

Election Signage Guidelines

2025 Local Elections | Wellington City Council

Wellington City Council has guidelines for residents, candidates, and political parties electioneering for general and local-government elections. These guidelines are covered across:

- 1) this document;
- 2) the [Guidelines for temporary signs in public places](#), which is based on existing legislation, bylaws, plans and policies; and
- 3) the correspondence you will receive throughout the election signage application process.

Council continually reviews its election signage sites and election advertising rules.

Election Signage Conditions

- Electioneering on private property must comply with relevant legislation.
- Electioneering on public property is limited to specific Council-approved signage sites.
- To use these signage sites for election advertising, all applicants/candidates must obtain written Council permission by filling out the [online application form](#) and obtaining the approval confirmation.
- Applicants are allowed to advertise only when they have received a written approval in response to their submitted online application form.
- **Each candidate is limited to one sign per signage site.**
- All signage on public land outside of the approved sites will be removed by Council.
- Applicants/candidates are responsible for ensuring that their election signage advertising meets and is within the legislated requirements for campaigning expenditures.
- For any issues with signage sites, please contact street.activities@wcc.govt.nz
- Complaints about election advertising or reports of non-conformance from other candidates and applicants can be sent to election@wcc.govt.nz
- Once the application is approved, the applicant will receive the list of sites they may use for their election advertising on public land.
 - The sites list may have been modified since the previous local election, so it is important to check the site information carefully.
- Candidates may erect election signage only on the approved signage sites that fall within the ward in which they are standing/registered.
- Signage must not be on public land earlier than six (6) weeks before Election Day and must be removed from all the sites the day before the election. In this case, signage is allowed
 - up **from 6:00 p.m. Friday 29 August 2025**
 - and **must be removed by 11:59 p.m. Friday 10 October 2025.**
- Each sign may have a **maximum surface area of 3m²**. Double-sided signs may be no larger than 1.5 m² each side.
- Multi-face signs (i.e., two or more signs offset at different angles, connected by a central hinge) are not permitted, as these are considered to be more than a single sign.
- All election advertisements in any medium (including your signage) will need a promoter statement. We recommend you word your promoter statements like this: *Promoted or authorised by [your name], [your full street address]*. As per relevant electoral act.
 - Your promoter statement must be on every sign and must be easy enough to read upon inspection—it does not need to be visible to passing vehicles and pedestrians.

For inquiries relating to election signage on Council land:

Street Activities Officer

Phone: 021 227 8090

Email: street.activities@wcc.govt.nz