



23 June 2023

Dear 

**Re: Official Information Act Request: Find Money in Weird Places Campaign**

Thank you for your email on Wednesday 24 May in which you requested information under the Official Information Act 1982. You requested:

- 1. Any documents or communications containing the calculations behind the \$500 per annum saving (e.g any excel files or similar used to produce this figure, or whatever other workings you have).*
- 2. Any calculations or workings that resulted in a different figure (i.e other than \$500 per annum figure) for potential savings, if they exist.*
- 3. Any communications (e.g emails) referencing 1 or 2 above.*
- 4. The estimated cost of the campaign, broken down into as much detail as is available. If possible, please report separately any costs expected to be paid to external parties e.g advertising companies or consultants.*
- 5. Any internal communications containing other possible tips that were considered for the campaign but ultimately not used, if they exist.*

As per EECA's email on Thursday 15 June 2023, we have extended your request by an additional ten working day to Thursday 6 July. This extension was necessary because your request necessitates a search through a large quantity of information and meeting the original time limit would unreasonably interfere with our operations necessary to make a decision on your request.

Please find EECA's response to part four of your request attached as **Appendix One**.

EECA will provide a response to the remainder of your request in due course, and no later than **Thursday 6 July**.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or freephone 0800 802 602.

Please note that it is our policy to proactively release our responses to official information requests where possible. Our response to your request will be published shortly at <https://www.eeca.govt.nz/about/news-and-corporate/official-information/> with your personal information removed.

Yours sincerely



Andrew Caseley  
**EECA Chief Executive**

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## Find Money in Weird Places Campaign: Cost Breakdown

### Notes:

- As of 25<sup>th</sup> May, the allocated budget for this campaign was **\$2.7m**.
- The actual spend may yet differ dependent on final campaign marketing decisions
- As of 25<sup>th</sup> May, the total amount spent on the campaign was **\$700,243.00**. Please note that the campaign 'actual spend' will increase as time evolves; plus line items are also subject to change.
- Some of these costs overlap. Where this is the case, it is noted next to the item.
- Regarding costs for T-shirts, no T-shirts were produced as a part of the campaign.

### Cost Breakdown by topic:

Please refer to the following pages for a breakdown on:

- Advertising
- Campaign written material (brochure and booklet)
- Website (save500.org.nz)
- External costs

Advertising			
Item	Notes	Status of spend	\$
Total campaign production		Spent	\$471,998.00
Total advertising media placement	Includes website promotion.	Committed & part spent.	\$1,100,000.00
YouTube	Advertising	Committed	\$94,417.00
Television (Linear)	TV channels include: <ul style="list-style-type: none"> <li>• TVNZ network</li> <li>• Warner Brothers</li> <li>• Discovery</li> <li>• Māori Television</li> </ul>	Committed & part spent.	\$662,000.00
Television (On Demand)	<ul style="list-style-type: none"> <li>• TVNZ network</li> <li>• Discovery</li> </ul>	Committed	\$60,141
Out of home	This includes placements in 38 malls and 163 street furniture panels (bus stops).	Committed & part spent.	\$130,000.00
Social Media	Social media platforms include: <ul style="list-style-type: none"> <li>• Meta</li> <li>• TikTok,</li> <li>• YouTube</li> </ul>	Committed	\$94,000.00
Radio	NZME, Mediaworks, Māori Media Network, Pacific Media Network	Committed & part spent.	\$48,054.00

Campaign Material			
Item	Notes	Status of spend	\$
Production	Includes 16-page Booklet and Brochure (including logo design).	Spent	\$211,286.00
Distribution	<ul style="list-style-type: none"> <li>• Includes 16-page Booklet and Brochure</li> <li>• Mail out of brochures is being managed by the Ministry of Social Development, commencing 29 May and full distribution taking two weeks.</li> </ul>	Spent	\$604,520.00
Translation	<ul style="list-style-type: none"> <li>• Booklet only</li> <li>• Translations provided by A2Z Translations.</li> <li>• The campaign booklet was written in English and translated into the following languages: Te Reo Māori, Samoan, Tongan, Cook Island Māori, Fijian, and Niuean.</li> </ul>	Spent	\$14,878.00

