

## Funding of unChain's 2012 Election Campaign

unChain Inc is a residents action group incorporated under the Associations Incorporation Act. We were originally formed as unChain St Kilda to oppose a massive over-development of the St Kilda Triangle. Subsequently our interests expanded into the full range of responsibilities of the Port Phillip Council over the whole of the municipality. Therefore in 2010 we changed our name to unChain Inc and changed our statement of purposes.

In the 2012 Council election we ran a candidate in each of the seven wards of the Port Philip Council. Three were successful.

The purpose of this document is to disclose the funding of unChain Inc and summarise the expenses we paid in the 2012 Council election campaign. This goes beyond the statutory disclosures required of candidates in local Council elections. We made a similar disclosure of our funding for the 2008 Council election campaign.

In the 2008 election campaign unChain paid \$69,172 for the campaign expenses of our five candidates. In the 2012 campaign unChain paid \$58,966 for the expenses of our seven candidates. The main difference between the cost of the two campaigns is that in the 2012 campaign we did an addressed mail-out only to the residents in 3 wards (Albert Park, Carlisle and Catani and a select number in Emerald Hill and Junction wards). In the 2008 campaign we did a mail out to all residents and non-residents on the electoral roll. (Note that an addressed mail out to residents is effective but very expensive).

Various fundraising actions have been undertaken by unChain over the past couple of years. Rather than a series of small fundraising events close to the election, we concentrated on three major activities beginning well before the election campaign.

unChain's biggest source of funds has been the on-going sale of prints by artists Mirka Mora and Greg Irvine which has run from 2007 to the present. This has involved sale of high quality numbered prints signed by the artist. unChain itself sold each print for prices varying from \$500 to \$600. We have also sold prints through a local Art Gallery and an auction house. We had a limit of 100 Mora 'St Kilda Pier' prints, 250 Mora 'St Kilda Angels' prints and 100 Irvine 'St Kilda pier' prints. There was also the sale of prints of one of Mirka Mora's largest paintings, 'Piglets at Anlaby'. This retailed for \$700 (regular) and \$1500 (large). The sale of prints has raised a significant amount of money since 2007 which has been spent on our legal case, the 2008 and the 2012 election campaigns. Most of the money raised from the on-going sale of prints for the 2012 campaign came from the sale of Mirka Mora 'Angels'. This amounted to \$18,460.

The second major fundraiser was a \$200 per head 'Un Diner D'Alsace' fundraiser at Philippe Mouchel's restaurant PM24 Melbourne in June 2012. This also involved the sale of paintings by Mirka Mora 'The Blue Serpents' Tea Party, Charles Blackman 'Voyage Around the World 2009', and Tim Storrier 'The Flag'. This event resulted in a profit of \$14,400 for unChain.

The third fundraiser was a gala showing of the film 'Triangle Wars' at the Astor Cinema in February 2012. This is a documentary about the successful campaign of unChain against the Babcock Brown Citta plan for the St Kilda Triangle. More than 300 people attended, resulting in a profit of \$5,926, and the publicity also boosted the sales of the prints around that time.

Minor sources of funds were a small event (Dog's Bar Dinner), bank interest and members' subscriptions (because our major source of funds is the prints, subscriptions are low because they have been waived for members who are active in the campaigns).

There were two donations to the campaign. Richard Roberts was a candidate and in August 2012 donated \$10,000 to unChain to spend on his own campaign and also on his fellow candidates. Peter Holland is the President of unChain and also donated \$10,000 in October 2012.

We now have only \$1448 left in our bank account after the expenses of the election. We have already begun a new fundraising effort – with the sale of signed Michael Leunig prints. In 2000 Michael Leunig was declared a national Living Treasure by the National Trust and unChain is proud that he is prepared to support us.

It is difficult for good Independent candidates to run effective campaigns in elections for the expanded local Councils of the post-Kennett era. It is particularly difficult for independents to run for Councils like Port Phillip that have attendance voting rather than postal voting. In contrast, members of the political parties have their party's resources and experience to help their campaigns for local elections.

unChain tries to redress this power imbalance. We are residents who want to act together to support good Independent candidates for our Council. In 2012 three of our seven candidates were successful. We wish them and the other successful candidates all the best for the four year term of this Council.

Peter Holland  
President unChain Inc  
November 2012

Expenses 2012 Campaign

Item	Sharples	Huxley	Thomann	Roberts
Poster	\$102	\$99	\$280	\$384
Postcards	\$801	\$875	\$801	\$801
HowtoVote (1)	\$198	\$198	\$198	\$198
Web hosting etc	\$390	\$390	\$390	\$390
Absentee Mail	\$1,112	\$1,814	\$1,779	\$1,217
Corflutes	\$379	\$379	\$379	\$379
Graphic Design	\$318	\$318	\$318	\$318
Facebook Ads	\$67	\$67	\$67	\$67
Flyer/HTV(2)	\$1,448	\$1,448	\$1,448	\$987
Fold Flyer	\$77	\$77	\$77	\$77
Residents Mail	\$4,268	\$4,288	\$4,132	\$441
Ponchos& Boxes	\$27	\$27	\$27	\$27
Advertising	\$479	\$479	\$479	\$479
Ad (SK News)	\$114	\$114	\$114	\$114
T-shirts	\$393	\$393	\$393	\$393
Total	\$10,173	\$10,965	\$10,881	\$6,272

Item	Galic	Touzeau	de Groot	Total
Poster	\$102	\$168	\$102	\$1,238
Postcards	\$801	\$760	\$801	\$5,639
HowtoVote (1)	\$198	\$198	\$198	\$1,388
Web hosting	\$390	\$390	\$390	\$2,728
Absentee Mail	\$2,121	\$1,624	\$1,144	\$10,811
Corflutes	\$379	\$379	\$379	\$2,655
Graphic Design	\$318	\$318	\$318	\$2,225
Facebook Ads	\$67	\$67	\$67	\$468
Flyer/HTV(2)	\$987	\$987	\$987	\$8,292
Fold Flyer	\$77	\$77	\$77	\$539
Residents Mail	\$2,766	-	-	\$15,895
Ponchos& Boxes	\$27	\$27	\$27	\$186
Advertising	\$479	\$479	\$479	\$3,352
Ad (SK News)	\$114	\$114	\$114	\$800
T-shirts	\$393	\$393	\$393	\$2,751
Total	\$9,219	\$5,981	\$5,476	\$58,966

Funding for the 2012 unChain Campaign

Subscriptions		\$330
Interest		\$538
Dogs Bar Dinner		\$760
Gala Film Night		\$5,926
Donation R Roberts		\$10,000
Donation P Holland		\$10,000
Alsace Dinner		\$14,400
Sale Prints		\$18,460
Total		\$60,414
Less		
Cash in Bank		\$1,448.00
Campaign Funding		\$58,966