

# General Guidelines for Campaigning

No campaigning may commence until AFTER the candidates' briefing at 6pm, Friday 3 August in Undercroft 101.

## University of Canterbury Students' Association (UCSA) Elections 2018

### Campaign Rules

#### Approval of Campaigning Activities

Approved activities such as campaign flyers, posters, websites, Facebook events/pages, videos and livestreams on your personal and campaign pages/events, your own social media and lecture speaking (when given permission by the lecturer) do not require the approval of the Returning Officer. Please use common sense in your advertising (i.e. do not defame anyone, no hate speech etc). If there are concerns or complaints about your campaign materials, the Returning Officer may enforce prior approval of your campaign materials.

The Returning Officer must approve **ALL OTHER** campaign activities, whether physical or not. This includes (but is not limited to): banners, activations, events or endorsements/initiatives with other organisations. Just because a certain method of campaigning was approved in previous years does not mean it will be approved in 2018 by UC Facilities Management or by the Returning Officer, so make sure you check first. Candidates conducting campaign activities without approval from the Returning Officer (outside of the listed approved activities) may face consequences.

No campaigning may occur off-site, except for the approved hall visits or creating videos/livestreams offsite to be shared online.

Please note – I want to say yes to all of your requests and encourage any and all ideas. However, some may require working more closely with UC Facilities Management or a closer look at the Campaign Rules for whether your request is allowed. I will endeavour to respond to all inquiries as soon as possible.

#### **OFF-LIMITS CAMPAIGNING**

All campaigning **MUST** be held on campus (except for hall visits or online campaigning). The Undercroft and campus cafes, including the Foundry, are off-limits to campaign material and active campaigning.

All libraries are off-limits.

For the purposes of the election, anything online is not deemed to be offsite.

It is acceptable to film videos or livestreams offsite to be shared via your personal or campaign Facebook pages, but you must not do any other campaigning off-site (i.e. hold

a public meeting, distribute flyers). If you are concerned about whether your video/livestream fits in the rules, please send me an email.

## **POSTERING**

You may poster on general notice boards and departmental noticeboards. You are limited to **one A3 or A4 poster PER candidate**, per noticeboard. This means a team of three may post three posters per noticeboard etc.

You must seek and gain approval from departmental notice boards before poster. This is to be done by you.

No posters will be allowed on any bollards.

No posters will be allowed on UCSA noticeboards, which are located in the Undercroft.

Instead, the UCSA will put up freestanding boards in the Undercroft walkway, which will contain your photos and blurbs.

Do NOT poster over another candidate's poster.

Lecture theatres, buildings and all other spaces are off-limits.

If you are unsure, please contact the Returning Officer.

## **BANNERS**

All banner locations MUST be approved by the Returning Officer before the banner goes up. "Clever" places to put banners are often not clever and it requires working with UC Facilities Management to make sure it is in an appropriate place and safe.

If any property is damaged in the process of erecting banners, candidates run the risk of losing all their campaign materials.

The suggested size for banners from UC Facilities Management is 1m x 2m. Larger banners will be permitted by the Returning Officer, but you will have to remove them if UC Facilities Management believes it is a health and safety risk.

It is your responsibility to ensure your banner will withstand poor weather and not blow away in the wind. Please ensure you check it before and after bad weather.

The only method of attachment for banners is to tie.

No screws or nails are to be used on trees, fences, posts or any other part of campus.

If you are placing signs that dangle from a tree, you must remove the string attached to trees when you take the signs down by **10pm, Tuesday 14 August**.

For a banner, the following process is to be followed:

- Submit a banner Health and Safety/Risk Assessment plan to the Returning Officer for approval
- Submit two photos to the Returning Officer showing your proposed location of the banner.
- The Returning Officer will assess the proposed banner, then forward it to UC Security
- Once your Health and Safety policy has been approved by UC Security, the Returning Officer will approve whether or not your banner location is suitable.

## **BILLBOARDS**

UC Facilities Management will allow **free standing** billboards provided they are not blocking any access way, or creating an inconvenience to anyone.

Billboards must be free standing at ground level. They must be able to stand up in the wind.

UC Facilities Management reserves the right to remove any signs that fall over.

Ensure that no nails or screws are used.

All billboard locations must be approved by the Returning Officer, and must be accompanied with a Health and Safety/Risk Assessment plan that will be sent to UC Security to approve.

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## EVENTS

If you are planning to hold some sort of event, please seek approval from the Returning Officer first. You must then fill out an **Event Notification Form**, and send to the Returning Officer, who will then pass on to Security for approval. For the purposes of the elections, you do not require a staff sponsor for bookings.

