



**ELECTORAL  
COMMISSION**  
TE KAITIAKI TAKE KŌWHIRI

# Media Kit

## General Election 2023





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# 2023 Media Kit

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**The media have an important role to play in an election informing voters about the parties and candidates contesting the election, how to take part, the results, and how elections work.**

The 2023 Media Kit for the General Election has useful information for journalists to use in their coverage including the election timetable, statistics, answers to frequently asked questions on enrolment and voting, and summaries of the election rules.

Please contact us if you need more information or would like to fact check a story about the election process.

The Kit sits alongside the 2023 Publisher and Broadcaster Handbook available in the resources section at <https://elections.nz/media-and-news/media-resources/>. The Handbook has a detailed summary of the rules and obligations for broadcasters and publishers, particularly around election advertising.

## Websites

**The Electoral Commission websites are:**

- [vote.nz](https://vote.nz) – enrol or update your details and find information about voting in the 2023 General Election
- [elections.nz](https://elections.nz) – election guidance and rules, enrolment statistics and information on past elections
- [electionresults.govt.nz](https://electionresults.govt.nz) – parliamentary election results.

## Images for stories

Photos to illustrate stories on enrolment and voting can be downloaded from the image gallery at [elections.nz/media-and-news/image-gallery](https://elections.nz/media-and-news/image-gallery)

Please credit the Electoral Commission if you use these photos.

## Media contacts

Subscribe to the RSS feed on [elections.nz/media-and-news](https://elections.nz/media-and-news) to receive notification of all media releases and news items on party compliance.

If you have a media enquiry, the best way to contact us is by sending an email to the media inbox. We'll get back to you as soon as we can.

Media inbox: [media@elections.govt.nz](mailto:media@elections.govt.nz)

Media phones: 04 806 3536 or 027 551 7845

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**Issuing a special vote**

1 **Give the voter:**

- A **Checklist** (see **Step 1** for the voter's response)
- Please take a seat. Do you have a voting card on the lines for me?

2 **If the electorate name is on the voting card, go to step 3.**

- If the voter has an enrolment form and there is no name stated on their voting card, turn the page for instructions to find the voter's electorate.

3 **Say:**

Thank you. We'll fill in your declaration.

4 **Write clearly using a red pen:**

- The electorate number and name on the front of the envelope and the declaration.

5 **Tear off the declaration and put it on a clipboard.**

**Say:**

Please fill in as many details as you can, tick a record, sign and date it. When you're finished, please place it back on my table. When you do this, I will prepare your ballot paper. If you have any questions, let me know.

6 **Give the declaration, ballot paper and envelope to the voter to complete at their seat.**

While the voter is completing their declaration, match the electorate on the front of the envelope with the electorate on the Special Vote ballot paper.

- **Remove** the paper from the ballot pad
- **Crack** out the name of the electorate on the cover of the pad
- On the ballot paper:
  - **Copy** the number from the envelope into the declaration number space on the ballot paper
  - **Cover** the number on the ballot paper with a black sticker

7 **Once the voter has finished say:**

I check your declaration for you.

**Check** the declaration that at minimum the voter has clearly:

- ✓ **Written** their name ✓ **Signed** a genuine ✓ **Agreed** and dated the form

8 **Complete the bottom:** ✓ Sign your name and date the declaration

9 **Stamps:**

- official mark box on the ballot paper
- stamp point box on the declaration
- Voting card / Special Vote slip

10 **Fold** the declaration back, put it into the declaration pocket and seal.

11 **Place** the ballot paper and slip into the voter's declaration and envelope as you finish.

When you go behind the voting screen, before the partitions on the cover, remove the slip and the envelope from the envelope and put it in the pocket on the back of the envelope. Put the envelope into the special vote ballot box. Thank you.

12 **Put** the voting card or Special Vote slip into the envelope provided and seal your vote.

