



Local Government Elections – Candidate Nomination Guide

How to Write an Acceptable Candidate Profile

The guidelines below provide a useful reference for developing your candidate profile.

Please note: Each profile will be assessed in accordance with the requirements of the *Local Government Act 1995*, the *Local Government (Elections) Regulations 1997* and other relevant provisions.

Remember to check and update your enrolment, if required, before the close of roll and check again before meeting with the Returning Officer, to ensure you are eligible to nominate as a candidate for the election.

Please follow these guidelines to ensure expedient processing of your nomination.

Purpose of Your Profile

- The purpose of the profile is to provide information to electors about your policies and beliefs so that they can make an informed choice when voting.
- You may wish to tell them what you think are important services and facilities for your community and what you would like your local government to consider providing. You could highlight new areas where council could develop policies and tell them what you would work towards on their behalf should you be elected.

Profile Writing Tips

- Write and edit your profile in a separate typed document first, ensuring it fits the 1,000-character limit (including spaces) before copying into the online nomination builder. For additional information this limit is 2,000 characters.
- Statements could be worded:
 - I believe ...
 - I support ...
 - I participated in ...
 - I propose ...
 - To illustrate my beliefs (or policies I have been involved in) ...
- If you have not been previously elected you could relate your beliefs or policies to positions, decisions or outcomes you would encourage the council adopt. They could indicate your involvement with community groups that may have aims or agendas with which you agree with.

Please ensure your profile:

- Is in the English language.
- Does not contain content that is offensive or obscene.
- Does not refer to any identifiable individual, including another candidate, without their written consent.
- Does not contain negative comments about other candidates, Council, existing Councillors or anyone else. Such comments could be viewed as defamatory.

- Contains statements that are practical and will not mislead.
- Does not make defamatory comments on council decisions or actions, past or present.
- Contains constructive statements and avoids anything that could be seen as harmful or misleading.
- Does not include special formatting such as bolding, italics, underlining, subscript, superscript, strikethroughs or bullet points (this includes the use of hyphens or full stops as bullet points). You must also not use characters to create emojis such as :) or have excessive use of capital letters.

Profile Contact Details

- You must nominate at least one contact detail to be displayed on your profile. Please ensure that your nominated contact details are correct.
- It is advised that you do not use work contact details unless it is your own business or you have permission from your employer.

Candidate Photo

- It is not mandatory to provide a photo.
- If you are providing a photo ensure that it is:
 - of the head and shoulders only
 - has a plain background
 - in greyscale (Nomination Builder will automatically do this)
 - passport sized
 - less than 6 months old or shows a reasonable likeness.
- Your photo will either be amended or rejected if it does not follow the above or if it includes:
 - Mayoral chains or councillor name badges without permission from the local government
 - The photo contains a name or logo of a business or government department without permission
 - The photo contains any offensive or prohibited symbols.

Ballot Paper Naming Standards

- The name to be printed on the ballot paper must be your surname and one or more of your given names. The online nomination builder will automatically reflect your ballot paper name in the correct format of SURNAME, Given Name/s. You do not need to change the ballot paper name unless it does not accurately reflect your name.
- You can use an initial or a commonly accepted variation (for example, Mel for Melissa).
- You may use English versions of names if you are known by that name. The English version should appear in brackets. (Mei Chen – CHEN, Mei (May)).
- If you are known by a completely different name to any of your given names you must explain to the returning officer why you wish to use an alternative name. Determinations will be made on a case-by-case basis.
- You may use your maiden name in place of your married name.

- If you have a double barrel surname you may use the full name or chose one half (John Smith-Jones, SMITH, John).
- To ensure fairness between candidates the Returning Officer may rule that a name is inappropriate for inclusion on the ballot paper. If so, you will be asked to nominate another name.

Returning Officer Review

- The Western Australian Electoral Commission and Returning Officer will review candidate nominations as part of the nomination process. Nominations that meet eligibility and content requirements will be approved by the Returning Officer.
- Your Returning Officer may amend your profile if it does not meet these requirements. Preferably, this will be done in consultation with you when you meet to submit your nomination.
- If it is necessary to alter your profile details thereafter, the Returning Officer will provide you with written notice of the change and the reason for it.

Examples of ACCEPTABLE candidate profiles

Candidate Details



Ballot paper name	NGUYEN, Maria
Candidate name	Maria NGUYEN
District	City of Training
Nominating for	Councillor for Training
Election type	Ordinary
Enrolment status	NGUYEN, Maria is eligible to stand for election as a resident of the City of Training

About Me:

I'm a small business owner and long-time community volunteer. I believe in practical solutions that strengthen our local economy and protect our environment. I believe our local councils can do more to protect the environment and if elected, I will work to make our city greener, council more transparent, and more supportive of local enterprise.

My policies:

Support local business: advocate for streamlined council approvals and reduced red tape for small businesses.

Green spaces first: push for more tree planting and park upgrades, funded through existing maintenance budgets.

Transparent spending: publish quarterly reports on council spending to ensure ratepayers' money is used responsibly.

Community engagement: establish monthly open forums for residents to voice concerns and ideas.

Why this profile is acceptable:

- No reference to any specific individuals, preventing misidentification risks.
- All statements are unlikely to harm a specific individual's reputation.
- No opinions or character judgments presented as facts.