## DIGITAL SCREENS

Each candidate may submit to the Returning Officer one slide to be used on the digital screens owned by the UCSA. This must be submitted by **11:59pm, Monday 6 August**.

Slides should have minimal text as they only appear on the screen for eight seconds. Please include your name, the position(s) you are running for, and a photo. You may also have space to add a one line slogan/sentence. The UCTV specs are 1920x1080 pixels.

Candidates are not to approach, and are forbidden from using, digital screens owned by the university. Generally, these are all the screens in faculty buildings.

## STAKES

Please look at the separate campus map that highlights where you can place stakes. You must only place stakes in the designated areas, and ensure they are an appropriate size. There will be consequences if you fail to abide the stake guidelines.

To clarify, the designated areas where you may place stakes are (as shown on the map):

- Outside the UC Health Centre by the bridge
- Small patch of grass directly opposite the Bookshop – ENSURE that you only have stakes on the area designated on the map as there is irrigation close by.
- Science Block lawn (in front of Ernest Rutherford)
- Anywhere on Dovedale campus
- Grass lawn by the Rec Centre
- Lawn area between Ernest Rutherford and the Engineering Core
- Garden by the pond underneath Puaka-James Height (right-hand side only)
- Lawn outside the Geography building on the edge of Arts Road
- In the middle of the North Arts Lawn (i.e. away from the edges)
- Designated area on Central Block lawn (only at the time where the Returning Officer is supervising)
- Outer perimeter of the Helipad by Meremere (only using small stakes)

You may use stakes of any size in all areas designated on the map EXCEPT on the helipad outside Meremere (the College of Business and Law building). **For this site, you may only place stakes with a maximum dimension of 19mm x 19mm and 1m high.** Stakes must only be on the outside perimeter of the Helipad, as there are sprinklers in the middle of this lawn.

Central Block lawn – there are strict rules of where you may place stakes and UC Facilities Management requires that this activity is supervised. The Returning Officer will be present for you to put stakes in this area. You may only place stakes on C Block lawn during **2-4pm, Sunday 5 August** or **8-10am, Monday 6 August**.

To take care, you should only hammer stakes up to 150mm into the ground.

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Please remember that as a candidate, you are responsible for any damage that you cause on campus, and will receive a bill if damage does occur. Therefore, it is at your own risk if anything is put into the ground.

The guidelines are meant to mitigate the risk, but do not remove the entirety of the risk, or the liability faced if damage occurs e.g. a pipe is ruptured.

## **CHALKING**

Chalking is permitted on exterior pathways or roads where the rain can wash the chalk away. There is to be NO chalking on cobbled areas, walls or buildings.

For clarity, there is to be NO chalking in the quad outside the central Puaka-James Hight library.

Spray chalk is strictly prohibited and banned from campus. If used, a candidate will be subject to university disciplinary procedures.

Do not attempt to chalk, paint or decorate stones or bricks for your campaign.

## **EMAILS**

No candidate is permitted to use an email database for campaigning.

This includes, but is not limited to, clubs' and departmental databases.

## **FLYERS**

The use of flyers is limited to flyers directly handed out to students.

Individual flyers are not to be loosely distributed around campus.

This includes, but is not limited to, placing flyers on lecture seats, desks, tables, and computer tables.

If flyers are found spread around campus, you will be required to clean them up.

## **STICKERS**

The use of stickers is limited to sticking on personal items.

Stickers are not permitted to be stuck on building walls or painted surfaces.

Do not put stickers in bathrooms, or on rubbish bins.

## **WEBSITES / FACEBOOK PAGES OR EVENTS / VIDEOS / LIVESTREAMS**

The campaign rules for this year have changed, and you no longer require approval for Facebook events/pages, websites, videos, livestreams etc. I will require that you send me a link to your Facebook events/pages and websites by **11:59pm, Monday 6 August**.

For clarification, websites, Facebook pages/events, videos and livestreams will require prior approval from the Returning Officer if:

- A business or organization is in the video that could be seen to be endorsing the candidates
- Swearing, nudity, or any other feature that may not be seen as 'tasteful'
- There are claims or statements made about other candidates running in the election

If you are unsure about whether your video or idea is acceptable, I am more than happy to view it in advance.

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Videos and livestreams must be for your personal social media accounts or campaign social media or websites. If you are seeking to upload a video or do a livestream on an external page, please seek prior approval from the Returning Officer. As a rule of thumb, we do not allow videos and livestreams to be shared on platforms that are mostly subscribed to by non-students.

Once the campaign period has closed (10pm, Tuesday 14 August), you must no longer campaign. You may, however, have one reminder per day from your Facebook page, encouraging people to vote generally. You cannot specifically tell people to vote for you. If you are worried about whether your message fits this criteria, please send it to the Returning Officer for a second opinion.

