



**mainroads**  
WESTERN AUSTRALIA

*We're working for  
Western Australia.*

# Guidelines

## Roadside Election Signs

Printed copies are uncontrolled unless marked otherwise. Refer to iRoads for current version.

D22#594984  
February 2025

**Authorisation**

As Manager Traffic Management Services, I authorise the issue and use of this Guideline for Roadside Election Signs in Western Australia.

A handwritten signature in black ink, consisting of a large, sweeping loop followed by a vertical line and a horizontal stroke.

*Manager Traffic Management Services*

*.1.1.2/2025*

# Contents

<b>1</b>	<b>PURPOSE</b> .....	<b>3</b>
<b>2</b>	<b>SCOPE</b> .....	<b>3</b>
<b>3</b>	<b>DELEGATION OF AUTHORITY</b> .....	<b>3</b>
<b>4</b>	<b>DEFINITIONS</b> .....	<b>3</b>
<b>5</b>	<b>PROCESS</b> .....	<b>4</b>
5.1	General Conditions .....	4
<b>6</b>	<b>REFERENCES AND RELATED DOCUMENTS</b> .....	<b>5</b>

# Document Control

<b>Owner</b>	Manager Traffic Management Services
<b>Custodian</b>	Traffic Services Manager
<b>Document Number</b>	D22#594984
<b>Issue Date</b>	February 2025
<b>Review Frequency</b>	As required

# Amendments

<b>Revision Number</b>	<b>Revision Date</b>	<b>Description of Key Changes</b>	<b>Section / Page No.</b>
0	May 2022	Document Developed	All
1	February 2025	Document Updated	All
2	February 2025	Minor adjustments to conditions	All

## 1 PURPOSE

The purpose of this Guideline is to outline Main Roads conditions for provision of Local, State and Federal election signage installation on State Road reserves and beyond the boundaries of, but visible from State Road reserves within Western Australia (WA).

## 2 SCOPE

Election Signs are temporarily displayed signs or banners advertising public-interest messages for a declared Local, State or Federal Government election campaign.

This guideline applies to roads designated as State roads and beyond the boundaries of, but visible from State Road reserves within Western Australia (WA).

## 3 DELEGATION OF AUTHORITY

Role	Responsibility
<b>Traffic Services Manager</b>	Approve
<b>Traffic Services Coordinator</b>	Recommend

## 4 DEFINITIONS

Term	Definition
<b>Election Sign</b>	A temporarily displayed sign or banner advertising a public-interest messages for a declared Local, State or Federal Government election campaign.
<b>Road Reserve</b>	A Road Reserve is all the land between the front boundaries of private allotments.
<b>Freestanding</b>	A sign that is not attached to or supported by another structure and securely installed, but not supported with star pickets.
<b>Portable Sign</b>	A sign that can be easily moved from one location to another and is not permanently attached to a structure or the ground.
<b>Vehicle Mounted Signs</b>	A sign attached extraneously to, or mounted upon, a parked motor vehicle, or a parked vehicle trailer.
<b>Variable Message Sign (VMS)</b>	Electronic message board signs, including trailer mounted variable message signs.

## 5 PROCESS

### 5.1 General Conditions

While placement of advertising material is permitted within Main Roads' road reserves once the election is declared, it will be subject to the below conditions.

Election campaign advertising signs, otherwise known as Election Signs, located on State Road reserves and beyond the boundaries of, but visible from State Road reserves within Western Australia must comply with the following conditions:

1. Signs must be restricted to static, non-illuminated displays. Variable Message Signs (VMS) must not be used.
2. Signs must not incorporate reflective or fluorescent materials.
3. Signs must not be installed prior to the date of the election being formally declared and must be removed no later than 10 days after the date of the election.
4. Signs must only be installed within the relevant electoral boundary.
5. All advertising material within the road reserve must have a display area less than 4.5 square metres.
6. All signs must be freestanding (i.e. not attached to road structures such as traffic sign supports, bridges, bus shelters, lighting/power poles, or trees), and securely installed, but not supported with star pickets.
7. Signs must not be placed at locations where drivers are required to observe vehicles in adjacent lanes, for example at merge and diverge locations.
8. Signs must not be placed where they will obstruct driver's view or pose a risk to road users, including e-Ridable users, cyclists and pedestrians of adjacent road carriageways, cycleways, and footpaths.
9. Signs must not obstruct pedestrian access along a road verge, even if no formal path is present.
10. Signs, including motor vehicles displaying election signage, must not be placed:
  - a. Within any road reserve where the speed limit of the road is 80 km/h or more.
  - b. on bridge structures.
  - c. within 50 metres of a traffic sign, intersection, or roundabout.
  - d. within roundabouts, traffic islands, or medians.
  - e. within 100 metres of a roadwork site.
  - f. with the leading edge of the sign closer than 3.5 metres to the trafficable path of vehicles.
11. Signs and supports must be constructed so that they are frangible and will not cause injury or major damage if struck by a vehicle.
12. Each sign must be designed to display a whole message. Signs are not permitted if they display segments of a whole message and are designed to be read sequentially in order to comprehend the whole message.
13. Vegetation shall not be trimmed or removed to install a sign or improve visibility to any sign.
14. Election Signs attached to property lines/boundaries must comply with item 13 above.
15. Signs must have neatly set-out and clearly legible legend, with letter heights of no less than 120 mm.
16. Signs must have identical displays on each face in cases where double-sided banners are used.

Assessment of compliance with the above conditions is at the sole discretion of Main Roads. If any Election Sign fails to comply with the above conditions OR is deemed to cause any safety risk to road users, Main Roads may remove the sign without notice, at the candidate's cost, and an infringement may be issued (*Regulation 297 Road Traffic Code 2000*).

## 6 REFERENCES AND RELATED DOCUMENTS

Document Number	Description
<b>D24#681201</b>	Policy and Assessment Guidelines for Static Advertising Signs
	Road Traffic Code 2000