

**REQUEST FOR INTERESTED PARTIES  
TO CONDUCT KANOHI KI TE KANOHI (FACE TO FACE)  
INFORMATION AND ENROLMENT CAMPAIGN WITH  
NEW ZEALAND MAORI FOR THE  
2006 MAORI ELECTORAL OPTION**



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## 2006 MAORI ELECTORAL OPTION

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# 2006 MAORI ELECTORAL OPTION

## 1. INTRODUCTION

### 1.1 General

The Māori Electoral Option is a legal requirement as set out under sections 77, 78, and 79 of the Electoral Act 1993.

The Māori Electoral Option takes place usually every five years and gives Māori electors the option of changing electoral roll type (General to Māori or Māori to General). The Option has assumed new significance in recent years as a consequence of the introduction of the Electoral Act 1993, which now allows the number of Māori electorate seats in Parliament to vary according to Census data and the number of electors opting to enrol on the Māori roll.

The next Māori Electoral Option exercise will be held between 3 April and 2 August 2006

### 1.2 Principles Statement

The 2006 Māori Electoral Option campaign will be conducted against the principle that:

Māori participation in the electoral system should be fostered through promoting understanding of the need to be enrolled as an elector, and of the opportunity to choose between the Māori and the general electoral rolls, through communication strategies focused on all of the following elements:

- the significance of the right to vote;
- the need to be correctly enrolled to exercise that right; and
- when the Māori Electoral Option is and what it means.

Particular attention will be paid to:

- ensuring that the campaign is fair, impartial and politically neutral;
- raising the awareness among Māori voters of the Māori Electoral Option;
- developing strategies designed to reach those Māori who are hardest to engage on electoral issues; and
- ensuring that all material is appropriately designed and pitched.

### 1.3 Programme Overview

During the week commencing Monday April 3, 2006 all registered electors who have declared themselves to be New Zealand Māori, or of New Zealand Māori descent, (377,762 as at Election day 2005) will be sent a personalised mail pack. The pack will include a letter explaining the Māori Electoral Option process, a form showing their current enrolment details (including which roll type they are registered for), a brochure explaining the Option background, purpose, seat allocation mathematics, etc, and a reply paid envelope. The form also provides opportunity for Māori electors to update their personal details and choose the type of roll (Māori or General) they want to be on.

Like an enrolment update campaign held in election year, Māori electors who wish to change roll type or update their details need only respond. Where this is the case, the form is to be completed and returned by Wednesday August 2, 2006.

Midway through the Option all Māori electors who were on the roll at the start of the Option period and who have not responded will be sent a reminder postcard.

Acknowledgment of detail changes will be made to the elector within 14 days of form receipt. Likewise for all newly enrolled electors.

There will be, of course, people who will not receive the personalised mailout because of enrolment lapse or previous failure to enrol. These people will be encouraged to obtain an enrolment form. An enrolment form and reply envelope with "friend get friend" coupon will be provided.

In addition to media activity, Registrars of Elector's enrolment encouragement work, kanohi ki te kanohi (face-to-face) Option education and enrolment encouragement using contractors, and Public Relations opportunities will be provided. As part of the enrolment encouragement work electors will be able to take a copy of the brochure 'Everything you need to know about the Māori Electoral Option'.

#### 1.4 Kanohi Ki Te Kanohi (Face To Face) Campaign

This document outlines the requirements for contracting organisation(s) to conduct a kanohi ki te kanohi (face to face) electoral information and enrolment encouragement campaign to support the 2006 Māori Electoral Option. The campaign will be aimed at Māori electors and will be conducted in a fair, impartial and politically neutral manner to:

- Provide information on what the Māori Electoral Option is and when it is,
- Encourage informed participation in the Māori Electoral Option,
- Provide information on the significance of the right to vote,
- Provide information on the need to be correctly enrolled to exercise that right, and
- Encourage enrolment of eligible electors.

## **2. RESPONSIBILITIES**

- 2.1 The overall co-ordination and conduct of the next Option is the responsibility of the Māori Electoral Option Steering Committee, which is jointly chaired by the Ministry of Justice and the Electoral Enrolment Centre. The steering committee also comprises the Electoral Enrolment Centre (New Zealand Post Ltd), Ministry of Māori Development (Te Puni Kokiri), Statistics New Zealand, Electoral Commission and the Department of the Prime Minister and Cabinet.