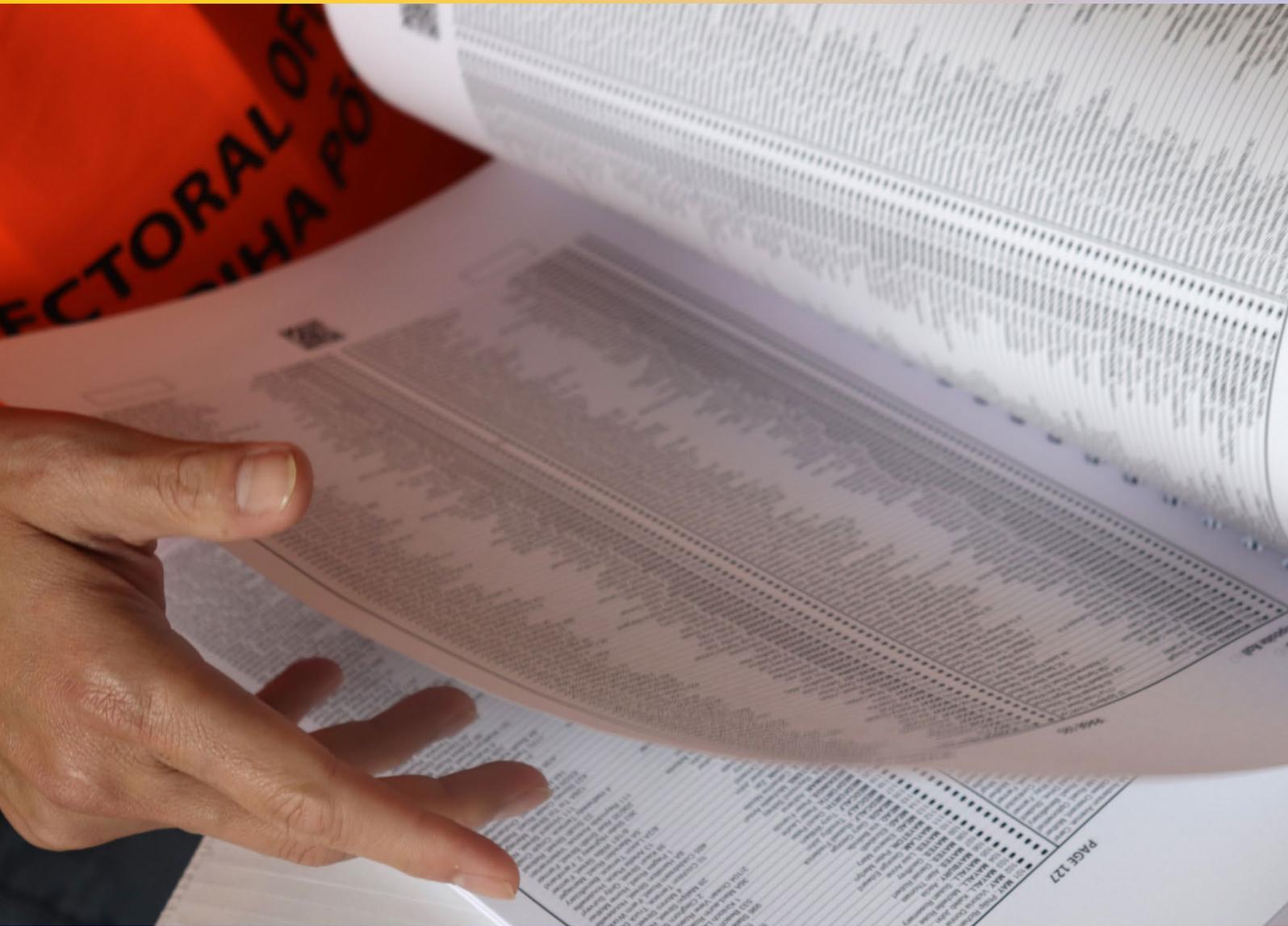
Give this ballot paper and envelope to the voter.

# 2023 General Election timetable

<b>Thursday 19 January</b>	Prime Minister announces dates for 2023 General Election.
<b>Friday 31 March</b>	Changes to the Māori Electoral Option and overseas eligibility come into effect.
<b>Friday 14 April</b>	No requirement to hold a by-election after this date before the general election, subject to agreement by a 75% majority of the House.
<b>Friday 12 May</b>	<b>Broadcasting allocation</b> decision published.
<b>Friday 14 July</b>	<p><b>Regulated period</b> for General Election advertising expenses begins. Party, candidate and third party election expense limits apply for advertising published during this period.</p> <p><b>Māori Electoral Option exemption period begins</b></p> <p>Voters of Māori descent who are <b>already enrolled</b> cannot change between the Māori roll and general roll in the 3 months before the election. Māori voters <b>enrolling for the first time</b> can still enrol and make their roll choice during this period.</p>
<b>Monday 31 July</b>	<p><b>Enrolment Update campaign begins</b></p> <p>All enrolled voters are sent information about the General Election and are asked to check their enrolment details are up to date.</p>
<b>Monday 28 August</b>	<b>Candidate nominations open</b>
<b>Friday 8 September</b>	<p><b>Dissolution of Parliament</b></p> <p>Last day for registration of parties and logos.</p> <p>Parties must be registered by this date to qualify for the broadcasting allocation.</p>

<p><b>Sunday 10 September</b></p>	<p><b>Writ Day</b></p> <p>The Governor-General issues formal direction to the Electoral Commission to hold the election.</p> <p>Electoral rolls close for printing.</p> <p>Voters enrolled after this date cast special declaration votes.</p> <p>Candidate and party television and radio advertising may start.</p>
<p><b>Thursday 14 September, noon</b></p>	<p><b>Party nominations due</b></p> <p>Deadline for registered political parties to bulk nominate their electorate candidates and submit their party lists to the Electoral Commission.</p>
<p><b>Friday 15 September, noon</b></p>	<p><b>Individual nominations due</b></p> <p>Deadline for individual nominations of electorate candidates.</p>
<p><b>Saturday 16 September</b></p> <p><b>2pm target</b></p>	<p><b>Candidate information and voting place locations published</b></p> <p>Names of all electorate and list candidates released by the Electoral Commission. Media can request contact details for candidates.</p>
<p><b>Wednesday 27 September</b></p>	<p><b>Overseas voting starts</b></p> <p>Voters who are overseas can download their voting paper from <a href="https://www.vote.nz">vote.nz</a> or vote in person at an overseas post.</p> <p><b>Telephone dictation voting opens</b></p>
<p><b>Monday 2 October</b></p>	<p><b>Voting opens in New Zealand</b></p> <p>Voters can enrol and vote at an advance voting place.</p> <p>EasyVote packs sent to voters before advance voting starts.</p>
<p><b>Friday 13 October</b></p>	<p><b>Regulated period ends at midnight</b></p> <p>All election advertising must end and signs must be taken down before midnight.</p> <p><b>Deadline to enrol from overseas</b></p>

<b>Saturday 14 October</b>	<p><b>Election day</b></p> <p>Voting places open from 9am to 7pm. No campaigning is allowed on election day.</p> <p><b>Preliminary results</b> released progressively from 7pm on <a href="https://electionresults.govt.nz">electionresults.govt.nz</a>.</p>
<b>Friday 3 November 2pm target</b>	<p><b>Official results</b></p> <p>Official Results for the General Election declared including special declaration votes and overseas votes.</p>
<b>Thursday 9 November</b>	<p><b>Return of Writ</b></p> <p>If there have been no judicial recounts, the writ will be returned on this date showing the successful electorate candidates, and list members will be declared.</p>
<b>Wednesday 21 December</b>	<p><b>Last day for Parliament to meet</b></p>
<b>Wednesday 14 February 2024</b>	<p>The deadline for <b>candidates</b> to report their election expenses, donations and loans, and for <b>third parties</b> to report their election expenses.</p>
<b>Wednesday 13 March 2024</b>	<p>The deadline for <b>parties</b> to report election expenses and broadcasting allocation expenses.</p>



# What's new this election

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## Changes to the Māori Electoral Option

Māori voters choose to be on the Māori electoral roll or general electoral roll when they first enrol to vote. A law change means Māori can now switch roll types at any time except in the 3 months before an election. Previously, once enrolled, voters of Māori descent could only switch rolls during a fixed Māori Electoral Option period held every five or six years.

