

EECA's Fortnightly Report to the Minister for Energy

8 August 2025

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1. Energy Security and Affordability

1.1 Support for gas users

We are preparing further advice for you on:

- The barriers and opportunities facing gas-using businesses,
- The outcomes being achieved by EECA's current and planned activity,
- Opportunities to quickly launch a series of support packages to directly address affordability and supply pressures,
- Promotional opportunities to enhance visibility of this activity.

We have now held two workshops in Hamilton with 58 attendees from a range of large and small businesses. Through these workshops we have confirmed:

- Many businesses don't know where to start when considering options for energy efficiency and reducing energy demand and they feel 'locked in' to natural gas and their legacy equipment.
- There is strong appetite for the resources EECA has available and it suggests there will be good take-up of our new Walk-through Energy Assessment product.

Off the back of this, we are developing a comms and digital marketing plan to complement and promote existing actions. The focus is on helping audiences (businesses and key system stewards) understand the work government is undertaking and ensure it gets in front of those who need it.

The plan will include sharing 'on the ground' business insights and practical support EECA is offering energy users right now. Tactical delivery will include:

- Pitching stories about the opportunity in demand side actions to interested media (EECA as a lead voice, alongside businesses who have successfully taken steps).
- Reframing existing energy efficiency resources (checklists, sector specific calculators, and feasibility study and audit funding) in light of the current gas issues and a corresponding tactical campaign
- Providing your office with relevant talking points for integration into related opportunities.
- Developing and publishing new case studies – specific to gas affordability on our website and amplifying through other channels.
- Promoting affordability support proactively on EECA owned channels (web presence, LinkedIn, and email campaign).
- Partnering with industry associations and other trusted organisations to share updates and support distribution of resources.

- Continuing support for workshops and stakeholder engagement.
- Building relevant messaging into the launch of programmes accelerating new fuel and energy solutions.

Key points:

- EECA is developing further advice on opportunities to address affordability pressures for gas users.
- EECA is developing a communications and digital marketing plan to complement its direct engagement supporting gas users
- Businesses feel locked in to natural gas and legacy equipment but are interested in EECA's Walk-through Energy Assessment product

Next steps:

- We will provide a more fulsome update on our planned approach in the briefing in EECA's gas support briefing next week.

1.2 Consumer Energy Savings campaign

The Winter Savings campaign has now been in market for 2 months and continues to support Kiwis to save on their bills this Winter.

We are pleased to share interim results that are showing high effectiveness:

- 1 in 3 New Zealanders can recall the campaign
- 70% find it personally useful
- 67% have taken some form of action
- 88,000 visits to our supporting online practical information.
- 187,000 visits to check eligibility for a Warmer Kiwi Homes.

Powerswitch has seen the biggest two months of website traffic since its inception. June and July have seen a 90% increase in traffic year on year and a 170% increase in Switch Requests, with the average consumer saving of close to \$500 per year from switching.

The media has been on board with the pragmatic advice over Winter too, with over 30 pieces of coverage across all main outlets.

The campaign continues through to the end of August. We will be undertaking a full external review of campaign performance to both learn from and apply return on investment modelling, we expect to have that back September and will share then.

Key points:

- The Winter Saving campaign is performing well.

Next steps:

- EECA will be undertaking a full external analysis at campaign completion and will report the findings back to you mid-September.

1.3 Demand Flexibility green paper

We have developed a discussion paper focused on unlocking the potential of demand flexibility (DF) from a residential product perspective. A critical part of the DF system is the capability of end-use products, as well as their uptake and use by consumers. To date, the conversation on DF has taken a top-down approach, focusing on service providers and market settings.

The paper identifies key end-use products and components for DF functionality, such as electric vehicle chargers, hot water systems, space heating (heat pumps), inverters for battery and solar systems, whiteware appliances, and home energy management systems. It is intended to start a technical discussion with industry on key products for DF, their current functionality, how to encourage their uptake, and what functionality they may need to get the best value from a DF system. We see this as the first in a series of discussion papers, with future papers examining each end-use product in more detail.

The findings will be used to determine an approach to encourage the uptake of DF end-use products, this could be similar to the approved list approach for DF capable electric vehicle chargers.

While electric vehicle chargers are a key end-use product, the DF approach is being led by MBIE and is taking a regulatory approach, and so this paper does not focus on electric vehicle chargers.

Key points:

- EECA is developing a green paper about unlocking the potential of demand flexibility from a residential product perspective.

