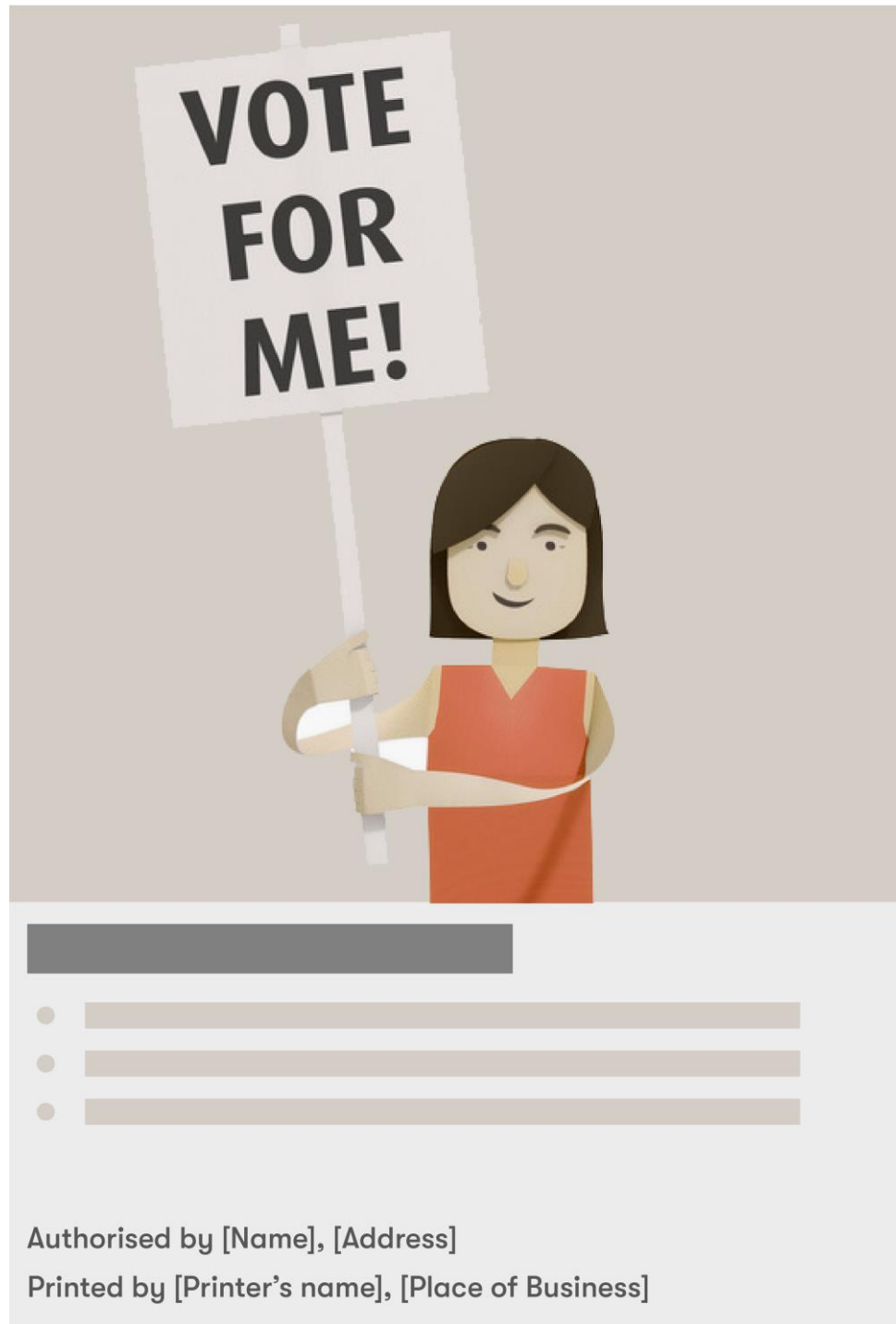


Authorisation

This booklet provides visual examples of what proper authorisation of electoral campaign material might look like in practice.

More information about authorisation of electoral campaign material can be found at vec.vic.gov.au/authorisation.



