



# Election Signage Guidelines

2025



## Contents

1. Election Signage .....	2
2. Advertising, Campaigning Materials and Signage.....	2
3. Content of Campaign Material.....	3
4. Rules and Standards for Signs .....	3
4.1. General standards applicable to all signs.....	3
4.2. Specific rules for temporary signs for election purposes.....	4
4.3. Designated areas for election signage .....	4
Dannevirke .....	5
Woodville .....	6
Pahiatua .....	6
Eketāhuna.....	7
4.4. Signs beside State Highways .....	8

## 1. Election Signage

Candidates for any election wishing to place election signs within Tararua District's boundaries are required to follow certain rules.

Temporary signage for election purposes is permitted within the Tararua District as long as they are erected no more than three months prior to the election, and are removed by the eve of the day before the election day.

For the 2025 elections, this means signs cannot be erected before 11 July, and must be removed 10 October 2025.

The Tararua District Council's Operative District Plan sets out the standards and rules for signs within the district (refer section 5.4.3 Signs).

Candidates need to be aware of the rules governing the format and placement of election signs.

Please contact Council's Deputy Electoral Officer, Allie Dunn for any enquiries about this guidance document. Phone 06 374 4080 or email [elections@tararua.govt.nz](mailto:elections@tararua.govt.nz)

For complaints about election signage, these can be made by:

- Visiting any of our service centres and speaking to our customer service staff;
- By phone: 06 374 4080 (North) or 06 376 0110 (South)
- By email: [info@tararua.govt.nz](mailto:info@tararua.govt.nz).

## 2. Advertising, Campaigning Materials and Signage

Election advertising, using any media, including social media, must identify the person under whose authority they have been produced, as per sections 113-115 of the Local Electoral Act 2001.

This means that for posters, advertisements, billboards, flyers, vehicle signage, websites, Facebook pages etc, each advertising item must have a sentence at the bottom saying that it is authorised by the candidate or agent, i.e. "Authorised by Joe Citizen, contact details i.e. email address." This authorisation must be clearly visible on any campaigning material including signs and billboards.

**The authorisation must be included on every item of campaigning material.**

Please note: the Local Electoral Amendment Act 2022 addressed safety concerns related to the previous requirement to publish residential addresses on local election campaign advertisements and now allows an authorisation statement to be met by providing contact details in a range of forms.

The contact details requirements of an advertisement authorisation statement can be met by providing one or more of the following:

- a residential or business address; or
- an email address; or
- a post office box number; or
- a phone number; or
- a link to a page on an Internet site (if the page contains 1 or more of the above).

The requirement to list the authorising party remains.

There must be a reasonable expectation that anyone wishing to discuss the advertising can do so with the candidate or their agent from the contact details listed in the authorisation statement. The use of a council building address is not permitted in the authorisation address.

### 3. Content of Campaign Material

Candidates are reminded to be socially responsible and truthful with the content of their campaign material. Campaign advertisements are subject to the Advertising Standards Authority (ASA) Code. Wherever facts are quoted, the Code is strict that the facts must be correct, however, where a person holds a broad view or opinion, the rules allow them to do so.

The Advertising Standards Authority settles disputes within two to three days during election periods, and accepts complaints from electoral officers and the public. The usual penalty for breaches of the Code is for the advertising to be removed.

### 4. Rules and Standards for Signs

#### 4.1. General standards applicable to all signs

The standards in this section apply to all signs in the District whether located on private property, public property or legal roads.

No sign shall be permitted where it will detrimentally affect traffic safety and control by either:

- obstructing drivers' vision; or
- causing confusion or distraction for drivers; or
- creating a situation hazardous to the safe movement or direction of traffic.

No sign shall be permitted which restricts or blocks sight distances at intersections or accessways.

No sign shall obstruct, or predominate over, road users' views of official signs and no sign shall be designed so as to resemble, or potentially cause confusion with, official traffic signs.



No sign shall be permitted which is offensive, poorly constructed, poorly maintained, or otherwise adversely affects the amenities of the area in which it is sited or the area from which it can be seen.

Signs using light (including illuminated signs, neon lights, flashing or revolving lights) are permitted only in Commercial and Industrial Management Areas. No sign shall be permitted to cause glare or dazzle which could detract from traffic safety.

## 4.2. Specific rules for temporary signs for election purposes

Temporary signs for elections subject to compliance with the following performance standards:

- The area of any sign is no more than 4 m<sup>2</sup>;
- Signs are erected no more than 3 months prior to the election and removed by the eve of the day before the election day;
- Signs are located on private property, or on road reserve (legal road) with the approval of the road controlling authority.

## 4.3. Designated areas for election signage

The Tararua District Council has set aside designated areas on Council road reserve in Dannevirke, Woodville, Pahiatua and Eketāhuna for temporary signage for election purposes.

No authorisation is required from Council prior to the placement of election signs within these areas, however note that all signs must be compliant with Council's Election Signage Guidelines.

Please note – you need to lodge a “before you dig” request to obtain service plans to identify any services that are within the areas of these selected locations. Link: <https://www.beforeudig.co.nz/nz/home>.

## Dannevirke

Council Road Reserve, southern town boundary, grassed area, from State Highway 2 and Rawhiti Street intersection to the Stanley Street Tapuata River bridge.



Council Road Reserve, northern town boundary, grassed area behind footpath, corner of Ruahine Street and State Highway 2.





## Woodville

Council Road Reserve, grassed area behind footpath, corner of Vogel and Fergusson Street.



## Pahiatua

Council Road Reserve grassed area at northern town boundary.





Council Road Reserve grassed area at southern town boundary.



### Eketāhuna

Council Road Reserve grassed area from 70km limit on Newman Road up to intersection of Macara Street.





#### 4.4. Signs beside State Highways

All signs placed beside state highways must follow rules set by the New Zealand Transport Agency Waka Kotahi.

You can view their rules on the following website:

<https://nzta2.cwp.govt.nz/assets/resources/Bylaws-state-highway/Bylaw-2010-New-Zealand-Transport-Agency-Signs-on-State-Highways-Bylaw-July-2010.pdf>

Note that consent in writing is required from the New Zealand Transport Agency for any sign beside State Highways, if placed outside of any area where a 50 km/hr or lesser speed limit applies.



**TARARUA**  
DISTRICT COUNCIL

**Dannevirke Service Centre**

26 Gordon Street, Dannevirke  
PO Box 115, Dannevirke 4942  
Monday - Friday  
8:00am - 5:00pm  
**Phone:** 06 374 4080 (24 hours)  
**Email:** [info@tararua.govt.nz](mailto:info@tararua.govt.nz)

**Pahiatua Service Centre**

136 Main Street, Pahiatua  
Monday - Friday  
8:00am - 4:30pm  
**Phone:** 06 376 0110 (24 hours)  
**Email:** [info@tararua.govt.nz](mailto:info@tararua.govt.nz)

**Eketāhuna Service Centre & Library**

31 Main Street, Eketāhuna  
Monday - Friday  
10:30am - 12:30pm & 1:00pm - 4:30pm  
**Phone:** 06 376 0110 (24 hours)  
**Email:** [info@tararua.govt.nz](mailto:info@tararua.govt.nz)

**Woodville Service Centre & Library**

45 Vogel Street, Woodville  
Monday - Friday  
9:00am - 12:30pm & 1:30pm - 5:00pm  
**Phone:** 06 376 0200 (24 hours)  
**Email:** [info@tararua.govt.nz](mailto:info@tararua.govt.nz)