

Registered Promoter Election Expense Return 2011 General Election



Fill in boxes highlighted in yellow

If completing the form manually - also fill in orange boxes

Promoter's
Name

NZEI Te Riu Roa

Promoter's
Representative

Paul Goulter

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

ELECTORAL COMMISSION

23 MAR 2012

RECEIVED

Declaration

I declare that to the best of my knowledge this return, filed pursuant to section 206ZC of the Electoral Act 1993, is an accurate record of the election expenses incurred by the registered promoter or on the registered promoter's behalf for the 2011 General Election and is not false in any material particular.

Signed:

Date:

22/3/12

(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.

Registered Promoter Election Expense Return 2011 General Election



Promoter's Name

NZEI Te Riu Roa

Summary

Total expenditure returned (incl GST)		\$0.00
If you do not have any expenses to declare answer Nil		
Part A	Election advertisements published by the promoter	
	Total A	\$280,100.86
Part B	Election advertisements authorised by a candidate or party	
	Total B	\$0.00
Part C	Joint election and referendum advertisements	
	Total C	
Total		\$0.00
Total A to C		\$280,100.86
Please indicate in each box		
		Answer Yes or No
All third party election expenditure has been included		Yes
All expenses greater than \$50 vouched by invoice and receipt		Yes

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

In the interests of transparency and because legal argument over the EFA's intent and breadth of coverage is likely to be unproductive, NZEI Te Riu Roa made the decision to include promoter authorisation statements on all its public promotional material during the three month election period defined by the Act. In the same spirit, NZEI is submitting all of its public promotional expenditure during the three month election period. In relation to this, we note that page 13 of the Electoral Commission's guide for third parties states: "For example, a poster promoted by a third party that encourages the public to vote or not to vote at the election or encourages voters to think about a particular issue when they vote may not fulfil the definition of an election advertisement because there is no direct or indirect reference to a candidate or party or type of candidate or party. However, the advertisement will still need to have a promoter statement on it to comply with section 221A because it is 'election related'." While we have not taken issue with the Electoral Commission's advisory opinions issued with regard to NZEI material, we are concerned that overly conservative interpretations of the EFA are

Promoter
Initial

A: Election advertisements published by the promoter

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



Total A \$0.00

Promoter's Name

\$280,100.86

Total returned expense for A

NZEI Te Riu Roa

	\$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)
*****1. TVC Invest in Early Childhood Education			
a. Preparation - in-house, EMC	\$2,505.62	100%	\$2,505.62
b. Production - CornerStore Productions/EMC	\$78,153.54	100%	\$78,153.54
c. Placement - Mitchells (TV3, TVNZ, Sky, Prime from 23 October to 19 November - detailed schedules available)	\$50,000.00	100%	\$50,000.00
*****2. TVC National Standards			
a. Preparation - in house/EMC	\$2,115.62	40%	\$846.25
b. Production - CornerStore Productions/EMC	\$48,000.00	40%	\$19,200.00
c. Placement - Mitchells (TV3, TVNZ, Sky, Prime from 23 October to 19 November - detailed schedules available)	\$57,498.00	100%	\$57,498.00
3. World Teachers Day Invest in Education print advert			
a. Preparation - in house	\$500.00		\$500.00
b. Design - in house	\$500.00		\$500.00
c. Placement - week of October 27/10/11 in local and regional newspapers - detailed schedule available	\$11,056.74		\$11,056.74
4. World Teachers Day Invest in ECE print advert			
a. Preparation - inhouse	\$500.00		\$500.00
b. Design - in house	\$500.00		\$500.00
c. Placement week of October 27/10/11 in local and regional newspapers - detailed schedule available	\$1,720.40		\$1,720.40
5. World Teachers Day National Standards print advert			
a. Preparation - in house	\$500.00		\$500.00
b. Design - in house	\$500.00		\$500.00
c. Placement - in week of October 27/10/11 in local and regional newspapers - detailed schedule available	\$1,426.82		\$1,426.82
6. www.nzei.org.nz			

