

**Electoral Commission Board decisions
on party registration and logo applications and
applications to vary party names and logos**

August 2026

Application for registration of the Alliance Party of Aotearoa New Zealand and logo:

- **Party name, abbreviation, and logo to be registered.**

The Electoral Commission ('Commission') has considered the applications by the Alliance Party of Aotearoa New Zealand for registration of a political party under the name 'Alliance Party of Aotearoa New Zealand' and the abbreviation 'Alliance Party' and its logo in accordance with the requirements of Part 4 of the Electoral Act 1993 ('the Act').

Following public consultation, in which no objections were received, the Commission is satisfied that the applications for registration of the party and logo meet the requirements of sections 63 and 71C of the Act including the statutory declarations and evidence that the party has at least 500 current financial members who are eligible to enrol as electors. The Commission is also satisfied that there are no grounds upon which the applications must be refused under sections 65, 66 and 71D of the Act.

Application for registration of the Te Tai Tokerau Party and logo:

- **Party name, abbreviation, and logo to be registered.**

The Electoral Commission ('Commission') has considered the applications by the Te Tai Tokerau Party for registration of a political party under the name 'Te Tai Tokerau Party' and the abbreviation 'TTTP' and its logo in accordance with the requirements of Part 4 of the Electoral Act 1993 ('the Act').

Following public consultation, in which five submissions were received (two in support, three opposed), the Commission is satisfied that the applications for registration of the party and logo meet the requirements of sections 63 and 71C of the Act including the statutory declarations and evidence that the party has at least 500 current financial members who are eligible to enrol as electors. The Commission is also satisfied that there are no grounds upon which the applications must be refused under sections 65, 66 and 71D of the Act.

Careful consideration was given to the question of whether or not the party name and logo are likely to cause confusion or mislead electors for the purposes of sections 65(c) and 71D(1)(d)(iii) given they include the name of an electorate.

Taking into account all relevant factors including the application, public submissions, the applicant's response to the public submissions and all of the legislative requirements including freedom of expression, freedom of association and electoral rights/the Bill of Rights Act, and considering factors including:

- the very clear layout, logos, and instructions on the ballot paper,
- the inclusion of the word 'Party' in the party name and logo,
- the way parties and candidates campaign and distinguish themselves, and
- that the name "Te Tai Tokerau" is a longstanding geographical, historical, and cultural identifier for the northern region of Aotearoa/New Zealand that has been used to describe the people, whenua, and region before the establishment of the Te Tai Tokerau electorate,

the Board determined the name is acceptable.

The Board concluded that, although a possibility, the likelihood of the name or logo causing confusion or misleading of electors fell short of the grounds for refusal.

Application for registration of New Zealand Loyal party and logo:

- Party name and abbreviation to be registered
- Party logo to be refused

The Electoral Commission ('Commission') has considered the applications by New Zealand Loyal for registration of a political party under the name 'New Zealand Loyal' and the abbreviation 'NZ Loyal' and its logo in accordance with the requirements of Part 4 of the Electoral Act 1993 ('the Act').

Following public consultation, in which 90 submissions were received opposing the applications, the Commission is satisfied that the application for registration of the party meets the requirements of section 63 including the statutory declarations and evidence that the party has at least 500 current financial members who are eligible to enrol as electors. The Commission is also satisfied that there are no grounds upon which the application for registration must be refused under sections 65 or 66 of the Act.

Careful consideration was given to the question of whether or not the party name and/or logo is likely to cause confusion or mislead electors for the purposes of sections 65(c) and 71D(1)(d)(iii) given significant changes in the party since the 2023 General Election.

Taking into account all relevant factors including the application, public submissions, the applicant's response to the public submissions and all of the legislative requirements including freedom of expression, freedom of association and electoral rights/the Bill of Rights Act, and considering factors including ongoing activity of the party as an unregistered party since cancellation of registration in July 2024, and evidence of continuity of activity and membership (albeit that there have been some changes), the Electoral Commission determined that the name and logo are acceptable for the purposes of sections 65(c) and 71D(1)(d)(iii).

The Board concluded that, although a possibility, the likelihood of the name or logo causing confusion or misleading of electors fell short of the grounds for refusal.

However, the Commission has determined that it must refuse the application to register the logo of the party under section 71D(1)(c) of the Act.

Intellectual property rights can include a range of legal rights including trade marks, copyright and Common Law rights, for example, claims under the tort of passing off.

