

[REDACTED]
[REDACTED]

3 December 2021

Dear [REDACTED]

Re: Gen Less spend and information source

Thank you for your email of 11 November 2021 in which you requested information on the spend and information source for Gen Less campaigns. Specifically, you have requested:

“Jo Bye, how much taxpayer money is being spent to tell the public about your cause. Also please confirm from where are you getting your information.”

The cost of all Gen Less campaigns is outlined in the response to a previous Official Information Act request from November 2021, which you can find on the EECA website: <https://www.eeca.govt.nz/assets/EECA-Resources/OIA-responses/OIA-November-21-response-Gen-Less-advertising-campaign-costs-and-imagery.pdf>.

The Gen Less ‘Right Side of History’ campaign and subsequent press release were informed by EECA’s ongoing market research. Data is collected through EECA’s two research monitors:

1. The consumer monitor, which samples 750 New Zealanders each quarter. The latest insights from this monitor can be found on the EECA website: https://www.eeca.govt.nz/assets/EECA-Resources/Research-papers-guides/eeca-consumer-monitor-research_Q1-2122.pdf.
2. The business monitor, which samples between 500 and 600 business decision-makers every six months. The latest insights from this monitor can be found on the EECA website: https://www.eeca.govt.nz/assets/EECA-Resources/Research-papers-guides/eeca-business-monitor-research_1-may-21.pdf

You have the right, by way of complaint to the Ombudsman, to seek an investigation and review of the Energy Efficiency and Conservation Authority’s response to your information request. You can do this by email to info@ombudsman.parliament.nz or by writing to the Office of the Ombudsman, PO Box 10152, Wellington 6143.

Yours sincerely



Andrew Caseley
Chief Executive