

Party Expenses Return for the 2023 General Election

DECLARATION

DE	CLARATION		
1.	Party name:		
	Democratic Alliance		COMPLETING THE RETURN
	Party secretary name:		You can complete the return electronically
1. 2. 3.	Joseph Blessing		or by hand. If you complete the form electronically each part will be
			automatically added up for you, as well as the totals on this page of the return.
2.	ELECTION EXPENSES LIMIT FOR THE PARTY		For information on types of electronic signatures that the Commission accepts,
	Did you contest the party vote? Answer YES or NO YES' = \$1,388,000	0	please see the How to Complete Your Party Expenses Return Form for the General Election instruction sheet.
	Number of electorate candidates for the party 0 Number \$32,600	0	CHECKLIST
	Expenditure limit (incl GST) Total	0	Steps 1, 2 and 4 completed on this page
3.	TOTAL PARTY ELECTION EXPENSES		Parts A to C (step 3) completed
	Part A: Party advertisements promoted solely by the party	0	Parts D to F (step 5) completed if party received a broadcasting
	Part B: Party advertisements shared with candidates or other parties	0	allocation Party secretary signed and
	Part C: Authorised party advertisements promoted by third parties	0	dated the return All relevant supporting
	Total (A + B + C)	0	documentation supplied to auditor
			Auditor stamped or intialled a
4.	PARTY BROADCASTING ALLOCATION		copy of the return to keep for own records
	TOTAL ALLOCATION TO THE PARTY:	NIL	Auditor's report enclosed
	WRITE ' NIL ' if the party did not receive a broadcasting allocation under the Broadcasting Act		Representation letter enclosed, if used
5.	TOTAL PARTY ALLOCATION EXPENSES		FILING THE RETURN
	Part D: Party only allocation expenses	0	The return must be received by the Electore
	Part E: Party and candidate shared allocation expenses	0	Commission by 5pm, 13 March 2024 (within 90 working days of election day). A party
	Part F: Candidate only allocation expenses	0	secretary who fails to comply with these requirements commits an offence and may
	Total (D + E + F)	0	be referred to the Police. The return can be filed:
			by email to legal@elections.govt.nz
6.	I declare that to the best of my knowledge this return, filed pursi	uant to sections	by upload to the Party Portal
•	2061 and 2061A of the Electoral Act 1993, is an accurate record election expenses and the party's allocation expenses for the 20	of the party's 023 general	by delivery to Level 4, 34-42 Manners Street, Wellington 6011
	election, and any allocation received has only been used for pur under section 80A of the Broadcasting Act 1989.	poses permitted	Reminder: the returns are open to public inspection and will be published on

DATE: DD / MM / YYYY

2.02.2024

www.elections.nz.

SAVE AS

Further information on party expenses is

available in the Party Portal

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PART A: PARTY ADVERTISEMENTS SOLELY PROMOTING THE PARTY

A party's election expenses during the regulated period (14 July to 13 October) must not exceed their expense limit. It is an offence to spend more than the limit.

A party contesting the party vote can spend up to \$1,388,000 (including GST) and \$32,600 (including GST) for each electorate candidate the party stands at the election.

Party election expenses are the costs of advertising in any medium that:

- may reasonably be regarded as encouraging or persuading voters to vote, or not to vote, for a party (whether or not the name of the party is stated), and
- are published, or continue to be published, during the regulated period for the general election, and
- · are promoted by the party or with the party's authority.

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.

Instructions on how to Complete Part A:

In this part you should record all election expenses (including GST) incurred in relation to party advertisements published, or that continued to be published, during the regulated period for the general election (14 July to 13 October 2023) 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 (including GST) incurred on election advertisements published during the regulated period even if payment for the advertising was made outside of the regulated period.

WRITE 'NIL' IF YOU HAVE NO EXPENSES TO	DECLARE HERE:	NIL
	TOTAL FOR PART A	0
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)
EXAMPLE: Display Billboards Ltd: 13/09/2023 – 13/10/2023: 3 x Billboards: 2000mm x 1000mm		\$1,200

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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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 (14 July to 13 October 2023) 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.

