

# Party Expenses Return for the 2023 General Election

## DECLARATION

### 1. Party name:

New Zealand First

### Party secretary name:

Holly Howard

### 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

35

Number \$32,600

\$ 1,141,000.00

Expenditure limit (incl GST)

Total

\$ 2,529,000.00

### 3. TOTAL PARTY ELECTION EXPENSES

**Part A:** Party advertisements promoted solely by the party

\$ 1,310,440.61

**Part B:** Party advertisements shared with candidates or other parties

\$ 109,281.55

**Part C:** Authorised party advertisements promoted by third parties

\$ 93,358.20

Total (A + B + C)

\$ 1,513,080.37

### 4. PARTY BROADCASTING ALLOCATION

TOTAL ALLOCATION TO THE PARTY:

\$173,483.00

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

\$ 152,702.97

**Part E:** Party and candidate shared allocation expenses

\$ 0.00

**Part F:** Candidate only allocation expenses

\$ 0.00

Total (D + E + F)

\$ 152,702.97

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

13-02-2024

## 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** (with 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](mailto: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](http://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**

**\$ 1,310,440.61**

Item description	Value \$0.00 (inc GST)
Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate	
<i>EXAMPLE: Display Billboards Ltd. 13/09/2023 - 13/10/2023: 3 x Billboards; 2000mm x 1000mm</i>	\$1,200
Allied Press - Print advertising for various public meetings and Party Vote ads across allied press print publications and ODT Online.	\$ 26,850.54
The Ashburton Guardian - 3x Print ads, 24, 26, 29 August	\$ 1,552.50
Bad Boys Graphix, banners and car magnets	\$ 413.89
BOP Business Publications - Ad in GreyPower National members magazine Issue 55, Sep 2023	\$ 1,380.00
Breeze Publications - Full page Advert	\$ 1,472.00
Dynamic Gifts - 10x Blade flags with base	\$ 2,205.01
ELocal - Full page display ad, issue 271	\$ 2,000.00
Gisborne Herald - 1/4 Page print ads & digital ads and banners Aug - Oct	\$ 15,851.60
Hortons Signs - Hoardings	\$ 58,926.00
Infinity Media Group - Smooth FM Online advertising casual spots	\$ 1,163.78
Integrity Community Media - 6x print ads in The Kaipara Lifestyler, Sep and Oct.	\$ 3,095.80
Kiaz Limited - T-shirts and Polos	\$ 644.00
Local Matters, print ads in Mahurangi Matters and Hibiscus Matters x8	\$ 4,399.90
Lumo Digital Outdoor - Billboards in 40 Locations 21 Aug - 13 Oct	\$ 172,500.00
Marlborough Media - 20x Print ads, various sizes. Sep and Oct.	\$ 11,644.84
Media North, Print Advertising 3x half page ads	\$ 1,449.00
Morrinsville community News, Print advertising, 7x 1/4 Pages	\$ 1,880.25
The Epoch Times, 3x ads in print publication	\$ 2,691.00
North Harbour Signs, campaign hoardings for nationwide distribution	\$ 34,877.05

<p style="text-align: center;"><b>Item description</b></p> <p style="text-align: center;">Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate</p>	<p style="text-align: center;"><b>Value \$0.00 (inc GST)</b></p>
NZME Party vote advertising across various publications, digital and print from July to Oct	\$ 212,474.18
Punake & Coastal News, Print advertising	\$ 759.52
Pure SEO, Social media chanel management, advertng placements and posting of digitasl ads	\$ 134,550.00
Reach Media, flier delivery in various locations	\$ 7,122.79
River City Press, Print advertng. Public meeting and party vote ads	\$ 1,587.00
Rossets and Ribbons, Party branded rossettes	\$ 1,553.65
Star Media, 12x print ads	\$ 6,923.00
Stuff, advertising across various publications during the regulated period	\$ 184,247.60
Sun Media, Print advertng in the Weekend sun x7	\$ 6,778.10
Tarana, rova advertng	\$ 39,034.05
Tell My Story, design, video filming and editing, brand development, including socail content and TV commerical	\$ 181,888.58
The Beacon Printing, Print advertising across Whakatane and Opotiki, Page 3 2x8	\$ 8,728.78
The Blenheim Sun, Print advertng package for public meeting and party vote ads x6	\$ 5,298.86
The business Finder, Whangaparoa Digital billboard 30Aug - 30Sep	\$ 799.25
The Platform, Online advertng, Party Vote campaign	\$ 11,327.50
The Print Company, Banners, signs, business cards and Fliers (including candidate packs).	\$ 55,561.00
TVNZ, 11/09 - 13/10 on demand advertising	\$ 30,474.95
Valley Media Limited, 1/2 Page sept 20	\$ 738.30
Wairarapa Times Age, 22x Print advertngs 1/2 and 1/4 Pagern	\$ 9,481.06
Waitomo News, x3 ad sets King country news 1/4 pages	\$ 2,322.24
Wellington Suburban News 7x print ads, public meetings and party vote	\$ 4,453.95
LinkedIn Digital advertising 15/9/23 - 10/10/23	\$ 4,912.97
Microsoft Digital Advertising 26/09/23 - 13/10/23	\$ 4,121.68
Google Digital advertising 6/9/23-13/9/23	\$ 50,304.44

