



# Return of Electorate Candidate Donations and Expenses for the 2017 General Election

## DECLARATION

**Step 1** **Candidate name:**  
Lawrence Yule

**Party name (if applicable):**  
NZ National Party

**Electorate contested:**  
Tukituki

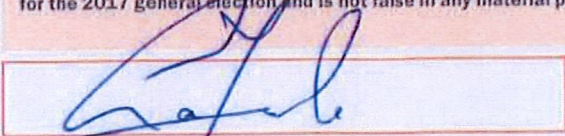
**Step 2** **TOTAL CANDIDATE DONATIONS**  
**Complete Parts A to E if you have any donations to declare.**  
Write 'NIL' if you have NO donations, or contributions to a donation, of more than \$1,500 (including GST) to declare

Part A: Candidate donations of more than \$1,500	\$83,820.73
Part C: Anonymous candidate donations of more than \$1,500	\$0.00
Part D: Overseas candidate donations of more than \$1,500	\$0.00
<b>Total (A + C + D)</b>	<b>\$83,820.73</b>

**Step 3** **TOTAL CANDIDATE ELECTION EXPENSES**  
**Complete Parts F to G if you have any donations to declare.**  
Write 'NIL' if you have NO expenses to declare

Part F: Candidate only election advertising	\$16,789.96
Part G: Election advertisements shared with the party and/or other candidates	\$6,441.76
<b>Total (F + G)</b>	<b>\$23,231.72</b>

**Step 4** I declare that to the best of my knowledge this return, filed pursuant to sections 205K and 209 of the Electoral Act 1993, is an accurate record of the candidate donations made to me, or on my behalf, and of election expenses incurred by me, or on my behalf, for the 2017 general election and is not false in any material particular.

Signature: 

DATE: DD / MM / YYYY: 17 / 1 / 18

### INFORMATION ON CANDIDATE DONATIONS AND ELECTION EXPENSES WHO MUST FILE A RETURN?

All electorate candidates at the 2017 general election must file a return of candidate donations and election expenses. Even if you have no donations or expenses to declare, you **MUST** still complete the candidate return recording 'NIL' donations or expenses.

### KEEPING RECORDS OF DONATIONS AND EXPENSES

Candidates must keep good records of all candidate donations and candidate expenses. Candidates must keep invoices and receipts for all election expenses of \$50 or more for three years after returns are filed. Further information on candidate donations and expenses is available in the *Candidate Handbook - General Election 2017*.

## COMPLETING THE RETURN

You can complete the return electronically or by hand. If you complete the form electronically the totals in each part will be automatically added up for you, as well as the totals on this page of the return.

If you have any donations or expenses to declare complete Parts A to G before completing the declaration at step 4.

If you do not have any donations and/or expenses to declare enter 'NIL' in step 2 and/or step 3 on this page before completing the declaration at step 4.

### SIGNING THE RETURN

The completed return needs to be signed and dated by the candidate. The following types of electronic signatures can be used:

- (a) images of signatures that are electronic replications of actual 'pen and paper' signatures, 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 the mouse, light pens or similar devices.

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

### CHECKLIST

- Step 1 completed
- Parts A to E completed or 'NIL' entered at step 2
- Parts F and G completed or 'NIL' entered at step 3
- Declaration signed and dated

### FILING THE RETURN

Candidate returns must be filed with the Electoral Commission by 5pm, 23 January 2018 (within 70 working days of election day). Candidates 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 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).



# DONATIONS Complete Parts A to E

## Information on Candidate Donations

Candidates are required to include in the candidate return every candidate donation or contribution to a candidate donation of more than \$1,500 (including GST), including a series of donations or contributions made by one person that adds up to more than \$1,500.

