwise impacts the apolitical conduct of the Shire's functions.
- As part of the review into election signage generally, the Shire has updated Local Planning Policy 4.11: Advertising to remove election signage as a category of sign.

Target/stakeholder groups

- | | |
|---|--|
| <input checked="" type="checkbox"/> General community/residents/ratepayers
<input type="checkbox"/> Young people
<input type="checkbox"/> Seniors
<input type="checkbox"/> Community groups/sporting clubs
<input type="checkbox"/> Faith/religious groups
<input type="checkbox"/> Environmental/friends' groups
<input type="checkbox"/> Resident/ratepayer groups
<input type="checkbox"/> Parents' groups
<input type="checkbox"/> Culturally and linguistically diverse people
<input type="checkbox"/> People with disability
<input type="checkbox"/> Aboriginal and Torres Strait Islander people | <input type="checkbox"/> Local businesses
<input type="checkbox"/> Industry groups/peak bodies
<input type="checkbox"/> Local schools/educational institutions
<input type="checkbox"/> Media
<input type="checkbox"/> Other local governments
<input checked="" type="checkbox"/> State government(s)
<input checked="" type="checkbox"/> Federal government
<input checked="" type="checkbox"/> Parliamentarians/politicians
<input checked="" type="checkbox"/> Shire Elected Members
<input type="checkbox"/> Shire Executive
<input type="checkbox"/> Shire staff |
|---|--|

Specific stakeholders:

- General community
- Political parties
- Candidates promoting a party
- Individuals participating in a State, Federal or Local Government election

Areas/location are to be targeted as part of the engagement:

- | | |
|---|---|
| <input type="checkbox"/> Issue specific – not location targeted
<input checked="" type="checkbox"/> Whole of Shire
<input type="checkbox"/> <Insert number> metres radius
<input type="checkbox"/> Other
.....
<input type="checkbox"/> Byford
<input type="checkbox"/> Cardup
<input type="checkbox"/> Darling Downs
<input type="checkbox"/> Hopeland | <input type="checkbox"/> Jarrahdale
<input type="checkbox"/> Karrakup
<input type="checkbox"/> Keysbrook
<input type="checkbox"/> Mardella
<input type="checkbox"/> Mundijong
<input type="checkbox"/> Oakford
<input type="checkbox"/> Oldbury
<input type="checkbox"/> Serpentine
<input type="checkbox"/> Whitby |
|---|---|

Expected/desired number of participants

- | | |
|--|--|
| <input type="checkbox"/> < 50
<input type="checkbox"/> 50 – 100
<input type="checkbox"/> 101 – 200 | <input type="checkbox"/> 201 – 500
<input type="checkbox"/> 501 -1,000
<input type="checkbox"/> >1,000 |
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Budget for engagement

N/A



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The budget excludes staff time and operational resources.

Planned start and end dates:

Start: 28 March 2023

End: 18 April 2023

Engagement methods

- ☐ Focus group
- ☐ Forums/workshop
- ☐ Hardcopy questionnaire
- ☒ Online questionnaire
- ☐ Interactive display board
- ☐ Public open house
- ☐ Door knocking

- ☐ Interview
- ☐ Popup at venue or event
- ☐ Meeting
- ☐ Working group
- ☐ Feedback form
- ☐ Letter box
- ☐ Other

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Description of above methods:

Your Say SJ Project Page

Valid responses (if relevant)

The Shire will accept anonymous responses.

Multiple/duplicate responses (if relevant)

The Shire will only accept:
1 response per person

Communication methods

Direct communication

- ☐ Email
- ☐ Letter
- ☐ Meeting/face-to-face
- ☐ Telephone call

Print communication

- ☐ Brochure
- ☐ Flyer
- ☐ FAQs
- ☐ Scarp Voice (monthly newsletter in The Examiner newspaper)
- ☐ Media Release
- ☐ Newspaper advert
- ☐ Poster
- ☐ Public Notice

Online communication

- ☐ SJ Matters (monthly Shire eNewsletter)
- ☒ Facebook post
- ☐ Facebook advertisement
- ☐ Google advertising
- ☐ Twitter post
- ☐ LinkedIn post
- ☒ Your Say SJ project page
- ☐ Website (homepage banner)

Electronic communication

- ☐ Television advertisement
- ☐ Radio advertisement (Heritage FM)

Miscellaneous

- ☐ Bus stop advertising
- ☐ On site meeting/listening post
- ☐ Shopping centre pop up
- ☐ Special event/launch
- ☐ Signage
- ☐ Other

