

Please read the guidance notes before completing the application form

GUIDANCE NOTES

Who must register as a promoter?

Any individual or group who spends, or intends to spend, over \$13,600 (including GST) on election advertising, or referendum advertising for each referendum, or advertising that includes both election and referendum advertising, during the regulated period must register with the Electoral Commission.

Who is a promoter?

A promoter is a person or group on whose initiative an election advertisement or referendum advertisement is published or is to be published.

Who cannot be a registered promoter?

The following persons cannot be a registered promoter for the purposes of the 2020 General Election:

- a constituency candidate or list candidate
- a registered political party
- an overseas person
- a person involved in the administration of:
 - the affairs of a candidate in relation to the candidate's election campaign, or
 - the affairs of a party.

An overseas person cannot be a registered promoter for the purposes of a referendum.

An overseas person is:

- an individual who resides outside New Zealand and is not a New Zealand Citizen or registered elector
- a body corporate incorporated outside New Zealand, or
- an unincorporated body that has its head office or principal place of business outside New Zealand.

The Electoral Commission will not register a promoter whose name is indecent or offensive, likely to cause confusion or likely to mislead electors.

Where the promoter is an individual

If the promoter is an individual, the application should be made by the person who wants to be registered as a promoter. Individual promoters do not need to complete sections 3-5 of the application form.

Authorisation to make the application where the promoter is not an individual

If the promoter is a company then the application must be accompanied by evidence documenting that the person is duly authorised by the board of directors to make the application, such as a letter signed by one or more directors.

Where the promoter is neither an individual nor a company the application must state the names of the persons occupying a position in the body that is comparable with that of a director of a company. If the promoter is a trust, you need to provide the names of the trustees. The application must also be accompanied by evidence documenting that the applicant is duly authorised by the promoter to make the application. For example, this could be a letter signed by the persons outlined above.

Contact details of the promoter (and applicant where promoter is not an individual)

Contact details for an individual must include the full street address of the place where the person usually lives, or the full street address of any other place where the person can usually be contacted during working hours. For a body corporate or unincorporated, it means the full street address of the group's principal place of business; or the full street address of the body's head office. A P.O. box or website address is insufficient.

Do promoters have to register to promote both election and referendum advertisements?

A promoter who only intends to publish election advertisements need only register to be a registered promoter for the 2020 General Election.

A promoter who intends to publish referendum advertising needs to register for each referendum they are intending to promote referendum advertising for.

Promoters who are likely to publish both election and referendum advertisements should register for all events that they will publish advertising for.

The Electoral Commission has one Register of Promoters but the Register specifies which events the promoter has registered to promote advertisements for.

GUIDANCE NOTES CONTINUED

Can a promoter's registration be cancelled or lapse?

The Electoral Commission will cancel the registration of a promoter who is not eligible to be registered or if the promoter requests the cancellation and the promoter has not spent more than \$13,600 on election or referendum advertising expenses during the regulated period. The Electoral Commission will give the promoter written confirmation of the cancellation.

A registered promoter's registration will only apply for the 2020 General Election.

A registered promoter's registration for the referendum will expire on 6 May 2021 (6 months after the official result is declared).

What happens to the information provided in the application to register?

Once an application is accepted, the promoter's name and address in section 2 and the names of any persons set out in sections 3 and 4 will be entered on the Register of Promoters as appropriate to enable the public to see who is responsible. This register is open to public inspection and will be available on the Electoral Commission's website.

A registered promoter must notify the Electoral Commission in writing within 10 working days of any change in the names and contact details provided in the application to register as a promoter.

Is there a fee?

There is no fee payable to register as a promoter with the Electoral Commission.

Processing of the application to register

The Electoral Commission will endeavour to assess applications within 5 working days of receipt. However, it may take longer during busy election periods.

The applicant will be notified in writing, as soon as reasonably practicable, either of the date of registration or of the reasons for refusal.

Lodging an application

Completed applications can be lodged by email or post.

Email to: enquiries@elections.govt.nz

By post to: Electoral Commission

PO Box 3220

Wellington 6140

Further information

For further information, please refer to the Electoral Commission's Third Party Handbook.

SECTION ONE - Event

This is an application to register as a promoter for (please select all that are relevant):

- 2020 General Election
- Cannabis Referendum
- End of Life Choice Act Referendum

SECTION TWO - Details of promoter to appear in the register

Promoter's Name	<input type="text"/>
Address	<input type="text"/>
Phone	<input type="text"/>
Email	<input type="text"/>

SECTION THREE - Details of person authorised to make the application to appear in the register where the promoter is not an individual

Name	<input type="text"/>
Address	<input type="text"/>
Phone	<input type="text"/>
Email	<input type="text"/>

SECTION FOUR - Name of relevant individuals to appear in the register where the promoter is not an individual or company

If the promoter is not an individual or a company, the names of the persons occupying a position comparable with that of a director of a company:

If the promoter is a trust, the names of the trustees:

SECTION FIVE - Authority to apply where the promoter is not an individual

- I confirm that have attached the documentary evidence to verify that I am authorised by the promoter to apply for registration

SECTION SIX - Declaration

I apply for the promoter to be registered on the Register of Promoters and declare that, to the best of my knowledge and belief, that the promoter is eligible to be registered as a promoter.

Signed: <input type="text"/>	Dated: <input type="text"/>
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