



Registered Promoter Referendum Expense Return 2011 Referendum



Fill in boxes highlighted in yellow
If completing the form manually - also fill in orange boxes

Promoter's
Name

Campaign for MMP

Promoter's
Representative

Danna Glendining

(Enter name of promoter's duly authorised representative if the registered promoter is not an individual or company)

Declaration

I declare that to the best of my knowledge this return, filed pursuant to section 62 of the Electoral Referendum Act 2010, is an accurate record of the referendum expenses incurred by the registered promoter or on the registered promoter's behalf for the 2011 Referendum and is not false in any material particular.

Signed:

[Signature]
D P Glendining

Date:

23.3.2012
16th March 2012

— Convenor
— Secretary

(The return must be signed by the registered promoter or where the registered promoter is not an individual or company the authorised representative of the registered promoter)

Where you have completed the return electronically you will need to print the return so that it can be signed and dated by or on behalf of the registered promoter. The signed return must be received by the Electoral Commission before **Monday 26 March 2012**. Returns can be filed:

- By post at PO Box 3220 Wellington 6140
- Delivered to Level 9, 17-21 Whitmore Street, Wellington
- By fax to 04 495 0031
- By email to enquiries@elections.govt.nz

Please note, where the return is sent by fax or email the original signed return should also be sent or delivered to the Electoral Commission.

[Signature]

Registered Promoter Referendum Expense Return 2011 Referendum



Promoter's Name

Campaign for MMP

ELECTORAL COMMISSION
- 3 APR 2012
RECEIVED

Summary

| | | |
|---|----------------------|--------------|
| Total expenditure returned (incl GST) | | \$0.00 |
| If you do not have any expenses to declare answer Nil | <input type="text"/> | |
| Part A Election advertisements published by the promoter | Total A | \$156,568.61 |
| Part B Joint election and referendum advertisements | Total B | NIL |
| | | \$0.00 |
| Total | Total A & B | \$156,568.61 |

Please indicate in each box

| | Answer Yes or No |
|--|------------------|
| All registered promoter referendum expenses have been included | Yes |
| All expenses greater than \$50 vouched by invoice and receipt | No |

* All expenditure supported by receipts from suppliers or invoices generated with the exception of two items over \$50 -

Notes/Comments: (Add any notes/comments in this section)

1) He Ngākau Hou. Donated newsletter advert September 2011 \$70.40
2) Warehouse Stationery photocopying \$99.50. This was donated spending by a volunteer who lost the receipt.

Promoter Initial

A: Referendum advertisements published by the promoter

(including apportionments for those advertisements published both before and within the regulated period)



