



UNSW Student Life

# CAMPAIGNING GUIDELINES

## **Definition of Campaigning**

Attempting to persuade a student's vote, by any means. This includes but is not limited to emails, social media posts, signs and flyers addressing a gathering of students.



# Timeline

Per Arc Regulation clause 10.3 (n), the Returning Officer is responsible for setting the permitted campaigning timeframes, and locations for physical campaigning:

## Board Campaigning Dates

**Online & Verbal Campaigning may commence:** Tue 12 Mar 2024, 4:00pm

**Online & Verbal Campaigning must conclude:** Thu 18 APR 2024, 11:59pm

## Online and On-Campus Campaigning

- **Online Campaigning:** The use of social media platforms, emails, messages, digital flyers etc.
- **On-Campus Campaigning:** Engaging with students via means of handing out flyers, wearing of campaign shirts, conversations, A-Frames etc.

# Campaigning rules & guidelines.

All Campaigning activity is subject to the Arc Regulations. Please refer to Regulations extract on page 8 for further information

Each candidate must abide by, and inform their supporters(s) and campaigner(s) of the Arc Regulations and Guidelines, including the necessity to observe these requirements at all times.

## All campaigning

Arc Elections are independently run and no candidate is endorsed or supported by Arc. The Arc logo must not be used in any candidate's campaign material.

## Online Campaigning

- Reminder that Arc will not actively monitor online forums and social media platforms.
- All campaign posts must include the name and zID of the candidate.
- Sponsored or paid social media posts, or other forms of paid advertising are not permitted.
- Publicity on any dating sites/apps is prohibited.
- No candidate(s) or campaigner(s) may create or use email lists, whether self-generated or otherwise, of UNSW students for the purpose of campaigning or spam emails. The exception being where a student has explicitly signed-up for a mailing list.
- Any student receiving campaigning via direct messaging (whether on social media platforms, email, text message etc) may request to be removed from future messaging. The candidate(s) and/or campaigner(s) involved must remove the student within 24 hours.
- Use of UNSW Learning Platforms such as Moodle for the purposes of campaigning is prohibited

## On-campus campaigning

Campaigners may campaign in-person across campus during the permitted dates. Campaigning is not permitted in areas such as:

- The Library
- Pedestrian accessways (including entries and exits to buildings)
- Near emergency exits
- Vehicle access points

- On roadways
- Study Areas
- Areas where groups of students have assembled for another purpose e.g. in a lecture
- Disability Pathways
- SRC & PGC Spaces
- Arc Spaces

The use of A-Frames is permitted, however they must not be left unattended and must be placed on grass where possible. If A-Frames are found to have damaged any area or surface this permission may be revoked. The set-up of stalls, tables and banners across campus is not permitted.

## Postering

Postering is permitted on-campus, in line with these Campaigning Guidelines and the Promotional and Advertising Guidelines for UNSW Campuses on the [UNSW Planned Events Website](#).

The following is not permitted:

- Postering on any infrastructure or surfaces other than the external notice boards (see below map).
- Use of glue. Instead please use tack pins or tape on notice boards.



Campaigners must remove all poster and signage across campus within 48 hours of voting closing.

Campaigners are encouraged to make environmentally conscious decisions whilst developing and disseminating campaign materials.

Campaigners must comply with all University rules or directions from Estate Management and/or UNSW Security.

## Events

- Arc events, including Arc Club events cannot be used to address groups of students for campaigning purposes, including displaying or distributing campaign material.
- Should an Arc publication (i.e Tharunka, Blitz) facilitate an event, q&a session, debate, article or similar, the Returning Officer must approve the use of any material in any way, unless already released publicly by the publication.

## What to do if you think there's a breach

Document any relevant information and email [returning.officer@arc.unsw.edu.au](mailto:returning.officer@arc.unsw.edu.au). Should you witness or experience any misconduct in the form of harassment, bullying, explicit messaging etc, please report this to the relevant party (i.e. UNSW Security, Returning Officer, social media platform). If online, you are encouraged to block the relevant party where necessary. You may also wish [to report to UNSW](#) if necessary.

## According to Arc regulations, 10.24 (b)

### (b) Conduct

1. All students involved in the election in any way must adhere to the standards of behaviour as provided for in 10.3(h)
2. Any candidate(s) or campaigner(s) that publish, display or distribute any inappropriate material (including aiding and/or abetting such behaviour) will be required to remove the material in question if directed by the Returning Officer, and issue a retraction if appropriate by a means deemed necessary by the Returning Officer. Any candidate(s) or campaigner(s) found to have breached this may be subject to actions outlined in 10.24(C)
3. "Inappropriate" material or campaigning may include but is not limited to:
  - engaging in behaviour that is intimidatory, aggressive, threatening or harassing towards any other person (including coercion or intimidation of voters), whether that behaviour takes place in person, online or any other way;
  - engaging in any dishonest practice in relation to the election;
  - publicising any campaign content that is untrue, misleading or deceptive, discriminatory, sexist, racist, or homophobic;
  - engaging in disruptive conduct at a polling place;
  - misleading or hindering the Returning Officer or delegates in the execution of their duties;

## **Campaigning can be stressful**

Campaigning and the Election Period can be a stressful time for all involved. The Campaigning Guidelines have been created to supplement the Arc Regulations. Please ensure that you have read both and abide by both throughout the Election Period. You should be aware that your personal online social media accounts may be reviewed by others who may have a vested interest in the elections. As such, it is your responsibility to ensure you have adequate security and privacy settings in place and if you do experience concerning, disrespectful behaviour, that you report this to the social media site as soon as possible.