### Candidate donations

A candidate donation includes any money, goods or services that are donated to a candidate, or a person on the candidate's behalf, for use in the candidate's campaign for election. The following are candidate donations:

- free goods or services that have a reasonable market value greater than \$300;
- discounted goods or services where the reasonable market value of the goods or services is greater than \$300;
  - the difference between the contract or agreed price and the reasonable market value of those goods and services is a donation;
- the purchase of goods or services from the candidate at a value that exceeds their reasonable market value;
  - the difference between the price paid and reasonable market value is a donation.
- extending credit to a candidate on favourable terms.
  - the value of the favourable terms is a donation.

Volunteer labour or free goods or services given to a candidate that have a reasonable market value of \$300 or less are not a candidate donation. Nor is money provided by the candidate for his or her own campaign.

### Instructions for Part A

For donations of more than \$1,500 (other than anonymous donations or overseas donations) you need to record the name and street address of the donor, the date the donation was received and the amount received from the donor.

Where you have received a number of donations from the same donor you should include each date on which a donation was received from the donor and the aggregated total from the donor. Aggregated donations are not contributions and do not have to be recorded in Part B.

You also need to confirm whether any person (other than the donor) has contributed more than \$1,500 to the donation. Contributions of more than \$1,500 must be disclosed in Part B (or Part E for overseas contributors). Contributions of \$1,500 or less do not have to be included in the return.

#### Examples:

John Smith owns a publishing company. On 2 June 2017 he gives you goods for your campaign valued at \$1,000. On 14 July he also gives you a monetary donation of \$4,000. The money was given to you as the result of a fundraiser which John Smith organised and includes a contribution from Jane Jones of \$2,000.

## PART A: CANDIDATE DONATIONS OF MORE THAN \$1,500

### OTHER THAN ANONYMOUS OR OVERSEAS DONATIONS

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

**TOTAL FOR PART A**

**\$83,820.73**

Donor's name and street address	Date donation or aggregated donations received dd/mm/yyyy	Does the donation contain contributions from another person of more than \$1,500? Enter YES or NO If YES complete Part B	Amount of donation or total aggregated donations (including GST) \$0.00
EXAMPLE: John Smith, Smiths Publishing 35 Main Street, Suburb Wellington	2/06/2017, 14/07/2017	Yes	\$1,200.00
NZ National Party, 41 Pipitea Street, Wellington	23/02/2017	No	\$114.77
NZ National Party, 41 Pipitea Street, Wellington	14/03/2017	No	\$287.50
NZ National Party, 41 Pipitea Street, Wellington	31/03/2017	No	\$747.50
NZ National Party, 41 Pipitea Street, Wellington	06/04/2017	No	\$140.88
NZ National Party, 41 Pipitea Street, Wellington	18/04/2017	No	\$615.31
NZ National Party, 41 Pipitea Street, Wellington	27/04/2017	No	\$58.94
NZ National Party, 41 Pipitea Street, Wellington	30/04/2017	No	\$6,239.14
NZ National Party, 41 Pipitea Street, Wellington	04/05/2017	No	\$2,085.53
NZ National Party, 41 Pipitea Street, Wellington	05/05/2017	No	\$1,082.15
NZ National Party, 41 Pipitea Street, Wellington	19/05/2017	No	\$53.76
NZ National Party, 41 Pipitea Street, Wellington	22/05/2017	No	\$2,306.25
NZ National Party, 41 Pipitea Street, Wellington	31/05/2017	No	\$8,186.24
NZ National Party, 41 Pipitea Street, Wellington	01/06/2017	No	\$304.75
NZ National Party, 41 Pipitea Street, Wellington	02/06/2017	No	\$1,112.63
NZ National Party, 41 Pipitea Street, Wellington	10/06/2017	No	\$2,346.89
NZ National Party, 41 Pipitea Street, Wellington	16/06/2017	No	\$19,170.53
NZ National Party, 41 Pipitea Street, Wellington	20/06/2017	No	\$6,013.47