Māori who are already enrolled and who would like to switch electoral rolls before this year's General Election need to make the change by midnight 13 July. They cannot change in the 3 months before the election. Roll changes can be made again after the election.

Voters of Māori descent who are enrolling for the first time can enrol and make their roll choice right up to and on election day.

Go to [vote.nz](https://vote.nz) for more information and statistics. There is a media kit with background information in the media resources section of the news and media page: [elections.nz/media-and-news](https://elections.nz/media-and-news)

## Changes to eligibility for overseas voters

The eligibility criteria for New Zealanders overseas to enrol and vote have been extended for this election to recognise that some people have not been able to return to NZ in the past three years because of the pandemic.

New Zealand citizens living overseas can enrol and vote if they have been in New Zealand within the last six years, and New Zealand permanent residents living overseas can enrol and vote if they have been in New Zealand within the last four years.

After the 2023 election, it will go back to three years for New Zealand citizens and 12 months for permanent residents.

Enrolment data showing the number of people who have told us they are overseas is released quarterly at [elections.nz/stats-and-research/enrolment-statistics/enrolment-by-general-electorate/](https://elections.nz/stats-and-research/enrolment-statistics/enrolment-by-general-electorate/)

## **Election Access Fund**

Funding is available from the new Election Access Fund to support disabled people to stand as candidates in the general election. The purpose of the fund is to reduce barriers faced by disabled people by covering disability related costs which non-disabled candidates do not face.

More information about how the fund operates and the eligibility criteria is available here:

<https://elections.nz/getting-involved/election-access-fund/>



  
No photographs  
Kaua e whakaahua  
Your vote is a personal thing  
Please respect the privacy of others

Dear Voter  
A hearing loss doesn't have to get in the way of communicating.  
If you have a hearing loss, please tell us.  
  
Kōwhiri tika ki te  
whakawhiriwhiri.  
Whakawhiriwhiri rongo, me  
whakawhiriwhiri.

Me takatū  
ki te rēhita  
me te pōti.  
Get ready to enrol  
and vote.  
Me takatū ki te  
rēhita me te pōti.

Takarua  
ELECTORAL OFFICIAL

ELECTORAL COMMISSION  
TE KAITIAKI TAKE Kōwhiri

ELECTORAL OFFICIAL  
ĀPIHA PŌTI

# Information about the election process

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## **Promoting accurate information**

'Facts about New Zealand elections' is a new page on [vote.nz](http://vote.nz) where you'll find links to accurate information about enrolling and voting and how the election is run. It will include video and written content on how to enrol and vote, and how votes are counted. If we see inaccurate information circulating about the election process, we'll put the correct information on this page.

Contact the Commission's media team if you need to fact check information about the election process.

## **Social media**

There are things people can do if they see information on social media that doesn't look right.

- If it's an ad, check for a promoter statement to see who is behind it. If someone's trying to influence your vote, they should be telling you who they are.
- If it looks like inaccurate information, don't share it. A better approach is to share the correct information instead.
- Verify it. Check the source of the information. If it's a statement by a candidate or party, check it's from their real social media account, or their real website.

There's more social media advice on [elections.nz](http://elections.nz), including who to contact if you see content you're concerned about.

## **Enquiries about election material**

There are different organisations you can contact if you have questions about election material.

The Electoral Commission is responsible for making sure everyone follows the rules about having a promoter statement on election advertising, authorisation of advertising and electoral finance.

If we believe a person or group has committed an offence, we'll report the facts to the police.

We can't enforce laws or prosecute offenders. Our role does not include regulating the content of campaign advertising, broadcasts, or media activity.

The Advertising Standards Authority, Broadcasting Standards Authority and the Media Council all have roles when it comes to considering whether the content of campaign advertising, broadcasts and media activity meets the standards they administer (see diagram below).

If you have questions about the placement of election billboards, contact the local council. Local authorities decide where and when election signs can go up and there is no set date for when they can appear.

# Election Ads, Editorial and Programme Content

Who does what?



TV and radio party & candidate ads and programme content

Paid party & candidate ads in other media. Paid & third party election ads in all media



NEW ZEALAND MEDIA COUNCIL  
TE KAUNIHERA AO PAPAHO O AOTEAROA

Advertiser identity / promoter statement issues / expenditure limits

Print / digital news sites  
Editorial content



# Quick guides to filming in voting places and election day coverage

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## Filming in voting places

The media can arrange filming at voting places during advance voting and on election day through the Electoral Commission. If you know you're going to be filming a party leader going to vote, or you want footage and photos of voting, contact us as early as you can so we can get it cleared. Send an email to [media@elections.govt.nz](mailto:media@elections.govt.nz)

Media organisations can take photos or film at a voting place so long as:

- the Electorate Manager approves. Media should contact the media team at the Electoral Commission at least a day ahead to arrange this
- no photographs are taken of voters actually completing their ballot papers or showing how a person voted
- photographers and camera crews do not disrupt voters from voting, or officials from their duties
- no interviews are conducted in or near the voting place.

