

### DECLARATION

Step 1

Party name:

THE OPPORTUNITIES PARTY (TOP)

Party secretary name:

DONNA CLIFFORD

Step 2

#### ELECTION EXPENSES LIMIT FOR THE PARTY

Did you contest the party vote?  
Answer **YES** or **NO**

YES

YES =  
\$1,115,000

\$1,115,000

Number of electorate candidates  
for the party

21

Number x  
\$26,200

\$550,200

Expenditure limit (inc GST)

Total

\$1,665,200

Step 3

#### TOTAL PARTY ELECTION EXPENSES

**Part A:** Party advertisements promoted solely by party

\$971,515.92

**Part B:** Party advertisements shared with candidates  
or other parties

\$42,198.37

**Part C:** Authorised party advertisements promoted  
by third parties

\$0.00

Total (A + B + C)

\$1,013,714.29

Step 4

#### PARTY BROADCASTING ALLOCATION

TOTAL ALLOCATION TO THE PARTY:

\$44,221

Write 'NIL' if the party did not receive a broadcasting  
allocation under the Broadcasting Act

Step 5

#### TOTAL PARTY ALLOCATION EXPENSES

**Part D:** Party only allocation expenses

\$44,221.00

**Part E:** Party and candidate shared allocation expenses

\$0.00

**Part F:** Candidate only allocation expenses

\$0.00

Total (D + E + F)

\$44,221.00

Step 6

I declare that to the best of my knowledge this return, filed pursuant to sections 206I and 206IA of the Electoral Act 1993, is an accurate record of the party's election expenses and the party's allocation expenses for the 2017 general election, and any allocation received has only been used for purposes permitted under section 80A of the Broadcasting Act 1989.

Signature

*Donna Clifford*

21/02/2018

DATE: DD / MM / YYYY

#### CHECKLIST

Steps 1, 2 and 4 completed on  
this page



Parts A to C (step 3) completed



Parts D to F (step 5) completed if  
party received a broadcasting  
allocation



Party secretary signed and dated  
the return



All relevant supporting  
documentation supplied to auditor



Auditor stamped or initialled the  
front page



Auditor's report enclosed



Representation letter enclosed,  
if used



#### FILING THE RETURN

The return must be received by the Electoral  
Commission by 5pm, 21 February 2018  
(within 90 working days of election day). A  
party secretary who fails to comply with  
these requirements commits an offence and  
may be referred to the Police.

The return can be filed:

- by post to PO Box 3220, Wellington  
6140
- delivered to Level 10, 34-42 Manners  
Street, Wellington
- by email to: [enquiries@elections.govt.nz](mailto:enquiries@elections.govt.nz)

Reminder: the returns are open to public  
inspection and will be published on  
[www.elections.org.nz](http://www.elections.org.nz).

Further information on party expenses is  
available in the Party Secretary Handbook –  
General Election 2017.

#### AUDITOR

Auditor stamp or initial

**IBDO**  
BDO WELLINGTON

## PART A: PARTY ADVERTISEMENTS SOLELY PROMOTING THE PARTY

In this part you should record all election expenses incurred in relation to party advertisements published, or that continued to be published, during the regulated period for the general election (**23 June to 22 September 2017**) solely promoting the party.

For advertisements published both before and during the regulated period you should apportion the costs so that only a fair proportion of the expenses are attributed to being incurred during the regulated period. Only record the amount attributable to the regulated period in the return.

Disclose the total amount incurred on election advertisements published during the regulated period even if payment for the advertising was made outside of the regulated period.

### Election expenses include:

- the costs incurred in the preparation, design, composition, printing, postage and publication of the advertisement, and
- the reasonable market value of any material used or applied towards the advertisement provided to the party for free or below reasonable market value.

Further guidance is available in the **Party Secretary Handbook – General Election 2017**.

WRITE 'NIL' IF YOU HAVE NO EXPENSES TO DECLARE HERE:

TOTAL FOR PART A

\$971,515.92

Item description Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate	Value \$0.00 (inc GST)
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Speedy Signs - Printed signs for the van for roadshows	\$810.75
Speedy Signs Man - TOP van signage - making and applying signs to vans - 3 months apportioned to the regulated period	\$810.75
Weaver Creative - Graphic design for vans	\$179.69
Speedy Signs - Additional TOP van signage - applied in March and removed end September - 3 months apportioned to the regulated period	\$198.38
Rob Suisted - Licence to use the photo of Gareth	\$172.50
Speedy Signs - Signs on corflute to use when filming in the office - various sizes	\$431.25
Weaver Creative - Van signs design	\$43.13
Weaver Creative - Policy flyers - DLE all policies separate flyers	\$2,465.60
Cloud Flare - DNS hosting	\$28.94
Cloud Flare - DNS hosting	\$2.81
WP Engine - Word press - hosting	\$137.72
Endeetee Enterprises Ltd - shooting and editing video during TOP's roadshow tours for the fortnight ending 22 September 2017	\$1,124.79
Mohawk Media - Animation production of The story of how and why Gareth started TOP to be used online	\$4,025.01
Phantom Billstickers - Invercargill	\$1,081.01
Speedy Signs - Van signs - new graphics	\$1,955.00
Weaver Creative - TOP Website and facebook cover image update	\$158.13
Weaver Creative - Infographics design for Tax policy and Families policy to be used online	\$783.15
Weaver Creative - Create Economic Policy pdf files to be used online	\$560.63
Weaver Creative - Collateral design - pens, tote bags, tee shirts	\$2,055.63
Weaver Creative - Create Drug reform Policy pdf to be used online	\$488.75
Weaver Creative - TOP Cotton Tote bags x 250 (3 colour print)	\$1,552.50
Fairfax Media - Rights to the photo of Gareth (Black and white photo)	\$4,025.00
Facebook - Facebook posts	\$1,000.21
Google - Google adwords	\$1,000.00
Ben Zolno - video and content production - work used during the regulated period - during the week ending 22 September 2017	\$600.00
Facebook - Facebook posts	\$994.38
Facebook - Facebook posts	\$6.38
Charlotte Weston - Video subtitles - for videos of Gareth to be used online during the campaign	\$312.50
Cloud Flare - DNS hosting	\$35.72
Adespresso Inc - Social advertising software	\$68.10
Facebook - Facebook posts	\$1,000.39
Google - Google adwords	\$1,000.00
Facebook - Facebook posts	\$1,000.03
Endeetee Enterprises Ltd - shooting and editing video during TOP's roadshow tours for the fortnight ending 22 September 2017	\$1,124.79
Facebook - Facebook posts	\$999.97

Item description Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate	Value \$0.00 (inc GST)
Google - Google adwords	\$1,000.00
Trademe - Gazebo for Wellington	\$191.99
Facebook - Facebook posts	\$965.18
Facebook - Facebook posts	\$35.27
Speedy signs - TOP signs x 4 to be used during roadshows - various sizes	\$51.75
Facebook - Facebook posts	\$1,000.57
Facebook - Facebook posts	\$1,005.49
Post office - Courier brochures	\$3.00
Facebook - Facebook posts	\$788.09
Google - Google adwords	\$1,000.00
NZ Post - Postage bags for volunteers	\$2,000.02
Facebook - Facebook posts	\$1,001.77
Profile plus - Banners for gazebos - 2.5m x 2.5m	\$731.40
Gazebo from Treasure Box - 3m x 3m	\$169.99
Gazebo x 2 from Easy Az - 2.5m x 2.5m	\$340.00
One wind flag from Flag seller	\$230.60
Facebook - Facebook posts	\$1,003.58
Powerboard Social Media - Content/Social/email marketing	\$1,960.75
Signature - Pens x 5,000 - Printed with the TOP logo, slogan and authorisation statement	\$4,692.00
Speedy Signs - 2 x wind flags printed with Gareth's face and TOP logo	\$1,138.50
Google - Google adwords	\$1,000.00
Facebook - Facebook posts	\$38.89
Facebook - Facebook posts	\$961.12
Endeetee Enterprises Ltd - shooting and editing video during TOP's roadshow tours for the fortnight ending 11/05/2018	\$1,124.79
Socialbakers - Social media marketing, analytics and performance	\$330.55
WP Engine - Word press - hosting	\$137.49
Banner Express - 25 x Auckland signs (1500 x 1000mm) advertising 5 roadshows in the Auckland area	\$1,707.75
Facebook - Facebook posts	\$1,003.41
Google - Google adwords	\$1,000.00
Trademe - Gazebo for Wellington	\$94.99
Facebook - Facebook posts	\$1,001.07
Weaver Creative - Supply 21 x TOP branded wind flags	\$6,567.70
Facebook - Facebook posts	\$1,003.97
Google - Google adwords	\$1,000.00
Weaver Creative - design list candidate card	\$74.28
Bestware Ltd - 15 x Gazebos 2.5m x 2.5m	\$2,400.00
Weaver Creative - Roadshow ad design - New Plymouth, Palmerston North, and Napier - DL flyers x 2,000	\$577.88
Weaver Creative - New logo on policy pdf files and update clear water policy pdf - all to be used online	\$301.88
Weaver Creative - Roadshow ad design and flyer printing DL 13,000 South Island - Invercargill, Dunedin	\$1,995.25
Weaver Creative - Drug reform DL flyer design	\$301.88
Weaver Creative - Rebrand collateral with new colours	\$2,673.75
Weaver Creative - Supply TOP branded Tee shirts x 200	\$4,761.00
Weaver Creative - Design wind flags	\$172.50
Weaver Creative - Design billboards for nation wide billboard campaign - various sizes	\$445.63
Weaver Creative - A6 Note pads x 1,000 x 40 leaves per pad	\$1,989.50
Weaver Creative - Protest placards - refugee quota - 6 x 900mmx7500mm	\$330.91
Weaver Creative - Folded DL Policy brochure - design	\$215.63
Weaver Creative - TOP tin button badges x 6,000	\$9,309.25
Weaver Creative - Folded DL Policy brochure x 50,000	\$4,413.13
Weaver Creative - Wellington - design ads for billstickers and print DL roadshow flyers for Wellington x 500	\$733.13

