

Return of Electorate Candidate Donations and Expenses for the 2020 General Election

DECLARATION

1. Candidate name:
Romy Udanga

Party name (if applicable):
NZ Labour Party

Electorate contested:
North Shore

2. TOTAL CANDIDATE DONATIONS

Complete Parts A to E on pages 2 to 6 if you have any donations to declare

Write 'NIL' if you have **NO** donations, or contributions to a donation, of more than \$1,500 (including GST) to declare under Parts A, C or D

Part A: Candidate donations of more than \$1,500	\$22,244.89
Part C: Anonymous candidate donations of more than \$1,500	\$0.00
Part D: Overseas candidate donations of more than \$1,500	\$0.00
Total (A + C + D)	\$22,244.89

3. TOTAL CANDIDATE ELECTION EXPENSES

Complete Parts F to G on pages 7 to 9 if you have any donations to declare

Write 'NIL' if you have **NO** expenses to declare

Part F: Candidate only election advertising	\$2,035.75
Part G: Election advertisements shared with the party and/or other candidates	\$19,588.46
Total (F + G)	\$21,624.21

4. I declare that to the best of my knowledge this return, filed pursuant to sections 205K and 209 of the Electoral Act 1993, is an accurate record of the candidate donations made to me, or on my behalf, and of election expenses incurred by me, or on my behalf, for the 2020 general

SIGNATURE

09/02/2021

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 the types of electronic signatures that the Commission accepts, please see the *How to Complete Your Electorate Candidate Donations and Expenses Return Form* instruction sheet.

CHECKLIST

- Step 1 completed ☐
- Parts A to E completed or 'NIL' entered at step 2 ☐
- Parts F and G completed or 'NIL' entered at step 3 ☐
- Declaration signed and dated ☐

FILING THE RETURN

Candidate returns must be filed with the Electoral Commission by **5pm, 17 February 2021** (within 70 working days of election day). Candidates who fail to comply with these requirements commit an offence and may be referred to the Police.

The return can be filed:

- by post to PO Box 3220, Wellington 6140
- delivered to Level 4, 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.nz

INFORMATION ON CANDIDATE DONATIONS AND ELECTION EXPENSES

WHO MUST FILE A RETURN?

All electorate candidates at the 2020 general election must file a return of candidate donations and election expenses. Even if you have no donations or expenses to declare, you **MUST** still complete the candidate return recording 'NIL' donations or expenses.

KEEPING RECORDS OF DONATIONS AND EXPENSES

Candidates must keep good records of all candidate donations and candidate expenses. Candidates must keep invoices and receipts for all election expenses of \$50 or more for three years after returns are filed.

Further information on candidate donations and expenses is available in the *Candidate Handbook – General Election and Referendums 2020*.

Information on Candidate Donations

Candidate donations

- free goods or services that have a reasonable market value greater than \$300 (or \$50 if provided by an overseas person);
- discounted goods or services where the reasonable market value of the goods or services is greater than \$300 (or \$50 if provided by an overseas person);
 - the difference between the contract or agreed price and the reasonable market value of those goods and services is a donation;
- the purchase of goods or services from the candidate at a value that exceeds their reasonable market value;
 - the difference between the price paid and reasonable market value is a donation;
- extending credit to a candidate on favourable terms;
 - the value of the favourable terms is a donation.

Instructions for Part A

You also need to confirm whether any person (other than the donor) has contributed more than \$1,500 to the donation (or more than \$50 if the contributor is an overseas person). Contributions of more than \$1,500 must be disclosed in Part B (or Part E for contributions of more than \$50 from an overseas person).

Examples:

John Smith owns a publishing company. On 2 June 2020 he gives you goods for your campaign valued at \$1,000. On 14 July he also gives you a monetary donation of \$4,000. The money was given to you as the result of a fundraiser which John Smith organised and includes a contribution from Jane Jones of \$2,000.

OTHER THAN ANONYMOUS OR OVERSEAS DONATIONS

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

[illegible]

PART B: CONTRIBUTIONS OF MORE THAN \$1,500

Instructions for Part B – Contributions

A contribution is money, goods or services that makes up a donation or is included in a donation or has been used to wholly or partly fund a donation, that was given to the donor or a person who was expected to pass the contribution to the donor.

Only complete Part B if the donation in Part A includes a contribution, from someone other than the donor, exceeding \$1,500.

