

Appendix 2 – Current guidelines for parliamentary advertising

Reproduced from the Members' Handbook of Services (November 2003), section 1.3

1.3 ADVERTISING

1.3.1 Allocation

Funding is provided through the members' support allocation to allow each member to advertise their services or activities on parliamentary business.

1.3.2 Definition

'Advertising' is defined as advertisements and information relating to the member's activities when engaged on parliamentary business and made available by a member in print, via electronic media or the Internet and includes:

- advertisements in newspapers or other publications
- fliers and newsletters
- signage
- entries in public telephone directories
- material intended for public distribution (without charge) such as business cards, fridge magnets, pens etc
- radio and television advertising
- websites

1.3.3 Use and Content of Advertising

1(a) For the purposes of this section "parliamentary business" means all business relating to the work of a member of Parliament and may include:-

- promoting or providing details of the services a member is offering to the public;
- material of an informational nature to inform the recipient of the member's views on public issues of the day;
- information about a member's activities.

1(b)“Parliamentary business” does not include:-

- soliciting subscriptions or other financial support for a political party or a candidate at an election;
 - party political, promotional or electioneering material for the purpose of supporting the election of any person;
 - any work undertaken as a Minister of the Crown and Member of the Executive Council.
- 2 Any advertising material must display the parliamentary crest or include the member’s contact details. Contact details must include at least one of the following for either the member’s parliamentary or out-of-Parliament office
- the physical or mailing address
 - the electronic mailing address
 - the telephone number

For this purpose, contact details **do not** include addresses, electronic mail addresses or telephone numbers which are direct political party contacts.

- 3 Party names may be used in advertising material. The party name to be used, and any abbreviation thereof, shall be in accordance with the name and abbreviation approved and registered by the Electoral Commission.
- 4 Where a party logo is displayed in an advertisement which also displays the parliamentary crest, the party logo should not be the dominant feature.
- 5 In addition to complying with the requirements of this section, any radio or television advertising must also comply with any necessary requirements of the Broadcasting Act 1989 Part 6, Parliamentary Election Programmes.
- 6 In the event of Vote funded advertising material which is determined as being in breach of these rules, the Speaker will usually require the member to personally reimburse the Vote for the costs incurred.