

**Party**  
**Election Expense Return 2011 General Election**

Fill in boxes highlighted in yellow  
If completing the form manually - also fill in orange boxes

Party  
Name

ACT NZ

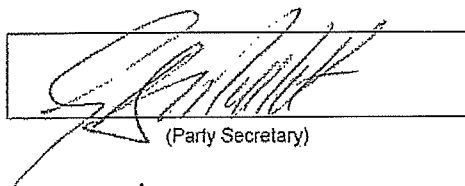
Party  
Secretary  
Name

Garry Mallett

**Declaration**

I declare that to the best of my knowledge this return, filed pursuant to section 206I of the Electoral Act 1993, is an accurate record of the party election expenses for the 2011 General Election and is not false in any material particular.

Signed:

  
(Party Secretary)

Date:

18/3/2012

Where you have completed the return electronically you will need to print the return. The return needs to be signed and dated by the party secretary and both the party secretary and the auditor must initial each page of the return. The signed return and the auditor's report must be received by the Electoral Commission before Friday 16 March 2012. Returns can be filed:

- By post at PO Box 3220 Wellington 6140
- Delivered to Level 9, 17-21 Whitmore Street, Wellington
- By fax to 04 495 0031
- By email to [enquiries@elections.govt.nz](mailto:enquiries@elections.govt.nz)

Please note, where the return is sent by fax or email the original signed return should also be sent or delivered to the Electoral Commission.

**Checklist**

Parts A to D completed (if no expenses, then answer Nil on the Summary Sheet)	✓
Party Secretary has initialled every page	✓
All relevant supporting documentation supplied to auditor	✓
Auditor has stamped and initialled every page	✓
Auditors report enclosed	✓
Representation letter enclosed, if used	✓

# Party Election Expense Return 2011 General Election



Party Name	ACT NZ		
Did you contest the party vote?	Answer Yes or No	Yes	\$0.00
Number of electorate candidates for the party	50	"Yes" = \$1,065,000 Number * \$25,000	\$1,065,000.00
			\$1,250,000.00
			\$0.00
Expenditure limit (incl GST)		Total	\$2,315,000.00

## Summary

Total expenditure returned (incl GST)		\$0.00
If you do not have any expenses to declare answer Nil		
<b>Part A</b> Party advertisements promoted solely by the party	Total A	\$608,760.10
<b>Part B</b> Apportionment of party advertisements shared with candidates or another party or parties	Total B	\$11,276.08
<b>Part C</b> Authorized party advertisements promoted by candidate or third party promoters	Total C	Nil
<b>Part D</b> Joint party and referendum advertisements	Total D	Nil
		\$0.00
<b>Total</b>	Total A to D	\$617,035.18

Please indicate in each box	Answer Yes or No
All party election expenses have been included	Yes
All expenses greater than \$100 vouched by invoice and receipt	Yes
All relevant papers provided to auditor	Yes

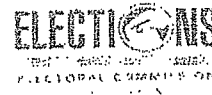
Notes/Comments: (Add any notes/comments in this section)

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Party Secretary Initial		Auditor Stamp/Initial	<i>W. H. Parker</i>
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**A: Party advertisements promoted solely by the party**

(Note: the only apportionment permitted is for advertisements published both before and within the regulated period)