Website: save500.org.nz			
Item	Notes	Status of spend	\$
Development		Spent	\$7,200.00
Hosting	<ul style="list-style-type: none"> <li>This figure is the total cost for six months of hosting (May 2023-October 2023)</li> <li>The website went live for testing on 10 May 2023.</li> </ul>	Committed & part spent.	\$360.00

External costs			
Item	Notes	Status of spend	\$
Clemenger BBDO (retained creative agency)	Creative development: production of advertising material, brochure design and photography.	Spent	\$393,471.00
Consumer NZ (MOU partnership)	<p>This includes:</p> <ul style="list-style-type: none"> <li>Project management</li> <li>Website design, production and maintenance.</li> <li>Editorial assistance</li> <li>Collateral development; upweighted contact centre resource for Powerswitch to support the duration of the campaign.</li> <li>Communication Consultation for campaign booklet. Two cultural advisors were used for communications advice at no cost.</li> </ul>	Spent	\$255,000.00
Webstar	Printing of brochure	Spent	\$40,295.00
Webstar	Printing of booklet	Spent	\$90,544.00
MBM (contracted media agency)	Campaign media placement	Committed and part spent	\$1,100,000.00
Bluestar	Envelopes	Spent	\$21,486.00
Blue Star	Postage of brochure	Spent	\$488,846.40
Western Mailing	Postage of booklet	Spent	\$94,187.00
TRA	Campaign research	Spent	\$9,700.00



6 July 2023

Dear 

**Re: Official Information Act Request: Find Money in Weird Places Campaign**

Thank you for your email on Wednesday 24 May in which you requested information under the Official Information Act 1982. You requested:

1. *Any documents or communications containing the calculations behind the \$500 per annum saving (e.g any excel files or similar used to produce this figure, or whatever other workings you have).*
2. *Any calculations or workings that resulted in a different figure (i.e other than \$500 per annum figure) for potential savings, if they exist.*
3. *Any communications (e.g emails) referencing 1 or 2 above.*
4. *The estimated cost of the campaign, broken down into as much detail as is available. If possible, please report separately any costs expected to be paid to external parties e.g advertising companies or consultants.*
5. *Any internal communications containing other possible tips that were considered for the campaign but ultimately not used, if they exist.*

As per EECA’s email on Thursday 15 June 2023, we have extended your request by an additional ten working day to Thursday 6 July. This extension was necessary because your request necessitates a search through a large quantity of information and meeting the original time limit would unreasonably interfere with our operations necessary to make a decision on your request.

On Friday 23 June 2023, EECA responded to part four of your request regarding the costs of the campaign.

Please see the table below for EECA’s response to the remainder of your request:

Part of request #	Part of request	EECA’s Response

<p>1</p>	<p><i>Any documents or communications containing the calculations behind the \$500 per annum saving (e.g any excel files or similar used to produce this figure, or whatever other workings you have).</i></p>	<p>The \$500 per annum figure is a suggestion only. The actual savings per annum is unique to a household and can differ depending on their situation (for example, the heat pump tip will not apply to those who do not have a heat pump).</p> <p>The supporting evidence behind the potential savings is publicly available on the ConsumerNZ website. Visit: <a href="https://www.consumer.org.nz/articles/save500-supporting-evidence">https://www.consumer.org.nz/articles/save500-supporting-evidence</a></p> <p>For communications, please refer to the attachment.</p>
<p>2</p>	<p><i>Any calculations or workings that resulted in a different figure (i.e other than \$500 per annum figure) for potential savings, if they exist.</i></p>	<p>See response above.</p>
<p>3</p>	<p><i>Any communications (e.g emails) referencing 1 or 2 above.</i></p>	<p>Please refer to the pdf titled 'Part Three' for these emails.</p>
<p>5</p>	<p><i>Any internal communications containing other possible tips that were considered for the campaign but ultimately not used, if they exist.</i></p>	<p>On Friday 17 March, EECA's Senior Marketing lead emailed the Group Manager, Marketing and Communications. This contained the attachment: Winter Energy Saving agency brief.</p> <p>Within the briefing, the five 'action territories' were listed:</p> <p><b>Tier 2. Action territories</b></p> <ul style="list-style-type: none"> <li>● Being on the right energy plan</li> <li>● Heatpumps</li> <li>● Water heating</li> <li>● Heat in moisture out</li> <li>● Appliance usage</li> </ul> <p>Please also refer to the pdf titled 'Part Five' for an additional item.</p>



You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or freephone 0800 802 602.

