
Instructions of the Chief Electoral Officer

DATE: 6 June 2023

TO: PROSPECTIVE CANDIDATES

FROM: Chief Electoral Officer

RE: IDENTIFICATION OF SPONSORSHIP OR AUTHORIZATION

The purpose of this Instruction is to clarify the rules regarding the sponsorship or authorization notation for election materials such as signs, press releases, advertisements, or broadcasts.

Identification is placed on election materials so that citizens know who is responsible for election messaging, and how the sponsor can be reached to answer any questions from the public. Failure to identify the sponsor is an election offence.

Identification is required on all campaign material, including broadcasts and electronic publications. The identification must include a legible notation indicating that it is sponsored by a specific body or person or is authorized by an official agent.

In addition to being properly identified, any corporation, organization, group or person who is advertising in support of or in opposition to a candidate must also register as a third-party advertiser with the Chief Electoral Officer if the corporation, organization, group or person spends or intends to spend more than \$500 during the election advertising period.

The only exceptions are for campaign material having a surface area that does not exceed 64cm², or may reasonably be considered to be clothing, a novelty item or an item intended for personal use.

Format of Identification

One of the following formats must be used.

If the sponsor is not an official agent:

“Authorized by [name of sponsor], [telephone number].”

Or if being authorized by an official agent:

“Authorized by [name of official agent], official agent for [name of candidate], [telephone number].”

The notation must be large enough, and placed so that it is visible and legible for the average person. The size and placement of the notation will depend on the size and nature of the election material.

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Election materials produced during the pre-election period may still be distributed or displayed during the campaign period as long as the identification notation remains visible and legible. The pre-election period began 4 June 2023.

For more detail about identification notations, see sections 101, 101.1 and 102 of the *Elections and Plebiscites Act*. For more detail about third-party advertisers, see sections 264.1 to 264.11 of the *Elections and Plebiscites Act*.