		Total A \$0.00	
		Party Name	\$605,760.10
Total returned expense for A		ACT NZ	
		\$0.00	%
		\$0.00	\$0.00
Item description (incl name of advertiser, supplier, volume, duration, size as appropriate)	Total cost inc GST (including preparation, design, composition, printing, publishing and postage)	% apportioned for regulated period (Enter number only - e.g. 20 for 20%)	Returned expense for party (e.g. \$30,000 / 20% = \$6,000 Enter \$6,000)
Billboards - 2400x1200mm printing, erection, dismantle	\$73,867.73		\$73,867.73
Coreflutes - 600x900mm, 1200x200mm, printing	\$17,990.60		\$17,990.60
Direct Mail - printing, envelopes, stuffing	\$124,485.20		\$124,485.20
Signage - banners, stickers, logos	\$2,494.35		\$2,494.35
Newspaper adverts / media releases:			
- Major and provincial papers	\$22,692.95		\$22,692.95
- Ethnic newspapers	\$14,088.65		\$14,088.65
Advertising Design - Tonic Creative, Mobu Creative & others	\$24,250.05		\$24,250.05
Communication consulting incl speech writing - Awaroa Partners	\$90,120.61		\$90,120.61
Media Monitors & others			
Campaign launches	\$9,612.65		\$9,612.65
Pamphlets, Brochures, Postcards - Printcare, Awaroa Partners, Mobu Creative	\$32,433.45		\$32,433.45
Freight of Election Material - PMP Distribution, Mainfreight	\$65,208.45		\$65,208.45
Website design, management incl Facebook	\$41,347.10		\$41,347.10
Merchandising - t-shirts, rosettes, balloons, badges	\$3,543.15		\$3,543.15
Radio / TV production -	\$17,098.20		\$17,098.20
Call centre - Campaign Marketing, week before election	\$16,558.70		\$16,558.70
Party advertising (newspaper, radio, flyers) by candidates			
Whanganui electorate, A Davidson	\$2,767.53		\$2,767.53
Clutha Southland, D Nicolson	\$3,657.94		\$3,657.94
Hunua, I Cummings	\$1,610.00		\$1,610.00
Papakura, J Thompson	\$11,282.88		\$11,282.88
Nelson, P Hufflett	\$1,939.46		\$1,939.46
Tukituki, R Burnside	\$1,377.23		\$1,377.23
Whangarei, R Griever	\$5,932.34		\$5,932.34

Party Secretary Initial.

Total returned expense for A

Item description (incl name of advertiser, supplier, volume, duration size as appropriate)	AC1 NZ		
	\$0.00	%	\$0.00
	Total cost inc GST <small>(including production, design, composition, printing, publishing and postage)</small>	% apportioned for regulated period <small>(Enter number only - e.g. 25 for 25%)</small>	Returned expense for party <small>(e.g. \$50 000 * 25% = \$12 500 Enter \$6 000)</small>
Wairarapa, S Atkinson	\$1,209.75		\$1,209.75
Hamilton East, G Mallett	\$3,510.72		\$3,510.72
Invercargill, I Carline	\$5,922.50		\$5,922.50
Palmerston North, D Stratton	\$158.00		\$158.00
Rodney, B Houlbrooke	\$132.44		\$132.44
Waitaki, C Nichols	\$2,609.45		\$2,609.45
Tamaki, J Boscaawer	\$1,132.75		\$1,132.75
Wellington Centre, S Whittington	\$4,525.07		\$4,525.07

Party Secretary initial

Auditor Stamp/Initial



(Note: apportionment is permitted between the party and candidate/other party and for advertisements published both before and within the regulated period)

\$11,275.08

Total returned expense for B

[illegible]

Page 1 of 1

Auditor Stamp/Initial

Wm. Patton

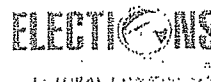
(Note: the only apportionment permitted is for advertisements published both before and within the regulated period)

Party Secretary Initial:

Well  
Wm. Parton

## D: Joint party and referendum advertisements

(Note: the only appointment permitted is for advertisements published both before and within the regulated period. The total costs of such advertisements are to be double counted - as both a party election expense and a referendum expense. See Part 8 of the Party Secretary Handbook 2011 General Election and Referendum).



Total D \$0.00

2011 party election expenses component

Party Name

Nil

Total returned expense for D

ACT NZ

[illegible]

Party Secretary Initial

Page 6 of 1

Auditor Stamp/Initials:

Wm. R. R. R.



13 March 2012

Mark Wilson

Wilson Partners Limited

PO Box 9583

Newmarket

Dear Mark,

**Letter of Representation for Party Election Expenses Return  
for the 2011 General Election**

This representation letter is furnished in connection with the return of party election expenses for the 2011 general election (return) by ACT New Zealand (Party) made in accordance with section 206I of the Electoral Act 1993 (Act) which has been audited by you in accordance with section 206L of the Act.

