



Party Election Expense Return 2011 General Election

Amended Return

Party
Name

CONSERVATIVE PARTY OF NEW ZEALAND

Party
Secretary
Name

Kevin Stitt

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:

16/04/2012

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

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

CONSERVATIVE PARTY OF NEW ZEALAND

Did you contest the party vote?	Answer Yes or No	Yes	"Yes" = \$1,065,000	\$0.00
Number of electorate candidates for the party		52	Number * \$25,000	\$1,065,000.00
				\$1,300,000.00
				\$0.00
Expenditure limit (incl GST)			Total	\$2,365,000.00

Summary

Total expenditure returned (incl GST)			\$0.00
If you do not have any expenses to declare answer Nil <div style="border: 1px solid black; width: 150px; height: 20px; display: inline-block; vertical-align: middle;"></div>			
Part A	Party advertisements promoted solely by the party	Total A	\$1,849,961.08
Part B	Apportionment of party advertisements shared with candidates or another party or parties	Total B	\$28,525.40
Part C	Authorised party advertisements promoted by candidate or third party promoters	Total C	Nil
Part D	Joint party and referendum advertisements	Total D	Nil
			\$0.00
Total		Total A to D	\$1,878,486.48

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)

Party Secretary Initial		Auditor Stamp/Initial	
----------------------------	--	--------------------------	--

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****Total returned expense for A**

Party Name		\$1,849,961.08	
CONSERVATIVE PARTY OF NEW ZEALAND			
		\$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)
Western Mailing - Letter mailouts	\$59,501.18		\$59,501.18
Benfitz - flyers and mailing	\$20,281.40		\$20,281.40
Kale Print - letter mailouts	\$84,884.95		\$84,884.95
Colour Mania - letter mailouts	\$36,322.75		\$36,322.75
Mailout from HQ - Post Shop charges bulk mailing	\$29,611.00		\$29,611.00
Aidemedia Profile Billboards - October lease	\$25,558.75		\$25,558.75
Aidemedia Profile Billboards - November lease	\$37,438.25		\$37,438.25
Total Signs Solutions - Coreflute sign production	\$14,288.75		\$14,288.75
Benfitz - Coreflute signs	\$34,411.45		\$34,411.45
Benfitz - Coreflute signs	\$2,409.25		\$2,409.25
Ribbons Plus - Rosettes etc	\$1,042.37		\$1,042.37
Admail - Brochure delivery	\$5,637.30		\$5,637.30
Digitech Services - Teeshirts, balloons etc	\$4,597.02		\$4,597.02
Brightsparks - Teeshirts, balloons etc	\$3,084.07		\$3,084.07
Able Promo - Teeshirts, pens etc	\$1,553.79		\$1,553.79
Damien Tauri - Website design	\$2,000.00		\$2,000.00
CMYK Signs - Party Vote Stickers	\$310.50		\$310.50
Autocue - Phone calling	\$900.00		\$900.00
ZenithOptimedia - National distribution of printed brochures	\$10,814.54		\$10,814.54
ZenithOptimedia - National distribution of printed brochures	\$9,910.13		\$9,910.13
ZenithOptimedia - National distribution of printed brochures	\$21,913.71		\$21,913.71
ZenithOptimedia - National distribution of printed brochures	\$10,296.81		\$10,296.81
ZenithOptimedia - National distribution of printed brochures	\$10,296.81		\$10,296.81
ZenithOptimedia - Insertion of brochures in National Newspapers	\$116,990.59		\$116,990.59
ZenithOptimedia - Insertion of brochures in National Newspapers	\$134,868.39		\$134,868.39
ZenithOptimedia - Insertion of brochures in National Newspapers	\$133,570.73		\$133,570.73

Party Secretary Initial: 

