

## APPLICATION TO REGISTER AS A PROMOTER FOR THE 2017 GENERAL ELECTION

If you wish to apply for registration, then please complete this form, take a copy for your own records, and post the original completed form to the Electoral Commission, Level 10, 34-42 Manners Street, PO Box 3220, Wellington, scan and email to [enquiries@elections.govt.nz](mailto:enquiries@elections.govt.nz) or fax to (04) 495 0031.

Please read the guidance notes overleaf before completing this form

**1. Name and address of promoter to appear in the register**

Promoter's Name	
Address	
Telephone	
Email Address	

**2. Person authorised to make the application to appear in the register where the promoter is not an individual**

Name	
Address	
Telephone	
Email Address	

**3. Names of relevant individuals to appear in the register where the promoter is not an individual or a 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	

**4. Authority to apply where the promoter is not an individual:**

I have attached documentary evidence to verify that I am authorised by the promoter to apply for registration YES / NO

**5. Declaration of applicant:**

I apply for the promoter to be registered on the REGISTER OF PROMOTERS and declare that to the best of my knowledge and belief the promoter is eligible to be registered as a registered promoter

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

## GUIDANCE NOTES

### Who must register as a promoter of election advertisements?

Any individual or group who spends, or intends to spend, over \$12,600 (including GST) on election advertising during the regulated period for the 2017 general election must register with the Electoral Commission.

### Who is a promoter?

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

### Who cannot be a registered promoter?

The following persons cannot be a registered promoter:

- a constituency or list candidate
- a 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 is:

- an individual who resides outside New Zealand and is not a New Zealand Citizen or registered elector; or
- 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 2, 3 and 4 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.

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

### 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 \$12,600 on election advertising expenses during the regulated period. The Commission will give the promoter written confirmation of the cancellation.

A registered promoter's registration expires on the close of election day for the next election following the date of the promoter's registration.

### What happens to the information on the application to register?

Once an application is accepted, the promoter's name and address in section 1 and the names of any persons set out in sections 2 and 3 will be entered on the Register of Promoters as appropriate. This register is open to public inspection and enables the public to see who is responsible and will be available on the 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.

### Further information

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