**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)**

**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)**



**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)**

**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**

**\$ 109,281.55**

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)
<i>EXAMPLE: Display Billboards Ltd: 13/09/2023 - 13/10/2023: 3 x billboards: 2000mm x 1000mm, Candidates: M Brown, Growth Party &amp; T Smith, National Party</i>	\$1,200.00	100%	\$1,200.00
Candidate:Shane Jones. J Leef, Video production 21/6/23 - for use during campaign	\$ 2,500.00	10%	\$ 250.00
Candidate:Shane Jones. J Leef, Video production 6/7/23	\$ 1,725.00	10%	\$ 172.50
Candidate:Shane Jones. Printing.com, Flyers for Mangonui Public Meeting 6/7/23 IN 64211	\$ 181.57	50%	\$ 90.78
Candidate:Shane Jones. Warehouse stationary. A4 posters for Mangonui Public Mtg 10/7/23	\$ 100.00	50%	\$ 50.00
Candidate:Shane Jones. C & W Zielinski, Campaign Tshirts 11/7/23 IN S1222624	\$ 1,863.00	10%	\$ 186.30
Candidate:Shane Jones. The Print Company, Corflutes and Flyers 12/7/23 IN I05077	\$ 414.00	50%	\$ 207.00
Candidate:Shane Jones. Jeff Oliver Print Ltd, Flyers for Maungaturoto Public Meeting 13/7/23 IN 98594	\$ 187.91	50%	\$ 93.95
Candidate:Shane Jones. Printing.com, Flyers for Opononi Public Meeting 19/7/23 IN 64258	\$ 258.62	50%	\$ 129.31
Candidate:Shane Jones. Stuff Ltd, Advertising for Opononi public meeting 19/7/23 IN 11214	\$ 222.64	50%	\$ 111.32
Candidate:Shane Jones. Trade Workwear & Safety, 10x Jackets 24/7/23 IN 223319	\$ 2,047.58	90%	\$ 1,842.82
Candidate:Shane Jones. Reach Media, Flyers to Maungaturoto area letterboxes 25/7/23 IN 25072023	\$ 375.00	80%	\$ 300.00
Candidate:Shane Jones. Warehouse Stationary, Print Maungaturoto A4 Posters 26/7/23 006	\$ 100.00	50%	\$ 50.00
Candidate:Shane Jones. Printing.com, Flyers for Kaitaia Public Meeting 1/8/23 IN 75211	\$ 155.12	50%	\$ 77.56
Candidate:Shane Jones. Franknsignz, Car sign writing 2/8/23 IN 8977	\$ 966.00	50%	\$ 483.00
Candidate:Shane Jones. Integrity, Northern Farming Lifestyles ad 2/8/23 IN 124992	\$ 596.85	40%	\$ 238.74
Candidate:Shane Jones. NZM, Various public meetings 8/8/23 IN 36265622	\$ 310.50	50%	\$ 155.25
Candidate:Shane Jones. North Harbour Signs, hoardings 14/8/23, IN 5255, 5256	\$ 5,865.00	50%	\$ 2,932.50





