

26 September 2025

**TRADITIONAL ELECTION ADVERTISEMENT RULE CONTRAVENTION FOR
GRASSROOTS ADVISERS' PROMOTIONAL MATERIAL FOR GE2025**

Ms He Ting Ru asked the Prime Minister and Minister for Finance (a) whether promotional material with photos of grassroots advisers and their initiatives that are maintained during the 2025 General Elections campaign period contravenes rules on traditional election advertisements (TEA) if the grassroots advisers are also running as candidates; and (b) if no, why not.

Mr Chan Chun Sing (for the Prime Minister):

Under the law, any posters, flags or banners that are displayed during the election period for the purpose of promoting or procuring the electoral success of a candidate or political party would constitute election advertising and would be required to comply with the election advertising rules.

2 If a grassroots adviser (GRA) runs for election as a candidate, whether pre-existing displays that are maintained during the election period and bear his photograph constitute Traditional Election Advertising would depend on the context, intention and timing of the display. For instance, banners containing expressions that can be reasonably regarded as appealing for continued support from residents so that he/she can serve them as Member of Parliament, could constitute election advertising. If so, they would need to comply with election advertising rules for their continued display during the election period.

3 On the other hand, pre-existing banners that continue to be displayed during the election period and serve a purpose unrelated to elections are unlikely to constitute election advertising. This is because they can be reasonably regarded as not intended to promote or procure the electoral success of a political party or its candidates in connection with the election. Examples of such banners include “Welcome” banners depicting a group of GRAs with “Welcome to Our Town” text message or “Festive Greetings” banners that are typically displayed around the time of the festival.