

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

DECLARATION

1. Candidate name:

Emma Mellow

Party name (if applicable):

National Party

Electorate contested:

Auckland Central

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

\$20,080.95

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)

\$20,080.95

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

\$7,059.91

Part G: Election advertisements shared with the party and/or other candidates

\$13,021.04

Total (F + G)

\$20,080.95

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



DATE OF FILING
12/02/2021

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*.

DONATIONS Complete Parts A to E

Information on Candidate Donations

Candidates are required to include in the candidate return every candidate donation or contribution to a candidate donation of more than \$1,500 (including GST), including a series of donations or contributions made by one person that adds up to more than \$1,500.

Candidate donations

A candidate donation includes any money, goods or services that are donated to a candidate, or a person on the candidate's behalf, for use in the candidate's campaign for election. The following are 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.

Volunteer labour or free goods or services given to a candidate that have a reasonable market value of \$300 or less (or \$50 or less if from an overseas person) are not a candidate donation. Nor is money provided by the candidate for his or her own campaign.

Instructions for Part A

For donations of more than \$1,500 (other than anonymous donations or overseas donations) you need to record the name and street address of the donor, the date the donation was received and the amount received from the donor.

Where you have received a number of donations from the same donor you should include each date on which a donation was received from the donor and the aggregated total from the donor. Aggregated donations are not contributions and do not have to be recorded in Part B.

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.

PART A: CANDIDATE DONATIONS OF MORE THAN \$1,500

OTHER THAN ANONYMOUS OR OVERSEAS DONATIONS

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

TOTAL FOR PART A

\$20,080.95

Donor's name and street address	Date donation or aggregated donations received dd/mm/yyyy	Does the donation contain contributions from another person of more than \$1,500? Enter YES or NO If YES complete Part B	Amount of donation or total aggregated donations (including GST) \$0.00
EXAMPLE: John Smith, Smiths Publishing 35 Main Street, Suburb Wellington	2/06/2020, 14/07/2020	Yes	\$5,000.00
Michael Scott Ballantyne, 30 Bella Vista Road, Herne Bay, A	23/09/2020	No	\$2,000.00
NZ National Party, Auckland Central electorate, 41 Pipitea St, Wellington	10/8/20 - 17/10/20	No	\$18,080.95

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 123 Main Street, Suburb Wellington	14/07/2020	John Smith	\$2,000.00

PART C: ANONYMOUS CANDIDATE DONATIONS OF MORE THAN \$1,500

Instructions for Part C - Anonymous donations

An anonymous donation is a donation made in such a way that the candidate who receives the donation does not know the identity of the donor and could not, in the circumstances, reasonably be expected to know the identity of the donor.

If you receive an anonymous candidate donation greater than \$1,500, you may retain \$1,500 of that donation. The balance of the donation must, within 20 working days of receipt, be paid to the Electoral Commission for payment into a Crown bank account.

In the candidate return, you must disclose:

- the date the donation was received; and
- the amount received; and
- the date payment to the Electoral Commission was made; and
- the amount paid to the Electoral Commission.

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

TOTAL FOR PART C \$0.00

Date anonymous donation received dd/mm/yyyy	Amount of anonymous donation (including GST) \$0.00	Date paid to the Electoral Commission dd/mm/yyyy	Amount paid to the Electoral Commission (including GST) \$0.00



PART D: OVERSEAS CANDIDATE DONATIONS OF MORE THAN \$50

Instructions for Part D – Donations from overseas persons

An overseas person is:

- an individual who resides outside New Zealand and is not a New Zealand citizen or registered elector; or
- a body corporate incorporated outside New Zealand; or
- an unincorporated body that has its head office or principal place of business outside New Zealand.

On 1 January 2020, the Electoral Act 1993 was amended to lower the overseas donation threshold from \$1,500 to \$50. If you receive a candidate donation from an overseas person exceeding \$50 (including free goods and services or a discount on goods or services exceeding \$50) you may retain \$50 of that donation. The balance of the donation must, within 20 working days of receipt, either be

returned to the overseas person who made the donation, or if this is not possible, be paid to the Electoral Commission. Further guidance is available in the *Candidate Handbook – General Election and Referendums 2020*.

In the candidate return, you must disclose:

- the name and address of the overseas person; and
- the date that the donation was received or, in the case of multiple donations, the date each donation was received; and
- the amount of the donation or, in the case of aggregated donations, the total amount of the donations; and
- the amount returned to the overseas person or paid to the Electoral Commission, and the date that such payment was made.

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

Nil

TOTAL FOR PART D

\$0.00

Overseas donor's name and street address	Date donation received or (dates received if aggregated donations) dd/mm/yyyy	Amount of donation or total aggregated donations (including GST) \$0.00	Amount returned to the overseas donor or paid to the Electoral Commission and date of that return or payment (including GST) \$0.00 dd/mm/yyyy

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

\$7,059.91

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: Donation Post: Two full page advertisements 25 September 2020	\$120.00
EXAMPLE: Facebook promotional posts 12: 1 September - 6 October 2020	\$50.00
Orangebox - DL 2pp flyers	\$964.71
Graphic imaging - Panda Inspire	\$175.38
Facebook promotional posts (18 August - 16 October)	\$2,201.46
Ponsonby News - 2x Advertisements (September, October issues)	\$1,069.50
Gulf News - 5x Advertisements (20 August, 3 September, 17 September, 24 September, 8 October 2020)	\$1,235.10
Barrier Bulletin - 3x Advertisements (17 September, 1 October and 15 October 2020)	\$607.20
Documents Unlimited - Candidate Posters	\$37.38
NZ National Party - designwork	\$360.00
Nationbuilder, webhosting	\$150.00
Freeparking - domain for Emma Mellow	\$9.18
Hagen Hopkins Photography - photography	\$250.00

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

\$13,021.04

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: Flyer: 30 September to 15,000 households Featuring The Growth Party	\$2,000.00	10%	\$200.00
NZ National Party - design work	\$60.00	67%	\$40.00
N National Party - design work	\$360.00	50%	\$180.00
NZ National Party - design work	\$30.00	90%	\$27.00
Marlene O'Brien - Mail Delivery Services	\$500.00	50%	\$250.00
Orangebox - Hand Delivered Flyer, 20,000 (September)	\$7,682.58	67%	\$5,147.33
Orangebox - Direct mail, 20,000 (October)	\$6,993.76	50%	\$3,496.88
Orangebox - Flyer x 1600	\$271.98	50%	\$135.99
Orangebox - envelopes for Hand Delivered Flyer (Sep)	\$920.00	50%	\$460.00
Orangebox - envelopes for Direct Mail (Oct)	\$920.00	50%	\$460.00
NZ Post - postage for direct mail (Oct)	\$529.43	50%	\$264.72
NZ Post - Mail Delivery Waiheke Island	\$280.00	50%	\$140.00
2 Degrees - Mobile Phone Credit	\$152.00	50%	\$76.00
Pandalnspire - hoardings & yardsigns including freight	\$4,686.25	50%	\$2,343.13
			\$0.00
			\$0.00
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			\$0.00
			\$0.00