Rights to the logo are the subject of an ongoing legal dispute including a formal challenge about its ownership. On 1 August 2024, the former leader of the party, Liz Gunn, applied to the New Zealand Intellectual Property Office to register the logo as a trade mark in her name. The applicant and current party secretary of New Zealand Loyal has filed notice in opposition. These matters are ongoing.

On this basis, the Commission has reasonable cause to believe that the declaration accompanying the application under section 71C(2)(b)(iv) that the use of the logo by the party will not be an infringement of an intellectual property right of any person, or a breach of any enactment, is not correct. In accordance with section 71D(1)(c) the application for the registration of the logo must be refused.

New Zealand Loyal, as a registered party, can contest the party vote and stand electorate candidates at the 2026 General Election. Because the application to register the party logo is refused, and there is insufficient time for the party to apply to register an alternative logo by 6 August (the deadline for party logo applications for the election under section 71E of the Act) no logo will appear next to the party name or the name of New Zealand Loyal electorate candidates on the ballot paper.

Application for registration of Free Palestine party and logo:

- Party name to be registered
- Party logo to be refused

The Electoral Commission ('Commission') has considered the applications by Free Palestine for registration of a political party under the name 'Free Palestine' and its logo in accordance with the requirements of Part 4 of the Electoral Act 1993 ('the Act').

Following public consultation, in which 207 submissions were received opposing the applications, the Commission is satisfied that the application for registration of the party meets the requirements of section 63 including the statutory declarations and evidence that the party has at least 500 current financial members who are eligible to enrol as electors. The Commission is also satisfied that there are no grounds upon which the application for registration must be refused under section 65 (b) and (d), section 66 and section 71D(1)(d)(i) and (iv) of the Act.

Careful consideration was given to the question of whether or not the party name and/or logo is offensive for the purposes of section 65(a) and 71D(1)(d)(ii) of the Act.

"Free Palestine" is not universally banned or legally ruled offensive but it is highly contested. It is seen by supporters as a call for human rights and freedom, a call for the end of the occupation of Palestinian territories, and associated with peaceful protest that should be upheld in the name of free speech. Opponents, on the other hand, view it as offensive, antisemitic and an implicit call for hostility against Israel and Jewish communities.

It is not sufficient that the name is '*likely to be offensive*'. Lawmakers have deliberately set the bar high. For the purposes of the Act, in considering the application to register the party name, the Commission needs to determine whether in its opinion the name of the party "Free Palestine" is *offensive*.

The meaning of 'offensive' is not defined in the Act and there are no judicial rulings on the meaning of 'offensive' in the context of the registration of party names and logos. However, the language requires the Commission to determine whether the name would wound the feelings of, arouse real anger, disgust or outrage in the mind of a reasonable person.

While a number of submitters raised concerns about the party using the words 'Free from the River to the Sea', the Commission when determining the registration of a party name must consider the party name rather than party positions, slogans, and possible campaign material connected with a party that electors may find offensive. There are other examples, past and present, where contentious issues-based parties have been registered and the Commission has not found that the party name is offensive.

Taking into account all relevant factors including the application, public submissions, the applicant's response to the public submissions and all of the legislative requirements including freedom of expression, freedom of association and electoral rights/the Bill of Rights Act, the Commission determined that, while recognising that it is a sensitive issue, the name and logo on their face are not "offensive" and the evidence before them does not meet the test for refusing the applications under sections 65(a) and 71D(1)(d)(ii).

Careful consideration was also given to the question of whether or not the party name or logo is likely to cause confusion or mislead electors for the purposes of sections 65(c) and section 71D(1)(d)(iii) of the Act.

Taking into account all relevant factors including the application, public submissions, the applicant's response to the public submissions and all of the legislative requirements including freedom of expression, freedom of association and electoral rights/the Bill of Rights Act, the Commission was satisfied that the name alone was not likely to cause confusion or mislead electors for the purposes of section 65(c).

However, the Commission has determined that it must refuse the application to register the logo of the party under section 71D(1)(d)(iii) because the party logo is likely to cause confusion or mislead electors on the ballot paper and in the campaign in general for the following reasons:

- Concern that a logo should clearly identify the party itself rather than use symbols or language synonymous with an international campaign. Because the flag is generic and widely used, its use as a party logo is likely to cause confusion or mislead electors as to who they are supporting and cause wider confusion in the campaign.
- The Palestinian flag together with the words 'Free Palestine' in the logo is likely to cause confusion or mislead electors to believe the party is the official New Zealand representative of a foreign political entity or international movement or is endorsed, controlled, or supported by Palestinian governmental or political institutions.
- This is consistent with previous Commission decisions, for example, the 2010 decision by the former Electoral Commission to refuse to register the logo of the unregistered party called the 51st State Party which looked like the flag of the United States of America.

