

# Return of Registered Promoter Expenses for the 2023 General Election

## DECLARATION

### 1. Promoter's name:

New Zealand Taxpayers' Union Inc.

### Promoter's representative:

Jordan Williams, Executive Director.

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

### 2. TOTAL ELECTION EXPENSES

Only complete Part A if you have election expenses to declare that total more than \$100,000.

Part A: Election advertising

\$371,565.05

3. I declare that to the best of my knowledge this return, filed pursuant to section 206ZC of the Electoral Act 1993 is an accurate record of election expenses incurred by the registered promoter or on the registered promoter's behalf for the 2023 general election and is not false in any material particular.

SIGNATURE



DATE: DD / MM / YYYY

12 / 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. Only complete the return if you have \$100,000 or more of expenses to declare.

If signing electronically, the following types of electronic signatures can be used:

- images of signatures that are electronic replications, such as scanned or photographic images
- images of signatures that are produced and captured electronically, using technologies such as signature pads, trackpads, touchpads or a mouse, light pens or similar devices.

The Electoral Commission does not accept typed signatures or digital certificates.

## CHECKLIST

Step 1 completed

Part A completed at Step 2

Declaration signed and dated

## FILING THE RETURN

Registered promoter returns must be filed with the Electoral Commission by **5pm, 14 February 2024** (within 70 working days of election day). Registered promoters, that have \$100,000 or more election expenses to declare, who fail to comply with these requirements commit 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 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).

SAVE AS

PRINT

## INFORMATION ON PROMOTER ELECTION ADVERTISING

### WHO MUST FILE A RETURN?

Only registered promoters for the 2023 General Election who spend more than \$100,000 (inclusive of GST) on election advertising published during the regulated period (14 July to 13 October) must file a return of expenses with the Electoral Commission.

### KEEPING RECORDS OF PROMOTER EXPENSES

Promoters must keep good records of all election advertising expenses. Promoters must keep invoices and receipts for all election expenses of \$50 or more for three years after election day.

Further information on advertising expenses for promoters is available in the *Third Party Handbook - General Election 2023*.

# ELECTION EXPENSES Complete Part A

Your election expenses during the regulated period (14 July to 13 October 2023) must not exceed \$391,000 (including GST). It is an offence to spend more than this.

## Information on Election Expenses

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 or candidate, or to vote or not to vote for a type of party or candidate by reference to views or positions held or taken, and
- are published, or continue to be published, during the regulated period for the general election.

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 registered promoter for free or below reasonable market value.

Further guidance is available in the *Third Party Handbook – General Election 2023*

## Instructions on how to complete Part A

You only need to complete a return of expenses if you spent over \$100,000 on election advertising during the regulated period.

You should record all election expenses incurred in relation to election advertisements promoted by the registered promoter that were published, or continued to be published, during the regulated period for the general election.

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 the advertisement encourages or persuades voters to vote for one or more identifiable candidate(s) or party(ies) you should also provide the name of the candidate(s) and/or party(ies).

## PART A: ELECTION ADVERTISING

	TOTAL FOR PART A	\$371,565.05
Item description Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate	Candidates and/or Parties Promoted in Advertisement	Value \$0.00 (including GST)
EXAMPLE: Dominion Post: Two full page advertisements: 25 September 2023	The Pear Party	\$120.00
EXAMPLE: Facebook promotional posts x 12: 1 September – 6 October 2023	The Pear Party	\$50.00
Staffing: in-house designer New Zealand Taxpayers' Union 14 July – 13 October 2023	N/A	\$11,723.46
Staffing: preparation and composition of advertisements New Zealand Taxpayers' Union 14 July – 13 October 2023	N/A	\$85,045.69
www.taxpayers.org.nz website hosting NationBuilder 14 July – 13 October 2023	N/A	\$10,113.17
www.taxpayers.org.nz domain CrazyDomains 14 July – 13 October 2023	N/A	\$9.99
www.debtclock.nz website hosting* CrazyDomains 14 July – 13 October 2023	N/A	\$9.99
'A wealth tax taxes savings, innovation and entrepreneurial growth' report and opinion piece Jim Rose Economics 21 July 2023   36 pages   818 words	N/A	\$5,500.00
Napier Electorate Election Debate online advertising Hawke's Bay App 14 – 22 August 2023   3 advertisements	N/A	\$575.00
Napier Electorate Election Debate social media advertising Facebook 15 – 22 August 2023   1 advertisement	N/A	\$300.00