Item description Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate	Value \$0.00 (inc GST)
Facebook - Facebook posts	\$1,001.87
Mohawk Media - Animation production of The story of how and why Gareth started TOP to be used online	\$4,025.01
John Dee Media - North Taranaki Midweek - New Plymouth - Newspaper ad - roadshow - 28 June	\$857.90
John Dee Media - Manawatu Standard - Palmerston Nth - roadshow - Newspaper ad 29 and 30th June	\$3,178.60
Facebook - Facebook posts	\$1,018.76
Google - Google adwords	\$1,000.00
Mohawk Media - Animation production to encourage young voters to support TOP, to be used online during	\$3,881.26
Phantom Billstickers - Wellington roadshow	\$6,459.57
Fairfax Media - Roadshow adverts Newspaper - Christchurch - 24/06/17	\$6,116.79
Fairfax Media - Roadshow adverts Newspaper -Nelson - 24th and 28th June	\$2,394.88
Facebook - Facebook posts	\$1,000.09
Facebook - Facebook posts	\$1,000.08
Google - Google adwords	\$1,000.00
Adespresso Inc - Social advertising software	\$66.29
Cloud Flare - DNS hosting	\$34.09
Facebook - Facebook posts	\$1,011.32
Endeetee Enterprises Ltd - shooting and editing video during TOP's roadshow tours for the fortnight ending	\$1,124.79
Google - Google adwords	\$1,000.00
Bestware Ltd - Freight cost for Gazebos to be transported to printers	\$100.00
Facebook - Facebook posts	\$1,000.34
Facebook - Facebook posts	\$1,000.05
Google - Google adwords	\$1,000.00
Facebook - Facebook posts	\$1,000.15
Haka Production's - video explaining the Youth UBI policy to be used online during the campaign	\$4,600.00
Facebook - Facebook posts	\$1,000.93
Google - Google adwords	\$1,000.00
Facebook - Facebook posts	\$998.56
Facebook - Facebook posts	\$2.06
Google - Google adwords	\$1,000.00
Facebook - Facebook posts	\$997.55
Facebook - Facebook posts	\$2.92
Google - Google adwords	\$1,000.00
Facebook - Facebook posts	\$643.73
Native Tounge - Music by B Weir	\$34,500.00
Fastways Wellington - Courier labels	\$1,613.61
Weaver Creative - Supply Car Flags x 6,000 used in campaign	\$9,484.00
Facebook - Facebook posts	\$1,001.45
Facebook - Facebook posts	\$70.92
Facebook - Facebook posts	\$30.04
Google - Google adwords	\$1,000.00
Powerboard Social Media - Content/social/email marketing	\$3,225.75
Facebook - Facebook posts	\$331.20
Google - Google adwords	\$1,000.00
Facebook - Facebook posts	\$661.25
Endeetee Enterprises Ltd - shooting and editing video during TOP's roadshow tours for the fortnight ending	\$1,124.79
Facebook - Facebook posts	\$1,000.39
Google - Google adwords	\$1,000.00
Bradbury Media and advertising web - Web banner advertisement during August	\$1,725.00
Facebook - Facebook posts	\$1,001.77
Uprise Solutions - Digital awareness and engagement campaign for the period 23 June - 30 June	\$1,840.00

Item description Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate	Value \$0.00 (inc GST)
Supperette - Courier bag	\$11.44
Facebook - Facebook posts	\$1,000.28
Google - Google adwords	\$1,000.00
Socialbakers - Social media marketing, analytics and performance	\$331.05
WP Engine - Word press - hosting	\$136.54
Facebook - Facebook posts	\$1,000.51
Facebook - Facebook posts	\$1,002.83
Google - Google adwords	\$1,000.00
Panda Inspire - TOP - generic hoardings 1220 x 2440mm x 8	\$307.42
Panda Inspire - TOP - generic hoardings 1220 x 2440 x 4	\$153.72
Panda Inspire - TOP - generic hoardings 800 x 600mm x 668 (445 landscape and 223 Portrait	\$4,148.28
Panda Inspire - TOP - generic hoardings 1200 x 900mm x 120	\$2,173.50
Panda Inspire - TOP - generic hoardings 1200 x 900 x 60	\$1,086.75
Panda Inspire - TOP - hoardings freight	\$344.45
Panda Inspire - TOP - hoardings freight	\$1,198.39
John Dee Media - Roadshows Newspaper - Taranaki - New Plymouth - 1 July	\$1,949.25
John Dee Media - Roadshows Newspaper - Manuwatu - Palmerston North - 1 July	\$1,589.30
John Dee Media - Roadshows Newspaper - Hawkes Bay Today - Napier - 1 and 3 July	\$3,542.00
John Dee Media - Roadshows Newspaper - BOP Times - Tauranga - 13 July	\$1,539.56
John Dee Media - Roadshows Newspaper - Weekend Sun - Tauranga - 14 July	\$1,276.50
John Dee Media - Roadshows Newspaper - Wakatane Beacon - 14 July	\$560.21
John Dee Media - Roadshows Newspaper - Eastern Bay Life 15 July	\$560.21
John Dee Media - Roadshows Newspaper - Waikato times - Hamilton 15 and 19 July	\$4,871.40
John Dee Media - Roadshows Newspaper - Rotorua Daily 22 July	\$1,283.46
John Dee Media - Roadshows Newspaper - Rotorua review - 19 July	\$877.45
John Dee Media - Roadshows Newspaper - NZ Herald - 24 July	\$3,730.14
John Dee Media - Roadshows Newspaper - Gisborne Herald - 29 July	\$1,891.75
Facebook - Facebook posts	\$1,014.15
Uprise Solutions - Digital awareness and engagement campaign for the month of July	\$4,600.00
Facebook - Facebook posts	\$1,000.22
Weaver Creative - design and print list candidate cards A6 x 1,000	\$190.26
Go Media - Nationwide printed billboards of various sizes for the month of July	\$66,240.00
Weaver Creative - TOP signs for the office 5 x 2400x1200mm	\$524.40
Supperette - Courier bag	\$16.80
Supperette - Courier bag	\$116.97
Weaver Creative - TOP hoarding design - used for the campaign	\$366.56
Weaver Creative - Roadshow ad design and DL flyer design and printing - Albany, Gisborne, Whakatan	\$405.38
Weaver Creative - Policy brochure - folded DL x 30,000	\$2,803.13
Weaver Creative - Design and supply of TOP branded Tee shirts x 70 mens and 40 womens	\$2,754.60
Weaver Creative - Policy brochure folded DL x 75,000	\$6,066.25
Weaver Creative - Corflute signs - Youth UBI launch 1 x 750x900mm	\$259.58
Weaver Creative - Wind flag design - TOP and Gareth's face	\$158.13
Weaver Creative - Design and printing of Roadshow tickets - Epsom - 2nd tour - 258 x 180x60mm - to c	\$235.13
Weaver Creative - Policy 10 Heath - design pdf to be used online	\$100.63
Weaver Creative - Update water policy pdf and apply new logo to all policy pdf files to be used online	\$86.25
Weaver Creative - Design billboards for digital and printed nationwide billboard campaign	\$733.13
Weaver Creative - Printing Circular generic TOP stickers 50mm x 20,000	\$1,486.38
Weaver Creative - DL flyer x 1,200 - Drug reform policy	\$385.83
Weaver Creative - Create Business policy pdf file to be used online	\$100.63
Weaver Creative - Auckland roadshow ads and flyers - design and flyer printing - DL flyers x 2,500	\$669.88

