



NZ POLICE
WITNESS STATEMENT
Statement must be disclosed
- 1 of 7 -

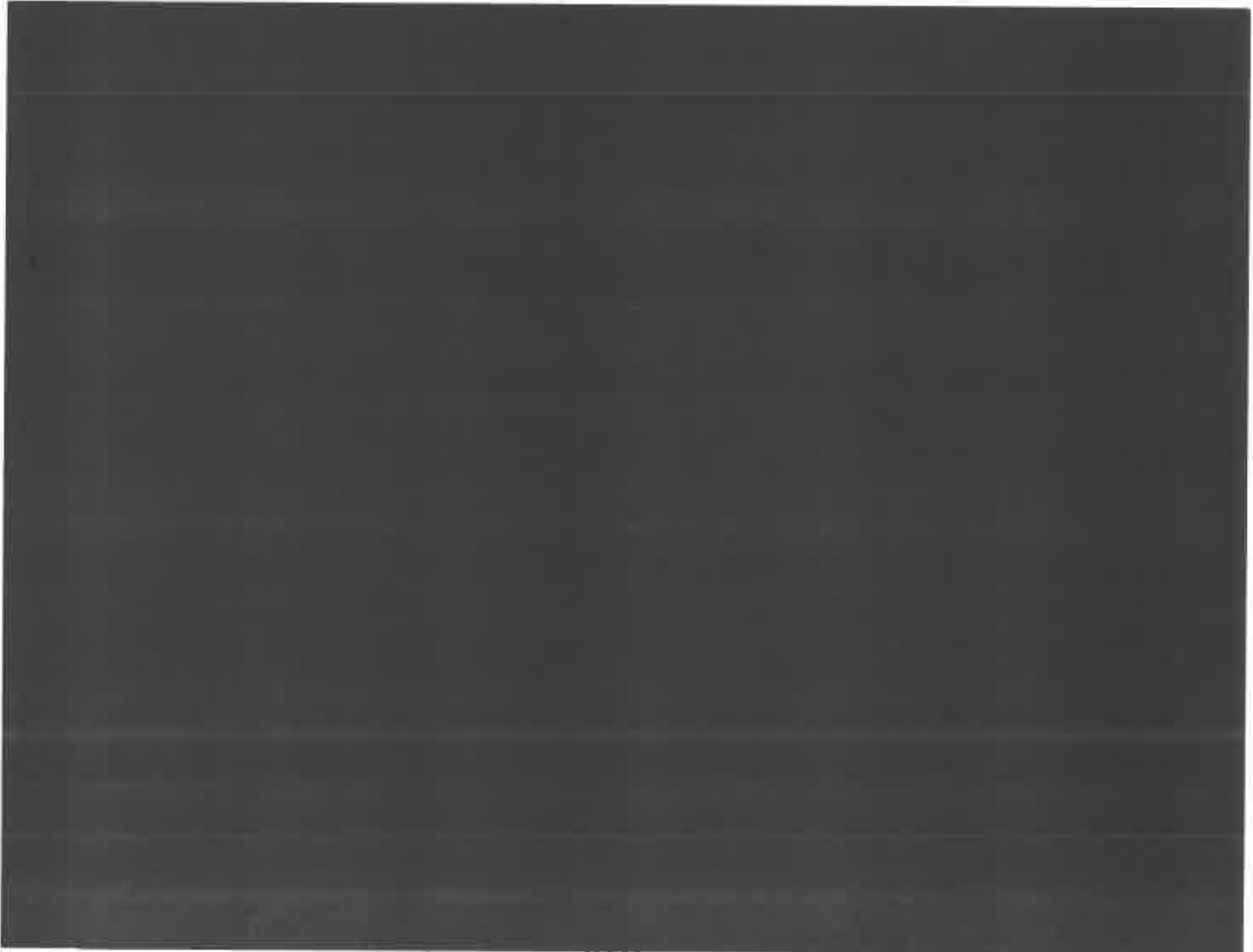
II-WS 03/12

IR No.

Statement of:	[REDACTED]	DOB:	[REDACTED]
Statement taken by:	A.R. BICKNELL		
Date:		16/05/2012	Time: 12:10 PM



I first met John Banks in 2001 during the Auckland Mayoralty campaign.





NZ POLICE
WITNESS STATEMENT CONTINUED

II-WS 03/12

- 2 of 7 -

IR No.

Statement of: [REDACTED]

Over the next couple of years John lost contact with a number of his former political colleagues. However I continued to catch up with him and talk politics. John was considering running for mayor again and sought my assistance. I said that I would help but we needed to address some of his weaknesses and for him to appear less abrasive. [REDACTED]

In 2007 John was re-elected as Mayor [REDACTED]

For the mayoralty campaign in 2010 I was the [REDACTED]

[REDACTED]

In 2010 my role was the [REDACTED] in John's mayoralty race. This involved me helping to develop the message for the campaign and assist on daily matters as they arose.

Signature: [REDACTED]

Signature witnessed by:

P442

Alan Bethell



NZ POLICE
WITNESS STATEMENT CONTINUED

II-WS 03/12

- 3 of 7 -

IR No.

Statement of: 

My tasks included a lot of policy drafting. 


I also worked on the set up of the website and managed the site content. I worked on the polling analysis, interpreting a lot of data and looking at when and where to expend effort in this area.

I did quite a bit of work around direct mailing. Direct mailing is letters addressed to specific people, personalised for area or demographic and sent to people selected off the electoral role.

The letters would include John's vision, policy, something specific to area, information about how to help and respond with support to John. The general idea being that the person would vote for John and/or support his campaign in some way.

In regards to the response aspect of the letters, on the back of the letters there is a response device for how people can help John. For example as a volunteer, help putting up signs, have a sign on their property, human hoardings, distributing pamphlets, join an Email list, host a function or meeting or make a donation.

To make a donation a person could access the campaign website, send a cheque to the Private Bag or make a deposit via credit card or internet banking or at a bank branch, into the campaign account which was published on the website, in the direct mail response device, and in our mass emails.

For this type of strategy we only expect about a 1% response rate reply, which is typical of grassroots level responses.

I had no involvement in fundraising outside of the direct mailing and the online campaign. I managed weekly/bi-weekly emails to the supporters list of around 4000 people. Again donations would be sought periodically through these emails.

Signature: 

Signature witnessed by: 

P443



NZ POLICE
WITNESS STATEMENT CONTINUED

II-WS 03/12

- 4 of 7 -

IR No.

Statement of: [Redacted]

I had no role in collecting donations outside the above. I had no one-on-one contact seeking donations. There were maybe some emails where I referred people to the website but no contact with people with high net worth.

[Redacted] I was a volunteer on the campaign and did not receive any remuneration for campaign work.

I was not the campaign manager. The difference being that a campaign manager is someone who has the authority to write cheques, which I didn't have.

[Redacted]

In regards to donations received during John's mayoralty campaign I had no knowledge of the donations coming in. [Redacted] was the Treasurer who managed expenses and donations, keeping the books, accounts for the campaign and monitoring the in/out flow of funds.

My interest of the campaign's finances was for cash flow rather than donations, as I needed to be aware there was money available for the various initiatives we wanted to engage in.

My involvement with [Redacted] related to cashflow availability.

[Redacted]

Signature: [Redacted]

Signature witnessed by: *Alison Birtwell*
P444