

Political & Election Advertising

The Advertising Standards Bureau defines political advertising as “advertising that attempts to influence or comment upon a matter which is currently the subject of extensive political debate.”

Political advertising includes:

- Advertising about a particular party, representative or candidate.
- Advertising about political and community issues, and Government policies.
- Advertising undertaken by Government, political parties, interest groups or lobby groups (although not all such advertising is considered political, as it may be considered educational or informational).

Political advertising includes but is not limited to election advertising.

Dingley Dossier: Political & Election Content Policy

This is a sub policy of the Dingley Village Neighbourhood Centre Political & Election Activities Policy specific to the Dingley Dossier

The Dingley Dossier publishes political advertising to provide a diverse range of information and opinions to the community not as a service to candidates, political parties or special interest groups.

Political content must comply with the Commonwealth Electoral Act 1918, the Australian Electoral Commission (AEC) and the Victorian Electoral Commission (VEC) regulations and our values. All compliant political content submitted will be considered, without bias, for publication.

Advertising and articles by elected representatives in relation to their elected role is permitted, though articles submitted will be run at the discretion of the editor.

Media releases by elected officials and candidates will be run at the discretion of the Editor

Electoral advertisements must contain an identifying heading stating that it is an advertisement.

Where there is any doubt about whether an item submitted for publication is political advertising, the Board will make the determination.

Content from elected officials must be clearly identified in letters or articles.

Where there is any doubt about whether an item submitted for publication is political advertising, the editorial group will make the determination.

Election periods:

All nominated candidates will be invited to contribute information, for publication in The Dingley Dossier

A specific section will be allocated in Dingley Dossier clearly identifying it contains election contributions by candidates, parties and lobby groups. Format is at the discretion of editorial group.

The Dingley Dossier will not publish examples of how to vote cards for candidates, political parties or lobby/ special interest groups.

Political content and advertising must comply with The Dingley Dossier Editorial and Advertising policy

This policy covers Federal, State & Local Government elections.