<b>Item description</b> Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate	<b>Candidates and/or            Parties Promoted in            Advertisement</b>	<b>Value \$0.00            (including GST)</b>
Napier Electorate Election Debate print advertising Hawke's Bay Today (NZME) 16 August 2023   Quarter-page advertisement	N/A	\$632.50
Ilam Electorate Election Debate social media advertising Facebook 21 – 29 August 2023   1 advertisement	N/A	\$250.00
Ilam Electorate Election Debate print advertising The Press (Stuff) 23 August 2023   Quarter page advertisement	N/A	\$1,043.28
Cut the Waste social media advertising placement The Campaign Company 8 August 2023	N/A	\$503.13
Cut the Waste social media advertising Facebook 9 August – 24 September 2023   71 advertisements	N/A	\$799.78
Freeze Fuel Taxes social media advertising Facebook 9 August – 13 October   12 advertisements	N/A	\$560.00
www.fueltax.nz website design, domain and hosting* The Campaign Company 9 August – 13 October 2023	N/A	\$3,064.47
Party Policies (Auckland) Election Debate social media advertising Facebook 27 August – 5 September   3 advertisements	N/A	\$399.98
Party Policies (Auckland) Election Debate print advertising Weekend Herald (NZME) 2 September 2023   Half-page advertisement	N/A	\$4,140.00
Northland Electorate Election Debate social media advertising design The Campaign Company 2 September 2023	N/A	\$100.63
Northland Electorate Election Debate social media advertising Facebook 3 – 12 September 2023   5 advertisements	N/A	\$250.00
We Can't Afford More Government Spending video advertising production and approval The Campaign Company 3 September 2023   30-second advertisement	N/A	\$4,707.28
We Can't Afford More Government Spending video advertising YouTube Mirrors (Mediaworks) 4 – 30 September 2023   30-second advertisement   333,333 impressions	N/A	\$5,750.00
We Can't Afford More Government Spending video advertising TVNZ+ (Mediaworks) 4 – 30 September 2023   30-second advertisement   30,120 impressions	N/A	\$5,750.00
Taxpayers' Union media wall Benefitz DMA Limited 5 September – 13 October 2023	N/A	\$2,380.50
We Can't Afford More Government Spending video advertising TVNZ 1/Three/Bravo (Media Buying Services Ltd.) 5 – 29 September 2023   30-second advertisement   21 spots	N/A	\$42,872.00
Northland Electorate Election Debate print advertising The Northern Advocate 6 September 2023   Quarter-page advertisement	N/A	\$230.00
Northland Electorate Election Debate print advertising The Northern Age 7 September 2023   Half-page advertisement	N/A	\$287.50
Debt Clock freight and customs charges* GoLogistics (NZ) Limited 10 September – 13 October	N/A	\$5,462.89
Debt Clock LPG gas and other miscellaneous items* Bunnings 10 September – 13 October	N/A	\$318.04

<b>Item description</b> Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate	<b>Candidates and/or            Parties Promoted in            Advertisement</b>	<b>Value \$0.00            (including GST)</b>
Debt Clock and Taxpayers' Union ute signwriting* Pixelsaurus 10 September – 13 October	N/A	\$667.00
Debt Clock and Taxpayers' Union ute signwriting* Black Diamond Graphics 10 September – 13 October	N/A	\$7,343.33
Debt Clock trailer construction* Reid Trailers 10 September – 13 October   2-ton truck	N/A	\$40,289.28
Debt Clock cables, screws and other miscellaneous items* Mitre 10 10 September – 13 October	N/A	\$202.55
Debt Clock electronics installation and parts* Reimann Tuning Limited 10 September – 13 October	N/A	\$16,640.50
Debt Clock electronics installation and parts* Livewire Auto & Marine Ltd. 10 September – 13 October	N/A	\$1,329.98
Debt Clock computer, BBQ and other miscellaneous items* The Campaign Company 10 September – 13 October	N/A	\$2,513.29
Debt Clock Launch video recording VideoTaxi 12 September 2023	N/A	\$1,825.05
Wants Higher Fuel Taxes corflutes Rieger's 13 September – 13 October   220 packs of 3 variants	N/A	\$7,802.14
Wants Higher Fuel Taxes corflutes postage NZ Post 13 September – 13 October   220 packs	N/A	\$2,035.59
Post-1News Analysis (Wellington) Election Debate social media advertising Facebook 14 – 19 September 2023   1 advertisement	N/A	\$250.00
Post-1News Analysis (Wellington) Election Debate print advertising The Post (Stuff) 16 September 2023   Quarter-page advertisement	N/A	\$2,028.60
Auckland Central Electorate Election Debate social media advertising The Campaign Company 18 September 2023	N/A	\$100.63
Robbo's Removals truck signwriting Sign It Auckland Ltd. 18 September – 13 October 2023	N/A	\$4,982.84
Robbo's Removals truck rental Metropolitan Rentals 18 September – 13 October 2023	N/A	\$5,760.00
Robbo's Removals baseball caps EmbroidMe Wellington CBD 18 September – 13 October 2023	N/A	\$212.52
Robbo's Removals clothing Kmart 18 September – 13 October 2023	N/A	\$60.00
Auckland Central Electorate Election Debate print advertising design The Campaign Company 19 September 2023   Quarter-page advertisement	N/A	\$301.88
1 News Debate Bingo Card graphic The Campaign Company 19 September 2023	N/A	\$100.63
Auckland Central Electorate Election Debate social media advertising Facebook 19 – 26 September 2023   1 advertisement	N/A	\$250.00