<b>Item description</b> 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	<b>Total cost (inc GST)</b> Including preparation, design, composition, printing, publishing and postage	<b>% apportioned as party expense</b>	<b>Value \$0.00 (inc GST)</b>
Candidate:Shane Jones. Frankensignz, Van sign writing 15/8/23 IN 9014	\$ 925.75	50%	\$ 462.88
Candidate:Shane Jones. Printing.com, Flyers and posters for Russel public meeting 15/8/23 IN75288	\$ 198.82	50%	\$ 99.41
Candidate:Shane Jones. Integrity 28/8/23 IN 125857	\$ 596.99	50%	\$ 298.50
Candidate:Shane Jones. Stuff Ltd, Online Advertising 30/8/23	\$ 1,012.00	50%	\$ 506.00
Candidate:Shane Jones. Jeff Oliver Print Ltd, Kerikeri Flyers 1/9/23 IN 98977	\$ 188.60	50%	\$ 94.30
Candidate:Shane Jones. NZME, Advertising for various public meetings 4/9/23 IN 36341301	\$ 986.70	50%	\$ 493.35
Candidate:Shane Jones.Russell Lights Newspaper, Russell public meeting advertising 4/9/23 IN IN 0305	\$ 150.00	50%	\$ 75.00
Candidate:Shane Jones. Stuff Ltd, Northern News for 14 and 28 September 5/9/23 IN 23513	\$ 445.28	50%	\$ 222.64
Candidate:Shane Jones. Halvo Signs, orange sticker placed on cars to advertise Kerikeri Public Meeting 6/9/23 IN 9024	\$ 460.00	50%	\$ 230.00
Candidate:Shane Jones. Mangawhai Focus, 7 Aug Issue ROP ad-two tick campaign and Front Page 21 Aug Issue ad-two tick campaign 11/9/23 IN 3503	\$ 770.50	50%	\$ 385.25
Candidate:Shane Jones. Integrity, Kaipara Lifestyler: two-tick campaign ad, 19 Sept issue 25/9/23 IN 127068	\$ 414.50	50%	\$ 207.25
Candidate:Shane Jones. Integrity, Kaipara Lifestyler: two-tick campaign ad, 26 Sept issue 25/9/23 IN 127 230	\$ 414.50	50%	\$ 207.25
Candidate:Shane Jones. NZME, one print ad 2/10/2023, IN 36423230	\$ 310.55	50%	\$ 155.28
Candidate:Shane Jones. NZME, Two tick campaign. NZ Herald Online. Northern Advocate and Northland Age Print iHeart Digital Radio ad. 2/10/23 IN 36427960	\$ 4,539.32	50%	\$ 2,269.66
Candidate:Shane Jones. Mangawhai Focus, Sept 4 and 18 placements 2/10/23 IN 3534	\$ 655.50	50%	\$ 327.75
Candidate:Shane Jones. SB Group. Reach media, partial delivery of fliers	\$ 7,581.86	90%	\$ 6,823.67
Candidate:Shane Jones. SB Group. Juno Limited. Website for 7 days, advert design, flyer design	\$ 828.00	90%	\$ 745.20
Candidate:Shane Jones. SB Group. NZME Northern Age, Northern Advocate print	\$ 3,701.00	50%	\$ 1,850.50
Candidate: Michelle Warren. NZF Campaign Pack - Supplier, The Print Company. Pull Ups, Fliers, Business Cards	\$ 3,000.00	80%	\$ 2,400.00
Candidate: JackieFarrelly. NZF Campaign Pack - Supplier, The Print Company. Pull Ups, Fliers, Business Cards	\$ 1,000.00	80%	\$ 800.00
Candidate: Jenny Marcroft. NZF Campaign Pack - Supplier, The Print Company. Pull Ups, Fliers, Business Cards	\$ 3,000.00	80%	\$ 2,400.00
Candidate: Jenny Marcroft. North Harbour Signs IN5329. Hoardings	\$ 412.50	80%	\$ 330.00
Candidate: Mark Arneil. Vast Billboards: IN 1287 Moorhouse Ave: 1 x Party Vote Billboard with Winston Peters & Mark Arneil photo and 3 Party Vote only billboards 18 Sept - 8 October	\$ 6,325.00	90%	\$ 5,692.50
Candidate: Mark Arneil. Star Media IN664032 1 x Party Vote 1/8 Page Banner ad with Winston Peters & Mark Arneil photo	\$ 1,380.00	50%	\$ 690.00
Candidate: Mark Arneil. Star Media IN 664584 1 x 1/8 Page Banner ad with generic Canterbury Candidates email address	\$ 1,380.00	50%	\$ 690.00
Candidate:Shane Wiremu. Vast Billboards: IN1287 Linwood and Ferrymead: 2 x Party Vote Billboard with Winston Peters & Shane Wiremu photo 18/9 - 8/10	\$ 3,450.00	50%	\$ 1,725.00
Candidate:Shane Wiremu. Star Media IN665195 1 x Party Vote 1/8 Page Banner ad with Winston Peters & Shane Wiremu photo	\$ 1,380.00	50%	\$ 690.00
Candidate: Caleb Ansell. NZME Print ads 07/09, 21/09	\$ 736.00	50%	\$ 368.00

