

Return of Registered Promoter Expenses for the 2023 General Election

DECLARATION

1. Promoter's name:

NZ Council of Trade Unions - Te Kauae Kaimahi

Promoter's representative:

Richard Wagstaff

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

2. TOTAL ELECTION EXPENSES

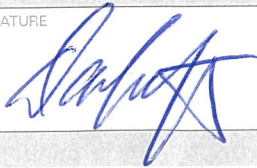
Only complete Part A if you have election expenses to declare that total more than \$100,000.

Part A: Election advertising

\$ 299,344.11

3. 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 election expenses incurred by the registered promoter or on the registered promoter's behalf for the 2023 general election and is not false in any material particular.

SIGNATURE



DATE: DD / MM / YYYY

6/2/2024

COMPLETING THE RETURN

You can complete the return electronically or by hand. If you complete the form electronically each part will be automatically added up for you. Only complete the return if you have \$100,000 or more of expenses to declare.

If signing electronically, the following types of electronic signatures can be used:

- a. images of signatures that are electronic replications, such as scanned or photographic images
- b. images of signatures that are produced and captured electronically, using technologies such as signature pads, trackpads, touchpads or a mouse, light pens or similar devices.

The Electoral Commission does not accept typed signatures or digital certificates.

CHECKLIST

Step 1 completed



Part A completed at Step 2



Declaration signed and dated



FILING THE RETURN

Registered promoter returns must be filed with the Electoral Commission by **5pm, 14 February 2024** (within 70 working days of election day). Registered promoters, that have \$100,000 or more election expenses to declare, who fail to comply with these requirements commit an offence and may be referred to the Police.

The return can be filed:

- by email to legal@elections.govt.nz
- by delivery to Level 4, 34-42 Manners Street, Wellington 6011

Reminder: the returns are open to public inspection and will be published on www.elections.nz.

SAVE AS

PRINT

INFORMATION ON PROMOTER ELECTION ADVERTISING

WHO MUST FILE A RETURN?

Only registered promoters for the 2023 General Election who spend more than \$100,000 (inclusive of GST) on election advertising published during the regulated period (14 July to 13 October) must file a return of expenses with the Electoral Commission.

KEEPING RECORDS OF PROMOTER EXPENSES

Promoters must keep good records of all election advertising expenses. Promoters must keep invoices and receipts for all election expenses of \$50 or more for three years after election day.

Further information on advertising expenses for promoters is available in the **Third Party Handbook - General Election 2023**.

ELECTION EXPENSES Complete Part A

Your election expenses during the regulated period (14 July to 13 October 2023) must not exceed \$391,000 (including GST). It is an offence to spend more than this.

Information on Election Expenses

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 or candidate, or to vote or not to vote for a type of party or candidate by reference to views or positions held or taken, and
- are published, or continue to be published, during the regulated period for the general election.

Election expenses include:

- the costs incurred in the preparation, 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 registered promoter for free or below reasonable market value.

Further guidance is available in the *Third Party Handbook - General Election 2023*

Instructions on how to complete Part A

You only need to complete a return of expenses if you spent over \$100,000 on election advertising during the regulated period.

You should record all election expenses incurred in relation to election advertisements promoted by the registered promoter that were published, or continued to be published, during the regulated period for the general election.

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 (including GST) published during the regulated period even if payment for the advertising was made outside of the regulated period.

The description of the item should be sufficient to identify where and when it was published. Where the advertisement encourages or persuades voters to vote for one or more identifiable candidate(s) or party(ies) you should also provide the name of the candidate(s) and/or party(ies).

PART A: ELECTION ADVERTISING

		TOTAL FOR PART A	\$ 299,344.11
Item description Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate	Candidates and/or Parties Promoted in Advertisement	Value \$0.00 (including GST)	
EXAMPLE: Dominion Post: Two full page advertisements: 25 September 2023	The Pear Party	\$120.00	
EXAMPLE: Facebook promotional posts x 12: 1 September - 6 October 2023	The Pear Party	\$50.00	
Moss Group Creative agency commissioned to design and deliver visual assets for campaign		\$ 26,045.27	
One Image Photography License for images used during election campaign 5 August 2023		\$ 2,952.64	
Phantom Billstickers Static billboards x 390 4 September - 13 October		\$ 80,620.75	
Lumo Digital billboards x 14 4 September - 13 October		\$ 46,000.00	
Stuff Newspaper advertising: 3 full page ads (2x 11 October, 1x 8 October) Website advertising: x3		\$ 20,452.00	
GoMedia Digital billboards x 49 4 September - 13 October		\$ 46,721.00	
JC Decaux Digital billboards x 11 4 September - 13 October		\$ 17,954.37	
NZ Herald One false cover: 4 September 2023 Website advertising:		\$ 24,725.00	

Item description Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate	Candidates and/or Parties Promoted in Advertisement	Value \$0.00 (including GST)
Pivotal Print Printing for booklets: 25 July 2023		\$ 509.00
Primedia Digital billboards x 2 7 September - 13 October		\$ 5,913.30
Meta advertising (Facebook and Instagram) Promoted posts x7 4 September - 13 October		\$ 5,777.60
Google promotion outoftouch.nz website promotion and you tube 30 second ad promotion 4 September - 13 October		\$ 7,027.72
Paid labour Costs		\$ 14,645.46