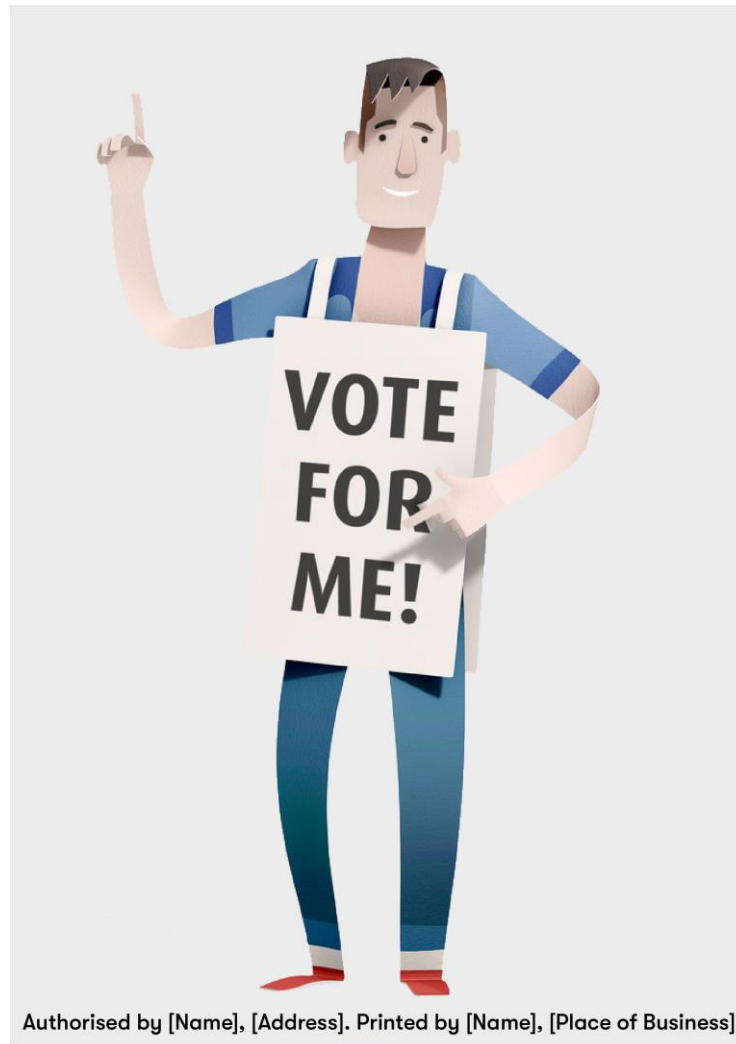


Printed electoral campaign materials are required to include the name and address of the person authorising the material, and the name and place of business of the printer.



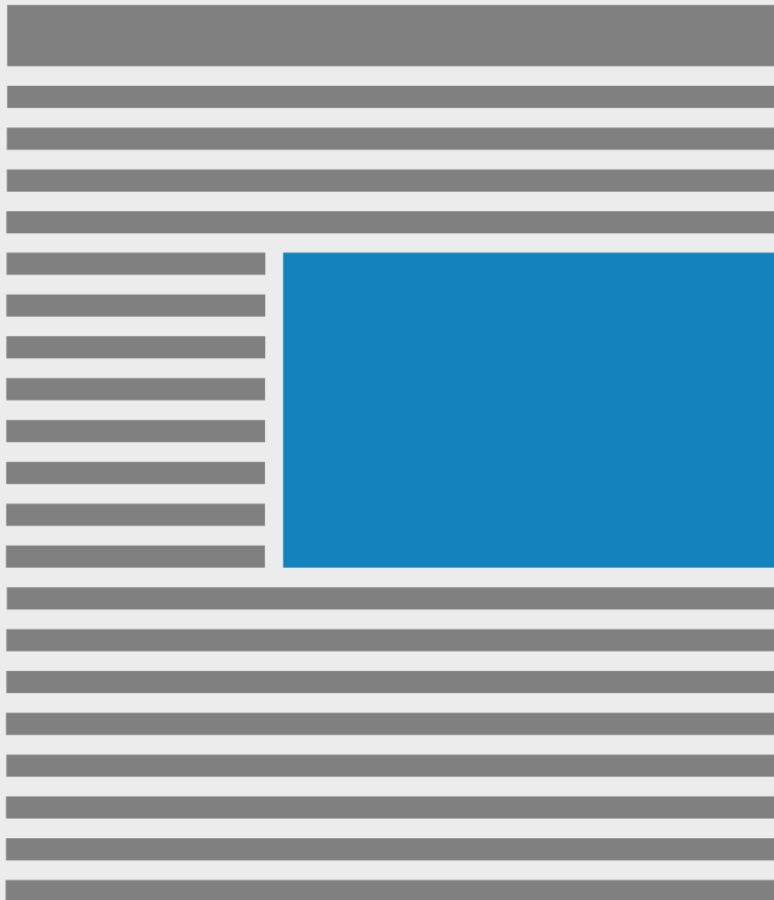
Printed electoral campaign materials include handbills, pamphlets, notices, and printed advertisements.

