

What candidates, campaigners and supporters need to know

Publication of electoral material for the 2027 council elections

Section 27, the *Local Government (Elections) Act 1999* (**the Act**) requires electoral material to be appropriately authorised. Clear authorisation enables voters to identify the source of electoral communications and promotes transparency, accountability and confidence in local government elections. Electoral material is any communication intended, designed or likely to influence how a person votes.

Identifying who

Identify who is behind the message on electoral material before it is published. This may include flyers, brochures, posters, conflutes, how-to-vote material, websites, online advertising, social media posts, emails, newsletters, SMS campaigns, videos, podcasts and radio advertisements

Authorise all electoral material

Before publishing, include the name and address of the person authorising publication. Printed electoral material must include printer details as required by legislation. **Maximum penalty: \$2,500**

Printed example: *Authorised by Jane Citizen, 100 Main Street, Adelaide SA 5000. Printed by ABC Print Pty Ltd, 25 Industry Road, Wingfield SA 5013.*

Accessible authorisation

A good practice is to place the authorisation where it is easy to find and read, such as the footer or bottom of the publication, next to the electoral content, or in a website footer, post caption or advertisement description.

For online content, authorisation information must remain immediately accessible to users. Keep it visible or accessible when material is shared, reposted or reproduced. **Maximum penalty: \$2,500**

For letters published via newspaper editors', the letter must include the writer's name and address. A post office box is not sufficient. Newspapers must not publish letters that do not contain this information.

Maximum penalty: \$2,500.

Before publishing electoral material, confirm:

- ☐ Authorising person identified
- ☐ Address included
- ☐ Printer details included, if required
- ☐ Authorisation is easy to find and read
- ☐ Authorisation remains visible when shared or reproduced
- ☐ Online content provides immediate access to authorisation information

Legislative source and more information

Section 27 of the *Local Government (Elections) Act 1999* and the *Local Government (Elections) Regulations 2025* sets out the authorisation of electoral material. Visit ecsa.sa.gov.au for official election guidance and contact details.

Prepared for candidate information and education purposes. This flyer provides general information only and is not legal advice. Refer to the Act and regulations and seek independent legal advice where appropriate.