| | | Promoter's Name | Total A \$0.00 \$156,568.61 |
|--|--|---|---|
| Total returned expense for A | | Campaign for MMP | |
| | \$0.00 | % | \$0.00 |
| Item description (incl name of advertiser, supplier, volume, duration, size as appropriate) | Total cost inc GST (including preparation, design, composition, printing, publishing and postage) | % apportioned for regulated period (Enter number only - e.g. 20 for 20%) | Returned expense for promoter (e.g. \$30,000 * 20% = \$6,000. Enter \$6,000) |
| The Radio Network. Radio add campaign on five stations of TRN, from 13.11.2011 to 25.11.2011 | \$36,270.68 | 100% | \$36,270.68 |
| Linode.com - website and email hosting - from 23.09.2011 onwards (changed provider from Net24 Ltd) | \$85.31 | 100% | \$85.31 |
| Mayday Media Limited: stuff.co.nz advertising 22, 23, 24 and 25 November 2011 | \$1,638.75 | 100% | \$1,638.75 |
| Mayday Media Ltd: print advertising. NZ Herald 1/4 page (21.11.2011 & 24.11.2011); Waikato Times 1/4 page (25.11.2011) | \$21,161.73 | 100% | \$21,161.73 |
| NZ Herald. Nzherald.co.nz online advertising 22, 23, 24 and 25 November 2011 | \$2,300.00 | 100% | \$2,300.00 |
| Tahi Design. Design of MMP "power of your votes" flyer. Invoiced 30.11.2011 | \$299.00 | 100% | \$299.00 |
| Facebook.com. Facebook advertising 20, 21, 22, 23, 24 and 25 November 2011 | \$225.97 | 100% | \$225.97 |
| Ad-Vice Advertising & Print. 300,000 MMP 'Make your vote count' DLE leaflets, including freight charges. 14.11.2011 | \$7,783.20 | 100% | \$7,783.20 |
| Mitre 10 Henderson. Garden stakes (for erecting coreflute). 23.11.2011 | \$51.15 | 100% | \$51.15 |
| Mitre 10 Ponsonby. Staples, for coreflute. 22.11.2011 | \$16.80 | 100% | \$16.80 |
| Look Sharp store. Fabric for stalls. 14.11.2011 | \$10.00 | 100% | \$10.00 |
| \$3 Japan Ltd. Stall props. 14.11.2011 | \$13.50 | 100% | \$13.50 |
| Mitre 10 Ponsonby. Nails for coreflute. 12.11.2011 | \$43.23 | 100% | \$43.23 |
| Henderson Timbers Ltd. Wood for coreflute. 11.11.2011 | \$412.39 | 100% | \$412.39 |
| Reach Media. Distribution of flyers, North Shore Auckland. 19 and 20 November 2011. | \$3,965.81 | 100% | \$3,965.81 |
| Ad-Vice Advertising & Print. 400,000 MMP 'Make your vote count' DLE leaflets, including freight charges. 31.10.2011 | \$9,034.40 | 100% | \$9,034.40 |
| Tahi Design. Poster and billboard design. 28.10.2011 | \$1,495.00 | 100% | \$1,495.00 |
| Simon Grant. Videography, 18.09.2011 | \$500.00 | 100% | \$500.00 |
| Bunnings Lyall Bay. Nails for coreflute. 16.10.2011 | \$22.26 | 100% | \$22.26 |
| ITM W Crighton & Son Hutt Valley. Wood and nails for coreflute. 17.10.2011 | \$695.59 | 100% | \$695.59 |
| ITM W Crighton & Son Hutt Valley. Wood for coreflute. 21.10.2011 | \$422.28 | 100% | \$422.28 |
| Badge King Ltd. 3,000 Badges. 30.09.2011 | \$2,300.00 | 100% | \$2,300.00 |
| Promo-T apparel. 48 'Keep Calm and Vote MMP' t-shirts. 18.10.2011 | \$1,091.47 | 100% | \$1,091.47 |
| North Harbour Signs. 230 large coreflute (1.8 metre x 1.2 metre), including freight. 07.10.2011 | \$6,175.50 | 100% | \$6,175.50 |
| NZ Post. Postage of flyers to London MMP group; Sydney MMP group. 06.10.2011 and 17.10.2011 | \$52.80 | 100% | \$52.80 |