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Revised Council Policy: Election Signage - Engagement Schedule

#	Activity	Outcome / detailed description	Target stakeholder	Key dates	Notes	Responsibility	Output / record
2. Engagement Plan Activities							
2.1	Council approval	Council approves the advertising of revised Policy – Election Signage for public engagement for a three-week period via Your Say SJ		Ordinary Council Meeting - 20 March 2023		Council	
2.2	Submit approved engagement plan to Comms team for creation of Your Say SJ Project Page	Comms to set up Your Say SJ Project Page		21 March to 27 March 2023	Comms request 5 working days' notice to factor into workload and create the project page.	Communications and Governance teams	
2.3	Your Say SJ Project Page goes live for a 3 week consultation period	<p>Required outcome: Community members review and advise on one of the below options:</p> <ol style="list-style-type: none"> 1) Agree that the Policy content is easy to understand. 2) Submit a comment to highlight any content considered difficult to understand. 3) Submit a comment if they have any other feedback for 	Whole of Shire - community engagement to capture political parties, candidates who promote a party and / or future individuals participating in a State, Federal or Local Government election.	28 March to 18 April 2023		Communications and Governance teams	<p>Record final report / responses in CM file SJ526-02.</p> <p>Report results to Council, following consideration of all feedback received.</p>



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		consideration, to enhance the Policy.					
2.4	Facebook Post #1	Inform community that engagement is open.	Community	28 March 2023		Communications	
2.5	Facebook Post #2	Inform community that engagement is closing soon (on 18 April 2023).	Community	11 April 2023		Communications	
2.6	Submissions close			COB 18 April 2023		Communications	
2.7	Feedback collated and report produced	Comms to collate feedback and forward findings to Governance for review.		19 April 2023		Communications	
2.8	Review feedback	Governance team consider all feedback received, and any required updates are made to the draft revised Policy.		19 to 24 April 2023		Governance	
2.9	OCM reports and attachments due to Directorate PA's in preparation for OCM			24 April 2023		Governance	
2.10	Present report and final revised Policy – Election Signage to Council for adoption.			15 May 2023		Governance	
2.11	Upload the adopted Council Policy – Election Signage to the Your Say SJ Project Page.			16 May 2023		Communications	

Evaluation and reporting of engagement outcomes

Outcomes from the engagement will be analysed and considered by Governance. Any required updates will be made to the draft revised Policy.

The report will be presented to Council at the May 2023 OCM, in conjunction with the final draft Council Policy – Elections Signage. Once adopted, the final Policy will be uploaded to the project page on your Say SJ.



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PART 2

Please complete the following template for an Engagement Project page to be created on our Engagement Platform – Your Say SJ.

If you need any assistance or have any questions when completing this template, please contact a member of the Communications Team.

<p>Title of engagement project</p> <p><i>The title should describe the project you are seeking community/stakeholder feedback on.</i></p> <p><i>Try and keep the title as short as possible as this will be used for all communication and promotion.</i></p>	<p>Revised Council Policy – Election Signage</p>
<p>Reference number</p> <p><i>Please provide the reference number associated with this project – either a Content Manager container number or equivalent.</i></p>	<p>E23/1379</p> <p>Please rename the CM doc to 'Revised Council Policy – Election Signage' for website display.</p>
<p>Engagement dates</p> <p><i>Start and end date of engagement</i></p>	<p>Starts: <i>Tuesday, 28 March 2023</i></p> <p>Ends: <i>Tuesday, 18 April 2023</i></p>
<p>Description of engagement project</p> <p><i>This should be between 3 and 6 sentences.</i></p> <p><i>Make sure it is in user-friendly language that community can understand.</i></p> <p><i>The description should be a high level summary of the</i></p>	<p>The Shire has recently reviewed our Council Policy – Election Signage.</p> <p>The revised Policy better supports the implied freedom of political expression, whilst summarising the conditions applicable to the placement of election signage on private and public property (that is, property that is owned by the Shire freehold or which is under the care, control or management of the Shire).</p> <p>The Shire invites the community to review the revised Council Policy on Election Signage, and provide further comment or feedback for our consideration, prior to progressing this Policy to Council for adoption.</p>



