

Return of Registered Promoter Expenses for the 2020 General Election and Referendums

DECLARATION

1. Promoter's name:

SAM (Smart Approaches to Marijuana) NZ Coalition

Promoter's representative:

Aaron Ironside

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 on page 2 if you have election expenses to declare that total more than \$100,000.

Write 'N/A' if you have no election expenses to declare or the expenses total less than \$100,000

N/A

Part A: Election advertising

\$ 0.00

3. TOTAL REFERENDUM EXPENSES FOR THE CANNABIS REFERENDUM

Only complete Part B on page 4 if you have referendum expenses to declare in this Part that total more than \$100,000.

Write 'N/A' if you have no referendum expenses to declare in this Part or they total less than \$100,000

Part B: Referendum advertising for the Cannabis Referendum

\$ 320,300.00

4. TOTAL REFERENDUM EXPENSES FOR THE END OF LIFE CHOICE ACT REFERENDUM

Only complete Part C on page 6 if you have referendum expenses to declare in this Part that total more than \$100,000.

Write 'N/A' if you have no referendum expenses to declare in this Part or they total less than \$100,000

N/A

Part C: Referendum advertising for the End of Life Choice Act Referendum

\$ 0.00

5. I declare that to the best of my knowledge this return, filed pursuant to section 206ZC of the Electoral Act 1993 and section 72 of the Referendums Framework Act 2019, is an accurate record of election expenses and/or referendum expenses incurred by the registered promoter or on the registered promoter's behalf for the 2020 general election and referendums and is not false in any material particular.

SIGNATURE



DATE: DD / MM / YYYY

09/02/2021

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 parts if you have \$100,000 or more of expenses to declare under that part.

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 or 'N/A' entered at Step 2 ☒
- Part B completed or 'N/A' entered at Step 3 ☒
- Part C completed or 'N/A' entered at Step 4 ☒
- Declaration signed and dated ☒

FILING THE RETURN

Registered promoter returns must be filed with the Electoral Commission by **5pm, 17 February 2021** (within 70 working days of election day). Registered promoters who fail to comply with these requirements commit 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 4, 34-42 Manners Street, Wellington
- by email to: enquiries@elections.govt.nz

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

INFORMATION ON PROMOTER ELECTION AND REFERENDUM ADVERTISING

WHO MUST FILE A RETURN?

Only registered promoters for the 2020 General Election and Referendums who spend more than \$100,000 (inclusive of GST) on election advertising, or \$100,000 on referendum advertising with respect to either referendum, published during the regulated period (18 August to 16 October) must file a return of expenses with the Electoral Commission.

KEEPING RECORDS OF PROMOTER EXPENSES

Promoters must keep good records of all election and referendum advertising expenses. Promoters must keep invoices and receipts for all election and referendum 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 and Referendums 2020**.

SAVE AS

PRINT

ELECTION EXPENSES Complete Part A

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 (18 August to 16 October 2020).

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.

Your election expenses during the regulated period must not exceed \$338,000 (including GST). It is an offence to spend more than this.

Further guidance is available in the ***Third Party Handbook – General Election and Referendums 2020***, including information on how to treat advertisements that are both referendum and election advertisements, cover both referendums, or are joint advertisements with another promoter(s).

Instructions on how to complete Part A

You only need to complete this part 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 (18 August to 16 October 2020).

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).

Election and referendum expenses can't be apportioned. If you published advertising during the regulated period that is both an election and a referendum advertisement, the full cost counts as a registered promoter election expense and a referendum expense for the relevant referendum(s).

PART A: ELECTION ADVERTISING

WRITE 'N/A' IF YOU HAVE NO EXPENSES TO DECLARE HERE:

N/A

TOTAL FOR PART A

\$ 0.00

[illegible]

REFERENDUM EXPENSES for the Cannabis Referendum – Part B

Information on Referendum Expenses

Referendum 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, in a particular way in the referendum, and
- are published, or continue to be published, during the regulated period for the general election (18 August to 16 October 2020).

Referendum 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.

Your referendum expenses during the regulated period for the cannabis referendum must not exceed \$338,000 (including GST). It is an offence to spend more than this.