<b>Item description</b> 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	<b>Total cost (inc GST)</b> Including preparation, design, composition, printing, publishing and postage	<b>% apportioned as party expense</b>	<b>Value \$0.00 (inc GST)</b>
Candidate: Caleb Ansell. The Valley Profile, 1/8 Page ads 06/09, 20/09, 04/10	\$ 534.75	50%	\$ 267.38
Candidate: Caleb Ansell. The Informer, 1/8 Page Ads 05/09, 19/09, 03/10	\$ 281.75	50%	\$ 140.88
Candidate: Caleb Ansell NZF Campaign Pack (Signs, banners, fliers, business cards) Via the Print Company	\$ 1,000.00	80%	\$ 800.00
Candidate :William Arnold, NZF Campaign Pack (Signs, banners, fliers, business cards) Via the Print Company	\$ 1,000.00	80%	\$ 800.00
Candidate: Helma Vermulen, NZF Campaign pack (Signs, banners, fliers, business cards) Via the Print Company	\$ 3,000.00	80%	\$ 2,400.00
Candidate: Helma Vermulen, Morrie Gibbons Signs, Vehicle Wrap	\$ 1,482.99	80%	\$ 1,186.39
Candidate: Helma Vermulen, Stuff. Flier deliver	\$ 1,540.77	80%	\$ 1,232.62
Candidate: Keegna Langeveld, NZF Campaign pack (Signs, banners, fliers, business cards) Via the Print Company	\$ 1,000.00	80%	\$ 800.00
Candidate: Robert Ballentyne NZF Campaign pack (Signs, banners, fliers, business cards) Via the Print Company	\$ 1,000.00	80%	\$ 800.00
Candidate: Robert Ballentyne IN1287 Ashburton 1x Party Vote billboard featuring candidate and leader	\$ 1,725.00	80%	\$ 1,380.00
Candidate: Taylor Arneil, NZF Campaign pack (Signs, banners, fliers, business cards) Via the Print Company	\$ 3,000.00	80%	\$ 2,400.00
Candidate: Gavin Benny - NZF Camapign Pack (the Print Company) Fliers, Banners, Signs.	\$ 3,000.00	80%	\$ 2,400.00
Candidate: Gavin Benny - Frankensignz Whangarei, Vehicle signwriting 27/8/23	\$ 626.75	50%	\$ 313.38
Candidate: Gavin Benny - Bream Bay News, Print Advertising 1/9/23	\$ 385.50	50%	\$ 192.75
Candidate: Gavin Benny - Speedy Signs Whangarei, 50x Hoardings 5/9/23	\$ 2,875.00	50%	\$ 1,437.50
Candidate: Gavin Benny - Facebook adverting, boosting various september posts 23/8/23	\$ 100.80	50%	\$ 50.40
Candidate: Gavin Benny - Speedy Signs Whangarei, Hoardings 5/9/23	\$ 1,150.00	50%	\$ 575.00
Candidate: Gavin Benny - Speedy Signs Whangarei, additional signage 5/9/23	\$ 1,619.20	50%	\$ 809.60
Candidate: Gavin Benny - Business finder, electronic billboard Whangarei 27/9/23	\$ 1,943.50	50%	\$ 971.75
Candidate: Gavin Benny - Bream Bay News, Print advertising 21/10/23	\$ 265.10	50%	\$ 132.55
Candidate: Gavin Benny - Janice Watt, Fast Flier deliver 21/10/23	\$ 1,300.00	50%	\$ 650.00
Candidate: Gavin Benny - Speedy Signs Whangarei, Fliers 21/10/23	\$ 230.00	50%	\$ 115.00
Candidate: Gavin Benny - NZME, Print Advertising 23/10/23	\$ 994.02	50%	\$ 497.01
Candidate: Gavin Benny NZME, Print Advertising Sept 23	\$ 265.10	50%	\$ 132.55
Candidate: Gavin Benny Facebook advertising, post posting in september	\$ 66.97	50%	\$ 33.48
Candidate Shane Jones, Meta digital Advertising	\$ 32.74	50%	\$ 16.37
Candidate: Robert Monds NZF Campaign Pack (Signs, banners, fliers, business cards) Via the Print Company	\$ 1,000.00	80%	\$ 800.00
Candidate: Andy Foster NZF Campaign Pack (Signs, banners, fliers, business cards) Via the Print Company	\$ 1,000.00	80%	\$ 800.00