- 2.2 The Electoral Enrolment Centre is responsible for managing the day-to-day operation and management of the Option process, including specifically: the media, public relations activity and kanohi ki te kanohi contracts, research, the mail-out campaign, processing of returned Option forms, and provision of enrolment data to Statistics New Zealand.
- 2.3 Te Puni Kokiri will assist with advice on communications with Māori, the kanohi ki te kanohi campaign, and facilitate consultation with Māori.
- 2.4 The Ministry of Justice will give advice on electoral law issues and constitutional aspects, including constitutional, policy and legal aspects of the Treaty relationship. The Ministry of Justice will also co-ordinate briefings to Ministers, and monitor the direction and progress of the campaign.
- 2.5 Statistics NZ will supply technical data in relation to boundary setting and number of transfers and/or new enrolments required for additional Māori seats.
- 2.6 Department of Prime Minister and Cabinet will provide a strategic overview in the collective interest of government.
- 2.7 The Electoral Commission will advise on educational initiatives, assist with the training of presenters and information materials as appropriate.

### **3. TARGET GROUPS**

- 3.1 For the purpose of enrolment under Section 3 of the Electoral Act 1993, a Māori is defined as a person of the Māori race of New Zealand; and includes any descendant of that person.
- 3.2 The kanohi ki te kanohi campaign will be part of a wider communications campaign, the overall aim of which is to:
  - Inform eligible electors about the Māori Electoral Option, when it is, its purpose and the effect their choice could have on the number of Māori seats in Parliament.
  - Encourage Māori to decide which roll type they wish to be enrolled on and to return the form with appropriate changes made, if necessary.
  - Encourage eligible Māori who do not receive a personalised Māori Electoral Option mailpack to obtain and complete an enrolment form (includes the roll type choice) and return it with a sense of urgency. Enrolment forms will be available from any Post Shop, by freephoning 0800 service ENROL NOW (0800 36 76 56), by Freetexting their name and address to 3676, Internet via the elections website ([www.elections.org.nz](http://www.elections.org.nz)) or face-to-face contract provider.
  - Set these messages in the context of encouraging Māori participation in the electoral system and democratic process generally by including information on the right to vote and the need to be correctly enrolled to exercise that right.
  - Additional messages are therefore:
    - To encourage enrolment, and
    - To ensure electors keep their enrolment details up to date.

- 3.3 The kanohi ki te kanohi campaign must:
- Work in tandem with the rest of the communications campaign.
  - Be fair, impartial and politically neutral, and
  - Include strategies designed to reach those Māori who are hardest to engage on electoral issues, including ensuring that all material is appropriately designed and pitched.
- 3.4 The communication campaign will be directed at the following broad groups, which are defined in terms of enrolment status:
- Māori on the Māori roll;
  - Māori on the General roll;
  - Māori on the General roll, but not identified as Māori; and
  - Māori not enrolled.
- 3.5 Across these groups, target groups with particular needs have been identified. These include:
- Māori youth (18-29 years) - both urban and rural;
  - Rural Māori of all ages, living in remote areas;
  - Māori who do not affiliate with iwi or urban Māori networks;
  - Māori solo parents and women, who have less opportunity to leave the home;
  - Unenrolled eligible Māori in all areas.

#### **4. IMPARTIALITY**

- 4.1 To ensure the tender process for the 2006 Māori Electoral Option is impartial and politically neutral, the Electoral Enrolment Centre will ensure that the tender process is fair and open to all interested parties.
- The notice of tender will be published in a wide range of publications (both general and Māori specific). It will also be published on the Government Electronic Tenders service (GETs).
  - A wide range of representation of interested parties will be involved in the tender process.
- 4.2 The sensitive nature of the work carried out during the kanohi ki te kanohi campaign requires all work to be carried out in an unbiased and apolitical manner that does not promote the electoral cause of any political candidate, party or an agenda or recommend an electoral roll type Māori should enrol on.

To ensure that this policy is strictly adhered to, EEC employ (but not be restricted to) the following methodologies:

- All Contracted organisations will be bound by contract to act in an apolitical manner befitting the requirements of the campaign. All contractors will be required to state they, and their employees/fieldworkers and contractors, have no political affiliations. Organisations with political affiliations will not be successful in getting their tender bids accepted.