Please note that it is our policy to proactively release our responses to official information requests where possible. Our response to your request will be published shortly at <https://www.eeca.govt.nz/about/news-and-corporate/official-information/> with your personal information removed.

Yours sincerely



Andrew Caseley  
**EECA Chief Executive**

## Official Information Act Requests

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**From:** Gareth Gretton  
**Sent:** Monday, 1 May 2023 2:00 pm  
**To:** Emma Graham; Vincent Smart  
**Cc:** Russ Duncan  
**Subject:** RE: Evidence base for winter savings campaign - draft 1

I've made a few edits and also left some comments.

G

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**From:** Emma Graham <Emma.Graham@eeca.govt.nz>  
**Sent:** Monday, 1 May 2023 12:59 pm  
**To:** Vincent Smart <Vincent.Smart@eeca.govt.nz>; Gareth Gretton <Gareth.Gretton@eeca.govt.nz>  
**Cc:** Russ Duncan <Russ.Duncan@eeca.govt.nz>  
**Subject:** RE: Evidence base for winter savings campaign - draft 1

Thanks Vince! Will let you know if anything is unclear 😊

**Emma Graham**

Communications Advisor



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**From:** Vincent Smart <[Vincent.Smart@eeca.govt.nz](mailto:Vincent.Smart@eeca.govt.nz)>  
**Sent:** Monday, 1 May 2023 12:57 pm  
**To:** Emma Graham <[Emma.Graham@eeca.govt.nz](mailto:Emma.Graham@eeca.govt.nz)>; Gareth Gretton <[Gareth.Gretton@eeca.govt.nz](mailto:Gareth.Gretton@eeca.govt.nz)>  
**Cc:** Russ Duncan <[Russ.Duncan@eeca.govt.nz](mailto:Russ.Duncan@eeca.govt.nz)>  
**Subject:** RE: Evidence base for winter savings campaign - draft 1

Looks good.

Left a couple of suggestion on each, happy to discuss (or defer to Gareth...).

Cheers  
Vince

**Vince Smart**

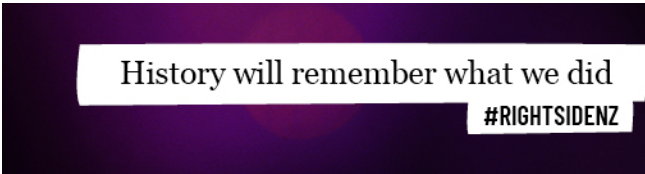
Lead Advisor, Evidence Insights and Innovation.



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9(2)(a)

Monday	Tuesday	Wednesday	Thursday	Friday
Working from home	In the Office	Non Working day	Working from home	In the office



**From:** Emma Graham <[Emma.Graham@eeca.govt.nz](mailto:Emma.Graham@eeca.govt.nz)>

**Sent:** Monday, 1 May 2023 12:34 pm

**To:** Gareth Gretton <[Gareth.Gretton@eeca.govt.nz](mailto:Gareth.Gretton@eeca.govt.nz)>; Vincent Smart <[Vincent.Smart@eeca.govt.nz](mailto:Vincent.Smart@eeca.govt.nz)>

**Cc:** Russ Duncan <[Russ.Duncan@eeca.govt.nz](mailto:Russ.Duncan@eeca.govt.nz)>

**Subject:** RE: Evidence base for winter savings campaign - draft 1

Kia ora Gareth and Vince, just wanted to bring the docs below back to your attention 😊

Are you able to review these in the next week or so? We're hoping to publish these changes ahead of the WKH campaign.