Item description Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate	Value \$0.00 (inc GST)
Weaver Creative - Gisborne roadshow ad and flyer design	\$115.00
Google - Google adwords	\$1,000.00
Facebook - Facebook posts	\$1,001.14
Fastways Wellington - Prepaid lables	\$1,198.29
The Baby Sitters Circus - Music Licence	\$11,500.00
Facebook - Facebook posts	\$1,000.08
Facebook - Facebook posts	\$1,000.13
Facebook - Facebook posts	\$1,000.28
Google - Google adwords	\$1,000.00
Endeetee Enterprises Ltd - shooting and editing video during TOP's roadshow tours for the fortnight end	\$1,124.79
Cloud Flare - DNS hosting	\$34.66
Adespresso Inc - Social advertising software	\$67.40
Facebook - Facebook posts	\$1,000.03
Fastways Wellington - Pre paid labels	\$444.95
Fastways Wellington - Pre paid labels	\$1,032.69
Unichem - postage	\$51.00
Good Nest - Handyman - to install 2 large generic TOP hoardings in the Rongotai electorate	\$478.50
Mainfreight Ltd	\$45.71
Mohawk Media - Animation production to encourage young voters to support TOP, to be used online du	\$3,881.26
Weaver Creative - Corflute generic TOP signs for the office - 2x 220x430mm, 2x 09x440mm, 2x400x780	\$402.43
Fastways Wellington - Courier labels	\$1,188.30
Unichem - postage	\$54.00
Unichem - postage	\$6.00
Unichem - postage	\$3.00
Post office - postage	\$130.00
Endeetee Enterprises Ltd - shooting and editing video during TOP's roadshow tours for the fortnight end	\$1,124.79
Panda Inspire - TOP - generic hoardings 1220x900mm x 30	\$672.75
Panda Inspire - TOP - generic hoardings 1200x900mm x 15	\$2,274.47
Panda Inspire - TOP - generic hoardings 800 x 600mm x30	\$482.02
Panda Inspire - TOP - generic hoardings freight	\$266.62
Panda Inspire - TOP - generic hoardings freight	\$21.72
Fastways Wellington - Pre-paid labels	\$549.50
Fastways Wellington - Pre paid tickets	\$100.40
Powerboard Social Media - Content/social/email marketing	\$3,921.50
Google - Google adwords	\$1,000.00
Google - Google adwords	\$1,000.00
Google - Google adwords	\$1,000.00
Socialbakers - Social media marketing, analytics and performance	\$332.10
Banner Express - Signs for press conference x 1 900mm x 1200mm	\$71.07
WP Engine - Word press - hosting	\$137.05
Google - Google adwords	\$1,000.00
Google - Google adwords	\$1,000.00
Fastways Wellington - Prepaid labels	\$549.50
NZ Post and fastways	\$79.01
Google - Google adwords	\$2,000.00
Google - Google adwords	\$3,000.00
Weaver Creative - TOP list candidate - design and print candidate cards A6 x 5,0000	\$388.54
Weaver Creative - TOP (list candidate) - design and print candidate cards A6 x 5,0000	\$43.17
Weaver Creative - list candidate - design and print candidate cards A6 x 1,0000	\$138.66
Weaver Creative - list candidate - design and print candidate cards A6 x 1,0000	\$15.40



Item description Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate	Value \$0.00 (inc GST)
Weaver Creative - Design and print banners and table cover for 20 Gazebos	\$12,585.66
Weaver Creative - Design and quote for car flags	\$143.75
Weaver Creative - Policy brochure x 400,000 - DL folder	\$24,796.88
Weaver Creative - Design two Health policy pdf files to be used online	\$172.50
Weaver Creative - Design Billboard for nationwide digital and printed billboard campaign	\$977.50
Weaver Creative - Quote and supply 88mm circular tin badges x 6,000	\$4,050.88
Weaver Creative - Design and create pdf files to be used online - Criminal Justice	\$445.63
Weaver Creative - Create and infographic to be used online - Criminal Justice	\$747.50
Weaver Creative - Create pdf files to be used online - Tenancy policy	\$186.88
Weaver Creative - Flyers - roadshow tour - flyers for Hamilton, Tauranga, Rotorua - design DL flyers and	\$1,003.95
Weaver Creative - DL Flyers - Roadshow tour - Nelson, Christchurch, Wellington, Rotorua, Hamilton Ta	\$1,046.51
Weaver Creative - DL Flyers design and print 10,800 - roadshow tour - Dunedin, Timaru, Oamaru, Ashb	\$872.85
Weaver Creative - Design DL roadshow flyers for Auckland	\$86.25
Weaver Creative - Design and print DL Roadshow flyers for Lower Hutt and Ohariu - 8,000	\$753.26
Endeetee Enterprises Ltd - shooting and editing video during TOP's roadshow tours for the fortnight end	\$1,124.79
John Dee Media - Nationwide billboards of various sizes for the month of August	\$127,573.76
John Dee Media - Installation of nationwide digital billboards of various sizes - for the month of August	\$1,610.00
John Dee Media - Upload additional art work nationwide digital billboards - for the month of August	\$805.00
Go Media - Nationwide printed billboards of various sizes for the month of August	\$33,700.75
Go Media - Additional nationwide printed billboards for the month of August	\$5,750.00
Paul Jones - Animations production related to TOP's policies on Justice and Drug reform to be used onl	\$1,035.00
Weaver Creative - TOP generic sticker 50mm x 15,000	\$1,071.66
John Dee Media - Roadshow ad - Gisborne Herald - 2nd August	\$1,891.75
John Dee Media - Roadshow ad - ODT 10th August	\$1,262.24
John Dee Media - Roadshow ad - Timaru Herald - 12th August	\$1,873.35
John Dee Media - Roadshow ad - Oamaru Mail - 11th August	\$422.05
John Dee Media - Roadshow ad - Ashburton Gaurdian 16th August	\$1,133.90
John Dee Media - Roadshow ad - Christchurch Press 21st August	\$2,347.15
John Dee Media - Roadshow ad - Christchurch Press 23rd August	\$2,691.00
John Dee Media - Roadshow ad - Nelson Leader - 24th August	\$488.75
John Dee Media - Roadshow ad - Nelson Mail - 26th August	\$1,267.30
John Dee Media - Roadshow ad - Wellington Dom Post - 25th August	\$3,893.90
John Dee Media - Roadshow ad - Wellington Dom Post - 30th August	\$4,097.45
John Dee Media - Roadshow ad - Rotorua Review - 30th August	\$877.45
John Dee Media - Roadshow ad - Timaru Herald - 14th August	\$1,378.85
John Dee Media - Roadshow ad - ODT - 12th August	\$2,524.25
John Dee Media - Roadshow ad - Ashburton - 19th August	\$1,351.25
Uprise Solutions - Digital awareness and engagement campaign for the month of August	\$6,325.00
Facebook - Facebook posts	\$1,002.61
Google adwords	\$8,000.00
Facebook - Facebook posts	\$1,001.00
Google - Google adwords	\$1,000.00
Cloud Flare - DNS hosting	\$34.48
Adespresso Inc - Social advertising software	\$67.32
Facebook - Facebook posts	\$1,002.69
Google - Google adwords	\$1,000.00
Anton Creative - Cartoons to be used on billboards during the campaign	\$800.00
Facebook - Facebook posts	\$83.77
Facebook - Facebook posts	\$361.86
Powerboard Social Media - content/social media/email marketing	\$3,225.75





## PART B: PARTY ADVERTISEMENTS SHARED WITH CANDIDATES OR OTHER PARTIES

In this part you should record all election expenses incurred in relation to election advertisements published, or that continued to be published, during the regulated period for the general election (23 June to 22 September 2017) promoting the party and one or more candidates or parties.