- All fieldworkers are required to sign a declaration stating that they "will work in such a way that does not promote the electoral cause of any political candidate, party or an agenda or which electoral roll type Māori should enrol on". Fieldworkers who are new employees of the contractors must have security checks completed on them before they can commence work.
- All prospective contracted organisations will be screened extensively. Security checks will be run on the individuals who will be responsible for the contract, and where possible, previous employers will be contacted for feedback.
- All contracted organisations are required to implement systems to measure and track quality assurance and impartiality, and the results of these must be regularly reported to the Electoral Enrolment Centre.
- All contracted organisations will be bound by contract to follow up any concerns regarding impartiality with urgency, and where necessary, reprimands will be delivered in a professional and practical manner.
- Registrars of Electors will validate the enrolment forms received throughout the campaign, and where appropriate, use random checks and samples to ensure the integrity of the work being completed by the contractors. Where necessary, they will follow up with electors directly.
- Failure to comply with any impartiality clauses may result in may result in suspension of contract or financial penalties being imposed.

## 5. Scope of Tenderer(s) Proposal

### 5.1 What do tenderer(s) need to deliver?

- Methodology(ies) which:

Effectively inform Māori of the:

- The Māori Electoral Option, its timing, purpose, and the effect their choice could have on the number of Māori seats in Parliament;
- Encourage Māori to conscientiously decide which roll type they wish to be enrolled on and to return the form with appropriate changes made, if necessary;
- Encourage eligible Māori electors who do not receive a personalised Māori Electoral Option mailpack to obtain and complete an enrolment form (includes the roll type choice) and return it with a sense of urgency. Enrolment forms will be available from any PostShop, through our 0800 service, by Freetexting their name and address to 3676, internet or face-to-face contract provider;
- Set these messages in the context of encouraging Māori participation in the electoral system and democratic process generally by including information on the right to vote and the need to be correctly enrolled to exercise that right;

- Additional messages are therefore:
  - To encourage enrolment, and
  - To ensure electors keep their enrolment details up to date.
- These methodologies must:
  - Work in tandem with the rest of the communications campaign.
  - Be fair, impartial and politically neutral, and
  - Include strategies designed to reach those Māori who are hardest to engage on electoral issues, including ensuring that all material is appropriately designed and pitched.

## 5.2 How will the dissemination of information and the obtaining of enrolments be achieved?

Although tenderer(s) are to set out their method of approach, the following methodologies are proven and are to be included and commented on in respect of staff/networks that would be used:

- attendance at hui and other agreed major events,
- attendance in shopping malls, or other major pedestrian areas targeting sport groups and venues; social clubs,
- using tribal/iwi and urban networks,
- using national Māori organisations and/or other appropriate networks, and
- other as submitted and agreed to.

## 5.3 Project Control

- 5.3.1 Overall co-ordination and management of the campaign will be performed by the Electoral Enrolment Centre or their nominated representative(s).
- 5.3.2 The successful tenderer(s) will be required to enter into a contract and shall appoint an Account or Project Manager with overall responsibility for services, personnel, quality assurance, reporting, and will be required to have regular communication with the Electoral Enrolment Centre.
- 5.3.3. No public statements relating to any aspect of the communication programmes or this tender are to be made by any tenderer, successful or otherwise.

## 5.4 Co-ordination

- 5.4.1 Timing and control of the communication programme is to be closely co-ordinated with any national and/or local advertising undertaken by the Electoral Enrolment Centre.
- 5.4.2 In some areas an iwi or urban group may also be working on the project. In such cases this would be negotiated and worked through with the successful tenderer(s).

## 5.5 Timing

- 5.5.1 The Electoral Enrolment Centre will require the successful tenderer(s) to have their campaign(s) ready to commence by March 2006.

- 5.5.2 The kanohi ki te kanohi awareness campaign period is planned to run from 6 March 2006 until the end of July 2006 but will be weighted at both the start and end. The Option period itself is planned to occur from 3 April 2006 to 2 August 2006.
- 5.5.3 Enrolling by contractors will commence at the same time as the Option commencing.
- 5.5.4 The Electoral Enrolment Centre reserves the right to terminate the contract if the holding of a General election is announced prior to or during the conduct of the Option.