I understand that your audit was conducted in accordance with the relevant provisions of the Act and the Auditing Standards issued by the New Zealand Institute of Chartered Accountants.

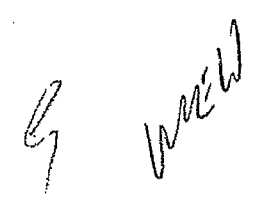
I confirm and take responsibility for the following representations after taking all reasonable steps to assure myself of them:

- 1 The return has been prepared in accordance with the relevant provisions of the Act.
- 2 I am responsible for establishing and maintaining a system of internal control designed to provide reasonable assurance as to the integrity and reliability of the return, I have done this, and all explanations or demonstrations of this to you have been complete and accurate.
- 3 All records, documents and accounts (records) have been kept by the Party (including subsidiary entities) and made available to you, and these materials will be retained in accordance with the requirements of the Act.
- 4 I have disclosed to you:
  - 4.1 any material transactions not disclosed in the records;
  - 4.2 the existence of all relevant agreements or activities relating to the Party's members of the previous Parliament, electorate candidates, subsidiary or closely connected political entities, third party promoters (whether registered or not), and other political parties (whether registered or not) or their electorate candidates;

*ACT New Zealand, PO Box 99651, Newmarket, Auckland 1149  
Phone: (09) 523 0470, Fax: (09) 523 0472, E-Mail: [info@act.org.nz](mailto:info@act.org.nz)*

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- 4.3 any alleged, suspected or proven illegal activity under the Act or other legislation potentially relevant to the return;
- 4.4 any outstanding disputed claims, matters with authorities, or planned or continuing litigation; and
- 4.5 the fact of, and results from, any assessment made by me that considered whether the records of the Party may be materially misstated or incomplete for any reason.
- 5 The return contains the total returnable election expenses of the party for the 2011 general election whether paid or incurred before, during, or after the regulated period. The return includes all expenses, including apportioned expenses, and irrespective of the source of funds or entity paying for the activities concerned, and irrespective of whether or not a party advertisement contained a promoter statement.
- 6 The return's contents have been determined by considering, in the following sequence, these questions and the relevant provisions of the Act:
- 6.1 Was the advertising undertaken by the party secretary, or with their authority? [section 206(1), definition of **election expenses**, paragraph (a)(ii)] (If no, advertising is not an election expense.)
- 6.2 If yes ... did the advertising constitute **publishing**? [section 3D, definition of **publish**; section 206(1), definition of **election expenses**, paragraph (a)(i)] (If no, advertising is not an election expense.)
- 6.3 If yes ... was that the publishing of a **party advertisement**? That is, did the advertisement encourage or persuade, or appear to encourage or persuade, voters to vote for the party, or against another party, or both? [section 3(1), definition of **party advertisement**; section 206(1), definition of **election expenses**] (If no, advertising is not an election expense.)
- 6.4 If yes ... was the advertising undertaken (or deemed to be undertaken) during the regulated period (from 26 August 2011 to 25 November 2011)? [section 3B, definition of **regulated period**; section 206(1), definition of **election expenses**, paragraph (a)(i)] (If no, advertising is not an election expense.)
- 6.5 If yes:
- 6.5.1 What expense was incurred in undertaking the advertising? [definition of **advertising expenses**, section 3E; definition of **election expenses**, section 206(1)]
- 6.5.2 What cost was involved in respect of the preparation, design, composition, printing, distribution, postage and publishing of the party advertisement? [section 3E(1)(a)(i)]
- 6.5.3 What was the reasonable market of any material used for or applied toward the party advertisement, including material
- 

provided free of charge, or below reasonable market value?  
[section 3E(1)(a)(ii)]