## News coverage on election day

Voters should be free from interference on election day Saturday 14 October. For that reason, political parties cannot campaign on the day and the media cannot publish stories or advertising likely to influence voters before 7pm on election day.

- It's okay to refer to the election, for example, a news item noting that it's election day and when results will be available.
- BUT news items must not include any words or visual images that are likely to influence voters about how they should vote.
- Newspapers published after 6pm on the day before election day are treated as being published on election day.
- Election material posted on websites before election day can remain, but the material cannot be added to on election day, and the website cannot be advertised on election day.
- No opinion polling of voters can be carried out on election day.



# Reporting the election results

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## Election results

Results of the general election will be released progressively from 7pm on 14 October at [electionresults.govt.nz](https://electionresults.govt.nz)

There will also be a media feed and XML feed at [media.electionresults.govt.nz](https://media.electionresults.govt.nz)

Email the media team at [media@elections.govt.nz](mailto:media@elections.govt.nz) to receive updates about testing the media feed for graphics production .

These are live feeds as results are entered. Progress is shown as the **% of results from voting places** that have come in (not the % of votes). Targets for the release of results are:

- results from 50% of voting places by 10pm
- results from 95% of voting places by 11.30pm

The count on election night provides the preliminary results.

## The official count

The official count starts the day after election day. During the official count:

- all votes counted on election day are counted a second time
- special votes are checked and processed before they are counted
- the electoral rolls are checked to identify voters who may have voted more than once and those votes are removed.

The official results, including special declaration votes and overseas votes, will be declared on Friday 3 November (2pm target).

For more information on how votes are counted, go to <https://elections.nz/elections-in-nz/what-happens-in-a-general-election/how-are-votes-counted/>

## Special votes

A special vote is like a normal vote but the voter must also sign a declaration form. The number of special votes has grown in recent elections.

People cast a special vote if they are not on the printed electoral roll at the voting place. It could be because they:

- enrolled after Sunday 10 September (writ day) when the rolls are printed
- are on the unpublished roll
- are voting outside their electorate.

People also cast a special vote if they are voting from overseas or are using an alternative form of voting such as takeaway voting.

For more more information on how to vote, go to [vote.nz](https://www.vote.nz).

**VOTE HERE**  
**PŌTI I KONEI**



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# Enrolling and voting questions and answers

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## Enrolling to vote

### Who can enrol and vote?

You're eligible to enrol and vote if you are 18 years or older, a New Zealand citizen or permanent resident, and you've lived in New Zealand continuously for 12 months or more at some time in your life.

When you are enrolling to vote, permanent resident means you are in New Zealand legally and are not required to leave within a specific time. This includes someone on a resident visa.

### Is enrolling compulsory?

If you are living in New Zealand and you are eligible, you must enrol. However, voting is not compulsory in New Zealand.

### How do people enrol?

You can enrol, check or update your details online at [vote.nz](https://vote.nz) using a New Zealand driver licence, New Zealand passport or a RealMe verified identity. You can also enrol or update your details by filling in an enrolment form. Call 0800 36 76 56 or text your name and address to 3676 to have a form sent to you.

When voting starts, you can enrol and vote at the same time at any voting place, including on election day.

### Have there been changes to electorate boundaries?

The names and boundaries of electorates are the same as they were for the 2020 General Election. There have been no changes for the 2023 General Election.

There are currently 65 general electorates and seven Māori electorates.

### When will the boundaries be reviewed next?

The results of the 2023 Census and electoral roll data will be used to calculate the number general and Māori electorates for the 2026 General Election.

The number of seats will be calculated by Stats NZ, and the names and boundaries of electorates will be reviewed by the Representation Commission before the 2026 election.

## **How do I check my electorate?**

You can check your electorate using the map at [vote.nz](https://vote.nz). The personalised enrolment update and EasyVote packs sent to all enrolled voters will say which electorate you are in.

## **What's the difference between the general roll and the Māori roll?**

If you're Māori, you choose to go on the general roll or the Māori roll when you enrol for the first time. After that, you can change the type of roll you are on at any time except in the 3 months before an election.

If you are on the general roll you'll vote for a candidate in the general electorate you live in. If you are on the Māori roll you'll vote for a candidate in the Māori electorate you live in. Whichever roll you're on, you choose from the same list of parties for your party vote.

For more detail on the Māori Electoral Option, go to [vote.nz](https://vote.nz)

## **How many people are on the Māori roll?**

On 1 May 2023, 511,525 people were enrolled who identified themselves as being of Māori descent. 261,455 (51%) were on the Māori roll, and 250,070 (49%) were on the general roll.

## **Voting**

### **When can people vote?**

Voting starts in New Zealand on Monday 2 October and goes through until 7pm on election day, Saturday 14 October. Voters who are overseas can vote from Wednesday 27 September.

### **What about people who will be away from home at the time of the election?**

You can vote at any voting place in the country, but if you are voting outside your electorate you may need to complete a special declaration vote. Information on when and where people can vote will be available at [vote.nz](https://vote.nz) or by calling 0800 36 76 56.

### **How many voting places will there be?**

There will be approximately 600 advance voting places and 2,370 election day voting places.

This is in line with the number of voting places in 2017. It is lower than the number of voting places in 2020 when additional voting places were opened to reduce congestion as a COVID-19 measure.

### **Are there accessible voting options available for disabled voters ?**

There are accessible voting places in every electorate. The list of voting places at [vote.nz](https://vote.nz) shows which voting places are fully accessible and accessible with assistance.

The telephone dictation voting service can be used by people who are blind, have low vision, or a physical disability that means they can't mark their ballot paper without assistance.

Voters who are unable to vote in person can ask someone to bring them their voting papers or apply for voting papers to be sent to them.