**Emma Graham**

Communications Advisor



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**From:** Emma Graham

**Sent:** Monday, 17 April 2023 9:59 am

**To:** Gareth Gretton <[Gareth.Gretton@eeca.govt.nz](mailto:Gareth.Gretton@eeca.govt.nz)>; Vincent Smart <[Vincent.Smart@eeca.govt.nz](mailto:Vincent.Smart@eeca.govt.nz)>

**Cc:** Russ Duncan <[Russ.Duncan@eeca.govt.nz](mailto:Russ.Duncan@eeca.govt.nz)>

**Subject:** RE: Evidence base for winter savings campaign - draft 1

Hey Gareth and Vince,

As mentioned - I've just done a review of the hot water and heat pumps pages on Gen Less to get them ready and consistent for the Winter savings campaign – I've also just done a bit of a refresh of the content on them to make sure they're integrating info on smart homes, and WKH info 😊

To link to the campaign, I've added in some key cost savings info and a temporary block to link to the campaign page for the other tips.

Appreciate that you're both flat out, but it'd be great to get your eyes over these pages to fact check and flag anything that has changed since these pages were first written. Thanks!

 [Updates to hot water page -gen less.docx](#)

 [updateds to heat pump page - Gen Less.docx](#)

**Emma Graham**

Communications Advisor



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**From:** Gareth Gretton <[Gareth.Gretton@eeca.govt.nz](mailto:Gareth.Gretton@eeca.govt.nz)>

**Sent:** Friday, 14 April 2023 1:52 pm

**To:** Vincent Smart <[Vincent.Smart@eeca.govt.nz](mailto:Vincent.Smart@eeca.govt.nz)>; Russ Duncan <[Russ.Duncan@eeca.govt.nz](mailto:Russ.Duncan@eeca.govt.nz)>; Emma Graham <[Emma.Graham@eeca.govt.nz](mailto:Emma.Graham@eeca.govt.nz)>

**Subject:** RE: Evidence base for winter savings campaign - draft 1

Yeah – there is a fair bit of diversity, so maybe the 50 c/hour statement is too broad brush. And we wouldn't want people thinking a 400 W panel heater costs the same to run as a 2.4 kW heater.

And I think what they're trying to say is a 2 kW fan heater costs the same as a 2 kW oil column heater.

How about:

Different types of plug-in heater deliver heat in different ways, and some are better suited to certain rooms over others. For a given wattage, all will cost the same to run – about 12 c per hour for a small panel heater and up to 50 c per hour for a high power model.

G

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**From:** Vincent Smart <[Vincent.Smart@eeca.govt.nz](mailto:Vincent.Smart@eeca.govt.nz)>  
**Sent:** Friday, 14 April 2023 1:42 pm  
**To:** Gareth Gretton <[Gareth.Gretton@eeca.govt.nz](mailto:Gareth.Gretton@eeca.govt.nz)>; Russ Duncan <[Russ.Duncan@eeca.govt.nz](mailto:Russ.Duncan@eeca.govt.nz)>; Emma Graham <[Emma.Graham@eeca.govt.nz](mailto:Emma.Graham@eeca.govt.nz)>  
**Subject:** RE: Evidence base for winter savings campaign - draft 1

Except for 400w panel heaters, 1500 W fan heaters, 3kw heater dehumidifiers, and 2.5 kw ovens...

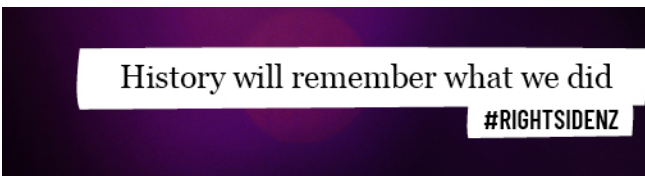
**Vince Smart**  
Lead Advisor, Evidence Insights and Innovation.



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9(2)(a)

Monday	Tuesday	Wednesday	Thursday	Friday
Working from home	In the Office	Non Working day	Working from home	In the office



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**From:** Gareth Gretton <[Gareth.Gretton@eeca.govt.nz](mailto:Gareth.Gretton@eeca.govt.nz)>  
**Sent:** Friday, 14 April 2023 1:12 pm  
**To:** Russ Duncan <[Russ.Duncan@eeca.govt.nz](mailto:Russ.Duncan@eeca.govt.nz)>; Vincent Smart <[Vincent.Smart@eeca.govt.nz](mailto:Vincent.Smart@eeca.govt.nz)>; Emma Graham <[Emma.Graham@eeca.govt.nz](mailto:Emma.Graham@eeca.govt.nz)>  
**Subject:** RE: Evidence base for winter savings campaign - draft 1

Ah – just re-reading and I'm realising they've assumed a 2 kW heater which is fair enough. I just kind of read it as a per kWh cost.