For each contribution recorded in Part B you will need to provide:

- the name and street address of each contributor; and

- the amount of each contribution made by the contributor or, in the case of multiple contributions, the total amount of the contributions; and
- the date on which each donation funded from the contributions was made (this should be the same date included in Part A for the related donation).

Please do not include Part B total with overall donations total on page 1 of the return.

WRITE 'NIL' IF YOU HAVE NO DONATIONS TO DECLARE HERE: Nil

TOTAL FOR PART B \$0.00

Contributor's name and street address	Dates the related donation funded from contributions was made dd/mm/yyyy	Name of donor in Part A to which this contribution relates	Amount of contribution (including GST) \$0.00
EXAMPLE: Jane Jones 1 Side Street, Suburb Wellington	14/07/2020	John Smith	\$2,000.00

Instructions for Part C – Anonymous donations

ELECTION EXPENSES Complete Parts F and G

Information on Candidate Expenses

Candidate 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 an electorate candidate (whether or not the name of the candidate is stated), and
- are published, or continue to be published, during the regulated period for the general election (18 August to 16 October 2020), and
- are promoted by the candidate or with the candidate's authority.

Election expenses include:

- the costs incurred in the preparation, 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 candidate for free or below reasonable market value.

A candidate's deposit or the costs of hall hire, refreshments, the conduct of surveys or opinion polls, free labour, the framework that supports hoardings (other than a commercial framework) or replacing materials that have been destroyed through no fault of the candidate are not election expenses.

Your election expenses during the regulated period must not exceed \$28,200 (including GST). It is an offence to spend more than this.

Further guidance is available in the **Candidate Handbook – General Election and Referendums 2020**.

Instructions on how to complete Part F

You should record all election expenses incurred in relation to candidate advertisements published, or continued to be published, during the regulated period for the general election (18 August to 16 October 2020) promoted by you or with your written authority.

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 of the regulated period.

The description of the item should be sufficient to identify where and when it was published. Where another person has initiated the advertising you should also include the name of the promoter in the item description.

Election and referendum expenses can't be apportioned. If you published advertising during the regulated period that promoted you as a candidate and one or more referendum options, the full cost counts as a candidate election expense and a referendum expense. You only need to complete a referendum return if you spend over \$100,000 on referendum advertising in respect of either referendum during the regulated period.

PART F: CANDIDATE ONLY ELECTION ADVERTISING

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

TOTAL FOR PART F

\$2,035.75

Item description Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate	Value \$0.00 (including GST)
EXAMPLE: Dominion Post: Two full page advertisements: 25 September 2020	\$120.00
EXAMPLE: Facebook promotional posts x 12: 1 September - 6 October 2020	\$50.00
Make up for Photos Reimbursed costs to campaign manager 9 June 2020 for Invoice 1 from LM Steward	\$150.00
Adam Firth Photography - Photo Shoot Invoice 00000644 CONFIRMED	\$469.20
Takapuna Market Stalls 13/09/2020 02/08/2020 09/08/2020 13/09/2020 27/09/2020 27/09/2020 5/10/2020	\$230.00
MailChimp August 2020 Order # MC03626921 MC03626921	\$17.00
MailChimp September 2020 Order # MC03801621	\$19.55
10000Iheart Audio NZME Invoice 33389188 30/09/2020	\$1,150.00

PART G: ELECTION ADVERTISEMENTS SHARED WITH THE PARTY AND/OR OTHER CANDIDATES

Instructions on how to complete Part G

You should record all election expenses incurred in relation to election advertisements published, or continued to be published, during the regulated period for the general election (18 August to 16 October 2020) promoting your candidacy and the party and/or one or more other candidates.

Apportionment is permitted between a candidate and party(ies) and other candidate(s) based on coverage. Where an expense item has been apportioned between you and the party and/or candidate(s) you should ensure there is a consistent description and approach to apportionment in each return of election expenses. Record the name of the party or other candidate(s) featured in the advertising in the item description.

