

CAMPAIGN MATERIAL

Disclaimer: This factsheet is a general overview provided by the Northern Territory Electoral Commission (NTEC). Please consult the legislation and seek independent legal advice as necessary. Unless specified otherwise, all references are to the Local Government Act 2019 and Local Government (Electoral) Regulations 2021.

Overview

Laws are in place to regulate campaign material to protect the integrity of elections. This factsheet relates to any person or entity intending to print, publish, distribute or broadcast campaign material.

Definition of campaign material

Campaign material is defined as an advertisement, document or any other thing that is intended to promote the electoral prospect of a particular candidate or group of candidates for an election, including (but not limited to):¹

- an electoral advertisement
- a printed document containing an electoral matter (for example, a flier, pamphlet or how-to-vote card)
- a message containing an electoral matter sent by telephone or broadcast by electronic means
- published materials containing electoral matter (for example, car stickers, decals, a campaign sticker).

An electoral matter is matter that is intended or likely to affect voting at an election.²

What are the requirements for campaign material

Campaign material must:

1. be authorised
2. not be misleading or deceptive about the administration or delivery of the electoral process
3. be placed in compliance with the relevant rules.

¹ See section 158

² See section 159

1. Authorisation

Campaign material must be authorised, see the *Authorisation of campaign material factsheet* for further information and exceptions.

2. Misleading or deceptive

Campaign material must not be published or distributed if it is likely to:³

- mislead a voter, or
- deceive a voter, or
- improperly interfere with a voter casting a vote, or
- contain an untrue or incorrect statement.

To be considered misleading, deceptive or containing an untrue or incorrect statement, information must concern the **administration or delivery of an electoral event or process that the NTEC is responsible for under the *Electoral Act 2004, Local Government Act 2019 and associated regulations.***

The NTEC has no role in enforcing truth in political advertising in the NT. It is the responsibility of Territorians to assess the truth of statements that are made by electoral participants before they cast their vote at an election.

3. Placement of campaign material

At a voting centre during the voting period

Campaign materials are not allowed within 10 metres of the entrance to the voting centre during voting hours.

The NTEC enforces the placement of campaign material around voting centres.

All other placement of campaign material

Outside of voting hours, some local councils and the Department of Infrastructure, Planning and Logistics have rules in place for campaign material, including, but not limited to the regulation of:

- location
- size
- when signage can be displayed and when signs must be removed.

If you wish to place signs on private property, check with the local council, as there may be rules you must abide by. Before placing campaign material on private property, permission must be sought from the building and/or property owners.

³ See section 164(3)

Consult your local council and relevant government departments for the most up-to-date information.

Department of Logistics & Infrastructure (DLI)

- [Election signage policy](#)
- [Mobile roadside booths policy](#)

Councils with published policies

- [City of Darwin](#)
- [City of Palmerston](#)
- [Litchfield Council](#)
- [Katherine Town Council](#) (note currently under review)
- [Alice Springs Town Council](#)

No campaign material can be placed on *Power and Water* assets.

How to make a complaint about campaign material

Any person who wishes to report potential non-compliance (including self-reporting) should contact the relevant authority, including:

Issue	Contact
<ul style="list-style-type: none"> • Authorisation of campaign material • Misleading or deceptive advertising • Placement of signs at voting centres 	<p>NTEC ntec@nt.gov.au 1800 698 683</p>
Placement of signs other than at voting centres	<ul style="list-style-type: none"> • <i>Street verges or public property</i>: the relevant local council • <i>Territory controlled roads</i>: – Department of Logistics & Infrastructure
Stolen signs	NT Police
Anti-democratic conduct	<p>Independent Commissioner Against Corruption (ICAC) - Northern Territory https://icac.nt.gov.au/</p>
Complaints about online abuse or bullying	<p>eSafety Commissioner https://www.esafety.gov.au/</p>

Electoral participants may also be subject to laws enforced by other government agencies.

The NTEC applies a constructive compliance approach to its regulatory activities, providing electoral participants with resources and information to support compliance with their obligations.

Where education does not address non-compliance or where the NTEC believes an offence has been committed, the NTEC can undertake a range of actions to ensure and enforce compliance.

Version	Date	Author	Changes made
1.0	14 May 2025	Chris Brack, Financial Disclosure and Compliance Manager	New factsheet

