



# **INTERPRETATION BULLETIN NO.07**

**Referendum Advertising Non-Third Party Advertisers**

June 1, 2026

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## Overview

This Interpretation Bulletin is intended to provide guidance to registered parties, registered constituency associations, registered prospective candidate associations, and Members of the Legislative Assembly during a referendum.

Registered parties, registered constituency associations, registered prospective candidate associations, and Members of the Legislative Assembly are not subject to advertising expense limits, weekly contribution reporting or referendum period financial filings that are applicable to third parties under the [Election Finances and Contributions Disclosure Act](#). However, registered parties, registered constituency associations, and registered prospective candidate associations are still subject to the general rules respecting who is eligible to make contributions, contribution limits and normal quarterly and annual financial disclosures.

In addition, registered parties, registered constituency associations, registered prospective candidate associations, and Members of the Legislative Assembly remain subject to the [Advertising Guidelines for Political Participants](#) established by the Chief Electoral Officer under the *Election Act* including sponsorship and authorization statements.

## Financial Rules

The *Referendum Act* does not contemplate specific roles or rules for registered parties, constituency associations or Members of the Legislative Assembly in a referendum event. However, section 7.1 of the *Referendum Act* applies the [Election Finances and Contributions Disclosure Act](#) (EFCDA) “with all necessary modifications”:

**7.1(1)** The [Election Finances and Contributions Disclosure Act](#) and the regulations under it apply, with all necessary modifications, to a referendum except as otherwise provided by the regulations under this Act.

Section 6.01 of the *Referendum (General) Regulation* narrows the application of the *Election Finances and Contributions Disclosure Act*:

6.01 The *Election Finances and Contributions Disclosure Act* does not apply to a registered party, constituency association or Member of the Legislative Assembly with regard to a referendum.

Section 6.01 expresses a clear intention that the *Election Finances and Contributions Disclosure Act*, and provisions relating to referendum advertising for third party advertisers, cannot be “modified” to apply to registered parties, constituency associations, or Members of the Legislative Assembly under section 7.1(1) of the *Referendum Act*.

While there are no specific reporting requirements related to referendum advertising, the legislative foundation for financial transparency and accountability for registered political parties, registered constituency associations, and Members of the Legislative Assembly remains intact. The normal rules respecting who can make contributions, contribution limits, and rules respecting contribution records continue to apply to registered parties, registered constituency

associations, and Members of the Legislative Assembly. Similarly, the normal quarterly and annual reporting requirements remain unchanged.

## Referendum Advertising Rules

Section 6 of the *Referendum Act* applies the *Election Act* “with all necessary modifications” to a referendum:

**6(1)** If a referendum is to be held in conjunction with a general election under the *Election Act* or separately as a stand-alone referendum on a date provided for under [section 5\(b\)](#) or [5.1\(2\)\(b\)\(ii\)](#), the *Election Act* and the regulations under it apply, with all necessary modifications, to the referendum except as otherwise provided by the regulations under this Act.

This means the advertising rules set out in section 134 of the *Election Act* apply to referendum advertising. More specifically, registered parties, registered constituency associations, registered prospective candidate associations and Members of the Legislative Assembly who undertake advertising that promotes or opposes a position on a referendum question, must comply with the [Advertising Guidelines for Political Participants](#). This includes sponsorship and authorization statements to identify who is responsible for the advertising.

Specifically, section 134 of the *Election Act* applies to referendum events, modified as follows:

### Printed or electronic advertising

**134(1)** In this section, “advertisement” means an advertisement, for which there is or normally would be a charge, in any broadcast, print, electronic or other media, including telephone, fax, internet, email and text messaging, with the purpose of promoting or opposing **a position on a referendum question**.

(2) ...

Advertising by registered political parties, registered constituency associations, registered prospective candidate associations, and Members of the Legislative Assembly will be subject to the same the advertising rules that apply to Referendum Third Party Advertisers.

## Version History

Version	Date	Description
1.0	June 1, 2026	Interpretation Bulletin Created



*Elections Alberta is an independent, non-partisan office of the Legislative Assembly of Alberta responsible for administering provincial elections, by-elections, and referenda.*

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