

FAST FACTS

History of Local Third Party Advertising in B.C.

Summary

The *Local Elections Campaign Financing Act* regulates election advertising and non-election assent voting advertising at the local level in B.C. It defines election advertising and non-election assent voting advertising, requires advertising sponsors to register with Elections BC and sets contribution source restrictions and reporting requirements for advertising sponsors. It also sets spending limits for third party sponsors, but there are no spending limits for non-election assent voting advertising sponsors.

Local History

- **May 2014** - The [Local Elections Campaign Financing Act](#) passes. Taking into account the Union of BC Municipalities' Local Elections Task Force [report](#) and B.C. Ministry of Community, Sport and Cultural Development [white paper](#) recommendations, it establishes similar campaign financing and advertising rules for local elections as for provincial elections and provides Elections BC with a mandate to administer them.
- **November 2014** - The 2014 General Local Elections are the first general local elections with third party advertising rules in effect. Reporting on third party advertising sponsors is included in the Chief Electoral Officer's [report](#).
- **May 2016** – The [Local Elections Campaign Financing \(Election Expenses\) Amendment Act, 2016](#) comes into force, establishing advertising limits for local elections third party advertising sponsors.
- **November 2017** – The [Local Elections Campaign Financing Amendment Act, 2017](#) passes and establishes sponsorship contribution source restrictions for local elections third party sponsors. Only eligible individuals are able to make sponsorship contributions and organizations are no longer permitted to contribute.
- **October 2018** – Following the 2018 General Local Elections, information on third party advertising sponsors is included in the Chief Electoral Officer's [report](#).

For more information, visit [Elections BC's website](#).