<b>Item description</b> 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	<b>Total cost (inc GST)</b> Including preparation, design, composition, printing, publishing and postage	<b>% apportioned as party expense</b>	<b>Value \$0.00 (inc GST)</b>
Candidate: Jamie Arbuckle NZF Campaign Pack (Signs, banners, fliers, business cards) Via the Print Company	\$ 3,000.00	80%	\$ 2,400.00
Candidate: Jamie Arbuckle Additional hoardings paid to NZF for north harbour signs IN 5255	\$ 600.00	80%	\$ 480.00
Candidate: Jamie Arbuckle Flier deliver, Jade Davies, Blenheim north IN1142	\$ 204.00	80%	\$ 163.20
Candidate: Jamie Arbuckle Flier deliver, Jade Davies, Blenheim north IN1142	\$ 220.00	80%	\$ 176.00
Candidate: Casey Costello, Meta Ireland Facebook ads	\$ 1,938.26	50%	\$ 969.13
Candidate: Casey Costello North harbour signs IN5286 Hoardings	\$ 1,180.00	50%	\$ 590.00
Candidate: Casey Costello North harbour signs IN003 Mixed hoardings IN5255	\$ 4,200.00	50%	\$ 2,100.00
Candidate: Casey Costello NZFirst Hats tshirts rosettes	\$ 1,304.00	50%	\$ 652.00
Candidate: Anne Pala NZF Campaign Pack (fliers, signs, banners, business cards)	\$ 1,000.00	80%	\$ 800.00
Candidate: Lee Donoghue NZF Campaign Pack via the print company (fliers banners, signs and business cards)	\$ 3,000.00	80%	\$ 2,400.00
Candidate: Lee Donoghue Wellington Suburban newspaper	\$ 310.50	80%	\$ 248.40
Candidate: Lee Donoghue Vehicle Signwriting	\$ 659.47	80%	\$ 527.58
Candidate :Erika Harvey 1/4 Page BOP Business news - Advertising in the BOP Business News, September 2023 issue	\$ 759.00	80%	\$ 607.20
Candidate :Erika Harvey 40 Corflutes Election Signs @ 1830x1220x3mm from Sign creations	\$ 3,488.18	80%	\$ 2,790.54
Candidate :Erika Harvey Billboard advert on site AS5 Marsh Street. ad 20th September to 13th October 2023	\$ 3,593.75	80%	\$ 2,875.00
Candidate :Erika Harvey NZF Campaign Pack via the print company (fliers banners, signs and business cards)	\$ 3,000.00	80%	\$ 2,400.00
Candidate :Erika Harvey 10 Corflutes Election Signs @ 1830x1220x3mm from Sign Creations	\$ 828.00	80%	\$ 662.40
Candidate :Erika Harvey Weekend Sun print ad - 29/09/23 18x3	\$ 724.50	80%	\$ 579.60
Candidate :Erika Harvey Full Page Ad in NZME BOP Times Party Vote - 9/10	\$ 1,552.50	80%	\$ 1,242.00
Candidate :Erika Harvey 2 Full page ads in NZME BOP TIMES Party Vote 30/9	\$ 2,933.16	80%	\$ 2,346.53
Candidate :Erika Harvey Attention Seekers - Artwork for Billboard on AS5 Marsh Street Site	\$ 1,265.00	80%	\$ 1,012.00
Candidate :Erika Harvey Ads 1/10 SunMedia - Sponsored Content Article	\$ 1,380.00	80%	\$ 1,104.00
Candidate :Erika Harvey NZME Full Page Ad in BOP TIMES 3/10	\$ 1,955.44	80%	\$ 1,564.35
Candidate :Erika Harvey Strategic Marketing with Tuscany Agency, including compilation of sponsored content articles, and ad placement.	\$ 2,935.37	80%	\$ 2,348.30
Candidate :Andrew Hogg NZF Campaign Pack via the print company (fliers banners, signs and business cards)	\$ 1,000.00	80%	\$ 800.00
Candidate :Stuart husband NZF Campaign Pack via the print company (fliers banners, signs and business cards)	\$ 3,000.00	80%	\$ 2,400.00
Candidate :Kirsten Murfitt 40 Corflutes Election Signs @ 1830x1220x3mm- Sign Creations	\$ 3,200.68	80%	\$ 2,560.54
Candidate :Kirsten Murfitt SUNMEDIA - Weekend Sun Ad - 29/09/23 18x3	\$ 724.50	80%	\$ 579.60







## 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:

**TOTAL FOR PART C**

**\$ 93,358.20**

### 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 1000mm  
Worker's United

\$1,200

7/8/23 Voyager Internet, Purchase of VoteWise.nz, SB Group	\$ 97.18
10/8/23 Tobias Albrigtsen, Lorraine Moller personal video, SB Group	\$ 864.00
18/08/2023, NZME Full-page advertisement NZ Herald, SB Group	\$ 5,175.00
25/8/23 NZME Full-page advertisement NZ Herald, SB Group	\$ 5,060.00
27/8/23 NZME Full-page advertisement NZ Herald, SB Group	\$ 3,162.50
3/9/23 NZME Full-page advertisement NZ Herald, SB Group	\$ 3,162.50
6/9/23 NZME Full-page advertisement NZ Herald, SB Group	\$ 5,175.00
10/9/23 NZME Full-page advertisement NZ Herald, SB Group	\$ 3,162.50
13/9/23 NZME Full-page advertisement NZ Herald, SB Group	\$ 5,175.00
28/9/23 Tell my Story, Sir Graham Lowe Video, SB Group	\$ 4,404.50
30/9/23 BidBuy Ltd, Artwork for Advertising, SB Group	\$ 1,052.52
31/9/23 Tell My Story, Sir Graham Lowe video production costs, SB Group	\$ 8,567.50
NZ Herald Advertising, 17th, 20th, 24th, 27th September, 1th, 4th, 7th, 11th, 13th October. Natural Health Alliance.	\$ 46,862.50
Design Services, BidBuy Ltd, 30/09/2023 invoice, Natural Health Alliance.	\$ 1,437.50

