

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

## DECLARATION

### 1. Candidate name:

RON MARK

Party name (if applicable):

NZ FIRST

Electorate contested:

WAIRARAPA

### 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, to declare under Parts A, C or D

**Part A:** Candidate donations of more than \$1,500

\$ 2,000.00

**Part C:** Anonymous candidate donations of more than \$1,500

\$ 0.00

**Part D:** Overseas candidate donations of more than \$50

\$ 0.00

**Total (A + C + D)**

\$ 2,000.00

### 3. TOTAL CANDIDATE ELECTION EXPENSES

Complete Parts F and G on pages 7 to 9 if you have any expenses to declare.

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

**Part F:** Candidate only election advertising

\$ 15,660.77

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

\$ 10,720.23

**Total (F + G)**

\$ 26,381.00

### 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 election and is not false in any material particular.

SIGNATURE

DATE: DD / MM / YYYY

17/02/2021

## 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 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](http://www.elections.nz).

SAVE AS

PRINT

## 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**.



## Page: 2

## 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

Date 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

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
\$ 0.00

Date anonymous donation  
received  
dd/mm/yyyy

Amount of anonymous donation  
(including GST)  
\$0.00

TOTAL FOR PART C

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**

## PART E: CONTRIBUTIONS FROM OVERSEAS PERSON OF MORE THAN \$50

### Instructions for Part E – Contributions from overseas persons

If you receive any donation from a donor who is not an overseas person that includes a contribution from an overseas person greater than \$50 (either on its own or when aggregated with all other contributions to the donation by the same overseas person), you must return the whole donation to the donor. If that is not possible, you must forward the whole donation to the Electoral Commission.

#### In the candidate return, you must disclose:

- the name and address of the overseas person; and

- the amount of the contribution or the total amount of aggregated contributions; and
- the date on which the related donation funded from the contribution was made; and
- the amount paid back to the donor or paid to the Electoral Commission, and the date that such payment was made.

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

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

NIL

TOTAL FOR PART E

\$ 0.00

Overseas contributor's name and street address

Date the related  
donation funded from  
the contribution  
was made  
dd/mm/yyyy

Amount of contribution  
or total aggregated  
contributions  
(including GST)  
\$0.00

Amount returned to the  
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

\$ 15,660.77

### 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

#### EXAMPLE:

Facebook promotional posts x 12:

1 September - 6 October 2020

NZME; Radio ads Mon - Sun Sept 2020

\$ 966.53

NZME; Print Media; Feature

\$ 373.75

NZME; 20/9 Google Digital Advert

\$ 1,150.00

30/9 NZME; Digital Advert

\$ 473.55

1/10 Central Hawkes Bay; Feature

\$ 373.75

5/10 NZME; Google Advert

\$ 602.71

On Line Herald; 17/9 - 3/10

\$ 101.45

<b>Item description</b> Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate	<b>Value \$0.00</b> <b>(including GST)</b>
On Line Herald; 4/10 - 16/10	\$ 575.00
NZME; 31/10 Radio.80 Adverts	\$ 671.09
31/10 Radi Advert Jingle, prime x 10	\$ 87.23
Visual Industrie; Sign Sticker Overlays x 60.	\$ 783.95
Visual Industrie; Sign Sticker Overlays x 40.	\$ 522.63
Lamb & Peters; Social Media File Art work.	\$ 235.75
Lamb & Peters; A4 Brag Sheets x 500.	\$ 56.35
Take Note; A4 Newsletter Photocopying.	\$ 22.00
24/9 Flier Design Fee.	\$ 149.50
Wairarapa Times Age; 8/10 Full page advert.	\$ 1,038.45
Wairarapa Times Age; 14/10 Full page Advert.	\$ 1,038.45
Yvonne Way; Marketing & Communications Contractor 21/10/20	\$ 5,750.00
Facebook Marketing 15/11	\$ 92.65
Facebook Marketing 15/10	\$ 595.98



## 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
			\$ 10,720.23
Item description Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate	Total cost (including GST)	% apportioned as candidate expense	Value \$0.00 (including GST)
EXAMPLE: Flier: 30 September to 10,000 households Featuring the Growth Party	\$2000.00	10%	
Bush Telegraph; Newspaper Advert. 24/8.	\$ 318.55	70%	\$ 222.98
Central Hawkes Bay Mail; Advert 27/8.	\$ 318.55	70%	\$ 222.98
Bush Telegraph; Advert 7/9.	\$ 373.75	70%	\$ 261.62
Bush Telegraph; Advert 14/9.	\$ 373.75	70%	\$ 261.62
Central Hawkes Bay; Mail Advert 10/9.	\$ 373.75	70%	\$ 261.62
Central Hawkes Bay; Mail Advert 17/9.	\$ 373.75	70%	\$ 261.62
Visual Industries; Signs x 105 (1800 x1200)	\$ 4,617.48	70%	\$ 3,232.24
Visual Industries; Art Work for Signs & Setup.	\$ 155.25	70%	\$ 108.67
Lamb & Peters; Signs x 200 (1800 x 1200).	\$ 5,290.00	70%	\$ 3,703.00
Lamb & Peters; Signs x 10 (1800 x 1200).	\$ 897.00	70%	\$ 627.90
Lamb & Peters; A5 Booklets x 500.	\$ 224.25	70%	\$ 156.97
Lamb & Peters; Vehicle Signage.	\$ 1,262.00	50%	\$ 631.00