- 6.5.4 Was the advertisement a **joint party advertisement** [section 206CB], or a **joint party and candidate advertisement** [section 206CC]? (If yes, the costs can be apportioned based on coverage.)
- 6.5.5 Was the party advertisement a **joint election and referendum advertisement** (section 40 of the Electoral Referendum Act 2010) (If yes, the full cost of the advertisement must be counted as an election expense.)
- 6.6 Do any of the costs identified above fall within any of the expense exceptions? [section 3E(1)(b)]
- 6.6.1 The conduct of any survey or public opinion poll (other than push-polling)
- 6.6.2 Framework, other than a commercial framework, supporting a hoarding displaying the party advertisement
- 6.6.3 The labour of any person provided free of charge by that person
- 6.6.4 Replacement of election materials damaged in circumstances out of the party's control
- 6.6.5 Expenses, including running costs, of a vehicle used to display a party advertisement (provided payment was not made or promised) for the display of the advertisement on the vehicle
- 6.6.6 Allocations from the Electoral Commission of time and money for election broadcasting [definition of election expenses, section 206(1)(c)]

If yes, that specific cost is not an election expense.

- 7 I have sought, received, and hold in the Party's records assurances from, or on behalf of, any Party members of the previous Parliament that all party advertisements published, or election expenses incurred by those members of Parliament have been disclosed to me, with adequate supporting records, for inclusion in this return.

- 8 Where an apportionment of election expenses is given in the return:

- the basis of apportionment is appropriate, and has been properly applied and recorded, and
- the information contained in the Party's return is known to be consistent with that of the Party's electorate candidates, or the undertakings of other entities involved in the apportionment included in the records.

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WEL

- 9 Any and all misstatements you have identified during the course of your audit have been adjusted in the final return.
- 10 I have completed our own procedures, distinct from your audit processes, to evaluate the accuracy and completeness of the return.
- 11 The return is free of any material misstatements or omissions.

These representations are made in terms mutually agreed between us, and to supplement information obtained by you from the records of the Party and to confirm information given to you orally.

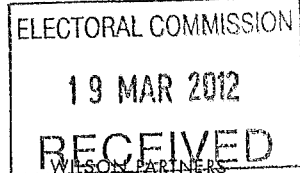
Yours sincerely,



Garry Mallett  
Party Secretary

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# WILSON PARTNERS



CHARTERED ACCOUNTANTS  
LEVEL 1, ON GAS HOUSE,  
103 CARITON GORE RD, NEWMARKET  
PO BOX 9583, NEWMARKET,  
AUCKLAND 1149, NEW ZEALAND  
TELEPHONE +64 9 524 8555  
FACSIMILE +64 9 524 8556

## Auditors' Report

### To the Electoral Commission

I have audited the Election Expenses Return of ACT New Zealand. The Election Expenses Return together with the Letter of Representation dated 13 March 2012, provides information about the election expenses incurred by ACT New Zealand in relation to the 2011 election. This information is stated to be in accordance with the Electoral Finance Act 2007.

### Party Financial Agent Responsibilities

The Party Financial Agent is responsible for the preparation and presentation of the Election Expense Return and the information contained therein, for the purposes of section 106 of the Electoral Finance Act 2007.

### Auditors' Responsibilities

It is my responsibility to express an independent opinion on the Election Expenses Return presented by the Party Financial Agent and report my opinion to the Chief Electoral Officer in accordance with section 106 of the Electoral Finance Act 2007.

### Basis of Opinion

An audit includes examining, evidence relevant to the amounts and disclosures in the Election Expenses Return.

I have conducted my audit in accordance with New Zealand Auditing Standards and Electoral Finance Act 2007. I have planned and performed the audit so as to obtain all the information and explanations which I considered necessary. I have obtained sufficient evidence to give reasonable assurance that the Election Expenses Return is free from material mis-statement, whether caused by fraud or error.

Other than in my capacity as auditor, I have no relationship with or interest in ACT New Zealand.

### Unqualified Opinion

In my opinion, the Election Expenses Return of ACT New Zealand, in respect to the 2011 Election:-

- The total election expenses do not exceed the maximum amount prescribed by Section 98 of the Electoral Finance Act 2007; and
- The position stated on the Election Expenses Return is correct.

My audit was completed on 19 March 2012 and my unqualified opinion is expressed as at that date.

Mark Wilson  
Chartered Accountant