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## 2024 KING ISLAND COUNCIL COUNCILLOR BY-ELECTION - ELECTORAL EXPENDITURE ADVERTISING RETURN Q & A

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**Q. Do I need to complete an “electoral advertising return”?** **A.** Yes – every candidate must complete and return an electoral advertising return even if the total expenditure is nil.

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**Q. What is the most I can spend on electoral advertising?** **A.** \$12,000

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**Q. What must be included in the expenditure limit?** **A.** **All** electoral advertising used during the relevant period is to be included in the expenditure limit and declared in your expenditure return.

Electoral advertising is defined in section 3 of the *Local Government Act 1993* to include:

- any notice, sign or poster;
- any pamphlet or handbill;
- any “how-to-vote” card;
- any print medium;
- any broadcast by radio or TV;
- advertising on the internet.

Some of the costs of electoral advertising are easy to overlook as illustrated by the examples below.

*Example 1* - you have included the cost of signs in the return. Consider whether there were any costs for the design, transport or erecting of the signs, as these costs need to be included in the return too.

*Example 2* – you have included the cost of printing pamphlets in the return. Consider whether there were any costs for the design or delivery as these costs also need to be included in the return.

*Example 3* – the cost of radio advertising should include the production cost and the cost for running the advertisement.

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**Q. Do I need receipts?** **A.** Yes – invoices, accounts or receipts are required for everything included in the return.

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**Q. What if I paid for the electoral advertising before the relevant period?** **A.** The costs of all electoral advertising **used** during the relevant period (14 December 2023 – 2 pm, 27 February 2024) must be included in the return even if the costs were incurred outside that period.

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**Q. What if I reuse electoral advertising from a previous election?**

**A.** Election posters, etc. used for a previous election event do not have to be included in the costs for a subsequent election event as these costs should have been included in a previous return.

Please note that any costs associated with updating signs, such as stickers, etc. must still be included in the return.

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**Q. If I am advertising jointly with another candidate, do we split the cost?**

**A.** You must declare the **full** cost of joint advertising.

Regulation 22(6) of the *Local Government (General) Regulations 2015* provides that all candidates involved are required to declare the **total** time and space and expense of any advertisements in their electoral advertising returns.

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