Election and referendum expenses can't be apportioned. If you published advertising during the regulated period that promoted you,

your party and/or other candidates, and one or more referendum options, the total cost of the advertisement must also be counted separately as a referendum expense. You only need to complete a referendum return if you spend over \$100,000 on referendum advertising in respect of either referendum 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 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 G

\$19,588.46

Item description Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate	Total costs (including GST)	% apportioned as candidate expense	Value \$0.00 (including GST)
EXAMPLE: Flier: 30 September to 10,000 households Featuring the Growth Party	\$2,000.00	10%	\$200.00
2 North Shore Labour Corflute signs. Broderick Printing Invoice 0067326 17 June 2020 \$115. 95% allocated to Regulated Period	\$109.25	80%	\$87.40
5,000 Business Cards, double sided colour. Pumphouse Print Sign Invoice 16 June 2020 00001160 \$395.60. 60% allocated to Regulatory Period	\$237.36	80%	\$189.89
T-shirts (various sizes 200) printing \$1,602.65 22 June 2020 Invoice 26938 Surreal Screen Print & Design (10% apportioned to pre-Regulatory Period)	\$1,442.39	80%	\$1,153.91
5,000 A% flyers, doubled-sided full colour 200gsm silk. Pumphouse Print Sign Invoice 0001240	\$626.52	80%	\$501.22
50,000 fDLW Flyers Broderick Printing & Design Invoice 00067343 19 June 2020 \$1565.15 95% allocated to Regulated Period	\$1,486.89	90%	\$1,338.20
100 Tote Bags - Printing Surreal Screenprint & Design Invoice 27055 9 July 2020	\$264.50	80%	\$211.60
4,800 A5 Meeting Flyers Broderick Printing & Design Invoice 00067720 31 July 2020	\$552.00	80%	\$441.60
August Issue Channel Magazine Full page ad. Benefitz Invoice 1153018	\$1,667.50	80%	\$1,334.00
Candidate Hoardings - Large - Run 1 NZ Labour Party Invoice 16568	\$1,496.15	80%	\$1,196.92
Double sided Flag with comsic teardrop. Speedy Signs Invoice 00028734 14 July 2020	\$496.80	80%	\$397.44
Van signage (both sides and rear with printed graphics laminated) Pumphouse Print Sign Invoice 00001278 07/07/2020	\$948.75	80%	\$759.00
Candidate Hoardings - Large - Run 5 NZ Labour Party Invoice 17528 CONFIRMED	\$344.40	80%	\$275.52
Filipino News September 2020 edition Quarter Page. SM Publications Invoice FN11146	\$115.00	80%	\$92.00
4,800 Meeting Flyers Broderick Printing & Design Invoice 00068010 14/09/2020	\$552.00	80%	\$441.60
Devonport Flagstaff 14/08/2020 Edition 1/6th page Horizontal Invoice DP-000527 31/08/2020	\$299.00	80%	\$239.20
NZ Labour Party Flyer. Total cost of \$1462.92 shared 50:50 with Kelvin Davis.	\$732.46	33%	\$241.71

