



Aboriginal Medical
Services Alliance
Northern Territory
ICN 8253 | ABN 26 263 401 676

AMSANT Communication and Campaigning Protocols for the Election of NACCHO Elected Directors

**Aboriginal Medical Services Alliance Northern Territory Aboriginal Corporation (AMSANT)
Communication and Campaigning Protocols for the Election of NACCHO Elected Directors-
September 2026**

1. Purpose

1.1 These Campaign and Candidate Communication Protocols establish the standards applying to candidates participating in the 2026 Northern Territory election of the NACCHO Elected Director nominees.

1.2 The purpose of these Protocols is to:

- a. ensure that all candidates have a fair and reasonable opportunity to present themselves to eligible voters;
- b. promote informed and respectful discussion about the candidates and their suitability for the position;
- c. protect the integrity, confidentiality and reputation of the election process;
- d. prevent the improper use of AMSANT or member organisation resources; and
- e. provide clear standards for campaign conduct and candidate communications.

1.3 These Protocols should be read together with the AMSANT Rules for the Election of NACCHO Elected Directors.

Alice Springs
34-36 Hartley St
Alice Springs NT 0870
Postal Address: GPO Box 1464
Alice Springs NT 0871

Darwin
Level 1 Moonta House
43 Mitchell St Darwin NT 0800
Postal Address: GPO

Telephone: (08) 8944 6666
Facsimile: (08) 8981 4825
Email: reception@amsant.org.au
Web: www.amsant.org.au

1.4 Nothing in these Protocols prevents a candidate from expressing views about NACCHO, its governance, policies, strategic direction or the issues facing the Aboriginal Community Controlled Health sector.

2. Application

2.1 These Protocols apply to:

- a. all candidates for the position of NACCHO Elected Director nominee;
- b. persons acting on behalf of or supporting a candidate; and
- c. campaign material or communications intended to influence an eligible voter in the election.

2.2 A candidate is responsible for taking reasonable steps to ensure that persons campaigning on their behalf comply with these Protocols.

2.3 These Protocols apply from the date a person becomes a Candidate until the conclusion of the election.

3. Principles of Campaigning

Candidates are expected to conduct their campaigns in accordance with the following principles:

- a. fairness;
- b. honesty and integrity;
- c. respect for other candidates;
- d. respect for member organisations;
- e. respect for Aboriginal and Torres Strait Islander peoples, communities and cultures;
- f. transparency about the source of campaign communications;
- g. responsible use of information; and
- h. respect for the independence and integrity of the election process.

Candidates are encouraged to focus their campaigns on their experience, skills, qualifications, vision and suitability for the role rather than personal criticism of other candidates.

4. Equal Treatment of Candidates

4.1 AMSANT will not endorse, recommend or express a preference for any candidate.

4.2 AMSANT staff and persons engaged by AMSANT to administer the election must remain politically neutral in relation to the candidates.

4.2 AMSANT's election administration functions must not be used to provide a candidate with an electoral advantage.

5. Candidate Statements

5.1 The official Candidate Statement submitted with the NACCHO Elected Director Application will be distributed to eligible ACCHOs in accordance with the election timetable.

5.2 AMSANT will distribute Candidate Statements without alteration, except for reasonable formatting, accessibility or administrative corrections.

5.3 AMSANT will not edit, endorse, rank or otherwise comment on Candidate Statements.

5.4 Candidates must ensure that their Candidate Statement is accurate and not misleading.

5.5 A Candidate must not include material in their Candidate Statement that:

- a. is defamatory or unlawfully discriminatory;
 - b. threatens, intimidates or harasses another person;
 - c. knowingly contains false information about another candidate;
 - d. discloses confidential or personal information without proper authority; or
 - e. is unrelated to the candidate's suitability for the position.
-

6. Campaign Communications

6.1 Candidates may communicate with eligible voters by reasonable means, including:

- a. email;
- b. telephone;
- c. meetings;
- d. social media;
- e. online meetings;
- f. written material; and
- g. other reasonable forms of communication.

6.2 Campaign communications must identify the candidate or person responsible for the communication.

6.3 Candidates must not represent campaign material as being issued, approved or endorsed by AMSANT, NACCHO or another organisation unless that organisation has expressly authorised the representation.

6.4 Candidates must not use the AMSANT or NACCHO logo, branding, official letterhead or other organisational material in campaign communications.