Apportionment is permitted between the party and a candidate(s) or other party(ies). Where an expense item has been apportioned between the party and candidate(s) or party(ies), record the total cost of the advertisement and the share apportioned to the party based on coverage. You should ensure there is a consistent description and approach to apportionment in each return of election expenses. Record the name of the candidate(s) or other party(ies) featured in the advertising in the item description.

For advertisements published both before and during the regulated period you should apportion the costs so that only a fair proportion of the expenses are

attributed to being incurred during the regulated period. Only record the amount attributable to the regulated period in the return.

Disclose the total amount incurred on election advertisements published during the regulated period even if payment for the advertising was made outside of the regulated period.

### Election expenses include:

- the costs incurred in the preparation, design, composition, printing, postage and publication of the advertisement, and
- the reasonable market value of any material used or applied towards the advertisement provided to the party for free or below reasonable market value.

Further guidance is available in the *Party Secretary Handbook – General Election 2017*.

WRITE 'NIL' IF YOU HAVE NO EXPENSES TO DECLARE HERE:

TOTAL FOR PART B

\$42,198.37

Item description Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate as well as name of candidate(s) and any other party featured in the advertising	Total cost (inc GST) Including preparation, design, composition, printing, publishing and postage	% apportioned as party expense	Value \$0.00 (inc GST)
Cornerstone Production - Mika ad in Express magazine August ed	\$1,265.00	10%	\$126.50
Fairfax Media - Ad - Northern Outlook Advertising on 13/09/17 - (9	\$365.70	10%	\$36.57
Fairfax Media - Clint's neighbourly ads x 2 during September (Clint	\$460.00	10%	\$46.00
Go Media - Back of bus ad for Olly in Timaru 1 September to 22 Se	\$1,552.50	10%	\$155.25
Facebook boosts 01/08/17 90% Jessica, 10% TOP	\$3.10	10%	\$0.31
Facebook boosts 02/08/17 90% Jessica, 10% TOP	\$256.60	10%	\$25.66
Facebook boosts 02/09/17 90% Jessica, 10% TOP	\$330.00	10%	\$33.00
Facebook boosts 09/08/17 90% Jessica, 10% TOP	\$64.50	10%	\$6.45
Facebook boosts 13/08/17 90% Jessica, 10% TOP	\$5.40	10%	\$0.54
Facebook boosts 21/08/17 90% Jessica, 10% TOP	\$69.80	10%	\$6.98
Facebook boosts 27/07/17 90% Jessica, 10% TOP	\$3.90	10%	\$0.39
Facebook boosts 27/07/2017 90% Jessica, 10% TOP	\$26.10	10%	\$2.61
Facebook boosts 27/08/17 90% Jessica, 10% TOP	\$70.00	10%	\$7.00
John Dee Media - Full page ad - Dom Post Sept 13 - "Electorate v	\$21,547.55	20%	\$4,309.51
John Dee Media - Full page ad - NZ Herald Sept 13 - "Electorate v	\$14,598.08	14%	\$2,087.53
Law Creative Ltd - car signage for Lesley Immink - (90% Lesley, 10	\$1,121.25	10%	\$112.13
Lucy Allen - Lucy's time spent on video filming and editing and digi	\$1,344.00	63%	\$840.00
Lucy Allen - Lucy's time spent on video filming and editing and digi	\$1,360.00	63%	\$850.00
Lucy Allen - Lucy's time spent on video filming and editing and digi	\$1,440.00	63%	\$900.00
Lucy Allen - Lucy's time spent on video filming and editing and digi	\$1,176.00	63%	\$735.00
Lucy Allen - Lucy's time spent on video filming and editing and digi	\$1,616.00	63%	\$1,010.00
Lucy Allen - Lucy's time spent on video filming and editing and digi	\$1,344.00	63%	\$840.00
Lucy Allen - Lucy's time spent on video filming and editing and digi	\$1,328.00	63%	\$830.00
Lucy Allen - Lucy's time spent on video filming and editing and digi	\$1,424.00	63%	\$890.00
Lucy Allen - Lucy's time spent on video filming and editing and digi	\$1,168.00	63%	\$730.00
Lucy Allen - Lucy's time spent on video filming and editing and digi	\$1,488.00	63%	\$930.00
Lucy Allen - Lucy's time spent on video filming and editing and digi	\$1,204.00	63%	\$752.50
Lucy Allen - Lucy's time spent on video filming and editing and digi	\$736.00	63%	\$460.00
Mandarin Times - Advertisement - half inside cover published 26/0	\$740.05	13%	\$92.51
Ben Zolno - video and content production - (Geoff 25%, Jessica 12	\$1,200.00	63%	\$750.00
Ben Zolno - video and content production - (Geoff 25%, Jessica 12	\$1,200.00	63%	\$750.00
Ben Zolno - video and content production - (Geoff 25%, Jessica 12	\$1,200.00	63%	\$750.00

Item description Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate as well as name of candidate(s) and any other party featured in the advertising	Total cost (inc GST) Including preparation, design, composition, printing, publishing and postage	% apportioned as party expense	Value \$0.00 (inc GST)
Ben Zolno - video and content production - (Geoff 25%, Jessica 12	\$1,200.00	63%	\$750.00
Ben Zolno - video and content production - (Geoff 25%, Jessica 12	\$1,200.00	63%	\$750.00
Ben Zolno - video and content production - (Geoff 25%, Jessica 12	\$1,200.00	63%	\$750.00
Ben Zolno - video and content production - (Geoff 25%, Jessica 12	\$1,200.00	63%	\$750.00
Ben Zolno - video and content production - (Geoff 25%, Jessica 12	\$1,200.00	63%	\$750.00
Ben Zolno - video and content production - (Geoff 25%, Jessica 12	\$1,200.00	63%	\$750.00
Ben Zolno - video and content production - (Geoff 25%, Jessica 12	\$1,200.00	63%	\$750.00
Ben Zolno - video and content production - (Geoff 25%, Jessica 12	\$1,200.00	63%	\$750.00
Ben Zolno - video and content production - (Geoff 25%, Jessica 12	\$1,200.00	63%	\$750.00
Ben Zolno - video and content production - (Geoff 25%, Jessica 12	\$1,200.00	63%	\$750.00
Ben Zolno - video and content production - (Geoff 25%, Jessica 12	\$1,500.00	63%	\$937.50
North Canterbury news - Ad (11 x 5) during September (90% Nicol	\$379.50	10%	\$37.95
Pages Design and Print - Car signage for Teresa Moore - (90% Le	\$575.00	10%	\$57.50
Panda Inspire - Abe - hoardings 1200x900mm x 15 (split 50/50 TO	\$275.15	50%	\$137.57
Panda Inspire - Abe - hoardings freight (50/50 TOP)	\$22.89	50%	\$11.44
Panda Inspire - Brittany - hoardings 1200x900mm x 15 (split 50/50	\$275.15	50%	\$137.57
Panda Inspire - Brittany - hoardings freight (50/50 TOP)	\$21.74	50%	\$10.87
Panda Inspire - Clint - hoardings 1200x900mm x 15 (split 50/50 TC	\$275.15	50%	\$137.57
Panda Inspire - Clint - hoardings freight (50/50 TOP)	\$21.74	50%	\$10.87
Panda Inspire - Dan - hoardings 1200 x 900mm x20 (split 50/50 TC	\$362.25	50%	\$181.13
Panda Inspire - Dan - hoardings 1220 x 2440mm x 4 (split 50/50 T	\$153.71	50%	\$76.85
Panda Inspire - Dan - hoardings freight (50/50 TOP)	\$44.18	50%	\$22.09
Panda Inspire - Donna - hoardings 1200 x 900mm x20 (split 50/50	\$362.25	50%	\$181.13
Panda Inspire - Donna - hoardings 1220 x 2440mm x 4 (split 50/50	\$153.71	50%	\$76.85
Panda Inspire - Donna - hoardings freight (50/50 TOP)	\$44.21	50%	\$22.10
Panda Inspire - Doug - hoardings 1200x900mm x 15 (split 50/50 T	\$275.15	50%	\$137.57
Panda Inspire - Doug - hoardings freight (50/50 TOP)	\$21.74	50%	\$10.87
Panda Inspire - Geoff - hoardings 1200 x 900mm x20 (split 50/50 T	\$362.25	50%	\$181.13
Panda Inspire - Geoff - hoardings 1220 x 2440mm x 2 (split 50/50	\$76.87	50%	\$38.43
Panda Inspire - Geoff - hoardings freight (50/50 TOP)	\$3.59	50%	\$1.79
Panda Inspire - Geoff - hoardings freight (50/50 TOP)	\$35.88	50%	\$17.94
Panda Inspire - Jessica - hoardings 1200 x 900mm x20 (split 50/50	\$362.25	50%	\$181.13
Panda Inspire - Jessica - hoardings freight (50/50 TOP)	\$37.01	50%	\$18.50
Panda Inspire - Kev - hoardings 1200 x 900mm x20 (split 50/50 TC	\$362.25	50%	\$181.13
Panda Inspire - Kev - hoardings 1220 x 2440mm x 2 (split 50/50 T	\$76.87	50%	\$38.43
Panda Inspire - Kev - hoardings freight (50/50 TOP)	\$39.70	50%	\$19.85
Panda Inspire - Lesley - hoardings 1200 x 900mm x20 (split 50/50	\$362.25	50%	\$181.13
Panda Inspire - Lesley - hoardings 1220 x 2440mm x 6 (split 50/50	\$230.58	50%	\$115.29
Panda Inspire - Lesley - hoardings freight (50/50 TOP)	\$46.64	50%	\$23.32
Panda Inspire - Lindsay - hoardings 1200x900mm x 15 (split 50/50	\$275.15	50%	\$137.57
Panda Inspire - Lindsay - hoardings freight (50/50 TOP)	\$22.77	50%	\$11.39
Panda Inspire - Matt - hoardings 1200x900mm x 15 (split 50/50 TC	\$275.15	50%	\$137.57
Panda Inspire - Matt - hoardings freight (50/50 TOP)	\$21.74	50%	\$10.87
Panda Inspire - Mika - hoardings 1200 x 900mm x20 (split 50/50 T	\$362.25	50%	\$181.13
Panda Inspire - Mika - hoardings 1220 x 2440mm x 4 (split 50/50 T	\$153.71	50%	\$76.85
Panda Inspire - Mika - hoardings freight (50/50 TOP)	\$43.06	50%	\$21.53
Panda Inspire - Nicky S - hoardings 1200 x 900mm x20 (split 50/50	\$362.25	50%	\$181.13
Panda Inspire - Nicky S - hoardings 1220 x 2440mm x 6 (split 50/5	\$230.58	50%	\$115.29