## 5.6 Media Advertising

- 5.6.1 National advertising will be undertaken by the Electoral Enrolment Centre, to help achieve the principles outlined in section 3 of this document.
- 5.6.2 Limited local advertising may be undertaken by successful tenderer(s) (and at their cost) in relation to advising of the presence, or pending presence in the local area of tenderer(s) staff and their purpose. The successful tenderer(s) are to clear content and style of media advertising through the Electoral Enrolment Centre.

## 5.7 Other Information

The successful tenderer(s) will be provided with, or have made available, the following items to assist them in the communication with Māori:

- Enrolment forms (ROE 1's),
- A presentation kit,
- Brochures on Māori Electoral Option,
- Electoral rolls,
- Demographic/statistical information on ongoing basis,
- Return envelopes (if required),
- Handbook on enrolling and Māori Electoral Option (standard questions and answers),
- A letter of introduction (as part of the handbook), from the Chief Registrar of Electors, which can be produced on demand, outlining the tenderer(s) and their personnel's role in enrolling, and advising about the Māori Electoral Option,
- Batch documents for returning completed enrolment forms, and
- Other, as mutually agreed.

## **6. Tender Requirements**

Tender proposals are to be set out as outlined in section 9.2 of this document.

### 6.1 Statement of Approach

- 6.1.1 Set out your approach, along guidelines outlined in section 6.2 of this document, and referring to section 5.2 for establishing a communication programmes that will achieve a high level of success in achieving the principles outlined in section 1.2.
- 6.1.2 Advise which area(s) you would intend covering, e.g. Kaikohe, North Auckland, part of Auckland, all of Auckland, North Island, all of New Zealand; specify parameters.

## 6.2 Methodology (refer section 5.2 of this document)

### 6.2.1 Kanohi Ki Te Kanohi (face-to-face).

Research and experience show that many Māori people are more likely to respond to the personal approach as opposed to replying to a written letter or pamphlet. The kanohi ki te kanohi approach does seem to provide a suitable platform to get the message across and obtain completed enrolment forms 'on the spot'.

This is especially true when the person speaking to them is of the same ethnic/cultural background. Again, experience from previous campaigns indicates that these groups are likely to be more responsive when the person speaking to them is of the same background. They are more likely to identify with the speaker and therefore be more receptive to what the speaker has to say.

### 6.2.2 Using Iwi and Urban Networks.

To make best use of resources, tenderer(s) should link into existing networks where network members, clients and colleagues can be encouraged, with perhaps support from their network hierarchy, to enrol and be open to being provided with informative data about the Māori Electoral Option.

Indicate what networks, both current and proposed, can be utilised and what influence these can bring to bear.

## 6.3 Reporting

6.3.1 What type of reporting structure, including frequency, and by what means and by whom, would be put in place to provide feedback on progress of the campaign?

6.3.2 What is the expectation of results by specific activity type and area and how will this be monitored by the tenderer(s).

6.3.3 Completed enrolment or Option forms are to be sent to local Registrar of Electors and identified as coming from individuals employed by the tenderer(s).

For this reason, all forms are to be provided to the local Registrar of Electors, accompanied by a batch document, which will be supplied by the Electoral Enrolment Centre.

6.3.4 All forms are to be processed, at a minimum, twice weekly. This is to assist in meeting the provisions of the Electoral Act which require that an elector's application be received and acknowledged by a Registrar of Electors within 14 days of lodgement.

6.3.5 If the Registrar of Electors receives forms from the successful tenderer(s) later than 5 working days of being signed by elector, the Electoral Enrolment Centre may impose a financial penalty.

6.3.6 If forms are incorrectly completed which causes difficulties for enrolling an elector or updating an elector's enrolment details, the Electoral Enrolment Centre may impose a financial penalty.

## 6.4 Quality

Supply details of what quality assurance programmes will be put in place to ensure all aspects of informing Māori about the option and enrolling Māori electors are consistent, impartial, accurate and measurable.

- NB: (1) Late receipt, incomplete and/or illegible enrolment forms may attract a financial penalty.  
(2) Quality assurance checks will also be made to protect against fraudulent enrolments by the Electoral Enrolment Centre or their appointed agent.