Candidate Details



Ballot paper name	O'CONNOR, James
Candidate name	James O'CONNOR
District	City of Training
Nominating for	Councillor for Training
Election type	Ordinary
Enrolment status	O'CONNOR, James is eligible to stand for election as a resident of the City of Training

I'm a retired school principal and long-time sports coach. I've spent decades helping young people and building strong communities. I want to bring that commitment to council—focusing on fairness, safety and transparency.

If elected my plan is to advocate for a freeze on residential rates until the housing market stabilises. Ratepayers are under pressure from rising costs, and this measure will help ease the burden during a cost-of-living crisis.

To improve community safety, I will:

Prioritise community safety concerns

Ensure better follow-up for reported incidents

I will champion investment in sports grounds and programs to keep young people active to build a healthier community.

I will work to ensure council decisions are explained clearly to residents through regular public updates and open forums. If elected, I will fight for fair rates, safer streets, and a council that listens to its community.

Why this profile is acceptable

- All statements are framed as commitments or opinions, not guarantees.
- No false, misleading or defamatory claims about other candidates or council staff.
- Policies are practical and based on public interest

Candidate Details



Ballot paper name	PATEL, Joanne
Candidate name	Aisha PATEL
District	City of Training
Nominating for	Councillor for Training
Election type	Ordinary
Enrolment status	PATEL, Aisha is eligible to stand for election as a resident of the City of Training

As a civil engineer, I have heard from community feedback that some roads have not been resurfaced for many years and that recent road resurfacing has been uneven in several suburbs. I consider this report a legitimate concern that warrants council review and corrective action.

I believe in evidence-based planning and smarter use of resources. I will ensure infrastructure projects deliver value for money and meet community needs.

If elected, I will advocate for:

Fixing our roads: Review recent resurfacing issues and prioritise quality control in future projects.

Expand public transport: Advocate for extended CAT bus hours using existing Perth Parking Levy funds.

Cycling & sports infrastructure: Push for more safe cycling paths and better access to community sporting venues and improve follow-up and transparency for reported incidents.

Why this profile is acceptable:

- Raises issues sourced from community feedback.
- Does **not** state the council “negligently ignored” maintenance—avoiding unverified allegations.
- Focuses on calling for further investigation and public review, rather than assigning blame.
- The candidate uses a different given name for their ballot paper name as this is the name they are known by in the community.

Examples of UNACCEPTABLE candidate profiles

Candidate Details



Ballot paper name	CARTER, David
Candidate name	David CARTER
District	City of Training
Nominating for	Councillor for Training
Election type	Ordinary
Enrolment status	CARTER, David is eligible to stand for election as a resident of the City of Training

I've lived in this city for 20 years and have seen how wasteful spending has damaged our community. Unlike current councillors who secretly approve inflated contracts for their mates, I will fight corruption and restore integrity.

My Policies:

- End cronyism: Stop councillors from giving jobs to friends and family.
- Slash waste: Audit every department to uncover fraud and mismanagement.
- Transparency first: Publish all councillor expense claims online.
- Community voice: Hold monthly forums to expose council wrongdoing.

Why this profile is unacceptable:

- Accuses identifiable "current councillors" of corruption, nepotism and of "secretly approving inflated contracts".
- Highly damaging allegations in nature, not trivial.
- Uses hyphens as bullet points.

Candidate Details



Ballot paper name	THOMPSON, Sarah
Candidate name	Sarah THOMPSON
District	City of Training
Nominating for	Councillor for Training
Election type	Ordinary
Enrolment status	THOMPSON, Sarah is eligible to stand for election as a resident of the City of Training

I'm tired of councillors like John Smith who waste ratepayers' money on luxury trips and personal perks. If elected, I'll end this culture of greed and self-interest.

I've got the skills and the experience to put a stop to all this corruption and greed. This is what I will champion for:

Cut perks: Ban overseas travel for councillors.

Spend smart: Redirect funds from unnecessary junkets to community projects.

Open books: Publish all travel and entertainment expenses quarterly.

Community first: Ensure every dollar benefits residents, not councillors' lifestyles.

Why this profile is unacceptable:

- Directly names "John Smith" and accuses him of wasting money on "luxury trips"
- Suggests corruption and greed as factual claims.
- Serious reputational harm, not trivial matters.

Candidate Details



Ballot paper name	POSITANO, Malik
Candidate name	Malik POSITANO
District	City of Training
Nominating for	Councillor for Training
Election type	Ordinary
Enrolment status	POSITANO, Malik is eligible to stand for election as a resident of the City of Training

Our council has ignored public health for years because certain councillors are too busy lining their pockets. Rumour has it one councillor even owns shares in companies profiting from unsafe developments. I will put an end to this. There's also been too many times consultants have been brought in. I don't believe in consulting "experts"; I trust my instincts over data.

My Policies:

Health first: Ban developments near schools that increase pollution.

Conflict-free council: Require councillors to disclose all financial interests.

Community safety: Push for stricter building codes and inspections.

Public trust: Create an independent ethics committee.

Why this profile is unacceptable:

- Claims councillors are "lining their pockets" and implies corruption and/or a lack of evidence-based decision making.
- Mentions "rumour" about share ownership—unverified and harmful.
- Serious allegations, not trivial.