| Total returned expense for A | Campaign for MMP | | |
|--|--|---|---|
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| Warehouse Stationery. Mailing tubes and lids. 31.10.2011 | \$34.60 | 100% | \$34.60 |
| NZ Post. Postage of posters. 31.10.2011, 04.11.2011 and 23.11.2011 | \$30.60 | 100% | \$30.60 |
| Phantom Billstickers. National poster campaign from 23.10.2011 to 19.11.2011 in 14 centres. Includes poster printing and distribution. | \$23,040.25 | 100% | \$23,040.25 |
| Net 24 Ltd. Web hosting 31.08.2011 | \$36.74 | 100% | \$36.74 |
| Ad-Vice Advertising & Print. 5,000 DLE Anton Oliver leaflets. Includes freight. 28.09.2011 | \$330.05 | 100% | \$330.05 |
| Gordon Harris Ltd. Marker pens for MMP calico banners. 05.06.2011 | \$15.98 | 100% | \$15.98 |
| Spotlight Wellington. Calico for MMP calico banners. 05.06.2011 and 06.06.2011 | \$109.98 | 100% | \$109.98 |
| Super Cheap Auto. Spray paint for MMP calico banners. 05.06.2011 and 18.08.2011 | \$31.40 | 100% | \$31.40 |
| Bunnings Lyall Bay; Bunnings Wellington Central. Spray paint, eyelets for MMP calico banners. 18.08.2011 and 28.08.2011 | \$61.66 | 100% | \$61.66 |
| Promo-T apparel. 52 'Keep Calm and Vote MMP' t-shirts. 12.09.2011 | \$1,133.09 | 100% | \$1,133.09 |
| Ad-Vice Advertising and Print. 1,500 MMP postcards. 18.08.2011 | \$431.25 | 100% | \$431.25 |
| Ad-Vice Advertising and Print. 100,000 DLE 'Keep the power of your votes' leaflets. Includes freight. 08.09.2011 | \$2,645.00 | 100% | \$2,645.00 |
| Waikato Business Publications Ltd. Advertisement in Grey Power magazine. 18.08.2011 | \$345.00 | 100% | \$345.00 |
| Promo-T apparel. 63 'Keep Calm and Vote MMP' t-shirts. 26.08.2011 | \$1,375.28 | 100% | \$1,375.28 |
| NZ Post Ltd. Postage - MMP flyers. 02.11.2011 | \$29.50 | 100% | \$29.50 |
| Scrapbookin' 2D Max Waipukurau. Copying of flyers for public meeting on MMP. 09.11.2011 | \$41.80 | 100% | \$41.80 |
| Web Industries Ltd. CiviCRM installation. 15.08.2011 | \$862.50 | 100% | \$862.50 |
| NZ Post Ltd. Postage - MMP flyers. 09.08.2011 | \$13.00 | 100% | \$13.00 |
| Net 24 Ltd. Web hosting 18.08.2011 | \$68.88 | 100% | \$68.88 |
| North Harbour Signs. 1,000 small coreflute (0.9 metre x 0.6 metre), including freight. 04.08.2011 | \$5,140.50 | 100% | \$5,140.50 |
| NZ Post Ltd. Postage - MMP flyers. 27.07.2011. Used within regulated period. | \$7.40 | 100% | \$7.40 |
| NZ Post Ltd. Postage - MMP t-shirts. 31.08.2011 | \$29.40 | 100% | \$29.40 |
| Warehouse Stationery. Mailing bags. 05.09.2011 | \$11.80 | 100% | \$11.80 |
| NZ Post Ltd. Postage - MMP flyers. 09.09.2011 | \$11.80 | 100% | \$11.80 |
| NZ Post Ltd. Postage - MMP flyers. 23.09.2011 | \$38.40 | 100% | \$38.40 |
| Badge King Ltd. 3000 badges. 30.05.2011 | \$1,725.00 | 60% | \$1,035.00 |
| KB Print. 15,000 fluoro yellow stickers. 15.06.2011 | \$1,161.50 | 50% | \$580.75 |
| Ad-Vice Advertising and Print. Business cards. 11.07.2011 | \$156.40 | 75% | \$117.30 |
| Badge King Ltd. 525 badges. 25.03.2011 | \$452.81 | 40% | \$181.12 |
| Ad-Vice Advertising & Print. 6,400 stickers. 18.02.2011 | \$586.50 | 25% | \$146.63 |
| Ad-Vice Advertising & Print. 100,000 DLE "MMP is Fairer" flyers. 10.03.2011 | \$2,236.75 | 33% | \$738.13 |

