

Roles and Responsibilities
 Political Party
 District Association and Candidate
 Volunteers
 Campaign Finances
 Election Expenses
 Spending Limits
 Reimbursement
 Electoral Activities

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Roles and Responsibilities Political Party Official representative Solicit contributions Coordinate fundraising activities Arrange financing Collaborate on electoral budget Ensure pre-writ advertising respects \$200,000 (plus Consumer Price Index) aggregate annual advertising limit (\$240,000 for the year 2024) Pay election expenses authorized by chief agent Maintain accounting systems Prepare electoral financial return for chief agent Comply with Political Process Financing Act (PPFA)

Roles and Responsibilities
Political Party (cont'd)

Chief agent

Collaborate on electoral budget
Comply with election spending limit
Authorize and control election-related spending by party
Provide documentation to official representative for payment of election expenses
Review, approve, sign, and submit electoral financial return to Elections NB
Comply with PPFA
Appoint electoral district agents prior to election period, if required

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Roles and Responsibilities District Association and Candidate Official representative of registered district association Solicit contributions Coordinate fundraising activities Consider election expenses reimbursement Arrange financing Collaborate with electoral district agent / official agent on electoral budget Transfer money to electoral district agent / official agent

Roles and Responsibilities

District Association and Candidate (cont'd)

Official representative of registered district association (cont'd)

• If authorized by electoral district agent / official agent, incur election expenses

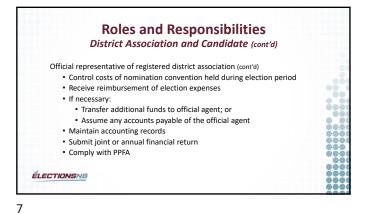
• Identify deemed contribution if election expenses less than regular price

• Determine current retail value of used advertising materials (signage)

• Ensure pre-writ advertising respects \$3,000 (plus Consumer Price Index) annual advertising limit

• \$3,600 for the calendar year 2024

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Roles and Responsibilities

District Association and Candidate (cont'd)

Electoral district agent / Official agent of candidate

• Collaborate on electoral budget

• Comply with election spending limit

• Consult with district association on banking options

• Use district association's existing bank or funds-on-deposit account

• No new bank account required

• Open new bank account for campaign

• Receive funds from official representative

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Roles and Responsibilities

District Association and Candidate (cont'd)

Electoral district agent / Official agent of candidate (cont'd)

• Monitor authorized election expenses regularly

• Identify deemed contributions

• Depending on the banking option chosen:

• Submit invoices to official representative for payment and file joint financial return; or

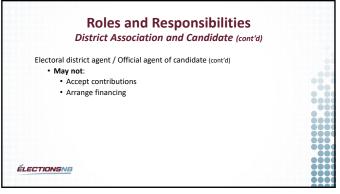
• Pay invoices and file electoral financial return

• If possible, pay all liabilities and close bank account prior to submitting return

• If not possible, subsequently complete banking transactions, close account, and submit details to Elections NB

• Comply with PPFA

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Roles and Responsibilities

District Association and Candidate (cont'd)

Candidate

• May:

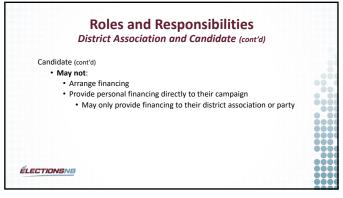
• Accept contributions if authorized by district association or party

• Incur personal lodging, food, and travel costs, and may be reimbursed as election expenses

• Personally incur \$2,000 in election expenses without prior authorization of electoral district agent / official agent

• Submit details not later than 20 days after Election Day

• If not reimbursed, amount is deemed to be a contribution of money



Roles and Responsibilities
District Association and Candidate (cont'd)

Campaign manager

• Understand and respect legislated roles and responsibilities

• Communicate with electoral district agent / official agent regularly

• Obtain authorization to incur election expenses

• Comply with PPFA

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Participation by volunteers • "The donation by an individual of his personal services, talents or expertise, or the use of his vehicle and the product of that donation, where it is given freely and not as part of his work in the service of an employer..." is not considered a contribution nor an election expense [PPFA, s.2(1)(a)] Leaves of absence with pay are prohibited Restrictions on federal and provincial employees engaging in political activity

Campaign Finances

Annual contribution and financing limit of \$3,000

• Per individual (including a candidate) to a registered political party, its registered district associations, and its candidates' campaigns collectively

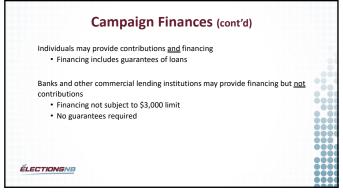
• Not permitted by corporations and trade unions