Signs and billboards are a kind of printed advertisement, and must be properly authorised. The authorisation must be visible from the distance at which the material is intended to be viewed.



Printed advertisements in a newspaper aren't required to have the name and place of business of the printer, but they must include the name and address of the person who is authorising the ad.

NEWS



ADVERTISEMENT

**VOTE
FOR
ME!**



Authorised by [Name], [Address]



Electoral campaign material that appears digitally must still be properly authorised with the name and address of the person authorising the material.



[Redacted]

@

[Redacted]

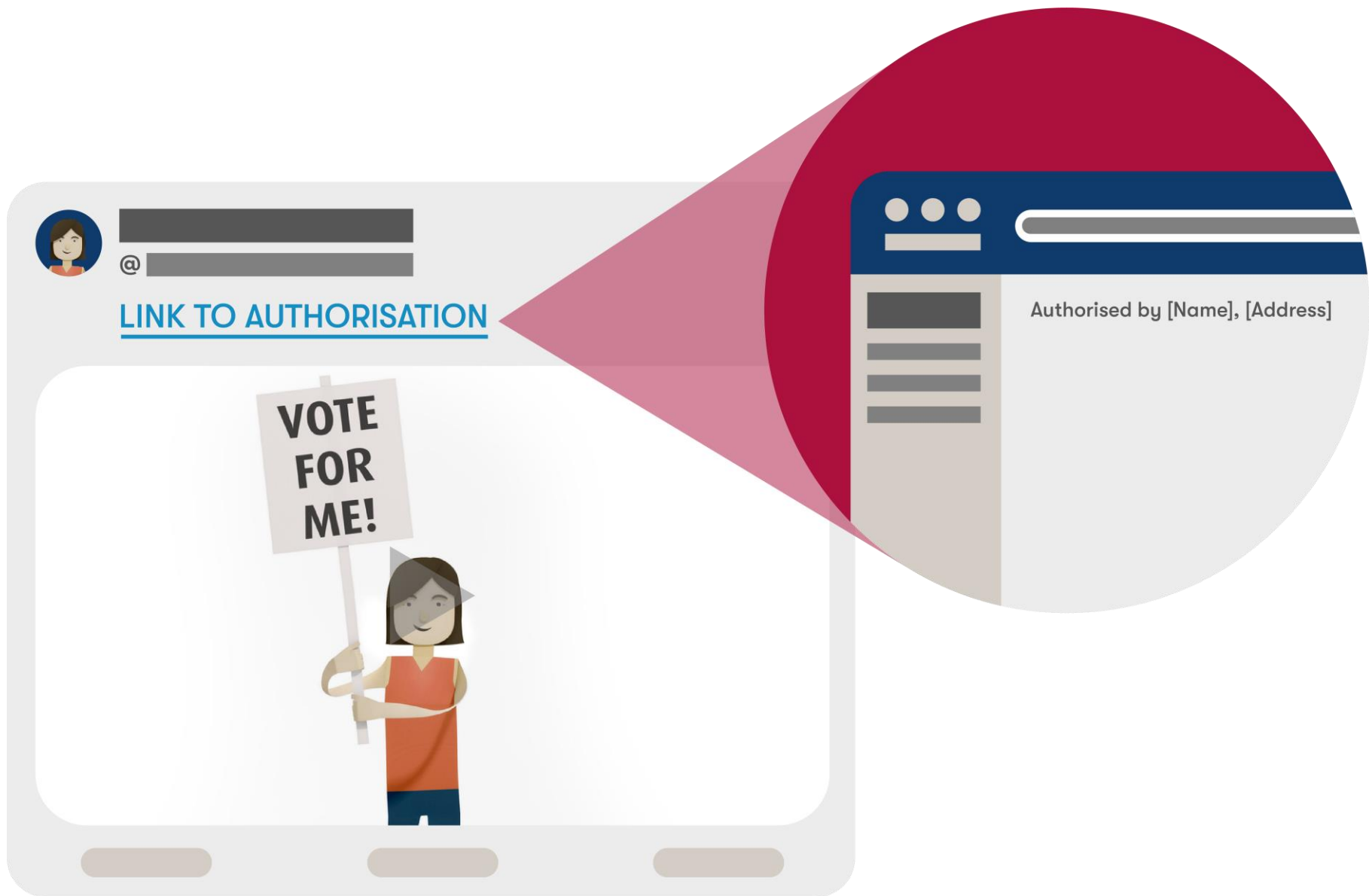


Authorised by [Name], [Address]