For more information go to [vote.nz](https://vote.nz)

### **Are you expecting many people to vote in advance?**

There has been an increase in people voting before election day in recent elections. The proportion of people voting in advance has grown from 29% in 2014 to 47% in 2017 to 68% in 2020. We expect the popularity of advance voting to continue and a similar proportion of voters as we saw in 2020 to vote in advance again in 2023.

### **Why can't people vote online?**

We don't use online voting for parliamentary elections in New Zealand and it would be up to Parliament to change the law to enable that happen.

### **Will there be any measures in place for COVID-19 in voting places?**

Current health guidelines mean that there are no extra steps for voters at the 2023 General Election.

Larger voting places will be set up with room between desks and voting screens to allow for physical distancing. Staff and voters are welcome to wear a mask if they wish, and we will have hand sanitiser and masks available at voting places if anyone would like to use them.

If you can't go to a voting place because you have COVID-19, you can still vote. Call 0800 36 76 56 to arrange a takeaway vote.

### **Will you have individual pens for voters?**

We won't have pens for each voter in 2023. There will be orange marker pens for voters to use at the voting place. You can bring your own pen to mark your voting paper if you like.

## **Overseas voting**

### **What happens if people are overseas at election time?**

If you are overseas during the election, you can still vote. From Wednesday 27 September, enrolled voters who are overseas can download voting papers from [vote.nz](https://vote.nz). You can print your voting papers or complete them using electronic marks and signatures.

You may also be able to vote at an overseas voting place. A list of overseas posts will be available online at [vote.nz](https://vote.nz) or by calling 0800 36 76 56.

If you're still in New Zealand when advance voting opens on Monday 2 October, it will be easier to vote before you go overseas.

## **What are the eligibility changes for voters who are overseas?**

The eligibility criteria for New Zealanders overseas to enrol and vote have been extended for this election to recognise that some people have not been able to return to New Zealand in the past three years because of the pandemic.

New Zealand citizens living overseas can enrol and vote if they have been in New Zealand within the last six years, and New Zealand permanent residents living overseas can enrol and vote if they have been in New Zealand within the last four years.

After the 2023 election, it will go back to three years for New Zealand citizens and 12 months for permanent residents.

## **Overseas voting statistics**

Enrolment data for New Zealanders overseas is released quarterly at [elections.nz/stats-and-research/enrolment-statistics/enrolment-by-general-electorate/](https://elections.nz/stats-and-research/enrolment-statistics/enrolment-by-general-electorate/)

In 2020 there were 62,787 votes from overseas, up from 61,524 in 2017. Most overseas votes came from Australia and the United Kingdom.

## **Scrutineers**

### **What are scrutineers?**

Scrutineers play an important role in observing elections. Candidates and parties can appoint scrutineers to observe the election process including the issuing of votes in voting places and the count of votes.

### **What are the rules for scrutineers?**

We provide guidance to scrutineers about what they can and can't do at a voting place, for example, scrutineers can ask our staff questions, but can't speak directly to voters. Voters might see scrutineers sitting at voting places. Scrutineers can wear a party lapel badge or rosette and clothing in party colours.

For more information, see the Scrutineer Handbook for the 2023 General Election: <https://elections.nz/guidance-and-rules/candidate-hub/candidate-rules/scrutineers-handbook/>

## **MMP and government formation**

### **What is New Zealand's voting system?**

MMP is the voting system we use in New Zealand. It stands for Mixed Member Proportional.

Under MMP, each voter gets two votes. Their electorate vote is for the candidate they want to be their MP and represent their local area. Their party vote is for the party they support.

The party vote largely decides the total number of seats each political party gets. Parties with a bigger share of the party vote get more seats in Parliament. Parties must get at least 5% of the party vote or win an electorate seat before they can have any seats in Parliament.

For more information on how MMP works on, see [elections.nz](https://www.elections.govt.nz/).

## **How are governments formed?**

Negotiations and agreements between political parties are usually needed before a government can be formed. Some types of possible agreements are:

- coalitions — when two or more parties join together to form a government
- confidence and supply agreements — when one party agrees to support another on certain issues and laws that are voted on in Parliament.

For more information on what happens after an election see:

- the DPMC elections page: <https://www.dPMC.govt.nz/our-business-units/cabinet-office/supporting-work-cabinet/elections>
- a recent speech by the Governor-General: <https://gg.govt.nz/publications/electoral-commission-national-training-returning-officers>

**Concerned about your personal safety?**



ELECTORAL COMMISSION

**Get ready to enrol and vote.**

Me takatū ki te rēhita me te pōti.



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**Unable to get to a voting place?**



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**Ko e tohi fakahinohino ki ho'o kau 'i he Fili-Si'i 'a e vāhenga fili Tauranga**



ELECTORAL COMMISSION

**Your guide to voting in the Tauranga by-election**



ELECTORAL COMMISSION

**Voting from overseas in the Tauranga by-election.**



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**타우랑가 보궐선거 투표 가이드**



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**陶朗加 补选投票 指南**



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**Tō aratohu mō te pōti i te pōtītanga motuhake o Tauranga**



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# Campaign rules questions and answers

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For a full explanation of campaign rules for candidates, parties and third parties, see the “Guidance and Rules” section at [elections.nz](https://elections.nz).

The Publisher and Broadcaster Handbook has detailed information on the rules and responsibilities for the media, particularly around election advertising. Downloadable copies are available at <https://elections.nz/media-and-news/media-resources/>.

## Candidates and parties

### Who can be a candidate?

Candidates must be a New Zealand citizen and enrolled to vote. Candidates do not need to be enrolled in the electorate they are seeking election for.

### How does the nomination process work?

There are two ways to become an electorate candidate. Registered political parties can lodge a bulk nomination for all their electorate candidates with the Electoral Commission, or individual nominations can be submitted to the Commission.

