

Political advertising in schools protocol

To ensure schools manage all political advertising in line with the requirements of the [advertising Code of Conduct](#), the following protocols must be adhered to.

The only instance when this protocol does not apply is on election day when schools are used as polling stations.

- Advertisements that provide the contact details for local, state and federally elected members are permissible in schools.
- Schools should not accept payment for this advertising – it should be viewed by the school as a community service and not a revenue stream.
- All elected member advertisements and signage must be provided with an authorisation statement so they can be run at all times of the year, including during local, state and federal elections. Section 328(1) of the *Commonwealth Electoral Act 1918* (Cwlth) (the *Act*) requires the name and address of the individual who authorised the electoral advertisement (see examples below).

Authorisation Statement example:

Advertisement	
	Mandatory
	Mandatory
	Contact details
	Mandatory
	Mandatory

'Authorised J. Smith, 123 Smith St, Smithfield, QLD 2222.'

- Advertisements that do not contain this authorisation must be removed during local, state and federal election periods, otherwise the school may be in breach of the Act and liable for a financial penalty from the Electoral Commission.
- Advertisements should also be clearly labelled with 'Advertisement' (in a font no smaller than 10 point) at the top.
- Advertisements and signage must not contain political messages, campaign slogans (e.g. 'Standing up for the community' or 'Working hard for this school') or political party logos.
- Politically branded materials are not allowed to be distributed to students, staff and the wider school community on behalf of an MP or political party.