Item description Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate	Total costs (including GST)	% apportioned as candidate expense	Value \$0.00 (including GST)
Devonport Flagstaff 25/09/2020 Edition 1/6th page Horizontal Invoice DP-000638 07/10/2020	\$299.00	80%	\$239.20
Rangitoto Observer 18/09/2020 Edition 1/6th page Horizontal The Devonport Flagstaff Invoice 000638 07/10/2020	\$299.00	80%	\$239.20
Devonport Flagstaff 11/09/2020 Edition 1/6th page Horizontal Invoice DP-000638 07/10/2020	\$299.00	80%	\$239.20
Devonport Flagstaff 25/09/2020 Edition Front Page Solus Invoice DP-000638 07/10/2020	\$373.75	80%	\$299.00
Rangitoto Observer 18/09/2020 Edition Front Page Solus The Devonport Flagstaff Invoice 000638 07/10/2020	\$373.75	80%	\$299.00
Production of Campaign Ads (10) and Licensing Fees (10) Amcos Invoice 03124544/00001 13/10/2020	\$1,102.39	80%	\$881.91
Online Campaigns in the North Shore Electorate Performance Media Invoice 01440 20/10/2020	\$999.35	80%	\$799.48
Nieghbourly online posts and promotions Stuff Invoice 0984826855 30 /09/2020	\$429.31	80%	\$343.45
Nieghbourly online posts and promotions Stuff Invoice 0984826856 30 /09/2020	\$793.50	80%	\$634.80
North Shore Times Ads 27CM Stuff Invoice 0984515384 10/09/2020	\$262.33	80%	\$209.86
North Shore Times Ads EEDI Stuff Invoice 0984515385 10/09/2020	\$28.75	80%	\$23.00
North Shore Times Ads 27CM Stuff Invoice 0984572426 17/09/2020	\$262.33	80%	\$209.86
North Shore Times Ads EEDI Stuff Invoice 0984572427 17/09/2020	\$28.75	80%	\$23.00
North Shore Times Ads 27CM Stuff Invoice 0984697909 24/09/2020	\$262.33	80%	\$209.86
North Shore Times Ads EEDISTuff Invoice 0984697909 24/09/2020	\$28.75	80%	\$23.00
Building of 12 different animated html banner ads Performance Media Invoice 01438 30/09/2020	\$1,207.50	80%	\$966.00
Purchase of fonts for use Performance Media Invoice 01438 30/09/2020	\$263.27	80%	\$210.62
Channel Magazine Full page ad with matching full page editorial Oct/Nov issue	\$1,667.50	80%	\$1,334.00
Eventfinda Listings 18/09/2020 Order number 6MYRJQW	\$49.90	80%	\$39.92
Streamyard basic service for webcast 17/09/2020 Invoice B45CF76F-0002	\$38.30	80%	\$30.64
Streamyard basic service for webcast 17/09/2020 Invoice B45CF76F-0003	\$38.82	80%	\$31.06
Facebook Ads (1) 15/09/20-18/09/2020 Reference 5A86RVW9F2	\$30.00	80%	\$24.00
Facebook Ads (5)18/09/20-20/09/2020 Reference NNCBKW2BF2	\$30.56	80%	\$24.45
Facebook Ads (5) 21/09/20-21/09/2020 Reference WKFJ5WWAF2	\$30.00	80%	\$24.00
Facebook Ads (5) 21/09/20-21/09/2020 Reference WKFJ5WWAF2	\$30.00	80%	\$24.00
Facebook Ads (5) 21/09/20-21/09/2020 Reference CTWJVW9F2	\$50.00	80%	\$40.00
Facebook Ads (5) 22/09/2200-25/09/2020 Reference KHB25XSAF2	\$75.00	80%	\$60.00
Facebook Ads (2) 24/09/2200-27/09/2020 Reference 5L25RW2BF2	\$100.00	80%	\$80.00

Item description Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate	Total costs (including GST)	% apportioned as candidate expense	Value \$0.00 (including GST)
Facebook Ads (13) 26/09/20-5/10/2020 Reference HUEGHWJAF2	\$150.00	80%	\$120.00
Facebook Ads (5) 09/10/20-09/10/2020 Reference U77XMWWAF2	\$150.00	80%	\$120.00
Facebook Ads (17) 9/10/20-13/10/2020 Reference ZZ9G6XEAF2	\$250.00	80%	\$200.00
Facebook Ads (14) 13/10/2020 Reference YMCC9X2BF2	\$40.30	80%	\$32.24
North Shore Times Ads 54CM Stuff Invoice 0984813225 01/10/2020	\$511.75	80%	\$409.40
North Shore Times Ads EEDI Stuff Invoice 0984813226 01/10/2020	\$28.75	80%	\$23.00
North Shore Times Ads 27CM Stuff Invoice 0984892449 08/10/2020	\$262.33	80%	\$209.86
North Shore Times Ads EEDI Stuff Invoice 0984892450 08/10/2020	\$28.75	80%	\$23.00
North Shore Times Ads 54CM Stuff Invoice 0984937907 15/10/2020	\$511.75	80%	\$409.40
North Shore Times Ads EEDI Stuff Invoice 0984937908 15/10/2020	\$28.75	80%	\$23.00
Rangitoto Observer 02/10/2020 Edition Front Page Solus The Devonport Flagstaff Invoice 000871 30/10/2020	\$373.25	80%	\$298.60
Rangitoto Observer 02/10/2020 Edition 1/6 Page Horizontal The Devonport Flagstaff Invoice 000871 30/10/2020	\$299.00	80%	\$239.20
Devonport Flagstaff 09/10/2020 Edition 1/3 Page Square The Devonport Flagstaff Invoice 000871 30/10/2020	\$391.00	80%	\$312.80
Devonport Flagstaff 16/10/2020 Edition 1/3 Page Square The Devonport Flagstaff Invoice 000871 30/10/2020	\$390.00	80%	\$312.00
Package of adverts in Ethnic media. Total cost \$11,277.05. Split evenly with 23 Auckland region candidates	\$490.30	80%	\$392.24
			\$0.00