WRITE 'NIL' IF YOU HAVE NO EXPENSES TO DECLARE HERE:			NIL	
		TOTAL F	OR PART B	0
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 (in Including prepa design, compa printing, publ and posta	aration, osition, ishing	% apportione party expe	Value \$0.00 (inc GST)
EXAMPLE: Display Billboards Ltd: 13/09/2023 – 13/10/2023: 3 x billboards: 2000mm x 1000mm, Candidates: M Brown, Growth Party & T Smith, Neutral Party	\$6,000)	20%	\$1,200
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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)

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)

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)

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)

PART C: AUTHORISED PARTY ADVERTISEMENTS PROMOTED BY A THIRD PARTY PROMOTER

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 (14 July to 13 October 2023).

Expenses cannot be apportioned with third party promoters. If you authorised 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.

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.

WRITE 'NIL' IF YOU HAVE NO EXPENSES TO	DECLARE HERE:	NIL
	TOTAL FOR PART C	
Item description Provide a brief description of the type of advertisement, name of advertiser or supplier, voluments and size as appropriate as well as the name of the third party which promoted the adver		Value \$0.00 (inc GST)
EXAMPLE: Display Advertising Ltd: 13/9/2023 - 13/10/2023: 3 x Billboards: 2000mm x 1000mm Worker's United		\$1,200

Item description Provide a brief description of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate as well as the name of the third party which promoted the advertising	Value \$0.00 (inc GST)

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 TV, radio or the internet for the 2023 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:

NIL

		TOTAL FOR PART D	
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)
EXAMPLE: Make Believe Television 84 Shortland Street	1st and 10th of October 2023	Production costs	\$10,000
Auckland 6000		13 September – 12 October 2023 TV placement costs on Channel A and Channel B	\$62,450
		1 October – 13 October 2023 Radio placement costs on Radio X and Y	\$11,450
		20 – 30 September 2023 Social Media promotional posts	\$300

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)		
			n placement, Value \$0.00 nent costs (inc GST)		

PART E: PARTY AND CANDIDATE SHARED BROADCASTING ALLOCATION EXPENSES

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

PROVIDE the following information below:

- 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,
 TV placement, radio placement and internet placement costs for each supplier separately and the names of the candidates
- · Value \$0.00 inc GST
- % apportioned to the party
- · % apportioned to the candidate

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

NIL

TOTAL FOR PART E

Supplier's name and street address	Invoice date or dates	Description of allocation of expenses	Value \$0.00 (inc GST)	% apportioned to party	% apportioned to candidate	
	1st and 10th of October 2023	Production costs	\$10,000	10%	90%	
84 Shortland Street Auckland 6000		13 September – 12 October 2023 TV placement costs on Channel A and Channel B, candidate John Smith	\$62,450	10%	90%	
		1 – 13 October 2023 Radio placement costs on Radio X and Y	\$11,450	20%	80%	
		20 – 30 September 2023 Social Media promotional posts	\$300	50%	50%	

Supplier's name and street address	Invoice date or dates	Description of allocation of expenses	Value \$0.00 (inc GST)	% apportioned to party	% apportioned to candidate

PART F: CANDIDATE ONLY BROADCASTING ALLOCATION EXPENSES

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

PROVIDE the following information below:

- 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,
 TV placement, radio placement and internet placement costs for each supplier separately
- · Candidate name
- Value \$0.00 inc GST

Advertising paid for using the broadcasting allocation is excluded from the definition of party election expense. However, it is not excluded from the definition of candidate expense. If you use the allocation to produce a candidate election advertisement on TV, radio or online, the costs should also be disclosed in the candidate's return as an election expense and a donation from the party.

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

NIL

TOTAL FOR PART F

Supplier's name and street address	Invoice date or dates	Description of allocation of expenses	Candidate name	Value \$0.00 (inc GST)
EXAMPLE: Make Believe Television 84 Shortland Street	1st and 10th of October 2023	Production cost	M Brown	\$10,000
Auckland 6000		13 September – 12 October 2023 TV placement costs on Channel A and Channel B	T Smith	\$62,450
		1 – 13 October 2023 Radio placement costs on Radio X and Y	M Brown	\$11,450
		20 – 30 September 2023 Social Media promotional posts	T Smith	\$300

Supplier's name and street address	Invoice date or dates	Description of allocation of expenses	Candidate name	Value \$0.00 (inc GST)