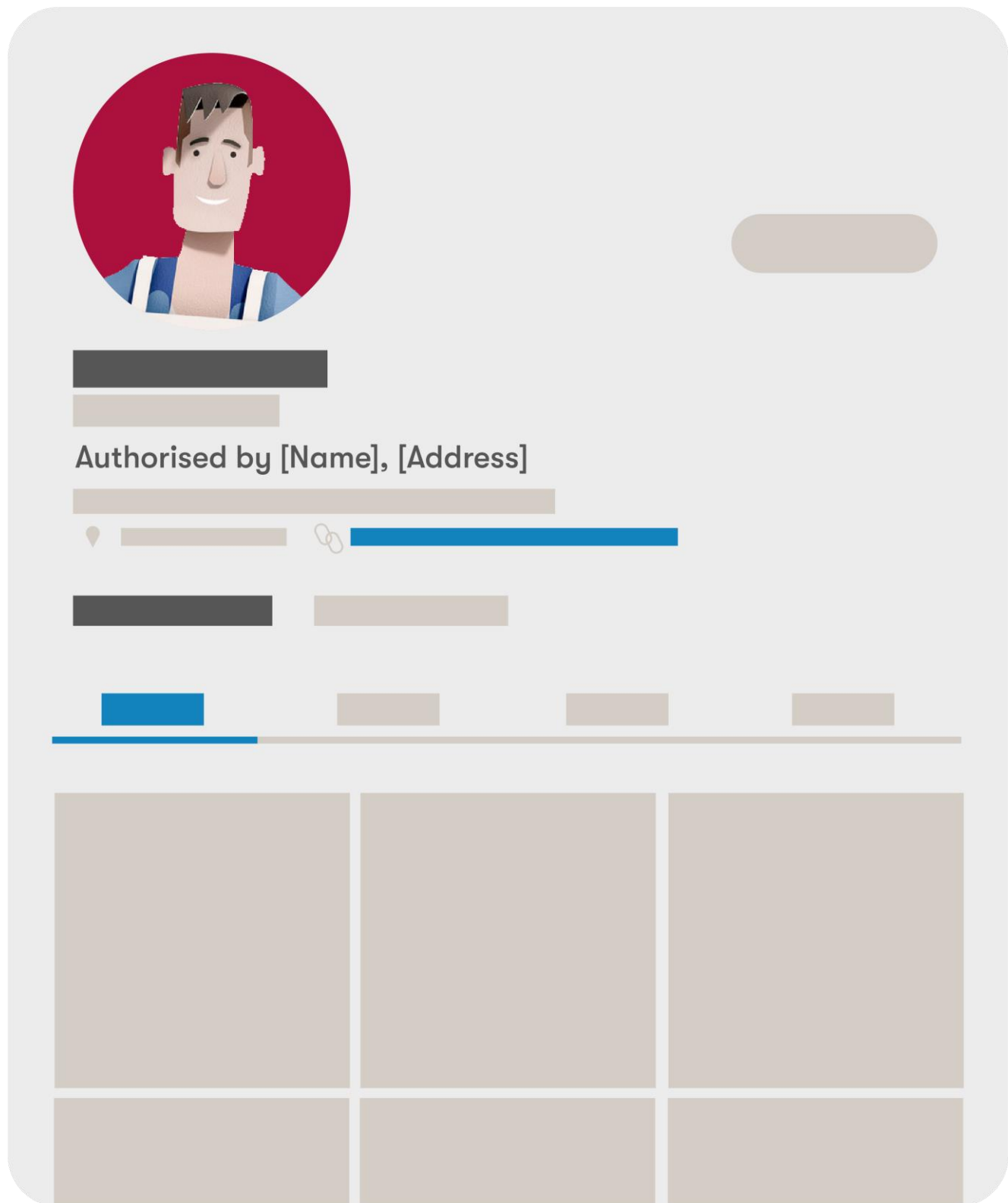
One way to authorise social media posts is to include the authorisation in the caption or content of the post.