Donor's name and street address	Date donation or aggregated donations received dd/mm/yyyy	Does the donation contain contributions from another person of more than \$1,500? Enter YES or NO If YES complete Part B	Amount of donation or total aggregated donations (including GST) \$0.00
NZ National Party, 41 Pipitea Street, Wellington	22/06/2017	No	\$143.30
NZ National Party, 41 Pipitea Street, Wellington	23/06/2017	No	\$2,225.25
NZ National Party, 41 Pipitea Street, Wellington	30/06/2017	No	\$1,450.97
NZ National Party, 41 Pipitea Street, Wellington	22/07/2017	No	\$6,350.30
NZ National Party, 41 Pipitea Street, Wellington	31/07/2017	No	\$2,945.09
NZ National Party, 41 Pipitea Street, Wellington	02/08/2017	No	\$33.06
NZ National Party, 41 Pipitea Street, Wellington	11/08/2017	No	\$643.76
NZ National Party, 41 Pipitea Street, Wellington	14/08/2017	No	\$2,272.27
NZ National Party, 41 Pipitea Street, Wellington	31/08/2017	No	\$2,372.57
NZ National Party, 41 Pipitea Street, Wellington	01/09/2017	No	\$1,591.08
NZ National Party, 41 Pipitea Street, Wellington	08/09/2017	No	\$1,104.00
NZ National Party, 41 Pipitea Street, Wellington	16/09/2017	No	\$153.00
NZ National Party, 41 Pipitea Street, Wellington	20/09/2017	No	\$2,146.65
NZ National Party, 41 Pipitea Street, Wellington	21/09/2017	No	\$3,205.88
NZ National Party, 41 Pipitea Street, Wellington	03/10/2017	No	\$402.50
NZ National Party, 41 Pipitea Street, Wellington	04/10/2017	No	\$1,363.79
NZ National Party, 41 Pipitea Street, Wellington	24/10/2017	No	\$4,551.02

**PART B: CONTRIBUTIONS OF MORE THAN \$1,500**

**Instructions for Part B - Contributions**

A contribution is money, goods or services that makes up a donation or is included in a donation or has been used to wholly or partly fund a donation, that was given to the donor or a person who was expected to pass the contribution to the donor.

Only complete Part B if the donation in Part A includes a contribution, from someone other than the donor, exceeding \$1,500.

**For each contribution recorded in Part B you will need to provide:**

- the name and street address of each contributor; and

- the amount of each contribution made by the contributor or, in the case of multiple contributions, the total amount of the contributions; and
- the date on which each donation funded from the contributions was made (this should be the same date included in Part A for the related donation).

Please do not include Part B total with overall donations total on page 1 of the return.

WRITE 'NIL' IF YOU HAVE NO DONATIONS TO DECLARE HERE: Nil

**TOTAL FOR PART B**

**\$0.00**

Contributor's name and street address	Dates the related donation funded from contributions was made dd/mm/yyyy	Name of donor in Part A to which this contribution relates	Amount of contribution (including GST) \$0.00
EXAMPLE: Jane Jones 1 Side Street, Suburb Wellington	14/07/2017	John Smith	\$2,000.00









# ELECTION EXPENSES Complete Parts F and G

## Information on Candidate Expenses

Candidate 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 an electorate candidate (whether or not the name of the candidate is stated), and
- are published, or continue to be published, during the regulated period for the general election (23 June to 22 September 2017), and
- are promoted by the candidate or with the candidate's authority.

### 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 candidate for free or below reasonable market value.

A candidate's deposit or the costs of hall hire, refreshments, the conduct of surveys or opinion polls, free labour, the framework that supports hoardings (other than a commercial framework) or replacing materials that have been destroyed through no fault of the candidate are not election expenses.

Your election expenses during the regulated period must not exceed \$26,200 (including GST). It is an offence to spend more than this.

Further guidance is available in the *Candidate Handbook - General Election 2017*.

## Instructions on how to complete Part F

You should record all election expenses incurred in relation to candidate advertisements published, or continued to be published, during the regulated period for the general election (23 June to 22 September) promoted by you or with your written authority.