**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**

**\$ 152,702.97**

Supplier's name and street address <small>This should be the production company, media buyer or broadcaster on the invoice provided to the Electoral Commission for payment of the account</small>	Invoice date or dates	Description of allocation expenses <small>List the total production costs, television placement, radio placement and internet placement costs for each supplier separately</small>	Value \$0.00 (inc GST)
EXAMPLE: Make Believe Television 84 Shortland Street Auckland 6000	1st and 10th of October 2023	Production costs	\$10,000
		13 September - 12 October 2023 TV placement costs on Channel A and Channel B	\$62,450
		1 October - 13 October 2023 Radio placement costs on Radio X and Y	\$11,450
		20 - 30 September 2023 Social Media promotional posts	\$300
Infinity Media Group 92 North Camp Road Waipu	1 Oct 2023	Smooth FM Radio - 196x 30 Second slots	\$ 1,413.91
Cave FM 45 Mersey Street Gore	25/9/23	Cave FM, 14/9 - 13/10, 6 slots per day	\$ 1,552.50
TVNZ 100 Victoria Street West Auckland	20/10/23, 20/11/23	Tv Advertising 2 Weeks Commencing 17/9/23, 10x Slots	\$ 95,248.75
		Tv Advertising Week Commencing 1/10/23, 5x Slots	\$ 27,163.00
Media Bay Of Plenty 267 The Strand Whakatane	30/9/23	30 Second radio slots from 11/9/23 -25/9/23	\$ 9,177.00



**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)**

NZME  
2 Graham Street,  
Auckland 1010

30/9/23

Radio packages for Northland, Gisborne, Greymouth

\$ 8,980.36

Radio Tarana  
Ground Floor, 155 New North Road,  
Eden Terrace,  
Auckland

30/9/23

61 Radio Spots

\$ 3,135.76

70 Radio Spots

\$ 2,267.69

257 Radio Spots

\$ 3,764.00

# PART E: PARTY AND CANDIDATE SHARED BROADCASTING ALLOCATION EXPENSES

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.

**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 and the names of the candidates
- **Value \$0.00 inc GST**
- **% apportioned to the party**
- **% apportioned to the candidate**

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

NIL
\$ 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
<b>TOTAL FOR PART E</b>					
\$ 0.00					
EXAMPLE: Make Believe Television 84 Shortland Street Auckland 6000	1st and 10th of October 2023	Production costs	\$10,000	10%	90%
	13 September - 12 October 2023	TV placement costs on Channel 5 and Channel 11 candidate John Smith	\$22,450	10%	90%
	1 - 31 October 2023	Radio placement costs on Radio X and Y	\$11,450	20%	80%
	20 - 30 September 2023	Social Media promotional posts	\$300	40%	60%

**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 2023	Production cost		
		13 September - 27 October 2023 TV placement costs on Channel A and Channel B	M Brown	\$10,000
		1 - 13 October 2023 Radio placement costs on Radio X and Y	T Smith	\$62,450
		20 - 30 September 2023 Social Media promotional posts	M Brown	\$1,450
			T Smith	\$300

**Supplier's name  
and street address**

**Invoice date  
or dates**

**Description of  
allocation of expenses**

**Candidate  
name**

**Value \$0.00  
(inc GST)**





# Lennie & Associates

## Chartered Accountants

Level One  
10 Manukau Road  
Newmarket  
Auckland 1023  
PO Box 128-246  
Remuera, Auckland 1541  
New Zealand

Mobile: +64 27 274 6663  
email: service@lennie.co.nz

### INDEPENDENT ASSURANCE REPORT

#### To the Party Secretary of New Zealand First Incorporated

##### Qualified Opinion

We have undertaken a reasonable assurance engagement of the Party Expenses Return for the 2023 General Election ("the return") of New Zealand First Incorporated ("the Party").

The purpose of the engagement is to determine the Party's compliance, in all material respects, with the requirements of the Electoral Act 1993, section 206I (return of party's election expenses) during the regulated period 14 July to 13 October 2023, and section 206IA (return of party's allocation expenses) for the period 10 September (Writ Day) to 13 October 2023 ("the requirements").