Next steps:

- We intend to share the green paper with key agencies (the Electricity Authority, MBIE, and the Australian Government) for feedback in August.
- We will provide you with a copy of the green paper and a cover memo on Friday 22 August.
- The paper will then be ready for public consultation in September

Note, this paper is now due to be published on 29 September.

2. Accelerating Renewable Energy

2.1 Solar on new IRD building in Hamilton

You asked EECA to engage with Inland Revenue to explore the prospect of installing solar on the Home Straight building in Hamilton which they are tenanted. We provided initial information in our previous Fortnightly Report. Since then, we have continued to engage with the Inland Revenue property group.

We have been advised that the site has metering complexity challenges which mean the benefit of solar power would go directly to the landlord and not the tenant. EECA has offered co-funding to investigate the feasibility of rewiring and reconfiguring the metering to enable solar to proceed. We are currently awaiting a response from senior IR leadership team.

Next steps:

- We will keep your office updated on progress of this situation.

3. Ministerial servicing updates

3.1 Current and upcoming advice to the Minister

Title	Purpose	Action and timing
Six-Month Action Plan for gas users (EECA 2025 BRF 022)	To provide EECA's action plan for the next six months to maximise energy efficiency and reduce energy demand for gas users.	Sent
Further advice on EECA support for gas users (EECA 2025 BRF 024)	To provide detail on the barriers and opportunities facing gas-using businesses, the outcomes for EECA's current and planned activity and what we are doing to enhance visibility of this activity.	Upcoming (14 August)
EECA's Energy Savings Loan pilot (EECA 2025 BRF 023)	To inform the Minister of EECA's financial strategy updates and upcoming energy savings loan pilot.	Upcoming (15 August)
Green paper on unlocking the potential of demand flexibility from a residential product perspective (EECA MEMO 174)	To advise the Minister of green paper before public release	Upcoming (22 August)

3.2 Communications and events calendar

The following table shows upcoming events and communications which EECA is involved in.

Date	Type	Activity/Event	Opportunities for engagement
28-29 August	Announcement	SEANZ Conference	We understand you are a keynote speaker at this event. We are liaising with

			MBIE over EECA content for your speech – particularly for the Solar on Farms initiative or the Solar PAS publication.
August	Topical item	General talking points	EECA will provide you with talking points in connection with our gas support work for integrating into interviews and appearances as appropriate.

3.3 Official information Act requests

Requestor	Request	Date received	Due date
9(2)(a) [REDACTED]	A list of all Low Emission Transport Fund applications for public fast charging infrastructure	25 July	22 August
9(2)(a) [REDACTED]	A detailed explanation of how Warmer Kiwi Homes eligibility is assessed and allocated	4 August	1 September

3.4 Consultations underway

Strategic priority	Title	Purpose	Action and timing
Energy efficiency standards	(Working title) Technical options to address cooling seasonal performance calculation issues for air conditioners	In collaboration with DCCEEW and under the E3 programme, to develop technical options to address a technical issue in the cooling seasonal performance calculation for air conditioners	DCCEEW intends to release the document for public consultation this month

Empowering energy users	Unlocking the potential of demand flexibility – a residential product perspective	This green paper seeks views from industry and other interested stakeholders on how to unlock the potential of demand flexibility through residential end-use products. This includes identifying key products, and the required product-level components for DF.	We intend to release this green paper this month
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EECA's Fortnightly Report to the Minister for Energy

22 August 2025

EECA Contact: Will Jensen, Manager, Policy and Engagement

Phone: 04 470 2441 Mobile: 9(2)(a)



1. Energy Security and Affordability

1.1 Support for gas users

We have approved 10 businesses to receive on-site assessments, off the back of recent face-to-face engagements in Waikato. These assessments will identify:

- Minimum of three energy efficiency opportunities
- Information on practical technology and renewable energy options that could be explored
- Indicative capital spend required and indicative operational savings
- Recommended next steps and connect to further support.

We are heavily promoting this opportunity, including through upcoming sector engagements in Hawkes Bay on 15 September. This session will cover business challenges and opportunities, demand reduction, and technical solutions, including promoting biomass opportunities.

A similar session is planned for Auckland in the week of 22 September, with a similar structure but less emphasis on biomass, rather a stronger focus on electricity supply challenges, with Vector invited to contribute.

These are channels to get practical information into the hands of businesses.

9(2)(f)(iv)

Key points:	<ul style="list-style-type: none">• 10 businesses have taken up our on-site assessment product, and more are on stream.• We will be promoting this heavily in September.• 9(2)(f)(iv)
Next steps:	<ul style="list-style-type: none">• We will provide regular reporting on business uptake of EECA support, and any blockages or barriers from EDBs, gentailers or local authorities.