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 another person has initiated the advertising you should also include the name of the promoter in the item description.

## PART F: CANDIDATE ONLY ELECTION ADVERTISING

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

TOTAL FOR PART F

\$16,789.96

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 June 2017	\$62,450.00
EXAMPLE: Facebook promotional posts x 12: 1 July - 10 September 2017	\$62,450.00
Fairfax Media - Hastings Mail x 5 half page & 2 fullpage advertisements, 26/7, 2/8, 9/8, 16/8, 23/8, 13/9, 20/9/17	\$4,552.27
Fairfax Media - Hastings Mail Web Link	\$11.50
CHB FM: 81 x 30 second ad package, 11/9/17 to 20/9/17	\$402.50
Modica: Domain x 3 months	\$7.17
Dalia Media: Boosted/Promoted posts	\$3,225.22
NationBuilder: Webhosting x 3 months	\$143.30
Dalia Media: Consultancy, eg. Writing face book posts	\$1,357.21
Crucial Colour: DLE Flyers x 20,000	\$54.11
Fastway: A5 Flyers x 14,000	\$988.12
Fastway: DLE Flyers x 6000	\$643.76
Fastway: A5 Flyers x 18000	\$1,464.81
Baseline: Business Cards - very few used	\$26.17
Tribe Design: Name badges	\$29.47
Get Branded: Vehicle Signage	\$573.85
Panda: Pull Up Banners	\$152.38
Fastway: 303 Letters folded	\$85.86
Fastway: 2,750 Letters	\$530.78
Fastway: 627 Letters	\$162.36
Fastway: 2590 Letters Folded	\$453.36

**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)**

The Warehouse: Envelopes	\$222.77
NZ Post: Stamps	\$78.00
Hagen Hopkins Photography: Portrait photography	\$143.75
Blackdog Design: Newspaper ads	\$230.00
Dalia Media Limited - Social Media design	\$142.31
Blackdog Design - collatoral various	\$328.79
Dalia Media	\$103.50
Art That Works: Design flyers, billboards, vehicle graphics	\$274.14
Blackdog Design: News Paper ads	\$402.50

**PART G: ELECTION ADVERTISEMENTS SHARED WITH THE PARTY AND/OR OTHER CANDIDATES**

**Instructions on how to complete Part G**

You should record all election expenses incurred in relation to election advertisements published, or continued to be published, during the regulated period for the general election (23 June to 22 September 2017) promoting your candidacy and the party and/or one or more other candidates.

Apportionment is permitted between a candidate and party(ies) and other candidate(s) based on coverage. Where an expense item has been apportioned between you and the party and/or candidate(s) you should ensure there is a consistent description and approach to apportionment in each return of election expenses. Record the name of the party or other candidate(s) 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.

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

**TOTAL FOR PART G**

**\$6,441.76**

Item description Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate	Total costs (including GST)	% apportioned as candidate expense	Value \$0.00 (including GST)
EXAMPLE: Flier: 30 June to 10,000 households Featuring the Growth Party	\$2,000.00	10%	\$200.00
Hawkes Bay Today x 1 solace shared with Napier 16/9/17	\$1,104.00	50%	\$552.00
Baseline - Party/Candidate hoardings & yard signs x 130	\$3,034.51	50%	\$1,517.26
Baseline - Party/Candidate hoardings x 23	\$1,202.04	50%	\$601.02
Baseline - Party/Candidate yard signs x 150	\$1,467.63	50%	\$733.82
Baseline - Party/Candidate hoardings packaging & freight	\$185.99	50%	\$93.00
Crucial Colour: Party/Candidate A5 Flyers x 9236	\$1,078.08	50%	\$539.04
Orangebox: Direct Mail x 9210	\$5,931.43	40%	\$2,372.57
Art That Works: Design of Party/Candidate flyer	\$66.13	50%	\$33.07
			\$0.00