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<p><i>project and make it clear on what the Shire is seeking feedback on, and what you are seeking from the people who have visited the project page.</i></p> <p><i>Use the FAQs section for more detailed information/content</i></p>	<p>It is important to note that all signs, whether election signs or otherwise, are required to comply with the Shire's Local Laws.</p> <p>Election signage is the responsibility of the party and/or individual participating in a State, Federal or Local Government election, and the Shire does not intervene unless election signage poses a safety risk, is placed directly on or within Shire facilities or buildings (and therefore may be interpreted as having endorsement of the Shire) or otherwise impacts the apolitical conduct of the Shire's functions.</p>
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<p>FAQs</p> <p><i>Ideally you should have a few FAQs for a project page.</i></p> <p><i>Some example questions are below as a guide that you may wish to use, in addition to specific FAQs to your project:</i></p> <p><i>Why is the Shire engaging on the project?</i></p> <p><i>How will my feedback be used?</i></p> <p><i>Who will make a final decision on this project/initiative?</i></p>	<p>Why are the Shire engaging on this project?</p> <p><i>The Shire receives queries each election period from community members, candidates and political parties regarding election signage rules. This engagement informs the community on the Shire's position and the conditions applicable in relation to the placement of election signage, as detailed in the revised Policy.</i></p> <p>*</p> <p>What type of response is the Shire seeking?</p> <p><i>This Policy has a direct impact on the community during election periods. Additionally, members of the community may nominate as a candidate for upcoming elections subject to eligibility. It is important that the community is knowledgeable on the required standards in regard to election signage, and aware of the responsibilities of the Shire, political parties and/or individuals participating in elections.</i></p> <p><i>When reviewing this revised Policy, please consider:</i></p> <ul style="list-style-type: none"> <i>Whether the content of the Policy is easy to understand.</i> <i>Providing a comment to highlight any content which you consider difficult to understand.</i> <i>Providing a comment if you have any other feedback to enhance the Policy.</i> <p>*</p> <p>Have any other documents been updated in the review of election signage rules?</p> <p><i>Yes, the review identified that Local Planning Policy 4.11 – Advertising contained election signage as a distinct category. As election signage is exempt from development approval under legislation, the Policy was updated to remove this. You can view the new policy here.</i></p> <p>How will my feedback be used?</p> <p><i>Any comments submitted for consideration will be reviewed by Shire Officers once submissions close and may be incorporated into the draft revised Policy, before progressing this Policy to Council for consideration.</i></p> <p>*</p>
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<p>Making a submission</p> <p><i>This is where you list how people can make a submission.</i></p> <p><i>An example of this is provided on the RHS for you to edit, or use your own text.</i></p>	<p>Submissions on the revised Council Policy – Election Signage may be lodged by one of the following ways:</p> <ul style="list-style-type: none"> Email your feedback to info@sjshire.wa.gov.au stating the following reference number: E23/1379 A written submission, submitted by mail or in person to 6 Paterson Street, Mundijong, including the reference number: E23/1379 Completing an online form below <p>Submissions close at 5pm on Tuesday, 18 April 2023.</p>
<p>Who's listening?</p> <p><i>This is to let the community know who is leading the project. It can be a specific staff member or a Team/Department.</i></p>	<p>Full name: Helena Coulson</p> <p>Role: Corporate Performance Officer</p> <p>Phone: 9526 1111</p> <p>Email: info@sjshire.wa.gov.au</p>
<p>Document library</p> <p><i>List Document titles and their Content Manager numbers which are associated with this engagement project.</i></p> <p><i>Include all relevant documents that will assist the community in learning about your project and making an informed submission/response.</i></p>	<ul style="list-style-type: none"> Local Laws Applicable in SJ - Local Laws » Shire of Serpentine Jarrahdale (sjshire.wa.gov.au)
<p>Timeline</p> <p><i>This is to provide the community with a timeline for the engagement, and where the project is at in the engagement lifecycle.</i></p> <p><i>An example of this is provided on the RHS for</i></p>	<p>Consultation open</p> <p>Consultation for this project commenced on 28 March 2023 and closes at 5pm, 18 April 2023.</p> <p>Under Review</p> <p>Contributions to this consultation are closed for evaluation and review.</p> <p>Final report</p>



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you to edit, or use your headings/text as required.

The relevant heading will be "ticked" depending what stage your project is at.

The final outcomes of the consultation are documented here. This may include a summary of all contributions collected as well as recommendations for future action.

Photo

Stock image please

We will require a photo for your project page. Please send this through with your submission as a JPEG attached to an email.

If you need a stock image, please provide a description of the type of image you would like used.

REMINDER: Make sure each section is completed and your relevant line manager has reviewed and approved the content before submitting to **communications@sjshire.wa.gov.au**