Extended Version
August 2026

Guide to Legal Postering

What are we asking you to do?

Put up a Kids Need Better Poster in your community this week. You might like to do this at your local cafe, gym, place of work, or community notice board.

Make sure you do this legally, by asking **permission from the owner of the property** if you can put up a poster.

Keep reading this guide for more information on:

1. The purpose of postering;
2. The law, including DO's and DON'T's of postering;
3. How to poster; and
4. Where to poster

This is the extended version of our Guide to Legal Postering, which includes more information on the Kids Need Better posters and ideal geographical locations to poster for the campaign.

What is the purpose of postering? 🤔

Postering works because it grabs attention instantly, creating a direct, unmissable connection with people as they move through the real world. Unlike digital ads that can be scrolled past or blocked, a well-placed poster in a busy area demands to be seen. Its presence in high-traffic locations ensures repeated exposure, making your message impossible to ignore. A well-placed poster in a cafe or bar could also be a great conversation starter. [reference]

Postering provides audiences with an opportunity to follow a campaign, from observing the campaign (seeing an ad or poster) to then following the campaign (by taking the 'call to action' on the poster and/or providing their details to be contacted).

Kids Need Better

To achieve a future where First Nations children are no longer overrepresented in the youth justice system, we need to:

1. Build awareness and understanding of the root causes of why Indigenous children are overrepresented in the justice system, and;
2. Use this awareness to create a revolutionary mass movement of people power to carry out actions and tactics autonomously in their regions and apply pressure to key decision makers.

One way that we can raise awareness and provide people with an opportunity to follow our campaign is to ask the community to sign our National Petition to End Torturous Practices and Raise the Age.

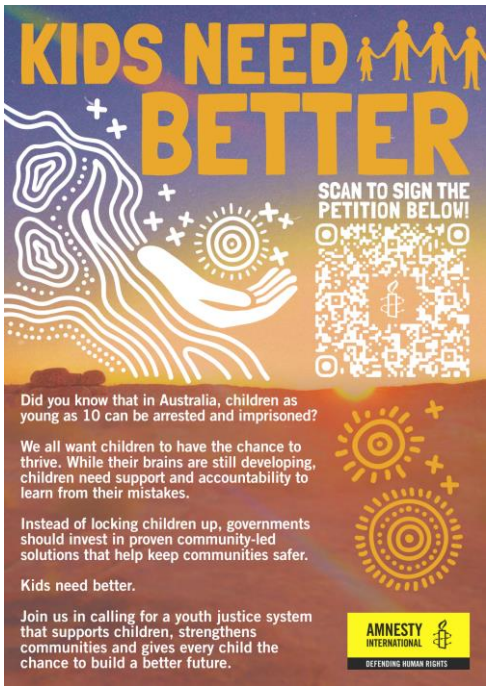
Our research shows that Australians want better for kids, but politicians are refusing to listen to the evidence. To get decision makers to act, we need to clearly show that hundreds of thousands of people care.

Postering is one of many methods to push the petition out there and get more signatures.

We've created **two versions** of our **Kids Need Better Poster**: one with a QR code to the National Petition, and another with a QR code to our campaign toolkit. **Our preference is for you to use the petition poster**, as it directs the viewer to take one, simple call to action (CTA). We can then email those who have signed the petition with campaign updates and invite them to take deeper action over time.

Alternatively, the toolkit poster directs the viewer to our campaign toolkit, where there are many different ways they can take action for the campaign, in addition to signing the petition. This can be a great option for seasoned activists, however, research shows that presenting someone with multiple CTAs can stop them from taking action altogether.

This is why our preference is for you to use the petition poster. The toolkit poster is an additional resource to use at your discretion.



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Postering and the Law

Postering in Australia is both governed by state/territory legislation and local councils. Since every state/territory and LGA has different rules, it is up to you to research the rules in your area.

An important thing to note is that all states and territories in Australia have laws **criminalising postering**, usually applying to both public and private property without the owners' consent/permission. In some states, the person who printed the posters can be charged and prosecuted. It may be up to you to prove that you had the consent of the owner, occupier, or manager of the building.

Do's and Don'ts of Postering

DO'S	DON'TS
DO look up the legislation in your LGA before you put up a poster.	**DON'T** put up a poster on private property without consent.
DO ask for consent from the owner of the property to put up a poster.	**DON'T** poster in locations with low visibility.
DO think about what location will grab the most attention and be seen.	If you don't receive consent, **DON'T** be argumentative, rude, or inflammatory. Stay peaceful and deescalate if needed.
DO put the poster up with care. Keeping them neat and tidy means they'll stay up longer.	
DO go out with friends – it makes it logistically easier and way more fun.	
DO take a photo of your poster, note the suburb where you put it up, and share this information with us here.	
If approached by anyone such as a police officer or security guard, and asked to stop postering, please cooperate and do as asked. Be sure to stay calm and positive.	

[reference: GPAP Guide to Postering]

Where and how to poster?

The best place for a poster is a **highly visible location** with **lots of foot traffic**, particularly where people stop to read things. Examples might include:

- Community notice boards;
- Your place of work, near the kitchenette or water cooler;
- Your local cafe (they might have a designated area for posters, like on the window or at the entrance, or below the coffee machine);
- Designated poster walls or poles;
- Your gym, climbing gym, surf club or dance studio (they might have a designated area, like a notice board or in the bathrooms).

Regardless of where you choose, it is extremely important that you ask for **permission from the owner of the property** if you can put up a poster.

How to ask permission:

1. If it is a local business, a great thing you can do is contribute to that business first (e.g. purchase a coffee from your local cafe).
2. Speak to a staff member about the campaign (refer to the messaging on the poster).
3. Ask for permission if you can put up a poster.
4. Offer to put the poster up yourself (ask if they have a preferred method for it to be fixed, e.g. blue tack or tape).

Important geographical locations for the Kids Need Better campaign

Feel free to simply put the poster up in your community. However, if you'd like to put more posters up and want to know which locations are best, there are some geographical locations where it would be extremely beneficial to have Kids Need Better campaign posters about. These are:

- **States & Territories**:
  - Victoria
  - Northern Territory
  - Queensland

  (These are our focus states/territories for the Kids Need Better Campaign)
- **Suburbs/LGAs**:
  - Canberra, ACT
  - Blacktown, NSW
  - Redfern, NSW
  - Darwin, NT
  - West Perth, WA

(These are locations of key federal decision makers, where it would be beneficial to have visibility of the campaign and public support.)

If you're a part of an Amnesty group that convenes in a particular area or suburb, you might like to prioritise putting up posters in that area. This is because postering in your area can:

- Make your group presence more known; and
- Provide a pathway for people in your community to get involved with Amnesty and join your group.

Logistics

Printing your poster

Not sure how to print the poster? Most community libraries offer an affordable printing service. Alternatively, you can print your poster at Officeworks. If you'd like to seek reimbursement for the cost of printing, please keep your tax receipt and reach out to activism@amnesty.org.au.

Please print your poster in **colour** (not black and white) and on **A4 paper or larger** (e.g. A3)

Packing list before you poster

1. Printed poster(s)
2. Tape (and/or staple gun)
3. Camera or phone to take a photo of your poster

When you've finished putting up your poster, remember to take a photo of your poster, note the suburb where you put it up, and share this information with us here.

If you have any questions, please contact activism@amnesty.org.au