



Elections Ontario

October 10, 2017

June 2018 General Election

Election Finances Bulletin - Information for Third Party Advertisers

Introduction

Since the 2014 General Election, the *Election Finances Act* was amended by the Legislative Assembly of Ontario. The changes were enacted by Bill 2 on December 5, 2016. Many of the changes included in Bill 2 relate to third party advertising. A copy of Bill 2 can be found on the website of the Legislative Assembly at: http://www.ontla.on.ca/web/bills/bills_current.do?locale=en and a copy of the updated Act can be found at: <https://www.ontario.ca/laws/statute/90e07>.

Therefore, if you plan to conduct political advertising between November 9, 2017 and polling day for the 2018 General Election in Ontario, please be advised that there are registration and filing requirements as well as spending limits. These provisions are set out in sections 37.1 to 37.13 of the *Election Finances Act* and are summarized in this bulletin. For further information refer to the CFO Handbook for Third Parties or contact us directly at electfin@elections.on.ca.

New Registration Requirements

Every person or entity after having incurred expenses of \$500 or more on third party political advertising in either the six months before a fixed date general election (the non-election period) or during an election period and who is not a registered candidate, political party, or constituency association, must register with Elections Ontario.

Non-election period

This period represents the six month period preceding the date the writs are issued and ends on writ day. For the June 2018 General Election the non-election period begins on November 9, 2017.

Election period

The election period is the period commencing at 12:01AM on the day the writ is issued, and terminating on polling day. For the June 2018 General Election the election period begins on May 9, 2018 and ends on polling day.

Political Advertising

Political advertising is defined as advertising in any broadcast, print, electronic, or other medium with the purpose of promoting or opposing any registered party or its leader or the election of a registered candidate and includes advertising that takes a position on an issue that can reasonably be regarded as closely associated with a registered party or its leader or a registered candidate.

Spending Limits

Third party spending limit as of Jan 1, 2017:

The current spending limits are effective up to December 31, 2017. These amounts are indexed annually and our materials will be updated with the new amounts in January 2018.		
	In any Electoral District	In Total
Election Period		
Writ day to Polling day		
By-election	\$4,000.00	N/A
General Election	\$4,000.00	\$100,000.00
Non-Election Period		
Starts 6 months immediately before the issue of the writs for a fixed date General Election and ends on writ day. For the June 2018 General Election the non-election period begins on November 9, 2017.	\$24,000.00	\$600,000.00

Please note that a third party must not spend more than \$4,000 in any electoral district for the purpose of third party political advertising in that district during the election period. For further information on spending limits, please refer to Section 37.10.1 of the *Election Finances Act*.

No combination to exceed limit

No third party shall circumvent, or attempt to circumvent, a limit set out in this section in any manner, including by splitting itself into two or more third parties for the purpose of circumventing the limit or acting in collusion with another third party so that their combined political advertising expenses exceed the applicable limit or by colluding with a registered political party, registered constituency association, registered candidate, or registered nomination contestant for the purpose of circumventing the limit.

Please contact the Compliance Division for information about your obligations under the *Election Finances Act*:

Email: electfin@elections.on.ca
Telephone: 416-325-9401 or Toll-free telephone: 1-866-566-9066
Fax: 416-325-9466
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