Total returned expense for A		NZEI Te Riu Roa	
	\$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)
a. Publishing - in house	\$3,000.00		\$3,000.00
7. www.speakup.org.nz			
a. Publishing - in house	\$6,000.00		\$6,000.00
8. World Teachers Day Invest in Education poster			
a. preparation - in house	\$500.00		\$500.00
b. design - in house	\$500.00		\$500.00
c. print - Thames Print	\$705.45		\$705.45
d. postage - Kinetic	\$3,240.00		\$3,240.00
Duration: World Teachers Day October 28 to current			
9. World Teachers Day Invest in ECE poster			
a. preparation - in house/Marty Melville Photography	\$750.00		\$750.00
b. design - in house	\$500.00		\$500.00
c. print - Thames Print	\$765.00		\$765.00
d. postage - included in postage cost of item 8.			
Duration: World Teachers Day October 28 to current			
*****10. World Teachers Day electorate flyer			
a. preparation - in house	\$250.00		\$250.00
b. design - in house	\$300.00		\$300.00
c. print - Thames Print	\$1,659.00		\$1,659.00
d. postage - NZ Post	\$45.00		\$45.00
11. Speak Up For Education wallet cards			
a. preparation - in house	\$500.00		\$500.00
b. design - in house	\$500.00		\$500.00
c. printing - GEON print	\$4,436.00		\$4,436.00
postage- see Speak Up pack			
Duration - Speak up for education week Aug 8 - current			
12. Speak Up For Education PVC and pull up banners			
a. preparation - in house	\$200.00		\$200.00

Total returned expense for A		NZEI Te Riu Roa	
	\$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)
b. design - in house	\$500.00		\$500.00
c. print Thames Print, Mesh Ltd	\$2,523.75		\$2,523.75
Duration: August 2011 to current			
13. Speak up for education stickers			
a. preparation - in house	\$200.00		\$200.00
b. design - in house	\$200.00		\$200.00
c. print - Label and Litho Ltd	\$2,400.80		\$2,400.80
d. postage - see Speak up pack			
Duration: Speak up for education week August 8 2011 - current			
14. Candidate meeting advertisements with Speak Up logo			
a. preparation -in house	\$500.00		\$500.00
b. design - in house	\$500.00		\$500.00
c. placement - October-November 2011 in local and regional papers - detailed schedule available	\$2,696.16		\$2,696.16
14. World Teachers Day advert in Education Aotearoa			
preparation	\$500.00		\$500.00
design	\$500.00		\$500.00
print - gratis. Estimated value \$2500	\$2,500.00		\$2,500.00
Duration: Spring edition 2011			
15. Speak Up For Education pack - primary			
a. preparation - in house	\$500.00		\$500.00
b. design - Penny Newman Design Services, inhouse	\$2,710.00		\$2,710.00
c. print - in house	\$2,695.56		\$2,695.56
d. mailing - Kinetic Ltd	\$3,091.75		\$3,091.75
e. postage - NZ Post	\$2,562.18		\$2,562.18
f. Speak up documents - GEON	\$2,243.00		\$2,243.00
16. Speak Up For Education pack - ECE			
a. preparation - in house	\$200.00		\$200.00
b. design - in house	\$200.00		\$200.00
c. print - in house	\$229.91		\$229.91

Total returned expense for A

NZEI Te Riu Roa

[illegible]

c. postage

(Note: the only apportionment permitted is for advertisements published both before and within the regulated period. The total costs of such advertisements are to be double counted - as both a party/candidate election expense and a third party election expense (see Part 5 Third Party Handbook - 2011 General Election and Referendum)

Promoter Initial:

(Note: the only apportionment permitted is for advertisements published both before and within the regulated period. The total costs of such advertisements are to be double counted - as both an election expense and a referendum expense (see Part 5 of the Third Party Handbook - 2011 General Election and Referendum))

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Promoter Initial: