

# Guidelines for Political Stalls and Speakers

*At Council presented and Council supported events.*

*Approved Oct 2018. Reviewed Nov 2024*

## Introduction

Events are an important part of community life. They can create a sense of pride and belonging in a geographical area or within a community, showcase the talents and cultures of that community to a wider audience and bring people of many diverse backgrounds together in celebration. Council presented and supported events express the character, attributes, and aspirations of the people of Monash.

To participate in a Council event, or a Council supported event, stallholders are required to submit a description, including where practicable a visual representation, of what they intend to display and/or sell or the activity they wish to run at an event.

Upon receipt of an application, Council reserves the right to seek information concerning material proposed to be displayed or goods or services to be sold. Council also reserves the right to refuse an application, if an applicant does not provide the information sought by Council or, in its absolute discretion, it deems the proposed to be inconsistent with one or more desired event outcomes.

Applying to participate does not guarantee that Council, or the organising committee of a Council supported event under the conditions of these Guidelines, will grant the application.

## Desired Outcomes of Council presented, and Council supported events

Councils desired outcomes link to Council plans. These outcomes are summarised by the following objectives, pillars, and purpose:

### Council Plan Strategic Objectives:

- Sustainable City
- Inclusive Services
- Enhanced open spaces and activity centres
- Good Governance

### Health and Wellbeing Plan Pillars:

- Active and Healthy
- Engaged, Confident and Connected
- Safe and Respectful
- Safe Communities

### Arts and Culture Strategy - Our purpose:

To be a City that celebrates and champions for creative industries. We will ensure that arts, culture, and heritage continue to inspire, enrich, and connect our community by embracing what makes us unique.

# 1. Promotional signage and material for display: Members of Parliament

1.1 Each event is a non-political occasion. Council will, however, allow local sitting Members of Parliament to participate in events presented and supported by Council, if they provide information or services that are of direct benefit and relevance to the local community, which are not politically partisan in nature and which reflect the spirit and general intent of the desired Outcomes of Council.

1.2 Permitted material includes local newsletters and information of general local interest.

1.3 Material distributed by or associated with any Member of Parliament must not promote a political party, another candidate or group, or solicit membership to a political party or group. Material not permitted includes any material that includes negative or derogatory statements regarding an opposing policy position, point of view or opinion.

1.4 Material with a predominant purpose of promoting a political party, Member of Parliament or candidate is not permitted. In particular, balloons, bags, stickers, pens or other similar 'giveaways' must not be distributed under any circumstances.

1.5 Stall signage and promotional material or goods displayed and distributed must not expressly or implicitly promote a political party or group. The below infographic provides direction on what is permitted:

**Stallholders Guidelines**

  
CITY OF  
MONASH

		Stall branding must not mention a political party
		
 <b>Information that can be given out</b> <ul style="list-style-type: none"><li>❌ Documentation promoting political party or group</li><li>❌ Documentation that solicits membership to that party or group</li></ul>	 <b>Information that can be given out</b> <ul style="list-style-type: none"><li>✅ Information on recent projects</li><li>✅ Newsletters from the members office</li></ul>	

1.6 Materials or goods are only to be given out from the stall site allocated to the stallholder. Stallholders are not permitted to distribute their approved promotional material and local interest information beyond their stall allocation.

1.7 Members of Parliament and/or associated party candidates' attendance at Council produced or supported events are as an approved stallholder. Candidates are welcome to attend the events but are expected to respect these Guidelines in the spirit and general intent outlined in clause 1 and 2, which prevents any electioneering.

1.8 Any sitting Member of Parliament participating as a stallholder at an event presented or supported by Council who does not adhere to clauses 1.1 – 1.6 of these guidelines as outlined above will be asked to cease the non-compliant activity immediately.

1.9 Non-compliance with these Guidelines will result in the associated political party being excluded from invitations to participate at all future Council presented or supported events, at Council's sole discretion.

## **2. Invitations to Members of Parliament and speakers at Events.**

2.1 Invitations to attend Council presented events are to be extended to all local Federal and State Members of Parliament. Invitations are to be issued under the Mayor's name.

2.2 In the case of Council supported events run by other organisations, the invitation may be issued by the organising committee, or under the name of the head of the organising committee.

2.3 Appropriate government representatives may be invited when funding has been obtained from State or Federal Government programs for that specific event, to officially speak at Council presented events.

2.4 In the case of Council supported events run by other organisations where funding has been obtained from State or Federal Government programs for that specific event, the invitation may be issued by the organising committee, or under the name of the head of the organising committee.

2.5 State or Federal Lower House Members of Parliament whose electorates cover the locality in which a Council event is held, may be invited to speak at that event.

2.5.1 In the case of Council supported events run by other organisations where the electorates of a State or Federal Lower House Members of Parliament cover the locality in which a Council supported event is held, the invitation may be issued by the organising committee, or under the name of the head of the organising committee.

## **Conclusion**

By providing funding support to community events, Council has determined that the desired outcomes of these events must accord with those of Council's own events program.

Therefore, adherence to the conditions of Clauses 1 and 2 of these Guidelines is a condition of Council's funding support to that event supported by Monash Council.