

**From:** Benjamin [REDACTED]  
**To:** Dean [REDACTED]  
**Subject:** FW: [Enquiry Subject] Election advertising enquiry from [REDACTED]  
**Date:** Monday, 7 April 2025 2:35:08 pm  
**Attachments:** bafkreipeh57twggc6q655xij4lvbjdsrtfoz3ascg7zafkqwx2m6qtgov.jpg  
image001.jpg

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I feel that examining the promoter statements and then knowing that the SST is generally opposed to the Greens is doing all of the work of knowing it's a negative satirical ad. I think it could just as easily be a positive satirical ad...

Ngā mihi

**Benjamin** [REDACTED] ([he/him](#)) | Senior Policy Advisor | Legal and Policy  
Electoral Commission | Te Kaitiaki Take Kōwhiri  
PO Box 3220 | Level 4, 34-42 Manners Street | Wellington  
Work + [REDACTED] | [vote.nz](#) | [elections.nz](#)



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**From:** Support <enquiries@vote.nz>  
**Sent:** Monday, 7 April 2025 1:57 pm  
**To:** EC Legal <legal@Elections.govt.nz>  
**Subject:** [Enquiry Subject] Election advertising enquiry from [REDACTED]

Hi Legal Team,

Here is an enquiry from [REDACTED] ([REDACTED]).

It was CC'd to:

**From:** [REDACTED] <[REDACTED]>  
**Date:** Mon, Apr 7, 2025 at 1:05 pm

**Name:** [REDACTED]

**Email:** [REDACTED]

**From site:** elections.nz

**Subject:** Election advertising

**Type:** Complaint

**Message:**

Kia ora. The Sensible Sentencing Trust and whoever owns the billboard are breaching section 204H of the Electoral Act. The attached images show billboards persuading people for vote for the Greens. These advertisements don't appear to have been authorised by the Green Party secretary.

**From:** [Karl Le Quesne](#)  
**To:** [Natalie](#); [Kristina Temel](#); [Clare](#)  
**Cc:** [Dean](#)  
**Subject:** RE: question about unauthorised Green Party advert  
**Date:** Monday, 7 April 2025 3:50:23 pm

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Thanks Natalie

Agree that is a suitable response to Miriam's questions.

Karl Le Quesne

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**From:** Natalie <>@elections.govt.nz>  
**Sent:** Monday, 7 April 2025 3:42 pm  
**To:** Kristina Temel <>@elections.govt.nz>; Clare <>  
<>@elections.govt.nz>; Karl Le Quesne <>@elections.govt.nz>  
**Cc:** Dean <>@elections.govt.nz>  
**Subject:** RE: question about unauthorised Green Party advert

We propose using the draft below to respond to the Greens and as the base for media queries received today, for the billboard advertising in Auckland central and Wellington central published by the Sensible Sentencing Trust:

[Billboards attacking Green MPs Chlöe Swarbrick and Tamatha Paul appear in Auckland.](#)

[Wellington - NZ Herald.](#)

[Live: 'Defund da police' billboards attacking the Green Party pop up in Auckland and Wellington | Stuff](#)

Karl can you please let us know if you are happy with this response

Natalie

Kia ora Miriam,

Thanks for getting in touch.

We have assessed the billboards, and our view is that they are election advertisements. An election advertisement must include a promoter statement with the promoter's name and street address in accordance with section 204F of the Electoral Act. The billboards contain promoter statements that meet the requirements of the Act.

Section 204H of the Act requires a third party promoter to have obtained the prior written authorisation of the party secretary to publish an advertisement that may reasonably be regarded as encouraging or persuading voters to vote for a party. Based on the overall content and context of the billboards our view is that they may reasonably be regarded as encouraging or persuading voters not to vote for the Green Party. Accordingly, prior written

authorisation from you as the party secretary is not required.

The Commission does not regulate the content of election advertising. You may wish to contact the Advertising Standards Authority if you have concerns about the content of the billboards complying with advertising standards. You may also wish to seek or your own legal advice about the use of your advertising graphics.