The Arc Elections are a democratic process, meaning that Arc does not influence who is elected. All online campaigning is conducted at your own discretion and risk and the views/comments/statements expressed by you and others during online campaigning do not necessarily reflect the views of Arc. Arc does not have any obligation to pre-screen any content posted online by you or other users (unless outlined within the Arc Regulations), nor can Arc be held responsible for any claims, damages or liabilities whatsoever resulting in your engagement with the Arc elections.

If you do experience behaviour impacting on your mental health and wellbeing, we strongly encourage you to reach out to a number of support services available, including (but not limited to):

- UNSW Counselling Services – 9385 5418
- Lifeline Australia – 13 11 14
- Beyond Blue – 1300 224 636
- NSW Mental Health Line – 1800 011 511

You can also find a number of emergency and online mental health resources on the UNSW website.

We encourage all candidates to be mindful of the impact their behaviour may have on others and remind you that the online elections are subject to the same requirements of the UNSW Student Code of Conduct as any other election, and you must act in accordance with the Code during the election process. We also remind you that cyberbullying can also be a criminal act. As candidates for the Arc elections, you must act responsibly and respectfully.

## **Extract from 10.24 Election Campaigning**

- (a) **Campaigning**
- (b) All campaign material must bear the name and student number of a candidate or ticket contact person, who is authorising and taking responsibility of such material.
- (c) No campaign material may be placed within an area around the polling location as determined by the Returning Officer.
- (d) Only UNSW students may campaign for election of a candidate or ticket in Arc elections. All students involved in campaigning must comply with Arc's Code of Conduct and UNSW's Student Code Policy.
- (e) No campaign materials may be produced or disseminated using Arc resources unless these resources are available to all members. Arc resources include but are not limited to Arc email accounts, software, social media platforms, offices, photocopiers and computers of any Arc department.
- (f) No physical campaigning or campaign material production may take place in any Arc owned or operated facility.
- (g) No campaign materials may be displayed or worn within Arc owned or operated facilities.
- (h) Distribution and dissemination of campaign material for all Arc elections may only occur within areas and timeframes outlined by the Returning Officer prior to the announcement of accepted Nominees:
  - (A) Non-electronic campaign material for all Arc elections may only take place on UNSW grounds and surrounding footpaths, in accordance with (vii);
  - (B) All candidates, campaigners and/or students involved in the election in any way must abide by any campaigning and election guidelines provided by the Returning Officer per 10.3(o).
- (i) No Financial or physical inducements may be offered in exchange for votes during the entire election period.
- (j) For the purpose of part 10.24 (a) of the Regulations campaigning includes;
  - (A) the distribution and dissemination of campaign material;
  - (B) wearing or otherwise displaying campaign material;
  - (C) the finding of evidence of the provision of funds towards, or otherwise financially supporting a ticket or ticket(s); and
  - (D) any other activities as determined by the Returning Officer.
- (k) All students involved in the election in any way must comply with lawful directions given by the Returning Officer under the authority provided by these Regulations;



(b) **Conduct**

- (c) all students involved in the election in any way must adhere to the standards of behaviour as provided for in 10.3(h)
- (d) any candidate(s) or campaigner(s) that publish, display or distribute any inappropriate material (including aiding and/or abetting such behaviour) will be required to remove the material in question if directed by the Returning Officer, and issue a retraction if appropriate by a means deemed necessary by the Returning Officer. Any candidate(s) or campaigner(s) found to have breached this may be subject to actions outlined in S10.24(C)
- (e) “Inappropriate” material or campaigning may include but is not limited to:
  - (A) engaging in behaviour that is intimidatory, aggressive, threatening or harassing towards any other person (including coercion or intimidation of voters), whether that behaviour takes place in person, online or any other way;
  - (B) engaging in any dishonest practice in relation to the election;
  - (C) publicising any campaign content that is untrue, misleading or deceptive, discriminatory, sexist, racist, or homophobic;
  - (D) engaging in disruptive conduct at a polling place;
  - (E) misleading or hindering the Returning Officer or delegates in the execution of their duties;

(f) **Penalties**

- (g) The Returning Officer may decide to use any or a combination of penalties to deal with infringements of the Constitution or Regulations by candidates and any individual supporting them including breaches of the sections of the Arc Code of Conduct set out in 10.3(h) or the UNSW Student Code of Conduct.
- (h) Any student found to be breaching Arc’s Code of Conduct or the UNSW Student Code Policy may be reported to Arc or UNSW and penalties, including disciplinary action in accordance with the UNSW Misconduct Procedure, may apply.
- (i) Upon finding that a person has breached these Regulations, the Returning Officer may impose penalties including but not limited to the below. Records of all findings and evidence for the imposed penalties must be kept and provided to the Board along with the Returning Officer’s Election Report at the conclusion of the Election Period
  - (A) No further action or caution;
  - (B) Suspension from campaigning for a number of hours;
  - (C) Disqualification of a candidate;
  - (D) Disqualification of an entire ticket;
  - (E) Deduction of any number of primary votes, at the Returning Officer’s discretion.



UNSW Student Life