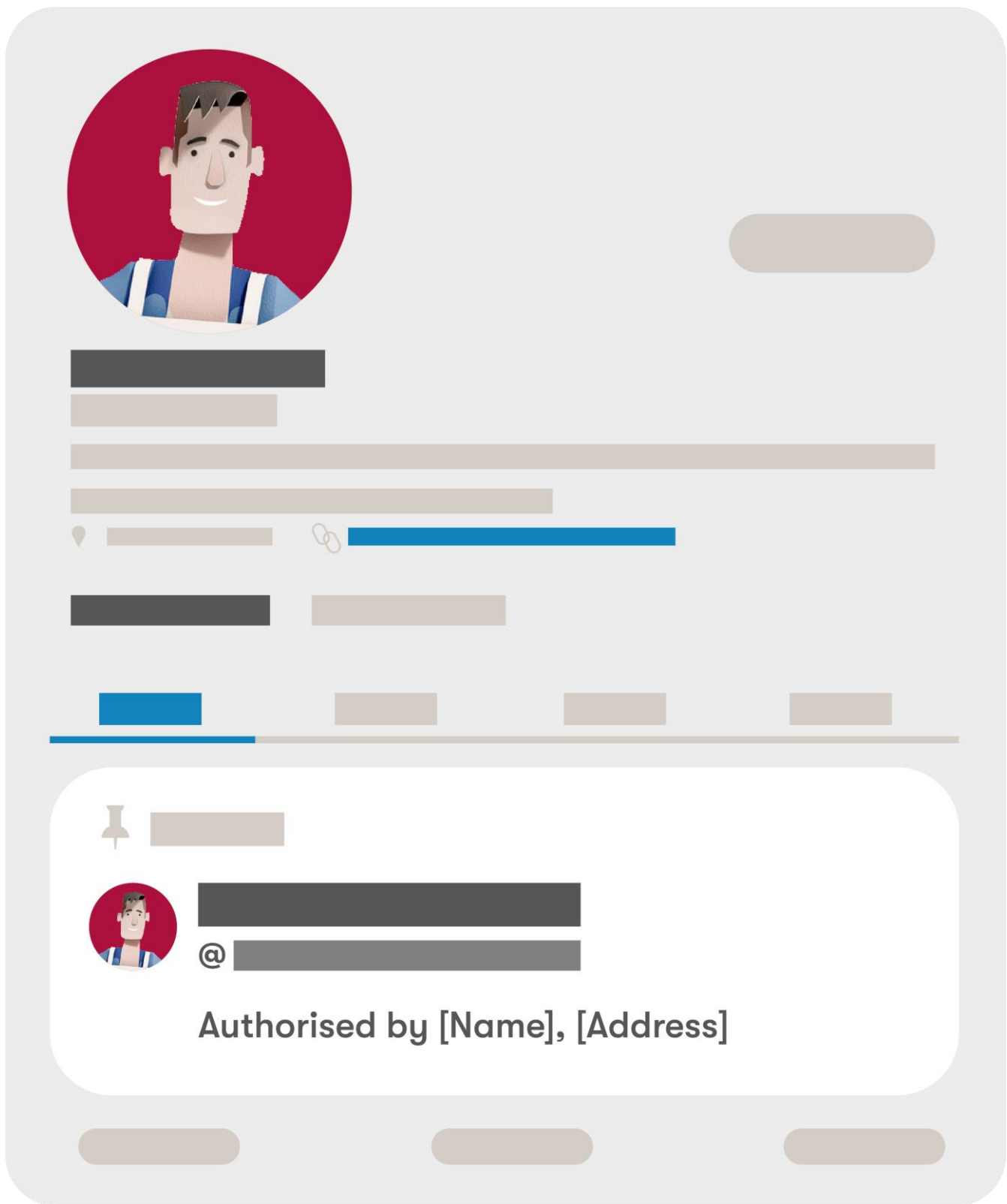
Or, a reply containing the authorisation could be “pinned” beneath the post containing the material.