6.5 Candidates should not create campaign material that could reasonably be mistaken for official election information issued by AMSANT or NACCHO.

6.6 Any communication providing information about voting procedures must be accurate and consistent with information issued by AMSANT.

7. Use of Member Contact Information

7.1 A candidate must not obtain or use confidential member contact information from AMSANT, NACCHO or an ACCHO for campaign purposes unless the information has been lawfully provided for that purpose.

7.2 AMSANT and NACCHO membership databases, mailing lists and other confidential organisational information must not be used for campaigning.

7.3 A candidate must not request that AMSANT provide a list of voter email addresses, telephone numbers or other personal information for campaign purposes.



7.4 Nothing in this clause prevents an ACCHO or other organisation from communicating with its own members in accordance with its ordinary governance arrangements, provided that such communication complies with these Protocols.

8. Use of Organisational Resources

8.1 AMSANT resources must not be used to advantage or disadvantage a candidate.

8.2 A candidate must not use:

- a. AMSANT staff time;
- b. AMSANT vehicles;
- c. AMSANT premises;
- d. AMSANT equipment;
- e. AMSANT mailing lists;
- f. AMSANT databases;
- g. AMSANT social media accounts;
- h. AMSANT funds; or
- i. other AMSANT resources

for campaigning, unless AMSANT has expressly agreed.

8.3 An employee, officer or representative of an ACCHO may participate in campaign activities in their personal capacity, subject to the policies of their organisation and these Protocols.

8.4 Candidates must not imply that their employer, ACCHO, AMSANT or NACCHO supports their candidacy unless that organisation has formally authorised such a statement.

9. Respectful Campaigning

9.1 Candidates must conduct themselves respectfully towards other candidates, AMSANT, NACCHO, and member organisations.



9.2 Candidates must not engage in:

- a. personal abuse;
- b. bullying or intimidation;
- c. threats;
- d. harassment;
- e. discriminatory or vilifying conduct;
- f. deliberately humiliating another candidate; or
- g. conduct reasonably likely to discourage a person from exercising their right to vote.

9.3 Robust discussion and legitimate criticism of a candidate's policies, experience, qualifications, governance record or publicly expressed views are permitted.

9.4 Candidates should distinguish between criticism of a person's conduct or position and personal attacks unrelated to their suitability for election.

10. Accuracy and Misleading Communications

10.1 Candidates must take reasonable care to ensure that campaign communications are accurate and not misleading.

10.2 A candidate must not knowingly publish or distribute a false statement of fact concerning:

- a. another candidate;
- b. AMSANT;
- c. NACCHO;
- d. the election;
- e. the voting process; or
- f. the eligibility of a person to vote or stand for election.

10.3 Candidates must not deliberately present a statement, quotation, photograph, document or other material in a way that materially alters its meaning.



10.4 Where a candidate makes a factual allegation concerning another candidate that is reasonably capable of verification, the candidate should have a reasonable basis for making the allegation.

10.5 Candidates may express opinions, predictions and views about the future direction of NACCHO. Such material should be clearly presented as opinion rather than fact where the distinction is relevant.

11. Personal Information and Confidential Information

11.1 Candidates must respect the privacy of other candidates and voters.

11.2 A candidate must not publish or distribute another person's:

- a. private telephone number;
- b. private email address;
- c. home address;
- d. personal correspondence;
- e. personal photographs;
- f. family information; or
- g. other personal information

without consent, unless there is a legitimate and lawful basis for doing so.

11.3 Candidates must not disclose confidential information obtained through their employment, board membership, ACCHO membership or other organisational position for the purpose of gaining an electoral advantage.

11.4 Nothing in this clause prevents a candidate from discussing information that is properly in the public domain.

12. Social Media

12.1 These Protocols apply equally to social media and online communications.



12.2 Candidates are responsible for campaign material posted by them or by persons campaigning on their behalf where they have authorised, encouraged or knowingly permitted the material to be published.

12.3 Candidates must not use fake accounts, impersonation or deceptive identities for campaign purposes.

12.4 Candidates must not deliberately manipulate, edit or present digital content in a manner likely to mislead voters about another candidate or the election.

12.5 Candidates should exercise particular care when sharing material originating from third parties and should take reasonable steps to verify its accuracy.

