

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

August 2026

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.