

Implementation Fact Sheet

Third Party Advertising Amendments *Local Authorities Election Act, 2018*

Third Party Advertising

Legislation: *Local Authorities Election Act (LAEA)*

Section Numbers: Part 8

Previous requirement:

The *LAEA* did not address third-party advertising in municipal and school board elections.

What has changed?

Rules have been added governing the finances and accountability of third parties that advertise to promote or oppose the election of a candidate, or to take a position on an issue with which a candidate is associated.

The rules for contributions, receipting, handling of funds, and disclosure reporting of activities will generally parallel the rules that apply to municipal and school board candidates, and also parallel requirements set out for provincial campaigns where possible.

Like the rules for provincial campaigns, certain prohibited corporations, non-residents, and registered charities will be unable to make contributions to third party advertisers, but Alberta corporations and trade unions will generally be able to make contributions for such advertising.

Expense limits for election period advertising are being considered.

What does the public need to know?

Third parties interested in advertising during a municipal or school board election or to oppose or promote a candidate, will be required to register with the municipality or school board they intend to advertise in.

Third party advertisers will be required to file disclosure statements detailing advertisements, expenses, and contributions received.

Third party advertisers will be required to know who is eligible to make a contribution, expense limits (to be set by regulation) and all reporting requirements to the municipality.

What do municipalities or school boards need to know?

Municipalities and school boards will be responsible for ensuring that a register of all third party advertisers that have registered is available to the public during regular business hours. They will also be responsible for collecting disclosure statements from third party advertisers and making them available to the public during regular business hours.

When do these changes take place?

The amendments to the *LAEA* came into force December 11, 2018.