Fraudulently completed forms will be placed in the hands of the Police along with the details of the contractor.

## 6.5 Training

- 6.5.1 The successful tenderer(s) will provide sufficient personnel as agreed with the Electoral Enrolment Centre, to be trained to undertake the communication campaign and on enrolment form completion.
- 6.5.2 Agreement is required from tenderer(s) to this arrangement and the successful tenderer(s) is to make a person/s available to liaise with a nominated contact in the Electoral Enrolment Centre to develop the training programmes.

## 7. **Tender Experience and Qualifications**

This section requires tenderer(s) to describe their organisational structure that will support their activity.

### 7.1 Business Description

Describe the business (or activity) and objectives of the tenderer organisation.

Where two or more tenderer(s) have made a joint proposal, then give a full description of each tenderer and state the relationship between them.

### 7.2 Experience in similar campaigns.

Describe experience in any relevant, recent campaigns, or dealings with groups of people.

Where other vendors were involved, then the roles of each tenderer and the relationship between them should be stated.

### 7.3 Customer References

Provide details of clients who can provide references.

#### 7.4 Resources

- 7.4.1 A statement is required that tenderer(s) have adequate resources to undertake the job.
- 7.4.2 Staffing levels and recruitment is the responsibility of the tenderer, but each person employed will be required to sign a declaration, as supplied by the Electoral Enrolment Centre. The Electoral Enrolment Centre may inspect the declaration on request. This declaration shall cover any confidentiality and non-bias clauses outlined in this Request for Proposal.
- 7.4.3 Each staff member will be supplied with a letter of introduction, signed by the Chief Registrar of Electors, which sets out their role in enrolling electors and discussing the Māori Electoral Option. Should a member of the public request some form of authorisation, this letter is to be shown.
- 7.4.4 Only staff who are of good character and reputation and who will present themselves appropriately (in manner and dress) should be employed by the tenderer to participate in the campaign.

#### 7.5 Management structure

Please provide a resume of the position and credentials of key personnel in your organisation, including those who would be involved in this project.

### **8. Remuneration**

- 8.1 Tender is to show the basis for the setting of fees. (All prices to include GST.)
- 8.2 Consideration should be given to having fees, particularly for the completion of enrolment forms, set on a result basis.
- 8.3 Tender is to provide a statement that the fees remain valid for the period the tender covers.

### **9. Terms and Conditions**

All responses to this Request for Tender must conform to the following terms and conditions:

#### 9.1 Method of Submission

- 9.1.1 Ten copies of the proposal are to be submitted in a sealed parcel clearly marked and delivered or mailed to:

Mark Johns  
Manager Operations  
Electoral Enrolment Centre  
2nd Floor, Mainzeal Building  
181 Vivian Street  
P O Box 190  
Wellington 6015

9.1.2 Tender submissions in response to this Request for Tender must be received no later than noon, 16 January 2006. Late proposals may not be considered, and if not, will be returned unopened.

## 9.2 Format of Tender Submissions

9.2.1 Tender Submissions should take the form of a document matching clause by clause to this Request.

9.2.2 An opening statement is to be made as to which part of this contract is being tendered for i.e. the education, enrolment or both education and enrolment combined.

9.2.2 Where the clause in this Request document contains a specific question, then tenderer(s) shall respond with a direct answer. Where the clause is a statement of an objective or policy, then tenderer(s) shall state how their proposals would satisfy the objectives or policy. Where appropriate a reply of "complied with" or "agreed to" is all that is required.

## 9.3 Further Information

Before tender submissions are due, tenderer(s) may request further explanations or information. All such requests must be faxed/e-mailed to:

Mark Johns  
Manager Operations  
Electoral Enrolment Centre

Facsimile: (04) 801 0709  
E-mail: [mark.johns@elections.org.nz](mailto:mark.johns@elections.org.nz)

Faxed/e-mailed responses will be provided.

## 9.4 Confidentiality

9.4.1 All documents and information provided by the Electoral Enrolment Centre, Ministry of Māori Development (Te Puni Kokiri), and Ministry of Justice must be treated as confidential.

