



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

DECLARATION

Step 1

Candidate name:

Maureen Pugh

Party name (if applicable):

NZ National Party

Electorate contested:

West Coast-Tasman

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

\$27,074.79

Part C: Anonymous candidate donations of more than \$1,500

\$0.00

Part D: Overseas candidate donations of more than \$1,500

\$0.00

Total (A + C + D)

\$27,074.79

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

\$14,380.37

Part G: Election advertisements shared with the party and/or other candidates

\$6,853.94

Total (F + G)

\$21,234.32

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

15/01/2018

DATE: DD / MM / YYYY

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

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

[illegible]

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

Instructions for Part C – Anonymous donations

If you receive an anonymous candidate donation greater than \$1,500, you may retain \$1,500 of that donation. The balance of the donation must, within 20 working days of receipt, be paid to the Electoral Commission for payment into a Crown bank account.

In the candidate return, you must disclose:

- the date the donation was received; and
- the amount received; and
- the date payment to the Electoral Commission was made; and
- the amount paid to the Electoral Commission.

TOTAL FOR PART C

\$0.00

[illegible]

Instructions for Part D – Donations from overseas persons

- an Individual who resides outside New Zealand and is not a New Zealand citizen or registered elector; or
- a body corporate incorporated outside New Zealand; or
- an unincorporated body that has its head office or principal place of business outside New Zealand.

In the candidate return, you must disclose:

- the name and address of the overseas person; and
- the date that the donation was received or, in the case of multiple donations, the date each donation was received; and
- the amount of the donation or, in the case of aggregated donations, the total amount of the donations; and
- the amount returned to the overseas person or paid to the Electoral Commission, and the date that such payment was made.

: Nil

\$0.00

[illegible]

PART E: CONTRIBUTIONS FROM OVERSEAS PERSON OF MORE THAN \$1,600

Instructions for Part E – Contributions from overseas persons

If you receive any donation from a donor who is not an overseas person that includes a contribution from an overseas person greater than \$1,500 (either on its own or when aggregated with all other contributions to the donation by the same overseas person), you must return the whole donation to the donor. If that is not possible, you must forward the whole donation to the Electoral Commission.

In the candidate return, you must disclose:

- the name and address of the overseas person; and

- the amount of the contribution or the total amount of aggregated contributions; and
- the date on which the related donation funded from the contribution was made; and
- the amount paid back to the donor or paid to the Electoral Commission, and the date that such payment was made.

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

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

TOTAL FOR PART E

\$0.00

[illegible]

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

\$14,380.37

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:	\$62,450.00
Two full page advertisements: 25 June 2017	

EXAMPLE:

Facebook promotional posts x 12:	\$62,450.00
1 July - 10 September 2017	
Evening Star Company: Newspaper advertising Greymouth Star, Hokitika Guardian & West Coast Messenger-17 Adverts 5/7-20/9/17	\$2,982.64
Westport News: Newspaper advertising-5 Adverts 2/8-20/9/17	\$965.73
Motueka Guardian: Newspaper advertising-1 Advert 20/9/17	\$517.50
Wild Tomato Media Ltd: Newspaper advertising Wild Tomato-1 Advert Jul 17	\$649.75
Fairfax: Tasman Leader-12 Adverts 22/6-21/9/17	\$2,810.60
NZME: Newstalk ZB, Coast, The Hits- 182 x 30 Second Spots 23/8-21/9/17	\$2,548.05
Modica (Domain x 3 months)	\$7.17
NationBuilder: Web hosting x 3 months	\$143.30
Facebook (Sponsored Posts) - 9972 (13/7-31/7), 14,252 (30/7-19/8) & 16,405 (1/9-22/9)	\$494.76
Fairfax (www.stuff.co.nz) - 30,000 Impressions (25/8/2017 - 22/09/2017)	\$408.07
NZME (www.nzherald.co.nz) - 30,000 Impressions (1/9-22/9/17)	\$552.00
PWA Griffin: DLE flyers-generic x 20,000	\$675.63
PWA Griffin: DLE Doorknocking Flyers x 9000	\$930.35
JR & AM Cumpstone: RD1 Richmond deliveries	\$31.05
Name Badges International: Name badges x 6	\$59.04
Vista Print: Business cards x 1500	\$72.97
Hot Printz: "Vote for Maureen Pugh" T-Shirts x 10	\$240.76
Art That Works: Design of Press ads	\$120.75
Art That Works: Design of Billboards	\$70.25
Hagen Hopkins Photography: Portrait photography	\$100.00

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

\$6,853.94

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
Baseline - Candidate Vote (100 Hoardings & 30 Yard Signs)	\$2,675.02	50%	\$1,337.51
Baseline - Party/Candidate hoardings packaging & freight	\$185.98	50%	\$92.99
Buller District Council - Resource Consent	\$200.00	50%	\$100.00
Tasman District Council - Resource Consent	\$787.50	50%	\$393.75
Orangebox: Direct mail x 13,807	\$8,892.00	40%	\$3,556.80
Jill O'Brien: Wakefield RD1/RD2 deliveries	\$184.00	50%	\$92.00
AB&ML McBride: RD1 Upper Moutere deliveries	\$199.64	50%	\$99.82
Sarau Deliveries: RD2 Upper Moutere deliveries	\$138.00	50%	\$69.00
M&T Trow Ltd: RD1 Brightwater deliveries	\$46.00	50%	\$23.00
PWA Griffin: Letterhead - 822 sheets used for direct mail in Karan	\$326.60	90%	\$293.94
Office Max: (Prepaid Envelopes - 822 envelopes used for direct m	\$883.48	90%	\$795.13
			\$0.00
			\$0.00
			\$0.00