How about a slight tweak to the wording which hints at this:

“Different types of plug-in heaters typically all cost the same to run – around 50¢ an hour **when on full power.**”

G

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**From:** Russ Duncan <[Russ.Duncan@eeca.govt.nz](mailto:Russ.Duncan@eeca.govt.nz)>

**Sent:** Friday, 14 April 2023 12:16 pm

**To:** Gareth Gretton <[Gareth.Gretton@eeca.govt.nz](mailto:Gareth.Gretton@eeca.govt.nz)>; Vincent Smart <[Vincent.Smart@eeca.govt.nz](mailto:Vincent.Smart@eeca.govt.nz)>;

Emma Graham <[Emma.Graham@eeca.govt.nz](mailto:Emma.Graham@eeca.govt.nz)>

**Subject:** FW: Evidence base for winter savings campaign - draft 1

Hey Gareth, thanks again for your awesome feedback Consumer folding it into the content as we speak – but one they would like a little more clarity on is tis one, any chance you might be able to give a bit more on it?

(also totally appreciate how busy you are so thank you a lot in advance!)

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**From:** Alana Lenahan <[Alana.Lenahan@consumer.org.nz](mailto:Alana.Lenahan@consumer.org.nz)>

**Sent:** Friday, 14 April 2023 11:59 am

**To:** Russ Duncan <[Russ.Duncan@eeca.govt.nz](mailto:Russ.Duncan@eeca.govt.nz)>

**Subject:** RE: Evidence base for winter savings campaign - draft 1

Hi again,

Just on this, could you please ask your expert to clarify the point:

**p. 10**

**“Different types of plug-in heaters typically all cost the same to run – around 50c an hour.”**

**That number is wrong – it’s just the variable electricity rate which is somewhere around 25 c/kWh on average.**

Thanks  
Alana.

## Official Information Act Requests

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**From:** Gareth Gretton  
**Sent:** Friday, 14 April 2023 10:14 am  
**To:** Emma Graham; Russ Duncan; Vincent Smart  
**Subject:** RE: Evidence base for winter savings campaign - draft 1

Hi Emma,

A few comments:

p. 6

“Fling the windows open for at least 10 minutes each day to help the house breathe out all that damp, stale air. Better yet, if you have secure window stays, leave the windows cracked during daylight hours when you’re not using any heating to ensure that you have nice fresh air coming in.”

100% endorse the first sentence, and that is actually the best thing to do. The second thing is not better! Reasoning is simple – when you ‘blast’ ventilate your house you quickly get rid of the stale air, but don’t cool the fabric of the house down. With option 2 – leaving your windows open a crack – there’s a risk that you miss out on beneficial solar gain through the day, as you’re continuously ventilating your house. So I think we should tweak this para.

p. 8

“The heat pump is the king of keeping you warm over winter. They’re so efficient that they put out more heat than the power they consume.”

All good, but we could say:

The heat pump is the king of keeping you warm over winter. They’re so efficient that they put out **three times** more heat than the power they consume.

I think we should also have more advice on the fan settings rather than it just being a tip at the bottom, as this can have a significant impact on the efficiency. Advice would be something like:

“It’s generally best to leave the fan setting on auto as that will let the heat pump optimise fan speed. If you want to squeeze as much output from the unit, and heat your room up quickly, then set the fan to high. This also has good efficiency. Only set the fan speed to low if you really need it to be quiet, as this will reduce the efficiency of the unit and increase your power bill.”

p. 10

“Different types of plug-in heaters typically all cost the same to run – around 50c an hour.”

That number is wrong – it’s just the variable electricity rate which is somewhere around 25 c/kWh on average.

p.12

“Switch off

Most of the things that you have plugged in at home use power all the time, even when they’re not switched on. Switching off these appliances at the wall when not in use can save up to \$100 on your power bill over the course of a year.”

