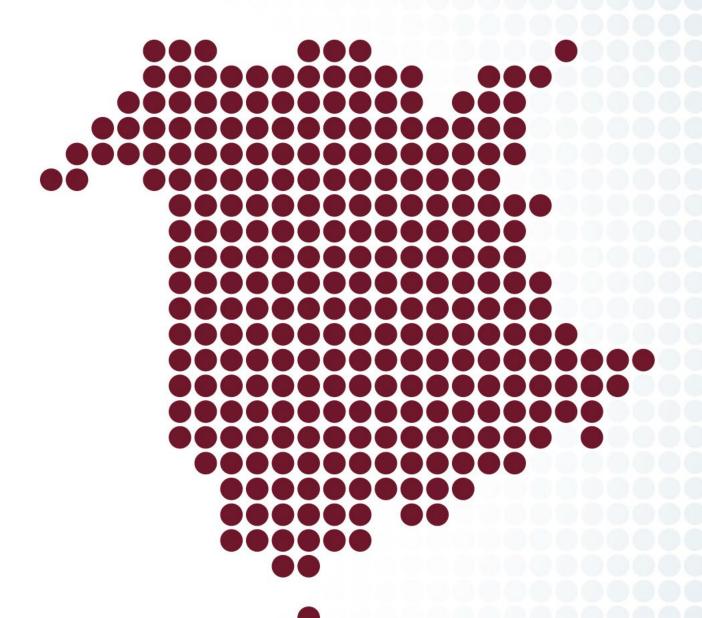


## **Third Parties**



(2024-04-13)

### **Definitions**

"Third party" means a person or group other than a party, a district association or a candidate

"Group" means a group of persons acting together by mutual consent for a common purpose, and includes a trade union

#### **Examples**

 Individuals, corporations, trade unions and their local chapters, business associations, charitable organizations, social clubs, and community action groups



# 2020 Provincial General Election – Registered Third Parties

- Anglophone Rights Association of New Brunswick Inc.
- Canadian Union of Public Employees NB (CUPE NB)
- Cities of New Brunswick Association
- Conservation Council of New Brunswick
- Égalité santé en français N.-B. inc.
- Fredericton Club of the Communist Party of Canada
- Irving Woodlands and Forest NB

- New Brunswick Medical Society
- New Brunswick Nurses Union
- New Brunswick Real Estate Association
- Proudly New Brunswick / Fièrement Nouveau-Brunswick
- Public Service Alliance of Canada
- Saint John Firefighters Association, IAFF Local 771
- Société de l'Acadie du Nouveau-Brunswick inc. (SANB)
- Stop Spraying NB Inc.



## **Election Advertising**

"Election advertising" means a message transmitted to the public by any means <u>during a campaign period</u> that promotes or opposes a registered political party or the election of a candidate or takes a position on an issue with which a registered political party or a candidate is associated... [PPFA, 84.1]

Unrestricted advertising permitted prior to the campaign period

Subject to "restricted advertising period" rules like parties and candidates



## Election Advertising (cont'd)

"Election advertising" does <u>not</u> include:

- An editorial, debate, speech...or news
- Distribution or promotion of a book if it was planned irrespective of the election
- The transmission of a document directly by a person or a group to its members, employees or shareholders
- The transmission by an individual, on a non-commercial basis, of their personal political views via the Internet



## Registration

Third parties must register with Elections NB immediately after incurring election advertising expenses exceeding \$500 in total

May register in advance

Must appoint a chief financial officer who will be responsible for:

- Ensuring that the third party complies with the provisions of the PPFA;
- Accepting election advertising contributions and loans made to the third party;
- Authorizing all election advertising expenses incurred by or on behalf of the third party;
- Maintaining the books, records and other documents of the third party;
   and
- Filing the required financial reports with the Supervisor



## **Advertising Identification**

Advertising identification required

- Name of third party
- Name of person responsible for books and records and telephone number or address

Applies to any third party who advertises during campaign period

- Not only <u>registered</u> third parties
- Even to a person posting a home-made sign on their property

No third party shall transmit to the public any advertising that may lead the public to believe it originates with a party, district association, or candidate



## Financing: Election Advertising Contributions

#### Eligible contributors

- Individuals who are ordinarily resident in the Province
- Trade unions representing NB workers, excluding those in public sector
- Corporations incorporated or doing business in NB

No contribution limit

Not eligible for the New Brunswick Political Contributions Tax Credit



## Financing: Loans and Own Funds

#### Loans

- From any source
- Applicable details reported

Third party's own funds



## **Spending Limits**

#### 2024 Election advertising spending limits

• Estimated \$17,600 province-wide or \$1,760 per single district

#### www.electionsnb.ca

- Political Financing > Information > 2024-10-21 Election Expenses Limits and Reimbursements
- For a by-election, same amount as last general election



### **Prohibitions**

No third party shall circumvent or attempt to circumvent provisions of the PPFA regarding spending limits or the registration requirement in any manner, including either of:

- splitting itself into two or more third parties; or
- acting in collusion with another third party so that their combined election advertising expenses exceed a spending limit.

No third party shall collude with a political party, district association, or candidate to circumvent or attempt to circumvent the PPFA; and *vice versa* 



## **Advertising Expenditure Report**

The third party's <u>chief financial officer</u> must file an <u>advertising expenditure</u> <u>report:</u>

No later than 90 days following ordinary polling day, i.e., Monday, January 20,
 2025

#### www.electionsnb.ca

- Political Financing > Electoral Financial Returns: Templates >
   P 04 965 Advertising Expenditure Report of Registered Third Party
- If in a deficit position, must file supplementary report within six months of filing the first report and every 12 months thereafter until the deficit is eliminated





Questions?