Item description Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate as well as name of candidate(s) and any other party featured in the advertising	Total cost (inc GST) Including preparation, design, composition, printing, publishing and postage	% apportioned as party expense	Value \$0.00 (inc GST)
Panda Inspire - Nicky S - hoardings freight (50/50 TOP)	\$46.64	50%	\$23.32
Panda Inspire - Nicola G - hoardings 1200x900mm x 15 (split 50/50)	\$275.15	50%	\$137.57
Panda Inspire - Nicola G - hoardings freight (50/50 TOP)	\$21.74	50%	\$10.87
Panda Inspire - Olly - hoardings 1200 x 900mm x20 (split 50/50 TOP)	\$362.25	50%	\$181.13
Panda Inspire - Olly - hoardings 1220 x 2440mm x 12 (split 50/50 TOP)	\$461.15	50%	\$230.58
Panda Inspire - Olly - hoardings freight (50/50 TOP)	\$57.41	50%	\$28.70
Panda Inspire - Paddy - hoardings 1200x900mm x 15 (split 50/50 TOP)	\$275.15	50%	\$137.57
Panda Inspire - Paddy - hoardings freight (50/50 TOP)	\$21.74	50%	\$10.87
Panda Inspire - Piri-Hira - hoardings 1220 x 2440mm x 30 (split 50/50 TOP)	\$1,207.50	50%	\$603.75
Panda Inspire - Piri-Hira - hoardings 1220 x 813mm x 42 (split 50/50 TOP)	\$674.84	50%	\$337.42
Panda Inspire - Piri-Hira - hoardings freight (50/50 TOP)	\$82.64	50%	\$41.32
Panda Inspire - Richard - hoardings 1200x900mm x 15 (split 50/50 TOP)	\$275.15	50%	\$137.57
Panda Inspire - Richard - hoardings freight (50/50 TOP)	\$21.76	50%	\$10.88
Panda Inspire - Ted - hoardings (50/50 TOP)	\$1,121.25	50%	\$560.63
Panda Inspire - Ted - hoardings 1200 x 900mm x20 (split 50/50 TOP)	\$362.25	50%	\$181.13
Panda Inspire - Ted - hoardings 1220 x 2440mm x 4 (split 50/50 TOP)	\$153.71	50%	\$76.85
Panda Inspire - Ted - hoardings freight (50/50 TOP)	\$44.21	50%	\$22.10
Panda Inspire - Ted - hoardings freight (50/50 TOP)	\$72.45	50%	\$36.23
Panda Inspire - Teresa - hoardings 1200 x 900mm x20 (split 50/50 TOP)	\$362.25	50%	\$181.13
Panda Inspire - Teresa - hoardings 1220 x 2440mm x 4 (split 50/50 TOP)	\$153.71	50%	\$76.85
Panda Inspire - Teresa - hoardings freight (50/50 TOP)	\$44.21	50%	\$22.10
Phantom Billstickers - Posters - in central Auckland for Mika - various sizes	\$5,760.58	10%	\$576.06
Red Pepper Print - Jessica DLE flyers x 20,000 (90% Jessica, 10% Torbay)	\$1,246.60	10%	\$124.66
Red Pepper Print - Jessica hoardings x 12 (1 x 1200x1200mm, 5 x 1200x900mm)	\$3,746.24	10%	\$374.62
The Old Foundry - Piri-Hira's car sign writing (90% Piri-Hira 10% Torbay)	\$631.35	10%	\$63.14
Facebook boosting - Spending shared with candidates (0.69% Abe, 0.69% Doug, 0.69% Ted)	\$7,230.31	65%	\$4,683.07
Torbay Business - Torbay Newsletter ad in the September edition of the Torbay News	\$805.00	10%	\$80.50
Weaver Creative - Abe - design and print candidate cards A6 x 5,000	\$409.63	10%	\$40.96
Weaver Creative - Abe - design candidate hoardings (90% Abe, 10% Torbay)	\$4.83	10%	\$0.48
Weaver Creative - Abe - design facebook banner (90% Abe, 10% Torbay)	\$12.08	10%	\$1.21
Weaver Creative - Brittany - design and print candidate cards A6 x 5,000	\$431.71	10%	\$43.17
Weaver Creative - Brittany - design candidate hoardings (90% Brittany, 10% Torbay)	\$4.83	10%	\$0.48
Weaver Creative - Brittany - design facebook banner (90% Brittany, 10% Torbay)	\$12.08	10%	\$1.21
Weaver Creative - Clint - design and print candidate cards A6 x 5,000	\$431.71	10%	\$43.17
Weaver Creative - Clint - design candidate hoardings (90% Clint, 10% Torbay)	\$4.83	10%	\$0.48
Weaver Creative - Clint - design facebook banner (90% Clint, 10% Torbay)	\$12.08	10%	\$1.21
Weaver Creative - Dan - design and print candidate cards A6 x 1,000	\$153.99	10%	\$15.40
Weaver Creative - Dan - design and print candidate stickers 80mm x 100mm	\$755.21	10%	\$75.52
Weaver Creative - Dan - design facebook banner (90% Dan, 10% Torbay)	\$12.08	10%	\$1.21
Weaver Creative - Design hoardings for TED including portrait - (90% Doug, 10% Torbay)	\$57.85	10%	\$5.78
Weaver Creative - Donna - design and print candidate cards A6 x 5,000	\$153.99	10%	\$15.40
Weaver Creative - Donna - design and print candidate cards A6 x 5,000	\$409.63	10%	\$40.96
Weaver Creative - Donna - design and print candidate stickers 80mm x 100mm	\$755.55	10%	\$75.56
Weaver Creative - Doug - design and print candidate cards A6 x 5,000	\$431.71	10%	\$43.17
Weaver Creative - Doug - design candidate hoardings (90% Doug, 10% Torbay)	\$4.83	10%	\$0.48
Weaver Creative - Doug - design facebook banner (90% Doug, 10% Torbay)	\$12.08	10%	\$1.21
Weaver Creative - Geoff - design and print candidate cards A6 x 1,000	\$189.98	10%	\$19.00
Weaver Creative - Geoff - design and print candidate stickers 80mm x 100mm	\$755.55	10%	\$75.56