<b>Item description</b> Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate	<b>Candidates and/or            Parties Promoted in            Advertisement</b>	<b>Value \$0.00            (including GST)</b>
Auckland Central Electorate Election Debate print advertising NZ Herald (NZME) 20 September 2023   Quarter-page advertisement	N/A	\$2,070.00
Debt Clock Launch video editing and social media advertising placement The Campaign Company 21 September 2023	N/A	\$2,213.75
Debt Clock Launch video social media advertising Facebook 21 – 29 September 2023   48-second video	N/A	\$1,000.00
'Spoilt Policy: Why we must keep GST simple and free of food carve-outs' report Jim Rose Economics 22 September 2023   20 pages	N/A	\$1,100.00
Robbo's Removals social media advertising design and placement The Campaign Company 22 September 2023	N/A	\$452.81
Robbo's Removals voicemail recording The Campaign Company 23 September – 9 October 2023	N/A	\$805.00
Robbo's Removals voicemail line rental Spark 23 September – 9 October 2023	N/A	\$145.46
Robbo's Removals email advertising The Campaign Company 23 September – 9 October 2023	N/A	\$727.86
Robbo's Removals social media advertising Facebook 23 September – 13 October 2023   22 advertisements	N/A	\$1,806.86
Robbo's Removals event voiceover The Campaign Company 23 September – 13 October 2023	N/A	\$201.25
Robbo's Removals website design, domain and hosting The Campaign Company 23 September – 13 October 2023	N/A	\$2,617.30
Grant Robertson debt sinkhole graphic The Campaign Company 28 September 2023	N/A	\$100.63
Debt Clock print advertising design* The Campaign Company 28 September 2023   Half-page advertisement	N/A	\$201.25
Debt Clock print advertising placement* NZ Herald – Mood of the Boardroom Supplement (NZME) 29 September 2023   Half-page advertisement	N/A	\$9,200.00
Robbo's Removals 'native' online advertising design The Campaign Company 29 September 2023	N/A	\$251.56
Robbo's Removals print advertising design and resizing The Campaign Company 29 September 2023   Full-page advertisement	N/A	\$603.76
Robbo's Removals 'native' online advertising placement www.nzherald.co.nz (NZME) 30 September 2023   homepage 100% SOV	N/A	\$9,200.00
Robbo's Removals print advertising placement Weekend Herald (NZME) 30 September 2023   Full-page advertisement	N/A	\$10,773.66
Axe the Inflation Tax social media advertising design The Campaign Company 1 October 2023	N/A	\$452.81
Axe the Inflation Tax social media advertising Facebook 2 – 13 October 2023   4 advertisements	N/A	\$1,500.00

<b>Item description</b> Provide details of the type of advertisement, name of advertiser or supplier, volume, duration and size as appropriate	<b>Candidates and/or Parties Promoted in Advertisement</b>	<b>Value \$0.00 (including GST)</b>
www.axetheinflationtax.nz website domain and hosting The Campaign Company 2 – 13 October 2023	N/A	\$102.66
Robbo's Removals radio advertising sound design The Campaign Company 3 October 2023	N/A	\$603.75
'The Pitfalls of a Tax-Free Threshold for Income' report Jim Rose Economics 4 October 2023   16 pages	N/A	\$1,035.00
Prime Minister Taxpayers' Union advertisements stand up video editing The Campaign Company 4 October 2023   33-second video	N/A	\$948.75
Robbo's Removals radio advertising placement NewstalkZB (NZME) 4 – 13 October 2023   30-second advertisement   34 spots	N/A	\$5,796.00
Robbo's Removals radio advertising placement The Breeze (Mediaworks) 6 – 13 October 2023   30-second advertisement   83 spots	N/A	\$5,915.23
Robbo's Removals billboards design and resizing The Campaign Company 8 October 2023	N/A	\$352.19
Robbo's Removals print advertising placement The Post/The Press/Waikato Times (Stuff) 9 October 2023   Full-page advertisement	N/A	\$6,727.50
Ruth Richardson Newshub Nation video social media advertising Facebook 9 – 12 October 2023   1 promoted post	N/A	\$193.67
Robbo's Removals billboards design and resizing Jolly Billboards 9 – 13 October 2023	N/A	\$9,660.00
Wants to Hike Fuel Taxes print advertising design The Campaign Company 10 October 2023   Full-page advertisement	N/A	\$1,006.25
Wants to Hike Fuel Taxes print advertising placement NZ Herald (NZME) 11 October 2023   Full-page advertisement	N/A	\$6,325.00
* In the interests of transparency, we have declared a number of items (as indicated by the asterisks) that formed part of our election campaign but the Electoral Commission advised us did not necessarily constitute the legal definition election advertisements.		