9.4.2 All tender submissions will be treated as confidential.

9.4.3 No tenderer shall make any public statement in relation to any aspect of this campaign without prior consent of the Electoral Enrolment Centre.

9.4.4 A statement is required confirming that the tenderer and its employees will comply with the requirements of clause 6.8 of this Tender document.

9.4.5 Successful tenderer(s) will be required to sign a contract agreeing to the conditions set out in this Request for Tender.

9.5 General Conditions

9.5.1 The lowest cost or any proposal will not necessarily be accepted.

9.5.2 A tenderer may submit only one proposal, although this may include one or more alternatives where appropriate.

9.5.3 This brief may be cancelled or its contents amended at any time prior to signing formal contracts.

9.5.4 If no proposal is acceptable then the Electoral Enrolment Centre, reserve the right to negotiate with one or more tenderer(s) for a satisfactory programme.

9.5.5 Tenderer(s) may be requested to make a formal presentation in support of their proposal.

9.5.6 Tenderer(s) will be told the name of the preferred supplier within one week of this decision being made. No further discussion will be entered into concerning this decision.

9.5.7 All costs relating to submissions and attending presentations are to be borne by the party making the submission.

9.5.8 The tenderer(s) shall be sensitive to the cultural values of all New Zealanders.

9.5.9 It is an offence under sections 118, 119 and 121 of the Electoral Act to provide false statements or declarations or wilfully mislead the Registrar of Electors, or to not deliver completed enrolment forms to the Registrar of Electors for registration.

Attached as Appendix 2, is a copy of the relevant legislation.

## ENROLMENT CRITERIA

### **Registration compulsory**

If you are qualified to register as an elector, the law requires you to do so.

### **Qualifications**

You are qualified to register if you:-

- (a) Are a New Zealand citizen or a permanent resident of New Zealand; and
- (b) Are 18 years of age or over; and
- (c) Have at some stage resided continuously in New Zealand for 1 year or longer; and
- (d) Are not disqualified under the Electoral Act 1993.

### **Disqualifications**

You are **not** qualified to register if;

- (a) You are a New Zealand citizen who is outside New Zealand and you have not been in New Zealand within the last 3 years; or
- (b) You are a permanent resident of New Zealand who is outside New Zealand and you have not been in New Zealand during the last 12 months; or
- (c) You are, under the Criminal Justice Act 1985, detained in a hospital under the Mental Health (Compulsory Assessment and Treatment) Act 1992 and have been so detained for a period exceeding 3 years; or
- (d) You are detained, because of a conviction, in a hospital under the Mental Health (Compulsory Assessment and Treatment) Act 1992 for a term of 3 years or more; or
- (e) You are detained, because of a conviction, in a penal institution for as term of 3 years or more; or
- (f) You are named on the electoral corrupt practices list.

### **New Zealand Māori Option**

If you are a New Zealand Māori or a descendant of a New Zealand Māori you may have the option of choosing between a General electorate and a Māori electorate. Everyone else must register for a General electorate.

**PROVISIONS OF ELECTORAL ACT 1993  
RELATING TO OFFENCES**

**118. False statements or declarations** - Every person who knowingly and wilfully makes a false statement in any application, certificate, or declaration for the purposes of this Part of the Act shall be liable on summary conviction to a fine not exceeding \$2,000 or to imprisonment for a term not exceeding 3 months.

**119. Wilfully misleading Registrar** - Every person shall for each offence be liable on summary conviction to a fine not exceeding \$2,000 who-

- (a) Wilfully misleads any Registrar in the compilation of any roll or list, or wilfully enters or causes to be entered thereon any false or fictitious name or qualification or the name of any person whom he or she knows to be dead:
- (b) Signs the name of any person, whether requested to do so or not, or any false or fictitious name to any form of application or objection for the purposes of this Part of this Act either as applicant, objector, or witness:
- (c) Signs his or her name as witness to any signature upon such form of application or objection without either seeing the signature written or hearing the person signing declare that the signature is in his or her own handwriting and that the name so signed is his or her own proper name.

**121. Failure to deliver application** - Every person shall be liable on summary conviction to a fine not exceeding \$2,000 who, having obtained possession of an application for registration signed by any person for the purpose of being delivered to the Registrar for registration, wilfully fails to deliver it so that the applicants name is not entered on the roll.