Contributions from fundraising activities

• Full ticket price, not profit per ticket

• Full bid on auction item

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Campaign Finances (cont'd)

Exception: Incurring election expenses using a person's own money or credit

Not considered financing if authorized and reimbursed by official agent

If not reimbursed, deemed a contribution of money

Election Expenses Definition

"Election expenses" means all expenditures incurred during an election period for the purpose of promoting or opposing directly or indirectly, the election of a candidate or that of the candidates of a party, including every person who subsequently becomes or who is likely to become a candidate, and includes all expenditures incurred before an election period for literature, objects or materials of an advertising nature used during the election period for such purposes. [PPFA, s.67(1)]

- Includes:
 - · Contributions of property and services to a campaign
 - · Unreimbursed purchases

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Election Expenses Spending Limits Calculation for political party • # registered electors in the aggregate of the electoral districts in which it has candidates, times inflation-adjusted rate per elector · Electors determined from preliminary lists of electors at issue of writs • 565,000 electors X \$2.40/elector = \$1,356,000

2024 Estimate

www.electionsnb.ca
Political Financing > Information > 2024-10-21 Election Expenses Limits and Reimbursements

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Election Expenses

Spending Limits (cont.)

Calculation for candidate

- # registered electors in electoral district times inflation-adjusted rate per
- · Electors determined from preliminary lists of electors at issue of writs

2024 Estimate

• 11,000 electors X \$4.20/elector = \$46,200

www.electionsnb.ca

Political Financing > Information > 2024-10-21 Election Expenses Limits and

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Election Expenses

Reimbursement

Eligibility criteria

- · Each elected candidate; and
- Each candidate having obtained 15% or more of valid votes cast in their electoral district

Paid to registered district association, not to official agent of candidate

2024 Estimate

• 11,000 electors X \$1.58/elector = \$17,380

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Political Financing > Information > 2024-10-21 Election Expenses Limits and Reimbursements

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Electoral Activities

- · Official start of election period
- Pre-writ advertising
- · Election-period advertising
- Campaign offices
- Wages paid to campaign workers and candidates
- Nominating conventions
- Fundraising activities held during election period
- Election Day expenses
- · MLA constituency office
- · Access to apartment buildings

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Electoral Activities Official start of election period

- 12:01 AM on date writs of election issued
- Only "pre-writ advertising" permitted before start

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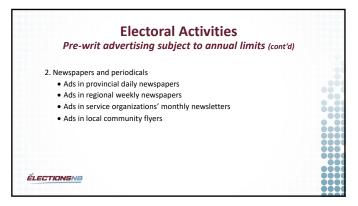


Electoral Activities
Pre-writ advertising subject to annual limits

1. Broadcasting undertakings
• Production costs of acquiring advertisements
• Media buys for television ads
• Media buys for radio ads
• Television and video ads distributed over the internet as part of programming

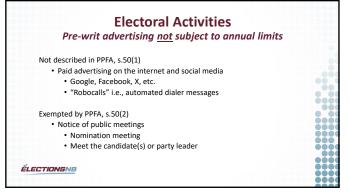
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Electoral Activities Pre-writ advertising subject to annual limits (cont'd) 3. Other printed matter • Billboards • Postcards • Roadside signs • Restaurant placemats • T-shirts, ball caps, sweaters and · Lawn signs • Campaign office signs other clothing • Vehicle wrapping • Pens, pins, buttons, and other Brochures, rack cards, and memorabilia door knockers distributed by candidates or volunteers *ÉLECTIONSNB*

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Electoral Activities

Pre-writ advertising not subject to annual limits (cont'd)

Exempted by PPFA, s.50(3)(a)

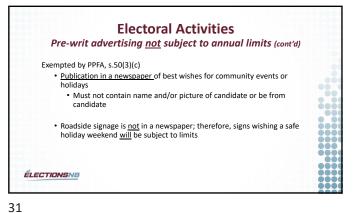
• Cost of postage for the mailing of letters, printed materials, and cards

• e.g., Canada Post unaddressed ad-mail fees

Exempted by PPFA, s.50(3)(b)

• Production and distribution of newsletters distributed solely to party members

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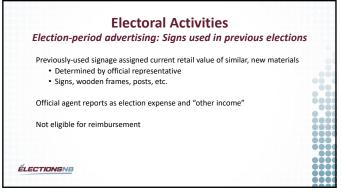
Electoral Activities Pre-writ advertising: Identification disclosures Identification disclosures · Printing companies will want same disclosures as required during election period *ÉLECTIONSNB*