\$100 would be higher than I’d expect. Suggest we dial this back a little.

p. 13

“An old 100W lightbulb will cost you about 20¢ each evening to run. This all adds up, so be sure to turn lights off when you’re not in the room. If you can get your hands on them, opt for LED lightbulbs as they’ll pay for themselves in power savings very quickly – the 100W equivalent LED bulb will only cost 2¢ over an evening.”

Can we highlight this in yellow, or otherwise make it more prominent? I think it’s more meaningful and impactful advice than the ‘switch off’ one above, which I’m sceptical about.

I think we could also change the text to:

“An old 100W lightbulb will cost you about 15¢ each evening to run. This ~~all~~ adds up to \$1 per week, so be sure to turn lights off when you’re not in the room. If you can get your hands on them, opt for LED lightbulbs as they’ll pay for themselves in power savings within a few months – the 100W equivalent LED bulb will only cost 1.5¢ over an evening. Better still, they last 10 times as long, so you’ll save even more money in the long run.”

p. 14

“The more hot water you use, the more you’ll pay. Each 15 minute shower will cost you about \$1 – think about how many people you have in your house and it’ll give you an idea of how much it’s costing you per day. If you can shorten the showers down to five minutes, you’ll save 66¢ each time. That’s an average of \$5 per person per week.”

Maths is wrong: it’s \$5 per person per week.

p. 15

“Sometimes the shower pumps out more water than you need and you end up wasting a lot of hot water down the drain. You can easily check how much water is wasted with a 10L bucket and timer.”

Add bucket volume!

p. 16

Checklist includes “Switch off unused appliances at the wall when you’re not using them” I thought we’d planned to drop that one as per another email conversation?

G

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**From:** Emma Graham <Emma.Graham@eeca.govt.nz>

**Sent:** Wednesday, 12 April 2023 3:51 pm

**To:** Gareth Gretton <Gareth.Gretton@eeca.govt.nz>; Russ Duncan <Russ.Duncan@eeca.govt.nz>; Vincent Smart <Vincent.Smart@eeca.govt.nz>

**Subject:** RE: Evidence base for winter savings campaign - draft 1

Hey Gareth and Vince,

Here’s where the content of Consumer’s booklet is currently sitting – this might change, and we’ve already flagged a couple of typos.

Let us know if there are any major red flags in the content here 😊



**Emma Graham**

Communications Advisor



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**From:** Gareth Gretton <[Gareth.Gretton@eeca.govt.nz](mailto:Gareth.Gretton@eeca.govt.nz)>

**Sent:** Thursday, 6 April 2023 3:44 pm

**To:** Russ Duncan <[Russ.Duncan@eeca.govt.nz](mailto:Russ.Duncan@eeca.govt.nz)>; Vincent Smart <[Vincent.Smart@eeca.govt.nz](mailto:Vincent.Smart@eeca.govt.nz)>; Emma Graham <[Emma.Graham@eeca.govt.nz](mailto:Emma.Graham@eeca.govt.nz)>

**Subject:** RE: Evidence base for winter savings campaign - draft 1

Hi Russ,

Just had a quick read. A couple of paras jumped out a little:

In real terms, residential electricity prices have increased by around 40% over the last twenty years . No surprise then that Consumers think electricity is expensive and likely to become more so. Affordability is a growing concern. Three in five are concerned about the cost of their household energy consumption. The greatest concern tends to hit those in certain family types, such as those aged 40-49 (68%) and 50-59 years (62%). Renters and those with higher average bill amounts renters were the most concerned.