12.6 Artificial intelligence-generated images, audio or video must not be used to impersonate another candidate or create a materially misleading impression.

12.7 Candidates should clearly identify substantially AI-generated campaign material where its nature may not otherwise be apparent.

13. Campaigning and Voting

13.1 Campaigning must not interfere with the integrity of voting.

13.2 Candidates must not seek to obtain information about how an ACCHO has voted.

13.3 A candidate must not request that an ACCHO provide evidence of how they voted.

13.4 Candidates must not knowingly provide incorrect instructions about how to complete or return a ballot paper.

14. Endorsements

14.1 A person or organisation may publicly express support for a candidate.

14.2 A candidate must not falsely claim or imply that they have been endorsed by AMSANT, NACCHO, or an ACCHO.

14.3 Where a candidate refers to support from an organisation, the candidate must ensure that the statement accurately represents the nature of that support.



14.4 A candidate must not represent the personal views of an individual member of an organisation as an official endorsement by that organisation.

15. Complaints About Campaign Conduct

15.1 A candidate or ACCHO may make a complaint to the Returning Officer concerning alleged non-compliance with these Protocols.

15.2 Complaints should:

- a. be made as soon as practicable;
- b. identify the conduct complained of;
- c. identify the relevant candidate or person, where known;
- d. provide supporting evidence where available; and
- e. state the outcome sought.

15.3 The Returning Officer may seek information from the candidate or other relevant persons.

15.4 A candidate who is the subject of a complaint must be given a reasonable opportunity to respond before any adverse finding is made.

15.5 The Returning Officer must approach complaints impartially and must not determine a complaint on the basis of the political merits of the underlying disagreement.

16. Response to Breaches

16.1 Where the Returning Officer considers that a candidate has breached these Protocols, the Returning Officer may:

- a. provide an informal warning;
 - b. require the candidate to cease or correct the conduct;
 - c. require a clarification or correction to be issued where appropriate;
 - d. refer the matter to NACCHO where the matter may affect the integrity of the NACCHO election.
- 

16.2 The response must be proportionate to the seriousness and impact of the breach.

17. Corrections

17.1 Where a candidate becomes aware that they have distributed materially inaccurate information, they should take reasonable steps to correct the information.

17.2 Where a material factual error has been identified in campaign material distributed through an AMSANT-email, AMSANT may require the candidate to provide a correction.

17.3 A correction should be given substantially equivalent prominence to the original communication where reasonably practicable.

18. Role of the Returning Officer

18.1 The Returning Officer is responsible for administering these Protocols.

18.2 The Returning Officer must act independently and impartially.

18.3 The Returning Officer may issue reasonable directions to candidates concerning the conduct of the campaign where necessary to protect the integrity of the election.

18.4 The Returning Officer must not regulate legitimate political debate merely because a candidate or voter disagrees with the content of a communication.

18.5 The Returning Officer should seek advice from NACCHO where an alleged breach raises an issue concerning the interpretation of the NACCHO Constitution or could materially affect the outcome or integrity of the election.

19. No Endorsement by AMSANT

19.1 Nothing in these Protocols should be interpreted as AMSANT endorsing or supporting any candidate.

19.2 AMSANT's role is to facilitate a fair and impartial election and to provide eligible voters with an opportunity to make an informed choice.



19.3 AMSANT will not assess or publicly express an opinion about which candidate should be elected.

20. Candidate Agreement

By accepting their nomination as a Candidate, each Candidate acknowledges that:

- a. they have read and understood these Protocols;
 - b. they agree to comply with them;
 - c. they will conduct their campaign honestly and respectfully;
 - d. they will respect the confidentiality and integrity of the voting process;
 - e. they will not knowingly distribute false or misleading information about the election or another Candidate;
 - f. they will comply with reasonable directions of the Returning Officer; and
 - g. they understand that serious or repeated breaches may be referred to NACCHO.
-

21. Interpretation

21.1 These Protocols are intended to support a fair and transparent election and should be interpreted consistently with that purpose.

21.2 Where there is any inconsistency between these Protocols and the NACCHO Constitution or a direction formally issued by NACCHO concerning the election, the NACCHO Constitution or direction prevails.

21.3 Nothing in these Protocols limits a candidate's right to express a legitimate view about NACCHO, its governance, its policies or matters affecting the Aboriginal Community Controlled Health sector.