List candidates are included on the party lists supplied by registered political parties to the Electoral Commission.

### When is the deadline for nominations?

The deadline for registered parties to bulk nominate their electorate candidates and supply their party lists is noon on Thursday 14 September

The deadline for individual nominations, for example independent candidates, is noon on Friday 15 September. 15 September is known as “nomination day”.

### When will the candidates be announced?

Candidates for the 2023 General Election will be announced on Saturday 16 September. Our target for releasing the information is 2pm. Contact details for candidates will be available to media on request by sending an email to [media@elections.govt.nz](mailto:media@elections.govt.nz)

## Election advertising

### What is election advertising?

An election advertisement is an advertisement in any medium that may reasonably be regarded as either encouraging or persuading voters to vote or not vote for a candidate or party, or type of candidate or party.

### When can election advertising run?

Election advertising can run anytime except election day. The cost of advertising for parties, candidates and third parties is counted as an election expense during the regulated period from 14 July to 13 October.

Separate to this are election programmes (advertisements) for parties and candidates. They can only be broadcast on radio and television from Sunday 10 September (writ day) to midnight on Friday 13 October (excluding 6am – noon on Sundays). This is known as the election period.

Note, third parties can broadcast election advertising at any time except election day.

### What are the spending limits for advertising?

Different groups have different limits to what they can spend on election advertising published during the regulated period. The limits are adjusted annually, and from 1 July 2023 the following limits (incl. GST) will apply for the General Election.

- Candidates can spend up to \$32,600
- Registered political parties can spend up to \$1,388,000 if they contest the party vote plus \$32,600 for each electorate contested by candidate for the party
- Registered third party promoters can spend up to \$391,000
- Unregistered third party promoters can spend up to \$15,700

### What is the broadcasting allocation?

Political parties can apply for public funding for election programmes and advertising on radio, television and the internet. The Electoral Commission decides how the funds will be allocated. The 2023 allocation is \$4,145,750 incl GST (\$3,605,000 excl GST), the same amount as in 2017 and 2020.

The Commission's broadcasting allocation decision for 2023 was released on 12 May on [elections.nz](https://www.elections.nz).

Note, party advertising on TV and radio can only be placed using the broadcasting allocation.

## **What obligations do the media have?**

The media have a responsibility to ensure election advertisements follow the relevant rules before they are published or broadcast.

All election advertisements must include a promoter statement. A promoter statement shows the name and address of the person promoting the ad.

Promoters must get written authorisation to promote a party or candidate. You should ask for a copy of the written authorisation before the advertising is published or broadcast.

There is detailed information about election advertising in the 2023 Publisher and Broadcaster Handbook at [elections.nz](https://elections.nz). If you're not sure about the rules, you can ask the Electoral Commission for advice by sending an email to [advisory@elections.govt.nz](mailto:advisory@elections.govt.nz).

## **What about editorial content and views expressed in the media?**

There are exemptions to election advertising rules for:

- editorial content including news stories and current affairs programmes
- personal political views stated by an individual online where no payment is involved.

## **What if someone has a complaint about election advertising?**

There are different agencies people can go to if they have concerns about an election advertisement.

The Commission is responsible for ensuring that the rules regarding promoter statements, authorisation and electoral finance are being complied with. We will consider complaints about advertising with regards to these rules.

The Advertising Standards Authority, Broadcasting Standards Authority and the Media Council all have roles when it comes to considering whether the content of campaign advertising, broadcasts and media activity meets the standards they administer (see diagram on pg 17).

## **What happens if the Electoral Act rules are broken?**

If a potential breach is brought to our attention, we will look into it. If we believe there has been a breach, we can report it to the Police. We are not an enforcement agency so cannot prosecute or fine people – that is up to the Police.

## **What are the rules around election signs?**

Local authorities decide where and when election signs can go up and there is no set date for when they can appear.

Rules vary between councils, so the Electoral Act allows election signs up to 3 square metres in size to be put up from Saturday 12 August. Signs can be larger or go up earlier if the local council allows it.

Election signs need to include a promoter statement. They must be covered up or removed by midnight on 13 October.

## Donation returns

### Annual party returns

Parties file donation returns every year and these are published on the Commission website.

Annual returns: <https://elections.nz/democracy-in-nz/political-parties-in-new-zealand/party-donations-and-loans-by-year/>

### Donations over \$20,000

In election year, between 1 January and the day before election day, donations to parties over \$20,000 must be declared within 10 working days. The name of the donor and the amount is published on the Commission's website.

Donations over \$20,000: [elections.nz/democracy-in-nz/political-parties-in-new-zealand/donations-exceeding-20000/](https://elections.nz/democracy-in-nz/political-parties-in-new-zealand/donations-exceeding-20000/)

### Candidate donations, expenses and loans

Candidate donations of more than \$1,500 must be declared in the candidate's return of expenses and donations following the General Election. Candidates also have to disclose their election expenses and loans. The 2023 returns are due on 14 February 2024.

2020 candidate returns: [elections.nz/democracy-in-nz/historical-events/2020-general-election-and-referendums/candidate-expenses-and-donations-for-the-2020-general-election/](https://elections.nz/democracy-in-nz/historical-events/2020-general-election-and-referendums/candidate-expenses-and-donations-for-the-2020-general-election/)



# Election day rules

## – 14 October 2023

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The Electoral Act prohibits campaigning of any kind on election day from midnight to 7pm, so people can vote without interference.

### **On election day parties, party supporters and candidates and third party promoters must:**

- cover up or take down all election signs
- not distribute any campaign material
- not post any new material on websites
- not display clothing (such as T-shirts) promoting a party or candidate.