### **UCSA NOTICEBOARD/FACEBOOK GROUP**

Many of you are likely members of the UCSA Noticeboard group on Facebook. You will be permitted to post in this group about your campaign. However, there are limits because we do not want the entire Facebook group taken over by the elections.

Below are the limits for posting in the UCSA Noticeboard group over the election period (after the candidate briefing ends and until 10pm on 14 August):

- Individual – 2 posts
- Team of two – 3 posts
- Teams of three or more – 4 posts

### **LECTURE SPEAKING**

If you wish, you may speak in lectures.

However, you must first **gain permission** from the lecturer. You must do this yourself. Emailing lecturers in advance is the best way to do this. The length and nature of your lecture talk is entirely up to the discretion of the lecturer.

Please be respectful as lecturers will be receiving multiple requests to speak in their classes. If we receive complaints from lecturers about candidates not being respectful, there may be consequences.

Written campaigning, via the use of whiteboards in lecture theatres, is not permitted.

Please do not contact the Student Services Centre to obtain a copy of a timetable outlining when and where lectures are held. They have no means of accessing this information.

### **HALLS OF RESIDENCE**

I have already organised visits to the halls of residence to speak. They are as follows:

- University Hall: Monday 6 August – 5:30pm
- Sonoda: Tuesday 7 August – 5:30pm; and
- Rochester and Rutherford, Wednesday 8 August – 5:40pm; and
- College House: Thursday 9 August – 6:00pm; and
- Bishop Julius: Friday 10 August – 6:45pm.

The duration and nature of each candidate's talk is entirely up to the principal of each of the halls. If I have further information before the visit, I will update you via email.

For now, you can assume that you are likely to have 1 minute per candidate to speak. However, as stated above, this is subject to change based on the discretion of each hall principal.

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These talk dates and times are final, and non-negotiable. If you cannot make them, you are not permitted to talk at another time.

## **CLUBS**

No UCSA club can endorse, or in any way support, a candidate.

This includes, but is not limited to, use of clubs' Facebook or Instagram pages.

You are not to use any of the UCSA-affiliated clubs' printing to aid your campaign.

## **TREATING, GIFTING AND BRIBERY**

Under the UCSA election by-laws, treating, gifting and bribery, are not permitted.

Classic examples of treating are (but not limited to) handing out free lollies, or putting on a sausage sizzle.

It is acknowledged that there are a number of grey areas for treating, gifting and bribery. A good rule of thumb to use is: *is the activity of the candidate something that a student would ordinarily pay for outside of campus?*

Like anything else, if you are unsure if what you are planning to do constitutes treating, gifting and bribery, please contact the Returning Officer for approval.

Previous candidates have been allowed to bring huskies, small animals etc. onto campus and I am happy for this to occur again in 2018. However, you must ask me first and ensure you have completed the **Event Notification Form** and any necessary Health and Safety requirements.

## **BUDGET AND DONATIONS**

There is no budget limit for candidates in the UCSA elections. However, candidates are reminded that all candidates will be students and the main focus of election should not be on large expenses. Try to think of creative and cheap ways to campaign first.

If you are accepting donations of money or resources (i.e. printing, stakes), please keep a record of this with who gave you the donation and the amount given. You may be asked to disclose this information to UCSA at a later date.

## **UCSA AFFILIATION**

No candidate is permitted to use the UCSA logo in their promotional material in a manner that implies that UCSA endorses their campaign.

No candidate is permitted to use any UCSA-affiliated club logo in their material in a manner that implies endorsement of their campaign.

## **GENERAL CONDUCT**

Please use your **common sense** when campaigning! You are expected to know the Campaign Rules and pleading ignorance is not a sufficient reason.

Do not purposely affect other candidate's campaigns. This means not jeopardizing their posters/flyers through destruction, or blocking their materials from site.

Campaign materials need to be erected safely and securely to ensure no damage to property, other students, or yourselves.

You are responsible for ensuring that the space you have used for campaigning is returned to its original state.

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Whilst the UCSA does not formally recognize teams of candidates running for election, the Returning Officer does in a practical sense: the Returning Officer can contact a single candidate and expect that message to be passed on to the rest of the candidate's team.

## **CLEAN UP**

All campaign materials **MUST** be removed by 10pm, Tuesday 14 August. Failure to do so may impose a penalty at the discretion of the Returning Officer.

## **A NOTE FROM FACILITIES MANAGEMENT**

If any candidate has a clever idea, please contact the Returning Officer FIRST, who will check it against the Campaign Rules and then pass on the request to UC Facilities Management.

If it is not going to damage anything, create a hazard, break the Campaign Rules or offend, the answer will likely be yes. In the case that it is no, the decision is final.