Free Palestine, as a registered party, can contest the party vote and stand electorate candidates at the 2026 General Election. Because the application to register the party logo is refused, and there is insufficient time for the party to apply to register an alternative logo by 6 August (the deadline for party logo applications for the election under section 71E of the Act) no logo will appear next to the party name or the name of Free Palestine electorate candidates on the ballot paper.

Application to vary the NZ Outdoors & Freedom Party name and logo:

- Party name change to be refused
- Party logo change to be refused

The Electoral Commission ('Commission') has considered the applications by NZ Outdoors & Freedom Party for a change of their name to 'Freedom' and a variation of the party's logo in accordance with the requirements of Part 4 of the Electoral Act 1993 ('the Act').

Following public consultation, in which three submissions were received opposing the applications, the Commission is satisfied that the applications to vary the party name and logo meet the applicable requirements of sections 63, 69, 71C and 71H of the Act including the statutory declaration. The Commission is also satisfied that there are no grounds upon which the application for registration must be refused under section 65 (a), (b) and (d), and section 71D(1)(d)(i),(ii) and (iv) of the Act.

Freedoms NZ and Vision New Zealand have objected to the applications to register the change of party name and logo based on the likelihood the proposed party name and logo would cause confusion or mislead electors because the word Freedom in both the name and logo is so similar to Freedoms NZ, the name of the umbrella party that contested the 2023 General Election.

The Commission has given careful consideration to the question of whether or not the proposed change to the party name and/or logo is likely to cause confusion or mislead electors for the purposes of sections 65(c) and 71D(1)(d)(iii) of the Act.

Freedoms New Zealand (abbreviated name Freedoms NZ) was a registered political party from 15 February 2023 until 1 May 2025. Freedoms NZ contested the 2023 General Election as an umbrella party using their registered abbreviation on the ballot paper and in the campaign.

NZ Outdoors & Freedom Party was a registered component party of Freedoms NZ at the 2023 General Election and contested three electorate seats under the Freedoms NZ umbrella, along with Vision New Zealand, a registered component party and Rock the Vote NZ, an unregistered component party. At the 2023 General Election, the party leader of NZ Outdoors & Freedom Party was the co-leader of Freedoms NZ, and the three candidates for NZ Outdoors & Freedom Party were also on the party list for Freedoms NZ.

Taking into account all relevant factors including the application, public submissions, the applicant's response to the public submissions and all of the legislative requirements including freedom of expression, freedom of association and electoral rights/the Bill of Rights Act, the Commission has determined that it must refuse the application to register the change to the party's name and logo under sections 65(c) and 71D(1)(c) of the Act on the grounds the name 'Freedom' and the associated logo are likely to mislead or confuse electors on the ballot paper and in the campaign in general for a range of reasons including:

- Freedom is insufficiently distinguishable from Freedoms NZ, based on the length of the party name, and the surrounding words and other relevant context, so that electors are likely to confuse the Freedom name and logo with Freedoms NZ, the previously registered umbrella party that contested the 2023 General Election or be confused about who they are supporting or voting for.
- The scheme of the Act indicates that candidates should not be able to use the name of any political party that contested the last general election or any by-election held since the last

general election unless that political party has endorsed that candidate as one of its candidates.

- The likelihood of confusion between Freedom and the umbrella and component arrangements between Freedoms NZ, NZ Outdoors & Freedom Party, Vision New Zealand and Rock the Vote NZ at the last general election are likely to mislead or cause confusion to electors who may think Freedom is Freedoms NZ or that Freedom has taken over the Freedoms NZ umbrella party which included Vision New Zealand when Vision New Zealand has given notice that it will be contesting the 2026 General Election.
- Where previously the Commission has approved party names and logos with words in common, there have been additional words and/or other factors with the logo, to distinguish between them.
- Although the proposed logo for Freedom is black and the logo of the previously registered Freedoms NZ had other colour and design elements, the prominent words in both logos are so similar, Freedom versus Freedoms, that it is likely to cause confusion or mislead electors.

As the applications to change the party name and logo are refused, NZ Outdoors & Freedom Party will remain registered with its current name and logo on the Register of Political Parties unchanged.