Further guidance is available in the **Third Party Handbook – General Election and Referendums 2020**, including information on how to treat advertisements that are both referendum and election advertisements, cover both referendums, or are joint advertisements with another promoter(s).

Instructions on how to complete Part B

You only need to complete this part if you spent over \$100,000 on referendum advertising in respect of the Cannabis Referendum during the regulated period.

You should record all referendum expenses incurred in relation to referendum advertisements promoted by the registered promoter that were published, or continued to be published, during the regulated period for the general election (18 August to 16 October 2020).

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 referendum 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.

Election and referendum expenses can't be apportioned. If you published advertising during the regulated period that is both an election and a referendum advertisement, the full cost counts as a registered promoter election expense and a referendum expense for the relevant referendum(s).

PART B: REFERENDUM EXPENSES FOR THE CANNABIS REFERENDUM

WRITE 'N/A' IF YOU HAVE NO EXPENSES TO DECLARE HERE:

TOTAL FOR PART B

\$ 320,300.00

Item description Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate	Value \$0.00 (including GST)
EXAMPLE: Dominion Post: Two full page advertisements: 25 September 2020	\$120.00
EXAMPLE: Facebook promotional posts x 12: 1 September – 6 October 2020	\$50.00
Facebook promotional posts: 18 August – 16 October 2020	\$ 31,141.00
NZME multi-channel advertising package: 14 Sept - 16 Oct	\$ 81,024.00
Digital Billboards GOMedia: 20th Aug - 16th Oct	\$ 17,423.00
Digital TV OnDemand Advertising: 14 Sept - 16 Oct	\$ 24,725.00
Mediaworks Advertising - 2x TV ad spots: 7 Oct, 9 Oct	\$ 9,715.00
Multicultural Marketing, Niche Media: 21 Sept - 16 Oct	\$ 27,701.00
Newspaper Advertising (national & regional): 16th Sept - 7th Oct	\$ 69,368.00

Item description Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate	Value \$0.00 (including GST)
Social Media Management: 18th Aug - 16th Oct	\$ 17,250.00
Creative Agency Fees: July to October	\$ 28,832.00
TV Commercial Production Costs	\$ 7,590.00
Actors Fees	\$ 1,604.00
Photography services	\$ 1,150.00
Recording Studio	\$ 403.00
Stock music	\$ 214.00
Stock Images	\$ 1,770.00
Miscellaneous expenses, props etc.	\$ 390.00

REFERENDUM EXPENSES for the End of Life Choice Act Referendum – Part C

Information on Referendum Expenses

Referendum 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, in a particular way in the referendum, and
- are published, or continue to be published, during the regulated period for the general election (18 August to 16 October 2020).

Referendum 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.

Your referendum expenses during the regulated period must not exceed \$338,000 (including GST). It is an offence to spend more than this.

Further guidance is available in the **Third Party Handbook – General Election and Referendums 2020**, including information on how to treat advertisements that are both referendum and election advertisements, cover both referendums, or are joint advertisements with another promoter(s).

Instructions on how to complete Part C

You only need to complete this part if you spent over \$100,000 on referendum advertising in respect of the End of Life Choice Act Referendum during the regulated period.

You should record all referendum expenses incurred in relation to referendum advertisements promoted by the registered promoter that were published, or continued to be published, during the regulated period for the general election (18 August to 16 October 2020).

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 referendum 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.

Election and referendum expenses can't be apportioned. If you published advertising during the regulated period that is both an election and a referendum advertisement, the full cost counts as a registered promoter election expense and a referendum expense for the relevant referendum(s).

PART C: REFERENDUM EXPENSES FOR THE END OF LIFE CHOICE ACT REFERENDUM

WRITE 'N/A' IF YOU HAVE NO EXPENSES TO DECLARE HERE:

N/A

TOTAL FOR PART C

\$ 0.00

Item description Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate	Value \$0.00 (including GST)
EXAMPLE: Dominion Post: Two full page advertisements: 25 September 2020	\$120.00
EXAMPLE: Facebook promotional posts x 12: 1 September – 6 October 2020	\$50.00