In our opinion, except for the effects of the matters described in the Basis for Qualified Opinion paragraph below, the position stated in the return in respect of:

- a) the requirement that the Party's total election expenses did not exceed the maximum amount prescribed by section 206C is correct, and
- b) the Party's broadcasting allocation expenses is, in all material respects, correct.

##### Basis for Qualified Opinion

We conducted our engagement in accordance with Standard on Assurance Engagements (SAE) 3100 (Revised) Compliance Engagements issued by the New Zealand Auditing and Assurance Standards Board, and believe the evidence we have obtained is sufficient and appropriate to provide a basis for our qualified opinion.

We were unable to obtain sufficient appropriate evidence about the Party's compliance in respect of the following matters:

- We are not the auditor of the Party's electorates and accordingly were unable to assess the completeness of election expenses incurred by the electorates.
- Funds outside of the Party may have been used to settle election expenses and our access to information regarding such expenses is deficient.
- Materials used for advertisements may have been provided free of charge, or below reasonable market value and there are no practical audit procedures to determine whether they have been comprehensively recorded or not.
- The correct accounting for election expenses between candidates and the Party may be incomplete.

We were unable to satisfy ourselves by alternative procedures, therefore qualify our conclusion in this regard.

## **Party Secretary's Responsibilities for the Return**

The Party Secretary is responsible on behalf of the Party for:

- a) The compliance activity undertaken to meet the requirements.
- b) Identification of risks that threaten compliance with the requirements being met, and controls which will mitigate those risks and monitor ongoing compliance.

## **Our Independence and Quality Control**

We have complied with the relevant ethical requirements relating to assurance engagements, which include independence and other requirements based on the fundamental principles of integrity, objectivity, professional competence and due care, confidentiality and professional behaviour.

In accordance with the Professional and Ethical Standard 3 (Amended), we maintain a comprehensive system of quality control including documented policies and procedures regarding compliance with ethical requirements, professional standards and applicable legal and regulatory requirements.

## **Assurance Practitioner's Responsibilities**

Our responsibility is to express an opinion on, and SAE 3100 (Revised) requires that we plan and perform our procedures to obtain reasonable assurance about, whether the Party has complied, in all material respects, with the requirements.

We perform procedures in order to obtain evidence about the compliance activity and controls implemented to meet the requirements. The procedures selected depend on our judgement, including the identification and assessment of risks that material non-compliance with the requirements is likely to arise.

Other than in our capacity as the Party's independent assurance practitioners, we have no relationship with, or interests in, the Party.

## **Inherent Limitations**

Because of the inherent limitations of an assurance engagement, together with the internal control structure, it is possible that fraud, error, or non-compliance with compliance requirements may occur and not be detected.

A reasonable assurance engagement throughout the specified periods does not provide assurance on whether compliance with the requirements will continue in the future.

## **Restricted Use**

This report has been prepared for use by the Party Secretary for the sole purpose of establishing whether the Party has complied with the requirements. No responsibility is accepted by us for any reliance on this report by any person other than the Party Secretary, or for any other purpose other than that for which it was prepared.



Lennie & Associates  
Auckland  
13 February 2024



18 January 2024

Lennie and Associates  
Level One/10 Manukau Road  
Newmarket  
Auckland 1023

Dear John Lennie,

**Letter of representation for party return of expenses for the 2023 General Election**

This representation letter is furnished in connection with the return of party election expenses and broadcasting allocation expenses for the 2023 general election (the return) by [*Registered Party Name*] (the Party) made in accordance with sections 206I and 206IA of the Electoral Act 1993 (the Act) which has been subject to an assurance engagement and reported on by you in accordance with sections 206L and 206LA of the Act.

I understand that your assurance engagement was conducted in accordance with the relevant provisions of the Act and the applicable Auditing and Assurance Standards issued by the New Zealand Auditing and Assurance Standards Board.

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;
  - 4.3 any alleged, suspected or proven illegal activity under the Act or other legislation potentially relevant to the return or instances of non-compliance with applicable requirements;

- 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; any design deficiencies in the compliance system and instances where that system has not operated as described.
- 5 I have sought, received, and hold in the Party's records confirmation 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.
- 6 The return contains the total returnable expenses of the Party for the 2023 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 an advertisement contained a promoter statement.
- 7 Parts A to C of the return's contents have been determined by considering, in the following sequence, these questions and the relevant provisions of the Act:
- 7.1 Was the advertising undertaken by the party secretary, or with their authority? [definition of **election expenses**, section 206(1)] (If no, advertising is not an election expense).
- 7.2 If yes - did the advertising constitute **publishing**? [definition of **publish**, section 3D; definition of **election expenses**, section 206(1)] (If no, advertising is not an election expense).
- 7.3 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? [definition of **party advertisement**, section 3(1); definition of **election expenses**, section 206(1)] (If no, advertising is not a party election expense).
- 7.4 If yes - was the advertising undertaken (or deemed to be undertaken) during the regulated period (from 14 July to 13 October 2023)? [definition of **regulated period**, section 3B; definition of **election expenses**, section 206(1)] (If no, advertising is not an election expense).
- 7.5 If yes:
- 7.5.1 What expense was incurred in undertaking the advertising? [definition of **advertising expenses**, section 3E; definition of **election expenses**, section 206(1)]
- 7.5.2 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)]
- 7.5.3 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)]

7.5.4 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).

