

Return of Registered Promoter Expenses for the 2023 General Election

DECLARATION

1. Promoter's name:

GROUNDSWELL NZ

Promoter's representative:

Melanie Cupit

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.

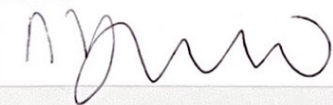
Part A: Election advertising

\$ 141,061.00

↓
as per
document
attached.

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

17. 1. 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:

- a. images of signatures that are electronic replications, such as scanned or photographic images
- b. 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
- 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.

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*.

**Groundswell NZ Third Party Promoter for 2023 General Election
Record of Expenses from the regulated period**

DRIVE 4 CHANGE - Invercargill to Auckland Tractor Trek

17.10.23	The Campaign Company - facebook advertising	\$	1,669.66	
09.10.23	Reimburse Southland Farm Machinery for tractor fuel	\$	641.70	
05.10.23	Fuel Bryce D4C	\$	685.57	
6.10.23	SRL newspaper advert with Invercargill details	\$	345.00	
29.09.23	The Country Inn, Ramarama accomodation	\$	760.00	
28.09.23	Donegal House Kaikoura accom	\$	120.00	
28.09.23	The Campaign Company Facebook adverts	\$	5,330.34	
26.09.23	Air NZ - Flights Blenheim to Wellington	\$	343.00	
26.09.23	The Big Picture - New tractor signs in wellington	\$	913.66	
22.09.23	Queens Park motel Invercargill	\$	160.00	
22.09.23	Signmax - auckland signs for Cam	\$	2,668.00	
19.09.23	Signs plus frieght to coordinators	\$	4,506.28	
19.09.23	Rural News column advert D4C	\$	668.61	
13.09.23	Novamech billboard auckland new skin	\$	345.00	
11.09.23	Courier golf balls to Auckland and tractor phone holder	\$	225.00	
08.09.23	Novamech billboard hire for 6 weeks	\$	1,725.00	
05.09.23	AB Signs - tractor signs, golf ball stickers and bumper stickers	\$	1,109.75	
25.08.23	Prestige Products golf balls	\$	5,216.40	
16.08.23	Tirau B&B accomodation	\$	350.00	
16.08.23	Taieri, Pahiatua, Turangi and Ellerslie accomodation	\$	910.90	
09.08.23	Flights and Ferry bookings	\$	1,443.00	
		\$	30,136.87	\$ 30,136.87

Drive 4 Change ELLERSLIE EVENT

17.10.23	The Campaign Company for Facebook ads	\$	2,348.37	
17.10.23	Newstalk ZB radio adverts	\$	4,225.00	
29.11.23	The Herald full page advert	\$	5,500.00	
28.09.23	The Campaign Company facebook adverts	\$	2,651.63	
		\$	14,725.00	\$ 14,725.00

LABOUR IS THE PROBLEM

17.10.23	The Campaign Company for Facebook ads	\$	5,482.00	
08.09.23	The Campaign Company web hosting (labouristheproblem)	\$	200.00	
28.09.23	The Campaign Company facebook adverts	\$	14,518.03	
17.10.23	Billboards from LUMO	\$	30,000.00	
		\$	50,200.03	\$ 50,200.00

August	The Campaign Company - half of monthly contract fee	\$	11,500.00	
September	The Campaign Company - full monthly contract fee	\$	23,000.00	
October	The Campaign Company - half of monthly contract fee	\$	11,500.00	
		\$	46,000.00	\$ 46,000.00

Full expenditure

\$ 141,061.87