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|--|--|---|---|
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| Badge King Ltd. 500 badges. 17.02.2011 | \$402.50 | 33% | \$132.83 |
| Ad-Vice Advertising & Print. One large coreflute for stalls. 28.02.2011 | \$115.00 | 33% | \$37.95 |
| Boost New Media. Website design. Completed March 2011. Pro bono - but estimate of charges supplied from Boost New Media on file. | \$23,115.00 | 33% | \$7,627.95 |
| Grey Power Napier. Notice in newsletter October 2011 | \$25.00 | 100% | \$25.00 |
| He Ngakou Hou. Notice in newsletter September 2011 | \$70.40 | 100% | \$70.40 |
| Print Link Petone. Colour printing of 2000 posters. 12.09.2011 | \$392.72 | 100% | \$392.72 |
| PSA. Advert in PSA Working Life Journal, September 2011. | \$345.00 | 100% | \$345.00 |
| Education Aotearoa. 1/3 page advert, August 2011 and October 2011 issues | \$1,610.00 | 100% | \$1,610.00 |
| EPMU. Advert in The Metal, November 2011 issue. | \$5,000.00 | 100% | \$5,000.00 |
| thestandard.org.nz. Pro bono advert Sept, Oct, Nov 2011. Quote provided by thestandard.org.nz 28.09.2011 | \$2,000.00 | 100% | \$2,000.00 |
| Hawkes Bay Today. Adverts in CHB Mail on 25.10.2011, 01.11.2011, 08.11.2011, 15.11.2011 and 22.11.2011 | \$540.96 | 100% | \$540.96 |
| Fairfax Media. Advert in Napier Mail and Hastings Mail on 21.09.2011, for MMP public meeting on 26.09.2011 | \$128.00 | 100% | \$128.00 |
| Bay Buzz. Advert in Bay Buzz November issue. 31.10.2011 | \$200.00 | 100% | \$200.00 |
| NZCTU colour printing. September to November 2011. 345 x A4 @12cents; 60 x A3 @ 24 cents. Plus GST. | \$64.17 | 100% | \$64.17 |
| West Coast group - Nails and hardware. | \$45.00 | 100% | \$45.00 |
| Warehouse Stationery. More More Party, advertising poster x 100. 07.10.2011 | \$99.50 | 100% | \$99.50 |
| Whakatane group - wood and duct tape for signs. October and November 2011. | \$22.00 | 100% | \$22.00 |
| Whakatane group - rural delivery of leaflets NZ Post. October and November 2011 | \$20.00 | 100% | \$20.00 |
| Whakatane group - rural delivery of leaflets NZ Post. October and November 2011 | \$40.00 | 100% | \$40.00 |
| Re-run of TRN advert on Kool FM 97.9FM Whangamata. November 2011. 14 to 25 November 2011. | \$50.00 | 100% | \$50.00 |
| TLC Radio LPFM, Otahuhu. Re-run of TRN advert. 11.11.2011 | \$5.00 | 100% | \$5.00 |
| Kiwi Income Property Trust. Lease of advertising space in Christchurch, 24.11.2011 | \$115.00 | 100% | \$115.00 |
| Placemakers Nelson. Nails for coreflute. 11.10.2011 | \$5.78 | 100% | \$5.78 |
| Warehouse Stationery Nelson. Photocopying for Nelson public meetings. 21.09.2011, 26.09.2011 and 21.10.2011 | \$34.75 | 100% | \$34.75 |
| Mitre 10 Mega Dunedin. (Jacks Hardware & Timber Ltd). Hardware for coreflute signs (rope, staple). 05.11.2011 | \$23.85 | 100% | \$23.85 |
| Mitre 10 Mega Dunedin. (Jacks Hardware & Timber Ltd). Wood for coreflute signs. 03.11.2011 | \$153.70 | 100% | \$153.70 |
| Tranzit Coachlines NZ. City Bus advertising October 2011. 28.10.2011 | \$345.00 | 100% | \$345.00 |
| Tranzit Coachlines NZ. City Bus advertising November 2011. 30.11.2011 | \$345.00 | 100% | \$345.00 |
| Palmerston North City Council. Hoarding registration. 11.08.2011 | \$153.00 | 100% | \$153.00 |
| Bunnings Warehouse Palmerston North. Cords, clamp, nails for hoarding. 08.09.2011 | \$31.89 | 100% | \$31.89 |
| Manawatu ITM Building Centre. Nails and wood for hoardings. 24.09.2011 | \$163.06 | 100% | \$163.06 |



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|---|--|---|---|
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| Screen Print Services, Palmerston North. 4 x coreflute signs, 1 x vinyl banner. 23.09.2011. | \$885.00 | 100% | \$885.00 |
| Manawatu Standard. Advert for MMP public meeting. 08.11.2011 | \$88.50 | 100% | \$88.50 |
| Manawatu Guardian. Advert for MMP public meeting. 08.11.2011 | \$30.00 | 100% | \$30.00 |
| Captive Signs, Palmerston North. Bus advert production. 19.10.2011 | \$996.00 | 100% | \$996.00 |
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