1.2 Consumer Energy Savings campaign

The Winter Energy Savings campaign remains in the market until the end of August. It has been a high performing campaign over winter with over 1 in 3 New Zealanders recalling seeing it and over 70% of those finding it useful. We have seen over 100,000 visits to our online content, tools and support.

To understand both the performance and cost effectiveness of the campaign, we are undertaking an external review.

Separate work is underway to maintain momentum to support Kiwis with information, tools and resources to address affordability in households. We have a key focus on breaking down information barriers that are inhibiting rooftop solar consideration. We would welcome to opportunity in the coming months to give you an overview of the public engagement approach and activities alongside the results of the Winter campaign review.

Key points:

- 1 in 3 New Zealanders can recall seeing our home energy savings campaign, over 70% of those finding it useful. We have seen over 100,000 visits to our online content, tools and support.

Next steps:

- A programme assessment and findings will be provided to you in mid-September.

1.3 Latest Warmer Kiwi Homes figures since eligibility criteria changes

Since your announcement of the changes to the Warmer Kiwi Homes programme on 5 August, EECA has received 2,159 applications for a WKH grant, 573 of which come from Deciles 5 and 6 (previously ineligible households).

This brings the total number of applications from 1 July to 6,797 – committing \$19.8 million, or 26% of the annual budget for the 2025/26 financial year. This is tracking well ahead of target to date, and we are keen to see this momentum roll through to the typically quieter spring-summer months ahead.

9(2)(f)(iv)

Key points:

- Since your announcement of the changes to the Warmer Kiwi Homes programme, EECA has received 2,159 applications for a grant

Next steps:

- 9(2)(f)(iv) [REDACTED]
- We will keep you updated with how this programme is tracking in EECA's Quarterly reporting

1.4 Engagement with gas user

On 19 August, you met with gas users and asked that EECA follow up directly with Dominion Salt on consenting barriers to converting to biomass.

EECA has been working with Dominion Salt for some time and had previously connected the company with air discharge experts to assist with their consent.

We have reached out again to provide additional support, including supporting the engagement with technical experts and helping Dominion Salt understand what boiler options might be suitable for them. We're also looking to remove barriers to engagement with the Regional Council.

2. Accelerating Renewable Energy

2.1 Indoor combustion research

EECA, with input from the Ministry of Health (MoH) and the National Air Quality Group (NAQG), recently commissioned research into the health effects and costs of indoor combustion, specifically gas stoves, unfluted gas heating, open fires and wood burners. The research was undertaken to fill a gap in gap in Treasury's CBAX model and to support more complete value-for-money assessments across several of our residential programmes.

The findings of the research show significant health and national cost impacts from these appliances, comparable to that of outdoor air pollution.

We are now preparing an engagement and communications plan and will work with relevant government agencies and key stakeholders to share the findings. We are preparing for likely public interest ahead of releasing the report release in late September.

Internally we are updating our cost models to include data from the report and are actively considering changes to the Warmer Kiwi Homes Programme which currently funds a small number of wood burner installations.

Key points:

- EECA commissioned research into the health effects and costs of indoor combustion
- The findings of the research show significant health and national cost impacts from these appliances.
- We will share these findings with relevant government agencies and will be used to inform EECA programmes

Next steps:

- We will brief you on the report findings and potential policy/programme considerations in September prior to the report release.

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Green paper on unlocking the potential of demand flexibility from a residential product perspective (EECA MEMO 174)	To advise the Minister of green paper before public release	Upcoming (September)

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Requestor	Request	Date received	Due date
9(2)(a) [REDACTED]	A detailed explanation of how Warmer Kiwi Homes eligibility is assessed and allocated	4 August	1 September
9(2)(a) [REDACTED]	Updated Energy End Use data.	21 August	18 September

3.4 Consultations underway

Strategic priority	Title	Purpose	Action and timing
Energy efficiency standards	(Working title) Technical options to address cooling seasonal performance calculation issues for air conditioners	In collaboration with DCCEEW and under the E3 programme, to develop technical options to address a technical issue in the cooling seasonal performance calculation for air conditioners	We intend to release this technical consultation in conjunction with DCCEEW at the end of August.
Empowering energy users	Unlocking the potential of demand flexibility – a residential product perspective	This green paper seeks views from industry and other interested stakeholders on how to unlock the potential of demand flexibility through residential end-use products. This includes identifying key products, and the required product-level components for DF.	Subject to EA, MBIE and Australian Govt. feedback, consultation will commence late September.