

## **GE2015: Candidates detail expenses during campaigning period**

**The ruling People's Action Party allocated more than S\$1.6 million on advertising and printing of promotional materials, accounting for 76.9 per cent of the party's total budget.**

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Candidates for the 2015 General Election allocated the bulk of their money on advertising and printing of promotional material such as flyers, badges and posters, as reflected in the returns and statements of election expenses filed by the candidates.

The People's Action Party (PAP) allocated S\$1,678,544.03 on advertising and printing of promotional materials, accounting for 76.9 per cent of the party's total budget. The total budget expenditure was S\$2,181,361.89. More than a million dollars went to the printing of its manifesto.

There was also substantial investment in new media technology by the ruling party. About S\$35,600 went into the development of PAP's mobile app as well as website development and support, while another S\$1,500 went to influencer engagement. More than S\$2,700 was spent on Facebook ads and Twitter engagement.

Meanwhile, the opposition Workers' Party allocated S\$438,781.72 to election-related expenses. Nearly 60 per cent or more than S\$258,000 went to advertising and promotional materials. Of this, S\$100,740.50 was put towards buying party paraphernalia like umbrellas and LED fans.

The opposition Singapore Democratic Party's total expenditure was more than S\$383,591, of which 69.8 per cent or nearly S\$268,000 was on advertising and promotional materials.

The party also hired a Facebook marketing company Scotts Digital FB Marketing for S\$6,000.

Research Fellow at the Institute of Policy Studies Dr Carol Soon said the recent elections saw a lot more engagement on various platforms, leading up to Polling Day. Besides traditional party websites, candidates were also using social media.

She said this was a clear recognition that more people are spending time online. "It requires time and manpower as well as sufficient resources to curate and put information online. Work needs to be done to moderate comments, to maintain a more vibrant presence online," added Dr Soon.

PAP's Tin Pei Ling had the biggest budget for a Single-Member Constituency (SMC) candidate at S\$81,165 for her MacPherson campaign. Independent candidate for Bukit Batok SMC Samir Salim Neji had the lowest statement of expenses for an SMC at S\$2,171.65. Another independent candidate Han Hui Hui who ran in Radin Mas had listed S\$28,400.50 in her statement of expenses.

The National Solidarity Party spent the most for a GRC, putting up S\$380,363 for its Sembawang GRC campaign. The Singapore Democratic Alliance meanwhile, budgeted the least for a GRC at S\$3,711 for Pasir Ris-Punggol GRC.