



COMPLETING THE RETURN

Only registered promoters for the 2017 general election who spend more than \$100,000 (inclusive of GST) on election expenses for advertising published during the regulated period (23 June to 22 September 2017) must file a return of election expenses with the Electoral Commission.

CHECKLIST

Step 1 completed

Details of election expenses completed

Declaration signed and dated

FILING THE RETURN

Where you have completed the return electronically you will need to print the return so that it can be signed and dated by or on behalf of the registered promoter.

The deadline for filing the return with the Electoral Commission is 5pm, 23 January 2018.

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.

DECLARATION

Step 1

Promoter's name:

Hobson's Pledge Trust

Promoter's representative:

Sarah Taylor

Enter name of promoter's duly authorised representative if the registered promoter is not an individual or company.

Step 2

I declare that to the best of my knowledge this return, filed pursuant to section 206ZC of the Electoral Act 1993, is an accurate record of the election expenses incurred by the registered promoter or on the registered promoter's behalf for the 2017 general election and is not false in any material particular.

Signature

S Taylor

DATE: DD / MM / YYYY

3 - 11 - 2017

The return must be signed by the registered promoter or where the registered promoter is not an individual or company the authorised representative of the registered promoter.

Further information on third party expenses is available in the *Electoral Commission's - Third Party Handbook*

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 free or below reasonable market value.

Instructions on how to complete the return

You should include all election expenses incurred in relation to election advertisements promoted by the registered promoter that were published, or continued to be published, during the regulated period for the general election (23 June to 22 September). A registered promoter's election expenses must not exceed \$315,000 (including GST) during the regulated period.

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 the regulated period.

There is no apportionment between a third party and a candidate and/or party. Total costs of such advertisements are counted as both a party/candidate election expense and a third party election expense.

The description of the item should be sufficient to identify where and when it was published. Where the advertisement encourages or persuades voters to vote for one or more identifiable candidate or party you should also provide the name of the candidate(s) and/or party(ies).

TOTAL \$254,114.77

Item description Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate	Candidate or party expenses	Value \$0.00 (including GST)
EXAMPLE: Flier: 30 June to 10,000 households Featuring the Growth Party	Paul Smith, Growth Party	\$400.00
Padded Sell Ltd Creative marketing	Hobson's Pledge Trust	8,625.00
Partisan Advertising Graphic design meeting	Hobson's Pledge Trust	172.50
Partisan Advertising Business cards	Hobson's Pledge Trust	310.50
Partisan Advertising Billboards Auckland materials	Hobson's Pledge Trust	1,943.50
Partisan Advertising Marketing fees May	Hobson's Pledge Trust	10,062.50
Partisan Advertising Corflute signs manufacture & delivery	Hobson's Pledge Trust	509.68
Partisan Advertising E-local graphic design	Hobson's Pledge Trust	632.50
Partisan Advertising Rotorua meeting	Hobson's Pledge Trust	1,779.05
Partisan Advertising P North meeting	Hobson's Pledge Trust	2,153.95
Partisan Advertising Billboard Hall & Kent Hamilton	Hobson's Pledge Trust	2,875.30
Partisan Advertising Pukekohe meeting	Hobson's Pledge Trust	3,452.30
Partisan Advertising Billboards Auckland/Wellington	Hobson's Pledge Trust	7,041.45
Partisan Advertising E-marketing program, NZH, Stuff, WhaleOil & I	Hobson's Pledge Trust	8,434.10
Partisan Advertising Marketing fees Jun	Hobson's Pledge Trust	10,062.50
Go Media Billboard Mill Street Hamilton	Hobson's Pledge Trust	2,121.75
e-Local Pukekohe meeting	Hobson's Pledge Trust	2,846.25
Partisan Advertising Print media ODT Jul	Hobson's Pledge Trust	5,951.25
Partisan Advertising Billboards Auckland/Chch July	Hobson's Pledge Trust	8,446.75
Partisan Advertising Marketing fees Jul	Hobson's Pledge Trust	10,062.50
Partisan Advertising E-marketing WhaleOil, Kiwiblog, programmatic	Hobson's Pledge Trust	19,236.63
Meeting travel expenses	Hobson's Pledge Trust	240.72
Partisan Advertising Twitter account	Hobson's Pledge Trust	322.00
Partisan Advertising Billboard Hall & Kent Hamilton	Hobson's Pledge Trust	2,587.50
Go Media Billboard Mill St Hamilton	Hobson's Pledge Trust	1,150.00
Partisan Advertising Billboards Auckland/Chch Aug	Hobson's Pledge Trust	8,510.00
Partisan Advertising Marketing fees Aug	Hobson's Pledge Trust	10,062.50
Partisan Advertising E-marketing WhaleOil, Kiwiblog	Hobson's Pledge Trust	20,796.31
Partisan Advertising Print media SST, HOS, ODT Jun/Jul	Hobson's Pledge Trust	21,850.00
Partisan Advertising Corflute signs manufacture & delivery	Hobson's Pledge Trust	5,588.67

Item description Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate	Candidate or party expenses	Value \$0.00 (including GST)
Partisan Advertising Greypower advertisement	Hobson's Pledge Trust	86.25
WBP GreyPower Magazine Sep	Hobson's Pledge Trust	4,324.00
Partisan Advertising Corflute signs	Hobson's Pledge Trust	1,583.23
Partisan Advertising Billboard Hall & Kent Hamilton	Hobson's Pledge Trust	4,013.50
E-Local Sep 17	Hobson's Pledge Trust	776.25
Partisan Advertising Billboard Hall & Kent Hamilton	Hobson's Pledge Trust	2,932.50
Partisan Advertising Marketing fees Sep	Hobson's Pledge Trust	10,062.50
Partisan Advertising Billboards Auckland	Hobson's Pledge Trust	13,687.62
Partisan Advertising E-marketing Stuff, NBR	Hobson's Pledge Trust	16,007.71
Partisan Advertising Print media SST, HOS,ODT Sep	Hobson's Pledge Trust	21,850.00
Facebook - boosting	Hobson's Pledge Trust	119.89
Facebook - boosting	Hobson's Pledge Trust	129.53
Nationbuilder Website hosting fees to 23/08/2017	Hobson's Pledge Trust	57.69
Nationbuilder Website hosting fees to 23/09/2018	Hobson's Pledge Trust	48.52
PMP Limited flyer	Kym Koloni, New Zealand First, Northcote	607.92