



UNSW Elections – Guidelines for Campaigning

Introduction

The Returning Officer has authority under the [UNSW Rules](#) (the Rules) to make guidelines in relation to the campaigning conduct of candidates during elections.

The University welcomes active participation in elections and the free exchange of opinions and ideas and wishes to ensure a level playing field for all candidates.

Code of Conduct and applicable UNSW policies/guidelines

Candidates are expected to comply with the University's [Code of Conduct and Values](#) and any applicable University policies and/or guidelines.

In addition, candidates are expected to conduct their candidacy in a respectful, ethical and collegial manner and with the overarching responsibility to act in the best interests of the University.

Statement of reasons for candidature

The Rules allow candidates to submit to the Elections Office a 150-word statement of reasons for their candidature (in the form prescribed by the Rules) and a photograph for distribution to voters.

To ensure transparency and equal access to information for all voters, candidates are not permitted to include external links (e.g., websites, social media profiles, or file-sharing platforms) in the statement. The elections office will edit out external links and content of statements beyond the first 150 words.

If a candidate submits a statement and/or a photo, subject to these Guidelines, this material will be made available to voters via the electronic voting system.

As soon as practicable following the close of nominations, a list of eligible candidates will be available from the elections website: <https://www.unsw.edu.au/governance/elections/current-elections>.

Voters will be sent an email on the day that voting opens with a link to the online voting system (which will contain details of eligible candidates and their candidate statements and photos).

Impermissible campaigning activities

Candidate statements and any campaigning material must comply with these Guidelines. In addition, they must not include the University's logo or other University branding or state or imply that a particular candidate has the endorsement or approval of the University.

The following activities are not permitted in the context of individual campaigning:

- Accessing UNSW contact details that are not available to all staff or students (as the case may be) or accessing explode/distribution lists to send campaign emails – this includes established contact lists in Outlook, Teams and AdminNet
- Using UNSW servers or systems to build, maintain or host a campaign website
- Badging personal websites to look like official University websites
- Campaigning in any libraries, computer laboratories and classrooms
- Using any means to apply pressure on a person to vote or to vote for a particular candidate. In particular, candidates and their supporters are prohibited from soliciting votes from voters by means of providing a mobile electronic device (including but not limited to laptops, tablets, iPads and phones) to enable voting in the presence of the candidates or their supporter.

Campaigning emails (that is, emails which promote or endorse one or more particular candidates) may only be sent by candidates, and not by others on their behalf. Senior staff are encouraged to make staff and students within their School or Faculty aware of elections in which they can participate, subject to these Guidelines and bearing in mind that in doing so, particular candidates should not be promoted or endorsed. If any person wishes to send campaigning emails, they should be mindful of the restrictions set out above and clearly mark the email as a campaign-related email. Any person sending campaigning emails should be mindful of not badgering staff or students (as the case may be).

Further information

[Code of Conduct and Values](#)

[Information Governance Policy and Section 5 - Use of UNSW Information Resources and Digital Communications Platforms/Technologies Procedure](#)

Who to contact for advice

Contact the Elections Office: elections@unsw.edu.au

These guidelines are issued by James Fitzgibbon, Returning Officer, pursuant to sections 5.2 (c), (d), 5.7 (b), (c) of the Rules.