Total returned expense for A

	CONSERVATIVE PARTY OF NEW ZEALAND		
	\$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)
ZenithOptimedia - Insertion of brochures in National Newspapers	\$134,868.39		\$134,868.39
ZenithOptimedia - Insertion of brochures in National Newspapers	\$129,629.16		\$129,629.16
ZenithOptimedia - Auck Community Newspapers online broch upload	\$5,060.00		\$5,060.00
ZenithOptimedia - Farming Mag inserts - Country-Wide	\$1,978.00		\$1,978.00
ZenithOptimedia - Farming Mag inserts - Dairy Exporter	\$1,978.00		\$1,978.00
ZenithOptimedia - Allied Press Farming inserts	\$2,853.20		\$2,853.20
ZenithOptimedia - Printing 12pg WDYRW brochure x 1,940,855	\$280,621.85		\$280,621.85
ZenithOptimedia - Printing 4pg You Were Right broch x 2,283,305	\$69,977.59		\$69,977.59
ZenithOptimedia - Printing 4pg Weak Strong broch x 2,341,605	\$75,855.79		\$75,855.79
ZenithOptimedia - Printing 4pg Foreshore & Seabed brochx2,363,550	\$75,855.79		\$75,855.79
ZenithOptimedia - Printing 8pg Truth or Lies broch x 2,279,655	\$146,661.80		\$146,661.80
ZenithOptimedia - Printing 8pg ETS Broch x 71,500	\$9,718.65		\$9,718.65
ZenithOptimedia - Printing extra You Were Right x 80,000	\$7,529.63		\$7,529.63
ZenithOptimedia - Printing extra ETS x 70,000	\$14,904.00		\$14,904.00
ZenithOptimedia - Printing extra ETS x 40,000	\$8,470.44		\$8,470.44
ZenithOptimedia - Printing extra WDYRW x 50,000	\$15,249.00		\$15,249.00
NZ Herald Election Guide - full page colour	\$8,697.22		\$8,697.22
NZ Herald - Front Page solus strip 6x10 (60mm x 360mm)	\$9,907.48		\$9,907.48
NZ Herald - Pg 3 solus - 16x10 (60mm x 376mm)	\$7,719.17		\$7,719.17
Auckland Community Newspapers online broch upload	\$5,060.00		\$5,060.00
Sunday Star Times - Pg 3 solus 14x10 (140mm x 376mm)	\$9,663.86		\$9,663.86
Otago Daily Times - Pg 5 6x10 colour	\$1,150.89		\$1,150.89
The Southland Time - Pg 3 16x10 colour	\$3,164.80		\$3,164.80
Farmers Weekly - Half Page Colour	\$2,898.00		\$2,898.00
Epoch Times - Colour	\$1,760.00		\$1,760.00
Challenge Weekly - Colour	\$822.25		\$822.25
Baptist - Colour	\$862.50		\$862.50
NZ News Online - Banner advert	\$885.55		\$885.55
Skykiwi PAJ Holding - Banner Advert	\$1,840.00		\$1,840.00
ITBank Web Development - production of banner	\$575.00		\$575.00
Local Matters - Party Ad in election Issue	\$497.95		\$497.95
Wentforth Press - Business Cards	\$750.63		\$750.63

Party Secretary Initial: 

Total returned expense for A

	CONSERVATIVE PARTY OF NEW ZEALAND		
	\$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)

Party Secretary Initial:

Auditor Stamp/Initial


 PKFRM
 AUDIT

MDR

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

\$28,525.40

CONSERVATIVE PARTY OF NEW ZEALAND

Party Secretary Initial:

Auditor Stamp/Initial



MDR

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

Nil

CONSERVATIVE PARTY OF NEW ZEALAND

[illegible]

PKFRM
AUDIT

Auditor Stamp/Initial

(Note: the only apportionment 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 6 of the Party Secretary Handbook - 2011 General Election and Referendum).

Nil

CONSERVATIVE PARTY OF NEW ZEALAND

Party Secretary Initial:

PKFRM
AUDIT

MDR



AUDITOR'S REPORT

To the Party Secretary of the Conservative Party of New Zealand

We have audited the Party Election Expense Return (the "Return") prepared for the Conservative Party of New Zealand (the "Party") in respect of the 2011 General Election. The Return provides information about party election expenses incurred by the Party.

Party Secretary's Responsibilities

The Party Secretary, as defined under Section 3 of the Electoral Act 1993 ("the Act"), is responsible for the preparation of a Return which correctly presents the Party's election expenses incurred for the period to 25 November 2011 in accordance with the Act.

Auditors' Responsibilities

Section 206L of the Act requires us to express an independent opinion on the position shown by the Return in respect of the requirement that the Party's election expenses not exceed the maximum amount prescribed by Section 206C of the Act.

Basis of Opinion

An audit includes examining, on a test basis, evidence relevant to the amounts disclosed in the Return.

We conducted our audit in accordance with New Zealand Auditing Standards except that our work was limited as explained below. We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to obtain reasonable assurance that the Return is free from material misstatement, whether caused by fraud or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the Return as required by the Act.

Other than in our capacity as auditor, we have no relationship with or interests in the Party.

Qualified Opinion

The scope of our work was limited in that:

- we were unable to assess the extent to which Party advertising expenses may have been incurred at an electorate candidate or branch level;
- we were unable to verify the percentages applied to apportion advertising expenses benefitting both the Party and a candidate (i.e. "shared" party advertisements);
- we were unable to assess the extent to which Party advertisements may have been provided at no cost, or for less than market value.

These limitations in our audit scope are such that we are unable to assess the overall completeness of the election expenses reported in parts A to D of the Return.

Hence we are unable to form an opinion as to whether the Return has included all election expenses and hence as to whether the stated position, that the Party's election expenses do not exceed the maximum amount prescribed by Section 206C, is correct.

In these respects alone we have not obtained all the information and explanations that we have required.

Our audit was completed on 26 April 2012 and our qualified opinion is expressed as at that date.

PKF Ross Melville Audit