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**From:** Miriam Ross <[generalmanager@greens.org.nz](mailto:generalmanager@greens.org.nz)>

**Sent:** Monday, 7 April 2025 1:08 pm

**To:** Kristina Temel <[REDACTED]@elections.govt.nz>; Dean [REDACTED]  
<[REDACTED]@elections.govt.nz>

**Subject:** question about unauthorised Green Party advert

**EXTERNAL EMAIL WARNING:** Do not open any **attachments** or **links** until you are certain they are safe. Beware of **phishing** attacks, check the sender address. Always report emails you are not certain are safe.

Kia ora

I was hoping I might be able to get a call with one of you this afternoon about an unauthorised Green Party advert. Effectively what has happened today is that the Sensible Sentencing Trust has copied our Tamatha Paul Green Party General Election advert, with some modifications, and put their own authorisation statement on it. They have then advertised this on a large billboard site on Bowen St. Both adverts clearly state "Vote Green." My understanding is that a third party is not allowed to authorise a Green Party advert without my permission? It would be great to talk through if possible - [REDACTED]

Ngā mihi nui,

Miriam Ross (she/her)

**General Manager**

GREEN PARTY OF AOTEAROA NEW ZEALAND



Phone 04 888 2443 | Mobile [REDACTED]

Email [generalmanager@greens.org.nz](mailto:generalmanager@greens.org.nz) | Web [www.greens.org.nz](http://www.greens.org.nz)

Level 5, 108 The Terrace, Wellington

Authorised by: Miriam Ross, Level 5, 108 The Terrace, Wellington.

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**From:** [Kristina Temel](#)  
**To:** [Miriam Ross](#)  
**Cc:** [Dean](#) [REDACTED]  
**Subject:** RE: question about unauthorised Green Party advert  
**Date:** Monday, 7 April 2025 4:49:20 pm  
**Attachments:** [image001.jpg](#)

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Yes that is right.

Nga mihi

Kristina

**Kristina Temel** | Manager, Legal Regulation and Policy | **Electoral Commission** | Te Kaitiaki Take Kōwhiri

PO Box 3220 | Level 10, 34 – 42 Manners Street | Wellington | 6140

Phone + [REDACTED] | [vote.nz](#) | [elections.nz](#)



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**From:** Miriam Ross <generalmanager@greens.org.nz>  
**Sent:** Monday, 7 April 2025 4:03 pm  
**To:** Kristina Temel <[REDACTED]@elections.govt.nz>  
**Cc:** Dean [REDACTED] [REDACTED]@elections.govt.nz>  
**Subject:** Re: question about unauthorised Green Party advert

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Kia ora Kristina

thanks for getting back to me. Just to check I have got this correct:

The adverts are an election advert but they are not considered an election advert 'for' the Green Party which means they can have their own promoter statement?

Ngā mihi nui,  
Miriam Ross (she/her)

**General Manager**  
GREEN PARTY OF AOTEAROA NEW ZEALAND



Phone 04 888 2443 | Mobile [REDACTED]  
Email [generalmanager@greens.org.nz](mailto:generalmanager@greens.org.nz) | Web [www.greens.org.nz](http://www.greens.org.nz)  
Level 5, 108 The Terrace, Wellington

On Mon, 7 Apr 2025 at 15:57, Kristina Temel <[REDACTED]@elections.govt.nz> wrote:

Kia ora Miriam,

Thanks for getting in touch.

We have assessed the billboards, and our view is that they are election advertisements. An election advertisement must include a promoter statement with the promoter's name and street address in accordance with section 204F of the Electoral Act. The billboards contain promoter statements that meet the requirements of the Act.

Section 204H of the Act requires a third party promoter to have obtained the prior written authorisation of the party secretary to publish an advertisement that may reasonably be regarded as encouraging or persuading voters to vote for a party. Based on the overall content and context of the billboards our view is that they may reasonably be regarded as encouraging or persuading voters not to vote for the Green Party. Accordingly, prior written authorisation from you as the party secretary is not required.