### **Parties, party supporters, candidates may:**

- wear party lapel badges (including rosettes) in public bearing the party's name, emblem, slogan or logo (but not the candidate's name)
- display streamers, rosettes, ribbons and similar items in party colours on people or vehicles
- contact voters to offer help to get to a voting place BUT they must not say or do anything to influence who they vote for
- display fixed signs exhibited before voting day on party headquarters including party names, slogans or logos that do not relate specifically to the election campaign
- keep election material on a website on election day as long as the material is only made available to people who voluntarily access it. New material must not be posted on the website on election day. Advertisements promoting the website must not be published on election day.

### **Scrutineers may be appointed by candidates to observe the issuing of votes during advance voting, election day and the preliminary count on election day.**

- Scrutineers may wear party lapel badges.
- They must not communicate with voters.



# Election statistics

## Results of the 2020 General Election

Party	Party votes	% votes	Electorate Seats	List Seats	Total Seats
<b>Labour Party</b>	1,443,545	50.0	46	19	65
<b>National Party</b>	738,275	25.6	23	10	33
<b>Green Party</b>	226,757	7.9	1	9	10
<b>ACT New Zealand</b>	219,031	7.6	1	9	10
<b>Māori Party</b>	33,630	1.2	1	1	2
<b>New Zealand First Party</b>	75,020	2.6	-	-	-
<b>The Opportunities Party (TOP)</b>	43,449	1.5	-	-	-
<b>New Conservative</b>	42,613	1.5	-	-	-
<b>Advance NZ</b>	28,429	1.0	-	-	-
<b>Aotearoa Legalise Cannabis Party</b>	13,329	0.5	-	-	-
<b>ONE Party</b>	8,121	0.3	-	-	-
<b>Vision New Zealand</b>	4,237	0.1	-	-	-
<b>NZ Outdoors Party</b>	3,256	0.1	-	-	-
<b>TEA Party</b>	2,414	0.1	-	-	-
<b>Sustainable New Zealand Party</b>	1,880	0.1	-	-	-
<b>Social Credit</b>	1,520	0.1	-	-	-
<b>HeartlandNZ</b>	914	0.0	-	-	-
<b>Total</b>	2,886,420		72	48	120

The full results are at [electionresults.govt.nz](https://electionresults.govt.nz), see the statistics section for results from each voting place.

## Quick Election Statistics

QUICK ELECTION STATISTICS					
	2020	2017	2014	2011	2008
<b>Number enrolled</b>	3,549,580	3,298,009	3,140,417	3,070,847	2,990,759
<b>% enrolled</b>	94.1%	92.4%	92.6%	93.7%	95.3%
<b>Total votes cast</b>	2,919,073	2,630,173	2,446,297	2,278,989	2,376,480
<b>Turnout % of those enrolled</b>	82.2%	79.8%	77.9%	74.2%	79.5%
Advance voting					
<b>Number of advance votes</b>	1,976,996	1,240,740	702,137	324,336	267,078
<b>Percentage of voters</b>	67.7%	47.2%	28.7%	14.2%	11.2%
Overseas votes					
<b>Number of overseas votes cast</b>	62,787	61,524	40,132	21,496	33,278
Māori electorates					
<b>Voters on the Māori roll</b>	276,013	251,793	239,941	233,100	229,666
<b>Votes in Māori electorates</b>	190,740	167,974	156,147	135,734	143,334
<b>Turnout (Māori roll)</b>	69.1%	66.7%	65.1%	58.2%	62.4%
Special votes					
<b>No. of special votes</b>	504,621	446,287	331,005	263,469	270,965
<b>% of total votes cast</b>	17%	17%	13.5%	11.56%	11.4%
<b>No. of special votes disallowed</b>	10,654	26,588	28,811	21,263	19,517
<b>Disallowed special votes as a % of special votes</b>	2%	6%	8.7%	8.1%	7.2%

## Turnout breakdown by age and Māori descent

2020 election turnout by age					
Age band	Estimated eligible population	Total enrolled	Number that voted	Turnout as % of eligible population	Turnout as % of those enrolled
<b>18-24</b>	450,400	351,271	274,076	60.9%	78.0%
<b>25-29</b>	347,300	292,434	217,515	62.6%	74.4%
<b>30-34</b>	340,000	310,003	230,991	67.9%	74.5%
<b>35-39</b>	312,900	300,488	228,369	73.0%	76.0%
<b>40-44</b>	293,100	287,253	225,982	77.1%	78.7%
<b>45-49</b>	319,600	311,705	253,916	79.4%	81.5%
<b>50-54</b>	314,200	313,693	261,133	83.1%	83.2%
<b>55-59</b>	315,900	315,507	268,894	85.1%	85.2%
<b>60-64</b>	284,900	285,101	248,906	87.4%	87.3%
<b>65-69</b>	244,800	243,055	216,666	88.5%	89.1%
<b>70+</b>	548,500	539,070	468,038	85.3%	86.8%

### Overall turnout compared with last two elections

Age band	Turnout as a % of eligible population				Turnout as % of those enrolled			
	2014	2017	2020	Change 17/20	2014	2017	2020	Change 17/20
<b>18-24</b>	48.0%	50.1%	60.9%	10.8%	62.7%	69.3%	78.0%	8.7%
<b>25-29</b>	50.8%	54.1%	62.6%	8.5%	62.1%	67.6%	74.4%	6.8%
<b>30-34</b>	59.3%	63.8%	67.9%	4.1%	67.4%	70.9%	74.5%	3.6%
<b>35-39</b>	70.4%	72.2%	73.0%	0.8%	72.8%	74.3%	76.0%	1.7%
<b>40-44</b>	74.7%	75.4%	77.1%	1.7%	76.2%	77.8%	78.7%	0.9%
<b>45-49</b>	77.0%	78.3%	79.4%	1.1%	78.6%	80.0%	81.5%	1.5%
<b>50-54</b>	79.3%	80.3%	83.1%	2.8%	80.8%	81.9%	83.2%	1.3%
<b>55-59</b>	82.1%	83.7%	85.1%	1.4%	83.3%	84.1%	85.2%	1.1%
<b>60-64</b>	84.8%	85.1%	87.4%	2.3%	86.0%	86.2%	87.3%	1.1%
<b>65-69</b>	86.9%	86.9%	88.5%	1.6%	88.1%	88.2%	89.1%	0.9%
<b>70+</b>	81.7%	84.8%	85.3%	0.5%	85.8%	86.3%	86.8%	0.5%

### Voters of Māori descent – enrolment and turnout

Age band	Māori enrolled on the Māori and general rolls		Number that voted		Turnout % of those enrolled	
	2017	2020	2017	2020	2017	2020
<b>18-24</b>	73,587	81,039	45,503	56,513	61.8%	69.7%
<b>25-29</b>	55,807	63,847	34,398	41,930	61.6%	65.7%
<b>30-34</b>	46,928	57,478	30,142	38,206	64.2%	66.5%
<b>35-39</b>	44,166	48,295	30,410	33,002	68.9%	68.3%
<b>40-44</b>	44,436	46,430	32,019	33,175	72.1%	71.5%
<b>45-49</b>	46,494	49,134	34,445	36,511	74.1%	74.3%
<b>50-54</b>	42,805	46,075	32,443	35,150	75.8%	76.3%
<b>55-59</b>	39,457	43,918	31,106	34,525	78.8%	78.6%
<b>60-64</b>	29,778	35,662	24,219	28,986	81.3%	81.3%
<b>65-69</b>	22,162	25,885	18,719	21,624	84.5%	83.5%
<b>70+</b>	31,178	37,709	25,576	30,684	82.0%	81.4%
<b>Total</b>	<b>476,798</b>	<b>535,472</b>	<b>338,980</b>	<b>390,306</b>	<b>71.1%</b>	<b>72.9%</b>

## International voter turnout – parliamentary elections

Country	Date	Turnout %	Date	Turnout %	Date	Turnout %
<b>Australia*</b>	2022	89.74	2019	91.89	2016	91.01
<b>Austria</b>	2019	75.59	2017	80.00	2013	74.91
<b>Belgium*</b>	2019	88.38	2014	89.37	2010	89.22
<b>Canada</b>	2021	62.25	2019	67.65	2015	68.28
<b>Denmark</b>	2022	84.16	2019	84.60	2015	85.89
<b>Finland</b>	2023	68.50	2019	68.73	2015	66.85
<b>France</b>	2017	48.70	2012	57.22	2007	59.98
<b>Germany</b>	2021	76.58	2017	76.15	2013	71.53
<b>Ireland</b>	2020	62.77	2016	65.09	2011	69.90
<b>Italy</b>	2022	63.79	2018	72.93	2013	75.19
<b>Japan</b>	2021	55.97	2014	52.66	2012	59.32
<b>Netherlands</b>	2021	78.71	2017	81.93	2012	74.56
<b>Norway</b>	2021	77.16	2017	78.22	2013	78.23
<b>Sweden</b>	2022	84.21	2018	87.18	2014	85.81
<b>Switzerland</b>	2019	45.12	2015	48.51	2011	49.50
<b>United Kingdom</b>	2019	67.55	2017	69.31	2015	66.12
<b>U.S.A (Parliamentary)</b>	2020	70.75	2018	56.84	2016	65.44
<b>U.S.A (Presidential)</b>	2020	70.75	2016	65.44	2012	66.66

The voter turnout is defined as the percentage of registered voters who actually voted.

\* Indicates Compulsory Voting

Source: International IDEA Institute for Democracy and Electoral Assistance [www.idea.int](http://www.idea.int)

## Enrolment statistics 31 March 2023

Age Group	Est Eligible Population	General Roll	Māori Roll	Total Enrolled	Difference	% Enrolled
<b>18 - 24</b>	418,831	228,725	27,869	256,594	162,237	61.26%
<b>25 - 29</b>	312,854	233,270	30,158	263,428	49,426	84.20%
<b>30-34</b>	356,655	268,863	30,075	298,938	57,717	83.82%
<b>35-39</b>	334,018	268,874	26,190	295,064	38,954	88.34%
<b>40-44</b>	312,410	262,166	24,196	286,362	26,048	91.66%
<b>45-49</b>	315,021	259,348	23,889	283,237	31,784	89.91%
<b>50-54</b>	338,254	288,315	24,237	312,552	25,702	92.40%
<b>55-59</b>	324,888	278,566	21,627	300,193	24,695	92.40%
<b>60-64</b>	308,522	277,456	19,809	297,265	11,257	96.35%
<b>65-69</b>	261,413	239,580	14,007	253,587	7,826	97.01%
<b>70+</b>	588,552	561,908	19,369	581,277	7,275	98.76%
<b>Total</b>	<b>3,871,418</b>	<b>3,167,071</b>	<b>261,426</b>	<b>3,428,497</b>	<b>442,921</b>	<b>88.56%</b>

Enrolment statistics are updated monthly for each electorate at [elections.nz](https://elections.nz) in the stats and research section.

## Candidate numbers at recent elections

Candidates	2008	2011	2014	2017	2020
<b>Male</b>	488	397	390	341	413
<b>Female</b>	194	147	164	190	263
<b>Gender not specified</b>				3	1
<b>Total</b>	682	544	554	534	677

## Numbers of parties contesting recent elections

Candidates	2002	2005	2008	2011	2014	2017	2020
<b>Number of registered parties contesting the party vote</b>	14	19	19	13	15	16	17
<b>Number of parties elected to Parliament</b>	7	8	7	8	7	5	5



# Notes

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