

23 MAR 2012

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# 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**

Public Service Association

**Promoter's  
Representative**

Brenda Pilott

(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 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:

23.3.2012

(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](mailto: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

Public Service Association

## Summary

<b>Total expenditure returned (incl GST)</b>		<b>\$196,368.34</b>
If you do not have any expenses to declare answer Nil		
<b>Part A</b> Election advertisements published by the promoter	Total A	<b>\$193,315.94</b>
<b>Part B</b> Election advertisements authorised by a candidate or party	Total B	
<b>Part C</b> Joint election and referendum advertisements	Total C	<b>\$3,052.40</b>
<b>Total</b>		<b>Total A to C \$196,368.34</b>
Please indicate in each box		
All third party election expenditure has been included	Answer Yes or No	
All expenses greater than \$50 vouched by invoice and receipt	Yes	
	Yes	

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

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

**\$193,315.94****Total returned expense for A**

Public Service Association

	<b>\$0.00</b>	<b>%</b>	<b>\$0.00</b>
<b>Item description</b> (incl name of advertiser, supplier, volume, duration, size as appropriate)	<b>Total cost inc GST</b> (including preparation, design, composition, printing, publishing and postage)	<b>% apportioned for regulated period</b> (Enter number only - e.g. 20 for 20%)	<b>Returned expense for promoter</b> (e.g. \$30,000 * 20% = \$6,000. Enter \$6,000)
Blog construction and maintenance - Toot Group (3 Aug - 25 Nov)	\$5,327.95	79%	\$4,209.08
75 x Bus shelter advertisements (Adshels) Auckland and Wellington.			
Phase 1: 7-13 Aug; 29 Aug - 4 Sept. Placed by J Dee Media. Artwork,	\$24,253.50	50%	\$12,126.75
20 x Bus shelter advertisements (Adshels) Auckland and Wellington.			
Phase 2: 7-20 Nov. Placed by J Dee Media. Artwork, photography	\$8,176.50	100%	\$8,176.50
2 x Newspaper advertisements 20 Nov - Herald on Sunday 28x5 columns; Sunday Star Times 40x7 columns. Placed by J Dee Media.	\$18,055.00	100%	\$18,055.00
9 x Billboards 3-31 Aug, Auckland and Wellington. Placed by J Dee Media.	\$32,524.30	21%	\$6,830.10
NZ Listener, 22-28 Aug. Placed by J Dee Media	\$7,044.90	43%	\$3,029.31
Next magazine, 15 Aug - 14 Sept. Placed by J Dee Media.	\$8,637.65	65%	\$5,614.47
Metro magazine, 29 Aug - 28 Sept. Placed by J Dee Media.	\$8,004.00	100%	\$8,004.00
North & South magazine, 15 Aug - 14 Sept. Placed by J Dee Media.	\$8,637.65	65%	\$5,614.47
NZ Listener, 17-23 Oct, 14-20 Nov. Placed by J Dee Media	\$13,110.00	100%	\$13,110.00
Woman's Day, 24-30 Oct, 7-13 Nov. Placed by J Dee Media	\$14,950.00	100%	\$14,950.00
Online advertising phase 1, 3-31 August (Stuff, Herald, Scoop). Placed by J Dee Media	\$21,332.50	21%	\$4,479.83
Online advertising phase 2, 12 Sept - 25 Nov (Stuff, Herald, Scoop). Placed by J Dee Media	\$59,857.50	100%	\$59,857.50
Building banner placed by J Dee Media	\$6,146.75	79%	\$4,855.93
A3 posters - 2 types x 5,000 per poster - supplied by The Printroom; 4,500 photocopies printed inhouse	\$3,678.85	100%	\$3,678.85
Brochure 1 - Stop the Cuts - supplied by The Printroom (10,000 copies, 8 page A5 booklet)	\$4,151.50	79%	\$3,279.69
Brochure 2 - Stop the Cuts Vote 26 November - supplied by The Printroom (15,000 copies, A4 folded to A5)	\$3,171.70	100%	\$3,171.70
Campaign video production - produced by Community Media Trust	\$2,512.50	100%	\$2,512.50
Community newspaper listings for election 'speed dating' events held in November - Capital Times 2/11, Central Leader 10/11, Western	\$1,092.16	100%	\$1,092.16
PSA Journal - cost of advertising copy placed in Sept and Nov 2011 issues	\$6,210.00	100%	\$6,210.00
Postage/courier during electoral period	\$2,228.26	100%	\$2,228.26
Additional staff time - leaflet design, website content, email preparation	\$2,229.85	100%	\$2,229.85

(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's Name

Public Service Association

[illegible]