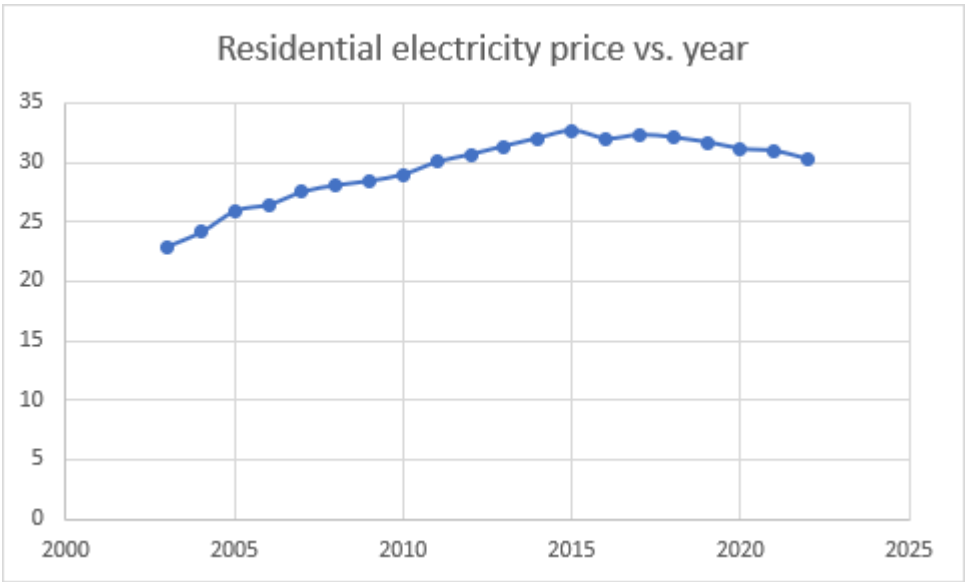
New Zealanders are twice as likely to agree than disagree that electricity bills put pressure on their finances and that this is getting worse over time. Renters, lower income and medically dependent households are most likely to feel this pressure, while the former two groups are more likely than average to feel bills are harder to pay than one year ago.

My thoughts:

- MBIE data shows power prices did increase in real terms during the '00s, but they've been pretty flat for the last 10 years, and actually **\*down\*** over the last 5 years (see quick plot below).
- Households feeling bills are harder to pay that one year ago will be absolutely true, but I'd suggest more to do with other costs (mortgages, groceries etc.) going up.

This doesn't affect the thrust of the campaign, and helping people save energy and money is definitely a good thing, but I suggest we might need to keep an eye on the tone in a few places lest we reinforce the perception that energy is 'expensive' (in the sense of 'over priced').

G



**From:** Russ Duncan <[Russ.Duncan@eeca.govt.nz](mailto:Russ.Duncan@eeca.govt.nz)>  
**Sent:** Wednesday, 5 April 2023 1:52 pm  
**To:** Gareth Gretton <[Gareth.Gretton@eeca.govt.nz](mailto:Gareth.Gretton@eeca.govt.nz)>; Vincent Smart <[Vincent.Smart@eeca.govt.nz](mailto:Vincent.Smart@eeca.govt.nz)>; Emma Graham <[Emma.Graham@eeca.govt.nz](mailto:Emma.Graham@eeca.govt.nz)>  
**Subject:** FW: Evidence base for winter savings campaign - draft 1

Hi team, here is Consumers top line to support the campaign.

I will get the booklet content through as soon as it lands here.

Happy to chat on this at any point.

Russ

[Redacted text block] Out of scope

[Redacted text block]

[Redacted text block]

[Redacted text block]

## Official Information Act Requests

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**From:** Gareth Gretton  
**Sent:** Wednesday, 5 April 2023 11:57 am  
**To:** Russ Duncan; Vincent Smart; Mitchell Trezona-lecomte  
**Cc:** Emma Graham  
**Subject:** RE: Winter Energy Savings Campaign

Thanks for the update Russ.

And yes – do send the booklet through. Will make time for a quick review at least.

G

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**From:** Russ Duncan <[Russ.Duncan@eeca.govt.nz](mailto:Russ.Duncan@eeca.govt.nz)>  
**Sent:** Wednesday, 5 April 2023 11:39 am  
**To:** Gareth Gretton <[Gareth.Gretton@eeca.govt.nz](mailto:Gareth.Gretton@eeca.govt.nz)>; Vincent Smart <[Vincent.Smart@eeca.govt.nz](mailto:Vincent.Smart@eeca.govt.nz)>; Mitchell Trezona-lecomte <[Mitchell.Trezona-lecomte@eeca.govt.nz](mailto:Mitchell.Trezona-lecomte@eeca.govt.nz)>  
**Cc:** Emma Graham <[Emma.Graham@eeca.govt.nz](mailto:Emma.Graham@eeca.govt.nz)>  
**Subject:** RE: Winter Energy Savings Campaign

Hi team, just a quick follow up on this one – Also Gareth you were amazing on TV this week.

So, feedback all taken on board, we've moved the Heatpump number down.

We will bring the second fridge message in, might not be in say the TV ad but will they suite.

The switching retailers feedback is totally valid too, Powerswitch does need to make up a part of this work politically but we will really soften that and knowing only a proportion of the audience.

Paul from Consumer is doing the numbers so I will fire that through and if you wanted to review the content in the booklet (would be amazing but also know just how busy you are) I will get that through.

And once we have a bit more shape on it we will touch back in.

Thanks again.

Russ

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**From:** Gareth Gretton <[Gareth.Gretton@eeca.govt.nz](mailto:Gareth.Gretton@eeca.govt.nz)>  
**Sent:** Tuesday, 28 March 2023 9:53 am  
**To:** Vincent Smart <[Vincent.Smart@eeca.govt.nz](mailto:Vincent.Smart@eeca.govt.nz)>; Russ Duncan <[Russ.Duncan@eeca.govt.nz](mailto:Russ.Duncan@eeca.govt.nz)>; Mitchell Trezona-lecomte <[Mitchell.Trezona-lecomte@eeca.govt.nz](mailto:Mitchell.Trezona-lecomte@eeca.govt.nz)>  
**Cc:** Emma Graham <[Emma.Graham@eeca.govt.nz](mailto:Emma.Graham@eeca.govt.nz)>  
**Subject:** RE: Winter Energy Savings Campaign

Hi Russ,

Agree with Vince's comments.

I've also just checked against what we put in the 'Household Challenge' we did for The Project:

<https://genless.govt.nz/stories/test-yourself-with-the-household-challenge-action-scorecard/>

This uses **18-21** for the heat pump temperature.

If we're chopping 'switching things off at the wall', how about adding 'if you've got a second fridge in the garage, empty it and turn it off when you don't need it'.

This has come up as a thing through some of the SEEC/Ecobulb stuff, and it does seem to be a thing for many people. (I have neither a second fridge nor a garage to put it in!)

G

**From:** Vincent Smart <[Vincent.Smart@eeca.govt.nz](mailto:Vincent.Smart@eeca.govt.nz)>  
**Sent:** Tuesday, 28 March 2023 9:35 am  
**To:** Russ Duncan <[Russ.Duncan@eeca.govt.nz](mailto:Russ.Duncan@eeca.govt.nz)>; Gareth Gretton <[Gareth.Gretton@eeca.govt.nz](mailto:Gareth.Gretton@eeca.govt.nz)>; Mitchell Trezona-lecomte <[Mitchell.Trezona-lecomte@eeca.govt.nz](mailto:Mitchell.Trezona-lecomte@eeca.govt.nz)>  
**Cc:** Emma Graham <[Emma.Graham@eeca.govt.nz](mailto:Emma.Graham@eeca.govt.nz)>  
**Subject:** RE: Winter Energy Savings Campaign

Hi Russ,

Looks pretty good in general.

A few things to consider:

- 1) Switching retailers might be a hassle for some low-income customers because of poor credit ratings, and sometimes an overlap between bills from 2 providers. Many might feel there is a risk.
- 2) Standby power tends to be very low these days so while it might be free, switching stuff off at the wall is neither easy nor effective
- 3) Heat pump operation is a tricky one, ideally we would give more detailed guidance (e.g. make sure it is in Heat mode not Auto, make sure the filters are cleaned regularly etc.) 22 degrees is the absolute max, for a family struggling with power bills I would advise 20 or even 18 (i.e. just warm enough to not be cold).
- 4) Consider adding "close your curtains before dusk" and 'don't leave windows open overnight'

**Vince Smart**

Lead Advisor, Evidence Insights and Innovation.



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Monday	Tuesday	Wednesday	Thursday	Friday
Working from home	In the Office	Non Working day	Working from home	In the office