7.5.5 Was the advertisement published before the regulated period and continued to be published during the regulated period [section 206CA]? (If yes, the costs can be apportioned with the costs attributed to the regulated period counted).

7.6 Do any of the costs identified above fall within any of the election expense exceptions? [section 3E(1)(b)]

7.6.1 The conduct of any survey or public opinion poll (other than push-polling).

7.6.2 Framework, other than a commercial framework, supporting a hoarding displaying the party advertisement.

7.6.3 The labour of any person provided free of charge by that person.

7.6.4 Replacement of election materials damaged in circumstances out of the party's control.

7.6.5 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.

7.6.6 Allocations from the Electoral Commission of money for election broadcasting [definition of **election expenses**, section 206(1)(c)].

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

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

7.7.1 the basis of apportionment is appropriate, and has been properly applied and recorded; and

7.7.2 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.

8 Where the Party received a broadcasting allocation for the 2023 general election Parts D to F have been determined by considering these questions and the relevant provisions of the Electoral Act 1993 (the Electoral Act) and Part 6 of the Broadcasting Act 1989 (the Broadcasting Act):

8.1 Was the allocation used by the Party to produce, broadcast or publish election programmes on television, radio or election advertisements on the internet for the 2023 general election? [definition of **election programme**, **broadcasting costs**, **production costs** and **publishing costs**, section 69(1) Broadcasting Act; definition of **election advertisement**, section 3A Electoral Act] (If no, advertising is not an allocation expense).

- 8.1.1 If the allocation was used for **broadcasting costs** - was the placement on television or radio during the **election period** (from 10 September to 13 October 2023)? [definition of **election period**, section 69(1) Broadcasting Act] (the allocation cannot be used for broadcasting costs on radio or television outside of the election period).
- 8.1.2 If the allocation was used for **publishing costs** - was the placement on the internet during the **election period**? (the allocation can only fund publishing costs during the election period. Parties can spend their own funds on internet placement costs before and during the election period and those costs must be declared as election expenses in Parts A-C if the election advertising was published in the regulated period (see 7.4 above)).
- 8.1.3 If the allocation was used for **production costs** what cost was involved in respect of the preparation, design, composition and creation of the programme or advertisement? [section 69(1) Broadcasting Act]. Parties can spend their own funds on production costs before and during the election period and those costs must be declared as election expenses in Parts A to C if the production costs are for election advertisements that were published in the regulated period (see 7.4 above)).
- 8.2 Was the allocation spent on any **advertising that promoted the party and a candidate** [section 70(2) of the Broadcasting Act and section 205EA and 206CC of the Electoral Act]? (If yes, the Party must report the total amounts spent on joint party and candidate advertising in Part E of the return and the percentage coverage provided to the Party and candidate. The candidate will need to report the value apportioned to the candidate as candidate election expenses and a donation from the Party in the candidate's return of donations, expenses and loans).
- 8.3 Was the allocation spent on **advertising that solely promoted a candidate** [section 70(3) of the Broadcasting Act]? (If yes, the Party must report the amounts spent on candidate only advertising in Part F of the return and the candidate will need to include the costs as candidate election expenses and a donation from the party in the candidate's return of donations, expenses and loans).
- 8.4 Has the Party reported details of all accounts sent by the Party to the Electoral Commission under section 80B(1) of the Broadcasting Act in respect of expenditure of the party's allocation? [section 206IA of the Electoral Act]. The Commission pays suppliers' invoices that have been certified by an authorised party official as payable from the party's broadcasting allocation. With the exception of internet advertising placement costs paid directly by the party (for example, Facebook promoted posts), payments are made to suppliers and no money is paid directly to parties in accordance with the requirements of section 80B of the Broadcasting Act.
- 9 Any and all misstatements you have identified during the course of your assurance engagement have been adjusted in the final return.

- 10 I have completed my own procedures, distinct from your assurance engagement 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

A handwritten signature in black ink, appearing to read 'Holly Howard', followed by a horizontal line extending to the right.

Holly Howard  
Party Secretary