

DETERMINATION

Logos, emblems and insignias appearing on how-to-vote cards

Electoral Act 2002, sections 79(2)(b) and 80(4)(b)

Determination 007/2026

Keywords

Electoral campaign material, emblem, how-to-vote card, insignia, logo, prescribed size, registration

Preamble

Divisions 5 and 6 of Part 5 of the *Electoral Act 2002 (Vic)* (Electoral Act) provide for candidates, political parties and other participants in state elections to apply to register a how-to-vote card (HTVC). A HTVC is electoral campaign material that includes a representation or partial representation of a ballot paper, or lists the name of any or all candidates or groups, with a number indicating an order of preference against any or all of those candidates or groups.

Section 79(2) of the Electoral Act provides the matters to which the Victorian Electoral Commission (VEC) must have regard when determining whether to register a HTVC. Section 80(4) provides the matters to which the VEC must have regard when determining whether to register a HTVC that has been altered to correct an error.

Sections 79(2)(b) and 80(4)(b) provide that, in determining whether to register a HTVC, the VEC must have regard to whether the size of any logo, emblem or insignia belonging to the person, political party, organisation or group on whose behalf the card is to be distributed appears on the HTVC smaller than the relevant prescribed size.

The minimum size, as prescribed by regulation 20 of the *Electoral Regulations 2022 (Vic)* (Regulations), is 4 square centimetres (4 cm²).

Audience

The main audiences for this determination include:

- candidates
- registered political parties

Determination

I, Sven Bluemmel, Electoral Commissioner for the State of Victoria, make the following determination in accordance with section 9(3) of the Electoral Act.

1. *Logos, emblems or insignias less than the relevant prescribed size*

1.1. When having regard to the size of a logo, emblem or insignia under sections 79(2)(b) or 80(4)(b) of the Electoral Act, the VEC will not refuse registration of a HTVC on the grounds that the relevant logo, emblem or insignia appears on the HTVC less than the prescribed size if:

1.1.1. The logo, emblem or insignia belongs to a registered political party.

1.1.2. The logo, emblem or insignia is consistent with the logo provided to the VEC by that registered political party under sections 45(4) or 51(2A) of the Electoral Act and printed on the ballot paper for an election.

1.1.3. The logo, emblem or insignia appears adjacent to the name of the registered political party's endorsed candidate within a representation of a ballot paper.

Revocation of previous instrument

Determination 008/2022 ('Logos, emblems and insignias appearing on how-to-vote cards') made by the Electoral Commissioner on 31 October 2022 is revoked and replaced by this determination.

Start date of this determination

This determination comes into effect on 25 May 2026. It remains in effect until it is amended, revoked, superseded, or otherwise replaced.

Sven Bluemmel
Electoral Commissioner
Victorian Electoral Commission

25 May 2026

Document details

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— Version 2.0	007/2026	25 May 2026	008/2022	Not applicable

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