The Commission does not regulate the content of election advertising. You may wish to contact the Advertising Standards Authority if you have concerns about the content of the billboards complying with advertising standards. You may also wish to seek your own legal advice about the use of your advertising graphics.

Ngā mihi

Kristina

**Kristina Temel** | Manager, Legal Regulation and Policy | **Electoral Commission** | Te Kaitiaki Take Kōwhiri

PO Box 3220 | Level 10, 34 – 42 Manners Street | Wellington | 6140

Phone + [REDACTED] | [vote.nz](https://vote.nz) | [elections.nz](https://elections.nz)



**From:** Miriam Ross <[generalmanager@greens.org.nz](mailto:generalmanager@greens.org.nz)>

**Sent:** Monday, 7 April 2025 1:08 pm

**To:** Kristina Temel <[REDACTED]@elections.govt.nz>; Dean [REDACTED] <[REDACTED]@elections.govt.nz>

**Subject:** question about unauthorised Green Party advert

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Kia ora

I was hoping I might be able to get a call with one of you this afternoon about an unauthorised Green Party advert. Effectively what has happened today is that the Sensible Sentencing Trust has copied our Tamatha Paul Green Party General Election advert, with some modifications, and put their own authorisation statement on it. They have then advertised this on a large billboard site on Bowen St. Both adverts clearly state "Vote Green." My understanding is that a third party is not allowed to authorise a Green Party advert without my permission? It would be great to talk through if possible - [REDACTED]

Ngā mihi nui,  
Miriam Ross (she/her)

**General Manager**  
GREEN PARTY OF AOTEAROA NEW ZEALAND



Phone 04 888 2443 | Mobile [REDACTED]

Email [generalmanager@greens.org.nz](mailto:generalmanager@greens.org.nz) | Web [www.greens.org.nz](http://www.greens.org.nz)  
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**From:** [Dean](#) [REDACTED]  
**To:** [Kristina Temel](#); [Clare](#) [REDACTED]  
**Cc:** [Natalie](#) [REDACTED]  
**Subject:** RE: question about unauthorised Green Party advert  
**Date:** Monday, 7 April 2025 2:16:00 pm

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Hi Kristina and Clare,

How about the below for a reply? As I am heading of [REDACTED]  
Natalie can send the reply if I am not here.

Cheers

Dean

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Kia ora Miriam,

Thanks for getting in touch.

We have assessed the billboards, and our view is that they are election advertisements. An election advertisement must include a promoter statement with the promoter's name and street address in accordance with section 204F of the Electoral Act. The billboards contain promoter statements that meet the requirements of the Act.

Section 204H of the Act requires a third party promoter to have obtained the prior written authorisation of the party secretary to publish an advertisement that may reasonably be regarded as encouraging or persuading voters to vote for a party. Based on the content of the billboards [do we want to elaborate or say why its negative, for example, they are intended to be mocking of the Greens etc?], our view is that they do not encourage or persuade voters to vote for the Green Party. Accordingly, prior authorisation from you as the party secretary is not required.

Regarding your concerns about the third party promoter using your advertising graphics, we don't regulate the content of election advertisements, meaning we cannot help with issues like factual accuracy, offensiveness, or misleading advertising. If you are unhappy with the content of the billboards, you may wish to contact the Advertising Standards Authority or seek or your own legal advice.

---

**From:** Miriam Ross <generalmanager@greens.org.nz>

**Sent:** Monday, 7 April 2025 1:08 pm

**To:** Kristina Temel <[REDACTED]@elections.govt.nz>; Dean [REDACTED]  
<[REDACTED]@elections.govt.nz>



**Subject:** question about unauthorised Green Party advert

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Kia ora

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Ngā mihi nui,  
Miriam Ross (she/her)

**General Manager**  
GREEN PARTY OF AOTEAROA NEW ZEALAND



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