

Party Expenses Return for the 2023 General Election

DECLARATION

1. Party name:

DemocracyNZ

Party secretary name:

Tania-Lee Knowles

2. ELECTION EXPENSES LIMIT FOR THE PARTY

Did you contest the party vote?
Answer YES or NO

YES

'YES' = \$1,388,000

\$ 1,388,000.00

Number of electorate candidates for the party

13

Number \$32,600

\$ 423,800.00

Expenditure limit (incl GST)

Total

\$ 1,811,800.00

3. TOTAL PARTY ELECTION EXPENSES

Part A: Party advertisements promoted solely by the party

\$ 60,900.00

Part B: Party advertisements shared with candidates or other parties

\$ 31,700.00

Part C: Authorised party advertisements promoted by third parties

\$ 0.00

Total (A + B + C)

\$ 92,600.00

4. PARTY BROADCASTING ALLOCATION

TOTAL ALLOCATION TO THE PARTY:

69310

WRITE 'NIL' if the party did not receive a broadcasting allocation under the Broadcasting Act

5. TOTAL PARTY ALLOCATION EXPENSES

Part D: Party only allocation expenses

\$ 69,310.00

Part E: Party and candidate shared allocation expenses

\$ 0.00

Part F: Candidate only allocation expenses

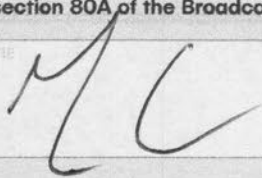
\$ 0.00

Total (D + E + F)

\$ 69,310.00

6. I declare that to the best of my knowledge this return, filed pursuant to sections 206I and 206IA of the Electoral Act 1993, is an accurate record of the party's election expenses and the party's allocation expenses for the 2023 general election, and any allocation received has only been used for purposes permitted under section 80A of the Broadcasting Act 1989.

SIGNATURE



DATE DD / MM / YYYY

13 / 03 / 24

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, as well as the totals on this page of the return.

For information on types of electronic signatures that the Commission accepts, please see the *How to Complete Your Party Expenses Return Form for the General Election* instruction sheet.

CHECKLIST

- Steps 1, 2 and 4 completed on this page
- Parts A to C (step 3) completed
- Parts D to F (step 5) completed if party received a broadcasting allocation
- Party secretary signed and dated the return
- All relevant supporting documentation supplied to auditor
- Auditor stamped or intialled a copy of the return to keep for own records
- Auditor's report enclosed
- Representation letter enclosed, if used

FILING THE RETURN

The return must be received by the Electoral Commission by **5pm, 13 March 2024** (within 90 working days of election day). A party secretary who fails to comply with these requirements commits an offence and may be referred to the Police.

The return can be filed:

- by email to legal@elections.govt.nz
- by upload to the Party Portal
- 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.

Further information on party expenses is available in the **Party Portal**

SAVE AS

PRINT

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:

TOTAL FOR PART A

\$ 60,900.00

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: Dixony Billboards Ltd: 13/09/2023 - 13/10/2023, 3 x Billboards, 2000mm x 1000mm

\$1,200

Stuff - digital pop-up ads	\$ 9,000.00
x300 hoardings in seats without candidates (2.4x1.2m)	\$ 13,500.00
x600 fence signs (900x600mm)	\$ 5,400.00
x40,000 flyers around the country (A5 and DLE size)	\$ 8,000.00
Merchandise (caps, polo shorts, jackets, stickers around the country)	\$ 25,000.00

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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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)**

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:

TOTAL FOR PART B

\$ 31,700.00

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	% apporportioned as party expense	Value \$0.00 (inc GST)
EXAMPLE: Display Billboards Ltd: 13/09/2023 - 13/10/2023: 3 x billboards: 2000mm x 1000mm. Candidates: M Brown, Green Party & J Smith, National Party	\$6,000.00	20%	\$1,200.00
x700 regulated size hoardings shared 50/50 between candidates and Party	\$ 31,500.00	50%	\$ 15,750.00
x110,000 A5 and DLE flyers shared between candidates and Party	\$ 22,000.00	50%	\$ 11,000.00
x1100 fence signs shared 50/50 between candidate and Party	\$ 9,900.00	50%	\$ 4,950.00
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<p align="center">Item description</p> <p align="center">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</p>	<p align="center">Total cost (inc GST)</p> <p align="center">Including preparation, design, composition, printing, publishing and postage</p>	<p align="center">%</p> <p align="center">apportioned as</p> <p align="center">party expense</p>	<p align="center">Value \$0.00</p> <p align="center">(inc GST)</p>
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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)**

\$ 0.00

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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)**

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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

\$ 0.00

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)

EXAMPLE: Display Advertising Ltd: 13/9/2023 - 13/10/2023: 3 x Billboards: 2000mm x 1050mm
Workers' 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:

TOTAL FOR PART D

\$ 69,310.00

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 54 Starboard Street Auckland 6000	8 th and 10 th of October 2023	Production costs	\$10,000
		18 September – 12 October 2023 TV placement costs on Channel 3 and Channel B	\$62,450
		1 October – 13 October 2023 Radio placement costs on Radio X and Y	\$11,450
		26 – 30 September 2023 Social Media promotional posts	\$300
		Digital ads with Stuff, NZME, Facebook from 10 Sept to 13 Oct. Stuff/NZME ads were quarter page and smaller in size.	\$ 69,310.00

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)

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.

• **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

PROVIDE the following information below:

- **Value \$0.00 inc GST**
- **% apportioned to the party**
- **% apportioned to the candidate**

- **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**

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

NIL

TOTAL FOR PART E

\$ 0.00

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
EXAMPLE: Mata Believe Television 84 Shortland Street Auckland 6000	26 October 2022 to October 2022	OpenView print	\$0,000	10%	90%
		10 September – 10 October 2022 TV programme production: Charles A and Phoebe B. candidate John Smith	\$62,450	10%	90%
		10 October 2022 Topic production with an Radio Yarns	\$11,450	20%	80%
		27 – 30 September 2022 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

\$ 0.00

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 Auckland 6000	1st and 10th of October 2021	Production cost	M Brown	\$10,000
		10 September – 15 October 2021 TV placement costs on Channel A, and Channel B	T Smith	\$62,850
		1 – 11 October 2021 Radio placement costs for Radio X and Y	M Brown	\$11,450
		20 – 30 September 2021 Social media (photo, video posts)	T Smith	\$300