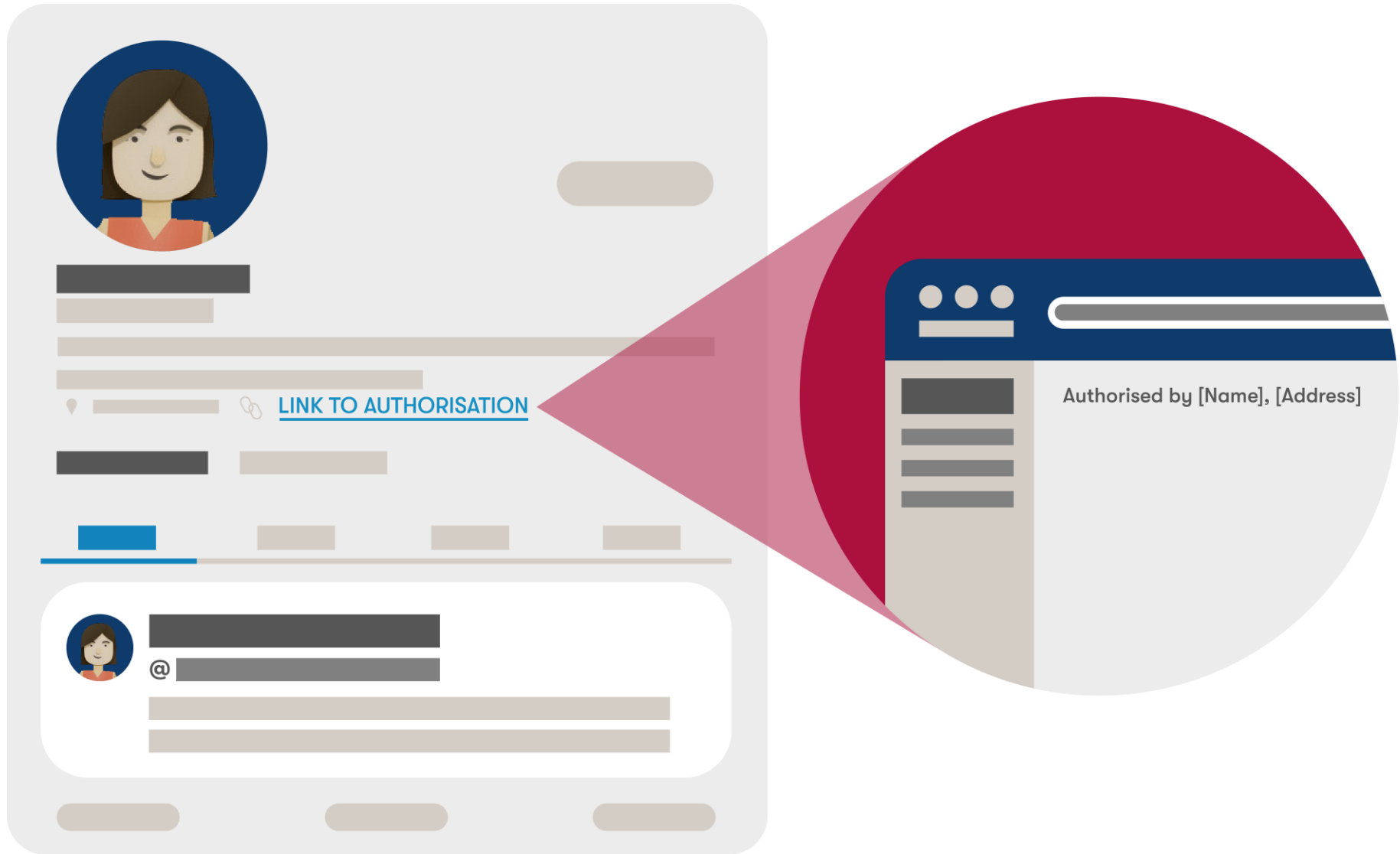
Or, the post could link to a website containing the authorisation statement.