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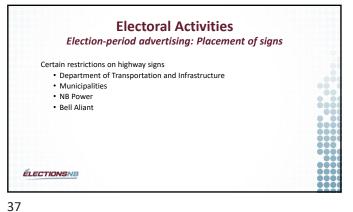
Electoral Activities Election-period advertising: Identification disclosures Applicable to advertisements in printed form, in publications, broadcast on radio or television, and transmitted commercially on internet-based platforms Bear the name of the party or candidate on whose behalf it was ordered • If printed advertisement, it shall also bear the name and address of its printer Taglines such as "Ordered on behalf of XYZ" are necessary on · Regional ads for multiple candidates Attack ads on another party's leader or candidate *ÉLECTIONSNE*

Electoral Activities Advertisements used pre-writ and during election period Official agent · Reimburse official representative for cost of advertisements · Signage reimbursed at full cost Including vehicle wrapping • Door-knockers, hand-bills, brochures, etc. · Allocated based upon quantities distributed pre-writ and during election-period *ÉLECTIONSNE*

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Electoral Activities Election-period advertising: Vandalized, stolen, or destroyed signs Replacement costs do <u>not</u> constitute election expenses Official agent requests exemption from Supervisor *ÉLECTIONSNB*



Electoral Activities Election-period advertising: Unsolicited communications with electors Examples • Live voice calls to inform of polling stations $\bullet \ \ \text{``Robocalls'' promoting a candidate} \\$ Opinion polls and surveys Canadian Radio-television and Telecommunications Commission (CRTC) rules for political parties and candidates http://crtc.gc.ca/eng/phone/telemarketing/politi.htm *ÉLECTIONSNB*

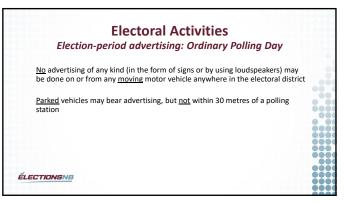
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Electoral Activities Election-period advertising: "Restricted advertising period" (cont'd) Permissible • Non-commercial use of social media, e.g., Facebook, X, etc. · Printed materials distributed in person or by Canada Post · Posting of additional signs *ÉLECTIONSNE*

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Electoral Activities Election-period advertising: On Advance or Ordinary Polling Day Within 30 metres of polling station: • No printed campaign materials displayed • No audible political propaganda heard · No political badges worn Candidates and workers may greet electors but must not impede access Returning office not a "polling station"; therefore, no restriction on locating a campaign office (and its requisite advertising) near a returning office *ÉLECTIONSNB*

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Electoral Activities Campaign offices Costs treated as election expenses, regardless when incurred Insurance • Computer systems and office equipment · Telephone lines and cellular phones Campaign website · Election night celebrations • Removal of road signage • "Thank you" notices in newspapers

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Electoral Activities Wages paid to campaign workers and candidates To be eligible for reimbursement: • Wages and honoraria must be agreed to in advance • Must be paid prior to ordinary polling day

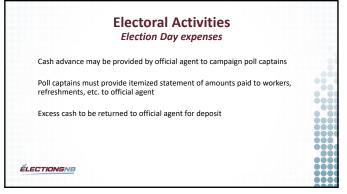
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Electoral Activities Nomination conventions If nomination convention held during election period, $\underline{\text{reasonable}}$ costs are $\underline{\text{not}}$ election expenses: • Rental of a hall · Advertising date, place, time, program, and organizers · Convening delegates, and Providing refreshments and entertainment All other costs are $\underline{\text{excessive}}$ and $\underline{\text{are}}$ deemed election expense of nominated *<u><u>ĚLECTIONSNB</u>*</u>

Electoral Activities Fundraising activities held during election period Direct costs of fundraising activity deemed to be election expenses of candidate Official representative to advise official agent *ÉLECTIONSNE*

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Electoral Activities MLA constituency office MLA communications with constituents Non-partisan in nature MLA constituency office May never be used for partisan political activity
 May not be used for campaign office Must be closed during election period Source: Orientation Manual 2014, Legislative Administration Committee, Legislative Assembly of New Brunswick *ÉLECTIONSNB*

Electoral Activities

Access to apartment buildings

A landlord, his servants or agents, shall not unreasonably restrict access to the premises by candidates, or their authorized representatives, for election to the House of Commons, the Legislative Assembly or any office in a local government for the purpose of canvassing or distributing election material. [The Residential Tenancies Act, s.17]

Access not granted to condominiums with no landlord

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