Item description Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate as well as name of candidate(s) and any other party featured in the advertising	Total cost (inc GST) Including preparation, design, composition, printing, publishing and postage	% apportioned as party expense	Value \$0.00 (inc GST)
Weaver Creative - Geoff - design candidate card and sticker (cand	\$74.29	10%	\$7.43
Weaver Creative - Geoff - design facebook banner (90% Geoff, 10	\$12.08	10%	\$1.21
Weaver Creative - Jessica - design and print candidate cards A6 x	\$189.98	10%	\$19.00
Weaver Creative - Jessica - design and print candidate stickers 80	\$755.55	10%	\$75.56
Weaver Creative - Jessica - design candidate card and sticker (car	\$74.29	10%	\$7.43
Weaver Creative - Jessica - design facebook banner (90% Jessica	\$12.08	10%	\$1.21
Weaver Creative - Kev - design and print candidate cards A6 x 1,0	\$153.87	10%	\$15.39
Weaver Creative - Kev - design and print candidate stickers 80mm	\$755.44	10%	\$75.54
Weaver Creative - Kev - design candidate card and sticker (candid	\$74.29	10%	\$7.43
Weaver Creative - Lesley - design and print candidate cards A6 x 1	\$189.98	10%	\$19.00
Weaver Creative - Lesley - design and print candidate stickers 80n	\$755.55	10%	\$75.56
Weaver Creative - Lesley - design candidate card and sticker (can	\$74.29	10%	\$7.43
Weaver Creative - Lesley - design facebook banner (90% Lesley, 1	\$12.08	10%	\$1.21
Weaver Creative - Lindsay - design and print candidate cards A6 x	\$409.63	10%	\$40.96
Weaver Creative - Lindsay - design candidate hoardings(90% Lind	\$4.83	10%	\$0.48
Weaver Creative - Matt - design and print candidate cards A6 x 5,0	\$409.63	10%	\$40.96
Weaver Creative - Matt - design candidate hoardings (90% Matt, 1	\$4.83	10%	\$0.48
Weaver Creative - Matt - design facebook banner (90% Matt, 10%	\$12.08	10%	\$1.21
Weaver Creative - Mika - design and print candidate stickers 80mn	\$755.44	10%	\$75.54
Weaver Creative - Mika - design facebook banner (90% Mika, 10%	\$12.08	10%	\$1.21
Weaver Creative - Nicky S - design and print candidate cards A6 x	\$153.99	10%	\$15.40
Weaver Creative - Nicky S - design and print candidate stickers 80	\$755.44	10%	\$75.54
Weaver Creative - Nicola - design and print candidate cards A6 x 5	\$409.63	10%	\$40.96
Weaver Creative - Nicola G - design candidate hoardings (90% Nic	\$4.83	10%	\$0.48
Weaver Creative - Olly - design and print candidate cards A6 x 1,0	\$189.98	10%	\$19.00
Weaver Creative - Olly - design and print candidate stickers 80mm	\$755.55	10%	\$75.56
Weaver Creative - Olly - design candidate card and sticker (candid	\$74.29	10%	\$7.43
Weaver Creative - Paddy - design and print candidate cards A6 x 5	\$431.71	10%	\$43.17
Weaver Creative - Paddy - design candidate hoardings (90% Padd	\$4.83	10%	\$0.48
Weaver Creative - Paddy - design facebook banner (90% Paddy, 1	\$12.08	10%	\$1.21
Weaver Creative - Piri-Hira - design and print candidate cards A6 x	\$431.71	10%	\$43.17
Weaver Creative - Piri-Hira - design candidate hoardings (90% Piri	\$4.83	10%	\$0.48
Weaver Creative - Printing of hoardings for Geoff - 2400x1200mm	\$253.00	50%	\$126.50
Weaver Creative - Richard - design and print candidate cards A6 x	\$409.63	10%	\$40.96
Weaver Creative - Richard - design candidate hoardings (90% Ric	\$4.83	10%	\$0.48
Weaver Creative - Richard - design facebook banner (90% Richar	\$12.08	10%	\$1.21
Weaver Creative - Ted - design and print candidate cards A6 x 1,0	\$153.99	10%	\$15.40
Weaver Creative - Ted - design and print candidate stickers 80mm	\$755.55	10%	\$75.56
Weaver Creative - Ted - design facebook banner (90% Ted, 10% T	\$12.08	10%	\$1.21
Weaver Creative - Teresa - design and print candidate cards A6 x	\$153.99	10%	\$15.40
Weaver Creative - Teresa - design and print candidate stickers 80r	\$755.55	10%	\$75.56
Weaver Creative - design and print hoardings for Tawa shop wind	\$633.19	50%	\$316.60
Weaver Creative - Electorate vote to TOP candidate newspaper ad	\$6,319.02	10%	\$631.90
Weaver Creative - Geoff - print candidate card A6 x 1,000 (candid	\$230.00	10%	\$23.00
			\$0.00
			\$0.00
			\$0.00
			\$0.00

In this part you should record all election expenses incurred in relation to party advertisements promoted by a third party promoter with your written authorisation and published, or that continued to be published, during the regulated period for the general election (**23 June to 22 September 2017**). Expenses cannot be apportioned with third party promoters. If you authorise someone else to publish advertising encouraging people to vote for the party, the cost of the advertising will be a party election expense and the same costs will also be an election expense of the third party. Record the name of the third party promoter in the item description.

Disclose the total amount incurred on election advertisements published during the regulated period even if payment for the advertising was made outside of the regulated period.

- the costs incurred in the preparation, design, composition, printing, postage and publication of the advertisement, and
- the reasonable market value of any material used or applied towards the advertisement provided to the party for free or below reasonable market value.

WRITE 'NIL' IF YOU HAVE NO EXPENSES TO DECLARE HERE: NIL

: NIL

\$0.00

[illegible]



## PART D: PARTY ONLY BROADCASTING ALLOCATION EXPENSES

You must complete Parts D to F if the party received an allocation of money for broadcasting pursuant to Part 6 of the Broadcasting Act 1989 to produce or place advertising on television, radio or the internet for the 2017 general election.

In Part D you should record details of all expenses incurred using the broadcasting allocation promoting the party or attacking another party or candidate.

WRITE 'NIL' IF YOU HAVE NO EXPENSES TO DECLARE HERE:

TOTAL FOR PART D

\$44,221.00

Supplier's name and street address This should be the production company, media buyer or broadcaster on the invoice provided to the Electoral Commission for payment of the account	Invoice date or dates	Description of allocation expenses List the total production costs, television placement, radio placement and internet placement costs for each supplier separately	Value \$0.00 (inc GST)
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Facebook, 4 Grand Canal Square, Grand 25/08/2017	Facebook paid posts	\$1,002.08
Facebook, 4 Grand Canal Square, Grand 26/08/2017	Facebook paid posts	\$1,000.06
Facebook, 4 Grand Canal Square, Grand 27/08/2017	Facebook paid posts	\$1,000.37
Facebook, 4 Grand Canal Square, Grand 28/08/2017	Facebook paid posts	\$1,000.02
Facebook, 4 Grand Canal Square, Grand 29/08/2017	Facebook paid posts	\$1,000.08
Facebook, 4 Grand Canal Square, Grand 31/08/2017	Facebook paid posts	\$1,000.62
Facebook, 4 Grand Canal Square, Grand 31/08/2017	Facebook paid posts	\$1,000.24
Facebook, 4 Grand Canal Square, Grand 1/09/2017	Facebook paid posts	\$1,000.55
Facebook, 4 Grand Canal Square, Grand 2/09/2017	Facebook paid posts	\$162.17
Facebook, 4 Grand Canal Square, Grand 2/09/2017	Facebook paid posts	\$771.59
Facebook, 4 Grand Canal Square, Grand 3/09/2017	Facebook paid posts	\$1,002.35
Facebook, 4 Grand Canal Square, Grand 4/09/2017	Facebook paid posts	\$1,000.63
Facebook, 4 Grand Canal Square, Grand 5/09/2017	Facebook paid posts	\$1,000.22
Facebook, 4 Grand Canal Square, Grand 6/09/2017	Facebook paid posts	\$1,000.14
Facebook, 4 Grand Canal Square, Grand 7/09/2017	Facebook paid posts	\$1,000.67
Facebook, 4 Grand Canal Square, Grand 7/09/2017	Facebook paid posts	\$1,000.10
Facebook, 4 Grand Canal Square, Grand 8/09/2017	Facebook paid posts	\$1,001.56
Facebook, 4 Grand Canal Square, Grand 8/09/2017	Facebook paid posts	\$1,000.96
Facebook, 4 Grand Canal Square, Grand 9/09/2017	Facebook paid posts	\$1,000.11
Facebook, 4 Grand Canal Square, Grand 10/09/2017	Facebook paid posts	\$1,019.27
Facebook, 4 Grand Canal Square, Grand 10/09/2017	Facebook paid posts	\$1,037.13
Facebook, 4 Grand Canal Square, Grand 10/09/2017	Facebook paid posts	\$1,000.12
Facebook, 4 Grand Canal Square, Grand 11/09/2017	Facebook paid posts	\$1,001.44
Facebook, 4 Grand Canal Square, Grand 12/09/2017	Facebook paid posts	\$1,001.48
Facebook, 4 Grand Canal Square, Grand 12/09/2017	Facebook paid posts	\$1,001.00
Facebook, 4 Grand Canal Square, Grand 13/09/2017	Facebook paid posts	\$1,001.58
Facebook, 4 Grand Canal Square, Grand 13/09/2017	Facebook paid posts	\$1,000.76
Facebook, 4 Grand Canal Square, Grand 14/09/2017	Facebook paid posts	\$1,000.55
Facebook, 4 Grand Canal Square, Grand 14/09/2017	Facebook paid posts	\$1,000.59
Facebook, 4 Grand Canal Square, Grand 15/09/2017	Facebook paid posts	\$1,000.31
Facebook, 4 Grand Canal Square, Grand 16/09/2017	Facebook paid posts	\$1,000.37
Facebook, 4 Grand Canal Square, Grand 16/09/2017	Facebook paid posts	\$1,000.53
Facebook, 4 Grand Canal Square, Grand 16/09/2017	Facebook paid posts	\$1,000.09
Facebook, 4 Grand Canal Square, Grand 17/09/2017	Facebook paid posts	\$1,002.41
Facebook, 4 Grand Canal Square, Grand 19/09/2017	Facebook paid posts	\$1,000.54