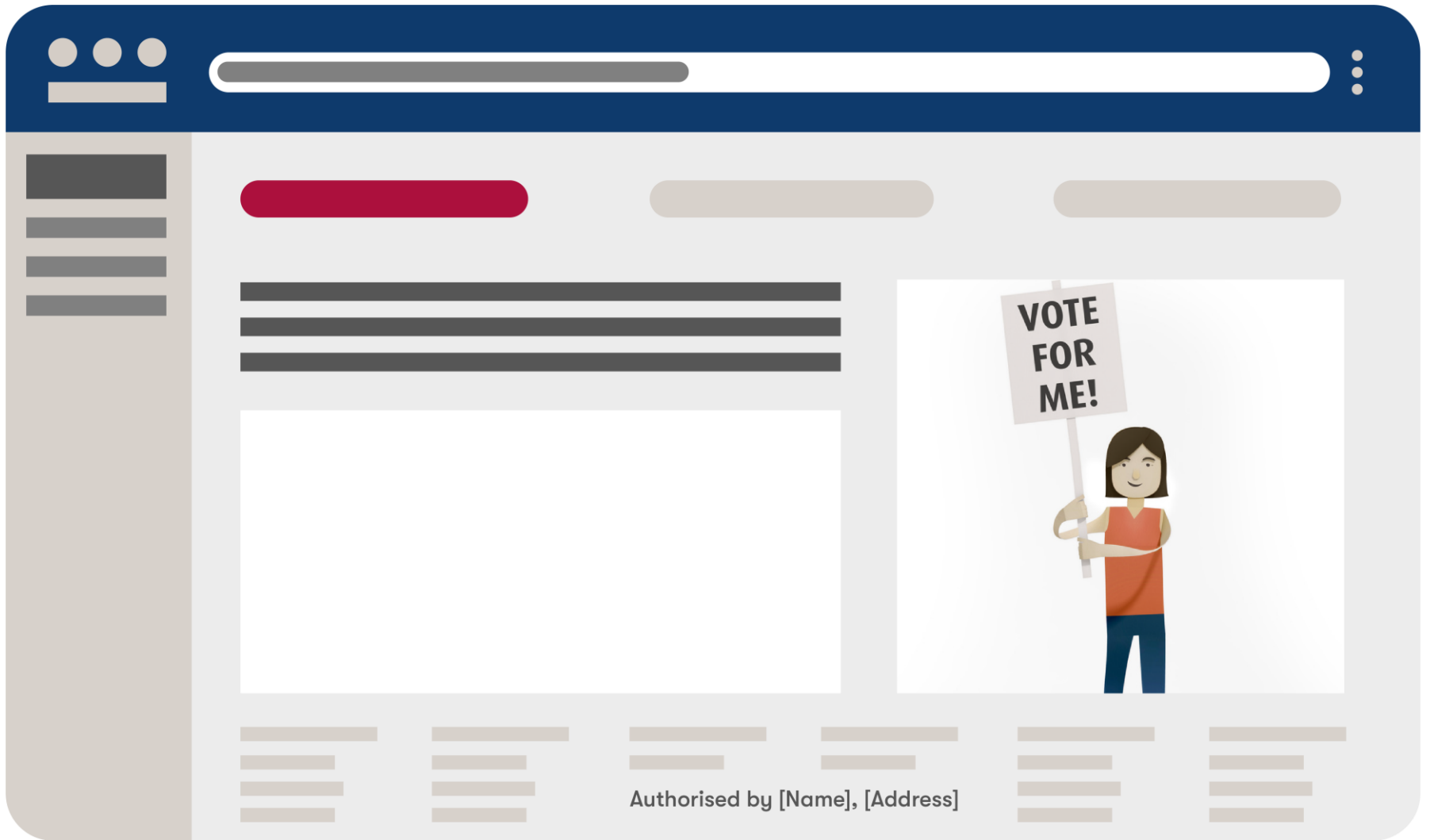
Or, the authorisation statement could also be provided in the profile's bio.