If Security removes a poster, banner, or any other campaigning item, because it does not comply with the rules, they are not obliged to keep it and will dispose of it.

## **BREACHES OF CAMPAIGN GUIDELINES AND RULES**

Pursuant to s 2.4(c) of the by-laws, the Returning Officer has the power to take **any step** the Returning Officer deems appropriate, including, without limitation, a reduction in the number of votes counted, removal of campaign material, attributing breaches by an individual or group to the candidate, or disqualification.

## **WHAT YOU CAN EXPECT FROM ME**

I will be contactable between 8am – 10pm via email during the entire campaign period (from 6pm, Friday 3 August until 5pm, Friday 17 August). I aim to check my emails at least every hour during this period and reply promptly to all of you.

I will be in regular communication with you all through group email, especially when there is a common question being asked. If you have an emergency, you can call me during these hours.

Please email me at [returningofficer.ucsa@gmail.com](mailto:returningofficer.ucsa@gmail.com) as your first point of contact. If you do not hear from me, then text me on 021 235 9538.

## **LASTLY...**

*If you are unsure where something sits with regard to the guidelines, rules, and regulations, please check with the Returning Officer!!!*

**Returning Officer:** Kaitlyn White

**Email:** [returningofficer.ucsa@gmail.com](mailto:returningofficer.ucsa@gmail.com)

**Mobile:** 021 235 9538

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## **FREQUENTLY ASKED QUESTIONS:**

### **How can I campaign during the UCSA Elections?**

I am open to any and all campaign ideas, providing they do not violate the Campaign Rules (i.e. no offsite campaigning, no club involvement etc). There is no such thing as a silly idea. You may use Facebook events/pages, websites, your own social media, videos/livestreams on your pages, flyers and posters (in approved places). Please make sure all of your communications are tasteful.

All other campaigning activities do require my approval. This is to ensure it is in line with the Campaign Rules and that it satisfies the requirements from UC Facilities Management. Feel free to be creative and contact me with any and all ideas. I do want campaigning to be easy for all of you, and this can be achieved by contacting me at first instance to ensure your campaign activities will not be hindered.

### **What can I not include in my campaign materials?**

Do not include anything that is defamatory, sexist, racist, or perpetuating views that are hateful towards any person or a group. Please also do not include anything in your campaign materials that should not be in a public place on campus (i.e. depictions of violence).

### **What other information do I need to submit during the campaign period?**

You need to submit the following information by 11:59pm, Monday 6<sup>th</sup> August

- Your digital slide for the UCSA digital screens
- Links to any social media (i.e. Facebook events/pages) or websites used to promote your campaign

### **Can I place my stakes anywhere?**

No. Please see the map attached with designated areas. Most areas can have stakes of any size, but designated areas require small stakes. If you are placing stakes on C Block Lawn, you must be accompanied by the Returning Officer. This can occur during the designated time slots, of **2-4pm Sunday 5 August and 8-10am Monday 6 August.**

### **What happens during the hall visits?**

Each will be different, and you are at the mercy of the rules of each hall. Generally, you will be given a short amount of time to talk about you and why you're running. You may be able to bring flyers with you, this will be confirmed closer to the time.

You CANNOT visit halls of residence to campaign at any other time during the campaign and voting periods.

### **What is treating?**

Treating is where you give away a good or service (i.e. food, money, refreshments) for political gain. Treating is against the UCSA Election rules.

A good rule of thumb to use is: *is the activity of the candidate something that a student would ordinarily pay for outside of campus?* If so, it will not be treating.

There are many grey areas of this rule. You do require the approval of the Returning Officer for any campaigning outside the ambit of flyers, posters, Facebook pages/events, websites, videos/livestreams on your pages and your own social media. I will assess at first instance whether your request would constitute treating.

### **What happens when campaigning ends on Tuesday 14 August?**

All campaign materials must be off campus by 10pm, Tuesday 14 August. You must no longer engage in campaigning.

You do not need to remove your Facebook events/pages or websites. However, you are restricted to only making one post per day that can encourage students to vote. You cannot ask them to vote for you.

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Similarly, if you have election-related profile pictures or posts on your own social media, they can stay up during the voting period. However, do not take any action to boost them (i.e. sponsoring, changing the picture constantly).

You must also refrain from engaging in discussions about your campaign in the election. This may be difficult as friends ask how you are. Please just avoid requesting people to vote for you or constantly harassing people to vote in an attempt to get them to vote for you.

**What do I do if I have a query or a complaint about another candidate?**

Please contact the Returning Officer via email to look into the situation. Do not take matters into your own hands (i.e. ripping down a candidate's posters). Whilst not every complaint may see action ordered by the Returning Officer, they will be investigated to assess if any campaign rules have been broken.