[illegible]



In Part E record allocation expenses used to produce or place advertising on television, radio or the internet featuring the party and one or more candidates.

- **Supplier's name and address:** This should be the media buyer or broadcaster on the invoice provided to the Electoral Commission for payment of the account

- WRITE 'NIL' IF YOU HAVE NO EXPENSES TO DECLARE HERE: NIL

\$0.00

In Part F record the party's broadcasting allocation used to produce or place a candidate election advertisement on television, radio or the internet.

- **Supplier's name and address:** This should be the media buyer or broadcaster on the invoice provided to the Electoral Commission for payment of the account

- **Invoice date or dates**
- **Description of allocation of expenses:** List the total production costs, television placement, radio placement and internet placement costs for each supplier separately
- **Candidate name**
- **Value \$0.00 inc GST**

NIL

\$0.00

Supplier's name and street address	Invoice date or dates	Description of allocation expenses	Candidate name	Value \$0.00 (inc GST)
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**INDEPENDENT AUDITOR'S REPORT  
TO THE PARTY SECRETARY OF THE OPPORTUNITIES PARTY (TOP) INC**

**Report on parts A, B, and C of The Opportunities Party (TOP) Inc Election Expense Return**

**Disclaimer of Opinion**

We were engaged to audit parts A, B, and C of the Party Election Expense Return 2017 General Election (the Return) prepared by The Opportunities Party (TOP) Inc (the Party) for the 2017 general election period 23 June 2017 to 22 September 2017. Parts A, B, and C of the Return are prepared in accordance with section 206I of the Electoral Act 1993.

We do not express an opinion as to whether the position disclosed in parts A, B, and C of the Return does not exceed the maximum amount prescribed by section 206C of the Electoral Act 1993. Because of the significance of the matter described in the *Basis for Disclaimer of Opinion* section of our report, we have not been able to obtain sufficient appropriate audit evidence to provide a basis for an audit opinion on parts A, B, and C of the Return.

**Basis of Disclaimer of Opinion**

We do not express an opinion on parts A, B, and C of the Return for the following reasons:

- We were unable to ascertain the completeness of the election expenses listed in the party return for the following reasons:
  - Controls over the recording of election expenses that may have been provided at no cost are limited as there are no practical audit procedures to determine the effect of this limited control; and
  - Difficulties in the apportionment of election expenses of election activity between candidates and the Party as a whole.

Due to the nature of the limitations above, we do not believe there is further information that can be provided to us by the Party to allow us to determine the effects of these limited controls. As a result of these matters we were unable to determine whether any adjustments might have been found necessary in respect of unrecorded election expenses.

**Party Secretary's Responsibility**

The Party Secretary is responsible for the preparation of parts A, B, and C of the Return under section 206I, and for such internal control as the Party Secretary determines is necessary to enable the preparation of a Return that is free from material misstatements, whether due to fraud or error.

**Auditor's Responsibility**

Our responsibility is to conduct an audit of parts A, B, and C of the Return in accordance with International Standards on Auditing (New Zealand), and to issue an audit report in accordance with section 206L of the Electoral Act 1993. However, because of the matter described in the Basis for Disclaimer of Opinion section of our report, we were not able to obtain sufficient appropriate audit evidence to provide a basis for an audit opinion on parts A, B, and C of the Return.

We are independent of The Opportunities Party (TOP) Inc in accordance with Professional and Ethical Standard 1 (Revised) Code of Ethics for Assurance Practitioners issued by the New Zealand Auditing and Assurance Standards Board, and we have fulfilled our other ethical responsibilities in accordance with these requirements.

Other than in our capacity as auditor we have no relationship with, or interests in, the abbreviation.

**Who we Report to**

This report is made solely to the Party Secretary. Our audit work has been undertaken so that we might state to the Party Secretary those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Party Secretary, for our audit work, for this report, or for the opinions we have formed.

*BDO Wellington Audit Limited*

BDO Wellington Audit Limited  
21 February 2018  
Wellington  
New Zealand

**INDEPENDENT AUDITOR'S REPORT  
TO THE PARTY SECRETARY OF THE OPPORTUNITIES PARTY (TOP) INC**

**Report on parts D, E, and F of The Opportunities Party (TOP) Inc Election Expense Return**

**Opinion**

We have audited parts D, E, and F of the Party Election Expense Return 2017 General Election (the Return) prepared by The Opportunities Party (TOP) Inc (the Party) for the 2017 general election period 23 June 2017 to 22 September 2017. Parts D, E, and F of the Return are prepared in accordance with section 206IA of the Electoral Act 1993.

In our opinion, Parts D, E, and F of the Return are prepared, in all material respects, in accordance with section 206IA of the Electoral Act 1993.

**Basis for Opinion**

We conducted our audit in accordance with International Standards on Auditing (New Zealand) ("ISAs (NZ)"). Our responsibilities under those standards are further described in the Auditor's Responsibilities section of our report. We are independent of the Party in accordance with Professional and Ethical Standard 1 (Revised) Code of Ethics for Assurance Practitioners issued by the New Zealand Auditing and Assurance Standards Board, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other than in our capacity as auditor we have no relationship with, or interests in, the abbreviation.

**Party Secretary's Responsibility**

The Party Secretary is responsible for the preparation of parts D, E, and F of the Return under section 206IA, and for such internal control as the Party Secretary determines is necessary to enable the preparation of a Return that is free from material misstatements, whether due to fraud or error.

**Auditor's Responsibility**

Our responsibility is to conduct an audit of parts D, E, and F of the Return in accordance with International Standards on Auditing (New Zealand), and to issue an audit report in accordance with section 206LA of the Electoral Act 1993. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (NZ) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the decisions of users taken on the basis of parts D, E, and F of the Return.

As part of an audit in accordance with ISAs (NZ), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement in parts D, E, and F of the return, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Party's internal control.

We communicate with the Party Secretary regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

**Who we Report to**

This report is made solely to the Party Secretary. Our audit work has been undertaken so that we might state to the Party Secretary those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Party Secretary, for our audit work, for this report, or for the opinions we have formed.

*BDO Wellington Audit Limited*

BDO Wellington Audit Limited  
21 February 2018  
Wellington  
New Zealand

The Opportunities Party (TOP)

Level 1, 190 Taranaki Street

Wellington

21 February 2018

Henry McClintock  
Audit & Assurance Partner  
BDO Wellington  
Chartered Accountants  
PO Box 10340  
Wellington 6143

Dear Sir

**Letter of Representation for Party Return of Expenses for the 2017 General Election**

This representation letter is furnished in connection with the return of party election expenses and broadcasting allocation expenses for the 2017 general election (the return) by The Opportunities Party (TOP) Inc (the Party) made in accordance with sections 206I and 206IA of the Electoral Act 1993 (the Act) which has been subject to an assurance engagement and reported on by you in accordance with sections 206L and 206LA of the Act.