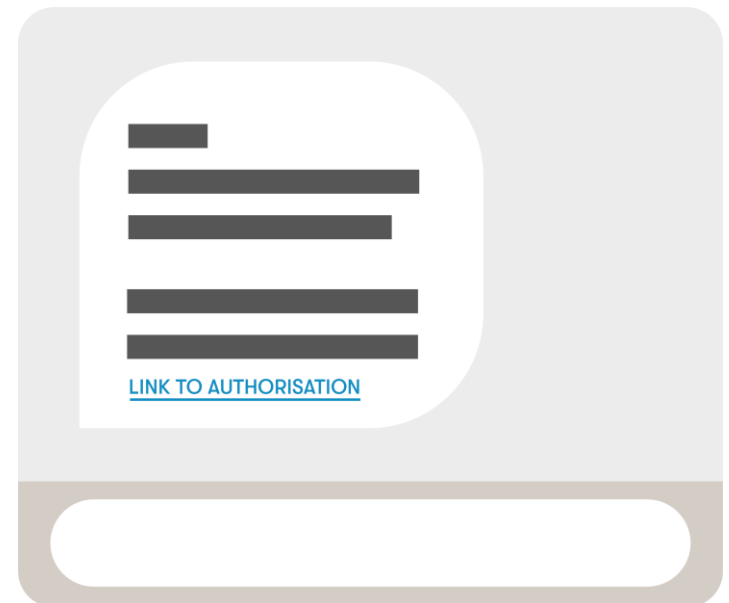
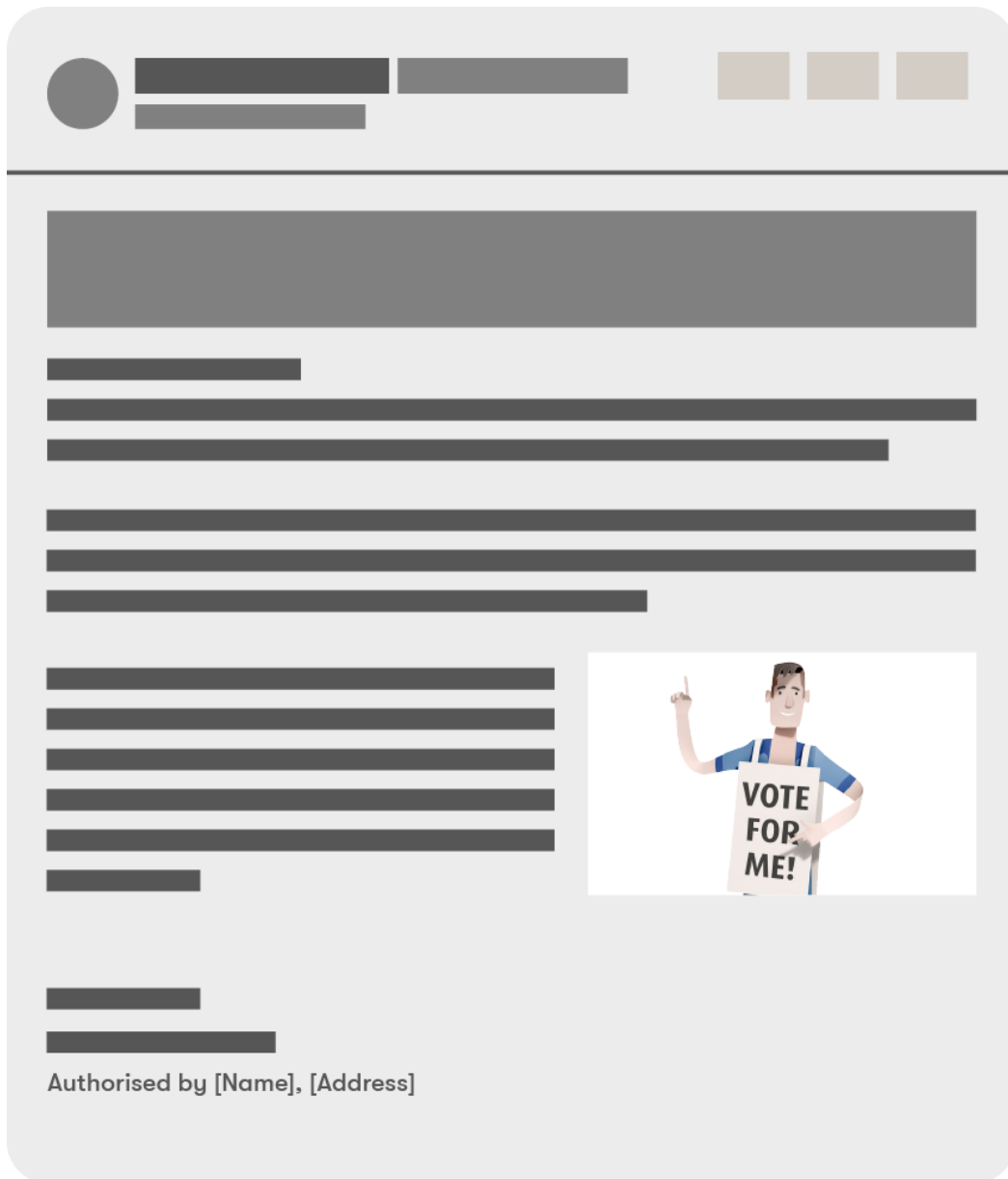
Or, there could be a post with an authorisation statement “pinned” to the top of the profile.



Or, there could be a link a website with the authorisation statement in the profile information.



Electoral campaign material that appears through other digital means such as a website must also be authorised.



If electoral campaign material is distributed through electronic communications like email or SMS, authorisation is still required.