I understand that your assurance engagement was conducted in accordance with the relevant provisions of the Act and the applicable auditing and assurance standards issued by the New Zealand Auditing and Assurance Standards Board.

I confirm and take responsibility for the following representations after taking all reasonable steps to assure myself of them:

- 1 The return has been prepared in accordance with the relevant provisions of the Act.
- 2 I am responsible for establishing and maintaining a system of internal control designed to provide reasonable assurance as to the integrity and reliability of the return. I have done this, and all explanations or demonstrations of this to you have been complete and accurate.
- 3 All records, documents and accounts (records) have been kept by the Party (including subsidiary entities) and made available to you, and these materials will be retained in accordance with the requirements of the Act.



- 4 I have disclosed to you:
- 4.1 any material transactions not disclosed in the records;
  - 4.2 the existence of all relevant agreements or activities relating to the Party's members of the previous Parliament, electorate candidates, subsidiary or closely connected political entities, third party promoters (whether registered or not), and other political parties (whether registered or not) or their electorate candidates;
  - 4.3 any alleged, suspected or proven illegal activity under the Act or other legislation potentially relevant to the return or instances of non-compliance with applicable requirements;
  - 4.4 any outstanding disputed claims, matters with authorities, or planned or continuing litigation; and
  - 4.5 the fact of, and results from, any assessment made by me that considered whether the records of the Party may be materially misstated or incomplete for any reason; any design deficiencies in the compliance system and instances where that system has not operated as described.
- 5 I have sought, received, and hold in the Party's records confirmation from, or on behalf of, any Party members of the previous Parliament that all party advertisements published, or election expenses incurred by those members of Parliament have been disclosed to me, with adequate supporting records, for inclusion in this return.
- 6 The return contains the total returnable expenses of the Party for the 2017 general election whether paid or incurred before, during, or after the regulated period. The return includes all expenses, including apportioned expenses, and irrespective of the source of funds or entity paying for the activities concerned, and irrespective of whether or not an advertisement contained a promoter statement.
- 7 Parts A to C of the return's contents have been determined by considering, in the following sequence, these questions and the relevant provisions of the Act:
- 7.1 Was the advertising undertaken by the party secretary, or with their authority? [definition of **election expenses**, section 206(1)(a)(ii)] (If no, advertising is not an election expense).
  - 7.2 If yes - did the advertising constitute **publishing**? [definition of **publish**, section 3D; definition of **election expenses**, section 206(1)(a)(i)] (If no, advertising is not an election expense).

- 7.3 If yes - was that the publishing of a **party advertisement**? That is, did the advertisement encourage or persuade, or appear to encourage or persuade, voters to vote for the party, or against another party, or both? [definition of **party advertisement**, section 3(1); definition of **election expenses**, section 206(1)] (If no, advertising is not a party election expense).
- 7.4 If yes - was the advertising undertaken (or deemed to be undertaken) during the regulated period (from 23 June 2017 to 22 September 2017)? [definition of **regulated period**, section 3B; definition of **election expenses**, section 206(1)(a)(i)] (If no, advertising is not an election expense).
- If yes:
- 7.4.1 What expense was incurred in undertaking the advertising? [definition of **advertising expenses**, section 3E; definition of **election expenses**, section 206(1)]
- 7.4.2 What cost was involved in respect of the preparation, design, composition, printing, distribution, postage and publishing of the party advertisement? [section 3E(1)(a)(i)]
- 7.4.3 What was the reasonable market of any **material** used for or applied toward the party advertisement, including material provided free of charge, or below reasonable market value? [section 3E(1)(a)(ii)]
- 7.4.4 Was the advertisement a **joint party advertisement** [section 206CB], or a **joint party and candidate advertisement** [section 206CC]? (If yes, the costs can be apportioned based on coverage).
- 7.5 Do any of the costs identified above fall within any of the election expense exceptions? [section 3E(1)(b)]
- 7.5.1 The conduct of any survey or public opinion poll (other than push-polling).
- 7.5.2 Framework, other than a commercial framework, supporting a hoarding displaying the party advertisement.
- 7.5.3 The labour of any person provided free of charge by that person.
- 7.5.4 Replacement of election materials damaged in circumstances out of the party's control.



- 7.5.5 Expenses, including running costs, of a vehicle used to display a party advertisement (provided payment was not made or promised) for the display of the advertisement on the vehicle.
- 7.5.6 Allocations from the Electoral Commission of money for election broadcasting [definition of **election expenses**, section 206(1)(c)].

If yes, that specific cost is not an election expense.

7.6 Where an apportionment of election expenses is given in the return:

- 7.6.1 the basis of apportionment is appropriate, and has been properly applied and recorded; and
- 7.6.2 the information contained in the Party's return is known to be consistent with that of the Party's electorate candidates, or the undertakings of other entities involved in the apportionment included in the records.

8 Where the Party received a broadcasting allocation for the 2017 general election Parts D to F have been determined by considering these questions and the relevant provisions of the Electoral Act 1993 (the Electoral Act) and Part 6 of the Broadcasting Act 1989 (the Broadcasting Act):

- 8.1 Was the allocation used by the Party to produce, broadcast or publish election programmes on television, radio or election advertisements on the internet for the 2017 general election? [definition of **election programme**, **broadcasting costs**, **production costs** and **publishing costs**, section 69(1) Broadcasting Act; definition of **election advertisement**, section 3A Electoral Act] (If no, advertising is not an allocation expense).
  - 8.1.1 If the allocation was used for **broadcasting costs** - was the placement on television or radio during the **election period** (from 23 August 2017 to 22 September 2017)? [definition of **election period**, section 69(1) Broadcasting Act] (the allocation cannot be used for broadcasting costs on radio or television outside of the election period).
  - 8.1.2 If the allocation was used for **publishing costs** - was the placement on the internet during the **election period**? (the allocation can only fund publishing costs during the election period. Parties can spend their own funds on internet placement costs before and during the election period and those costs must be declared as election

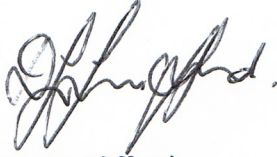


expenses in Parts A-C if the election advertising was published in the regulated period (see 7.4 above)).

- 8.1.3 If the allocation was used for **production costs** what cost was involved in respect of the preparation, design, composition and creation of the programme or advertisement? [section 69(1) Broadcasting Act]. Parties can spend their own funds on production costs before and during the election period and those costs must be declared as election expenses in Parts A to C if the production costs are for election advertisements that were published in the regulated period (see 7.4 above)).
- 8.2 Was the allocation spent on any **advertising that promoted the party and a candidate** [section 70(2) of the Broadcasting Act and section 205EA and 206CC of the Electoral Act]? (If yes, the Party must report the total amounts spent on joint party and candidate advertising in Part E of the return and the percentage coverage provided to the Party and candidate. The candidate will need to report the value apportioned to the candidate as candidate election expenses and a donation from the Party in the candidate's return of expenses and donations).
- 8.3 Was the allocation spent on **advertising that solely promoted a candidate** [section 70(3) of the Broadcasting Act]? (If yes, the Party must report the amounts spent on candidate only advertising in Part F of the return and the candidate will need to include the costs as candidate election expenses and a donation from the party in the candidate's return of expenses and donations).
- 8.4 Has the Party reported details of all accounts sent by the Party to the Electoral Commission under section 80B(1) of the Broadcasting Act in respect of expenditure of the party's allocation? [section 206IA of the Electoral Act]. The Commission pays suppliers' invoices that have been certified by an authorised party official as payable from the party's broadcasting allocation. With the exception of internet advertising placement costs paid directly by the party (for example, Facebook promoted posts), payments are made to suppliers and no money is paid directly to parties in accordance with the requirements of section 80B of the Broadcasting Act.
- 9 Any and all misstatements you have identified during the course of your assurance engagement have been adjusted in the final return.
- 10 I have completed my own procedures, distinct from your assurance engagement processes, to evaluate the accuracy and completeness of the return.
- 11 The return is free of any material misstatements or omissions.

These representations are made in terms mutually agreed between us, and to supplement information obtained by you from the records of the Party and to confirm information given to you orally.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Donna Clifford', with a stylized flourish at the end.

Donna Clifford  
Party Secretary