

EECA's Fortnightly Report to the Minister for Energy

11 July 2025

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1. Energy Security and Affordability

1.1 Consumer Energy Savings Campaign

The Winter Saving Tips campaign continues to reach and support New Zealand households with actions to reduce their energy costs. We are now at the halfway point of the campaign.

Preliminary results of the campaign indicate that one in four Kiwis can recall the campaign, of those 70% find it personally useful and 67% have taken some form of action. We have seen over 60,000 visits to our supporting online practical information and 119,000 visits to check eligibility for a Warmer Kiwi Homes grant since May.

One of the campaigns key messages is to check if their home is on the right power plan and consider an off-peak plan option. Early numbers show Powerswitch usage has had massive growth since the campaign launched, with visits to the website going from 137,000 in June 2024 (with no Winter Campaign) to 271,000 last month. This flows through to actual consumers that switch providers, with a 99% increase of switches year on year.

Key points:	<ul style="list-style-type: none">Preliminary results of the campaign indicate it is performing extremely well. One in four Kiwis can recall the campaign, of those 70% find it personally useful and 67% have taken some form of action
Next steps:	<ul style="list-style-type: none">This campaign will be fully evaluated on completion including modelling the return of investment based on consumer energy savings driven by the activity.On completion we would like to take you through the results, learnings and future opportunities for EECA's practical consumer information programme.

1.2 Gas affordability activity

On 12 June we provided with you with advice on EECA's work to support medium and large gas users (EECA 2025 BRF 019 refers). In that briefing we noted that we are developing additional measures to provide further support to gas users facing cost pressures. Updates on this activity are below:

- This week we are piloting a new 'energy options walk-through' product to medium gas users. Products like comprehensive energy audits and transition plans can be too expensive for medium businesses, so this new walk-through offers quick wins for reducing energy use and cost, as well as giving a high-level indication of longer-term transition opportunities.

- At the end of July EECA is holding a gas user workshop in the Waikato. The workshop focusses on highlighting immediate energy-saving opportunities, successful case-studies and enabling discussion. Additional regional workshops will follow.
- On 8 August, EECA will attend and speak at the gas user forum being held by the BusinessNZ Energy Council and Optima Energy Management Solutions. The Optima forum will focus on discussing the challenges facing gas users. This aligns well with the purpose of EECA's planned workshops, which focus on the support EECA can provide to help address these challenges.
- From August onwards, EECA will hold technical workshops on key opportunity and technology areas identified through industry engagement and the Optima forum.

We will keep you updated on this activity, and can discuss it with you at our meeting with you and Minister Jones on Monday 14 July.

Key points:	<ul style="list-style-type: none"> • EECA is launching new products and workshops to help address the affordability and supply challenges facing gas users.
Next steps:	<ul style="list-style-type: none"> • We are launching these products and workshops over July and August. • We can discuss this activity with you at our meeting with you and Minister Jones on Monday 14 July.

1.3 EECA's Data Tools

EECA has created a suite of interactive, publicly available data tools that are used by energy analysts and modellers across the public and private sector to facilitate sound decision making, policy and strategy for the current and emerging energy affordability and security challenges of New Zealand. These tools include:

- **The Energy End Use Database** - an authoritative database of energy use across the NZ economy. The data can be broken down by fuel type, end use and technology.
Example Usage: Electricity Authority end usage analytics.
- **The Regional Energy Transition Accelerator Map** – A detailed, regional picture of industrial energy requirements.
Example Usage: Transpower future demand modelling.
- **The NZ Energy Scenarios TIMES-NZ 2.0 tool** – Explore possible future scenarios and test assumptions about the New Zealand energy system.
Example Usage: Private sector, to better understand the impact of decisions.

We would welcome the opportunity to demonstrate our suite of data tools for you. If this would be of interest, we will work with your office to set up a demonstration session.

Key points:	<ul style="list-style-type: none">• EECA has created a suite of data tools that can be used to help with current and emerging energy challenges.
Next steps:	<ul style="list-style-type: none">• We would welcome the opportunity to demonstrate these data tools with you.

1.4 9(2)(f)(iv)

[Redacted]

[Redacted]

Key points:	<ul style="list-style-type: none">• 9(2)(f)(iv)
Next steps:	<ul style="list-style-type: none">• 9(2)(f)(iv)

1.5 Engagement with the Centre of Sustainable Finance

We understand you are meeting with the Centre of Sustainable Finance (CSF) next week.

For your awareness, EECA is working with CSF to explore how technical support and trusted advice can improve access to energy-related lending products for New Zealand businesses. The work is focused on enabling greater uptake of energy-saving technologies by complementing – rather than competing with – existing green and sustainability-linked loan products offered by banks. Recently, we presented alongside CSF at a New Zealand Banking Association session, to get industry feedback on potential co-investment mechanisms.

We are also aware of a CSF project to convene industry to address non-financial barriers to home energy upgrades (such as uncertainty around costs, unfamiliarity with new

technologies, and lack of trust in installers). We have signalled our interest in being involved in this work. We expect CSF will raise this project with you in your upcoming meeting.

Key points:

- EECA and CSF are working together to mobilise private capital into New Zealand's energy transition, by addressing barriers to financing.

Next steps:

- We understand you are meeting with CSF next week.

2. Accelerating Renewable Energy

2.1 Biogas Bridge Forum

You are scheduled to open the Biogas Bridge Forum on 17 July, hosted by GasNZ the Bioenergy Association of NZ, and sponsored by EECA. The intent of the forum is exploring commercial and environmental opportunities relating to biogas production in New Zealand.

9(2)(f)(iv)

[Redacted content]

EECA already has the foundational knowledge through collaboration with industry to determine the market need for detailed regional biogas feedstock analysis. EECA is well placed to co-ordinate this work as we are not industry participants so can provide an independent view. Further, EECA have a proven model in RETA in running regional programmes and have key contacts already in this space – this includes our industry connections as well as with large energy users, many of whom are also large organic waste producers.

Key points:	<ul style="list-style-type: none">You are scheduled to open the Biogas Bridge Forum on 17 July.9(2)(f)(iv)
Next steps:	<ul style="list-style-type: none">9(2)(f)(iv)

3. EECA Administrative

3.1 EECA prosecuting a breach of energy performance regulations

EECA has commenced a prosecution relating to the sale of unregistered AC/Heat pumps, that failed to meet the minimum energy performance standards and the mandatory energy performance label as required by the Energy Efficiency (Energy Using Products) Regulations 2002.

Papers were filed in the Lower Hutt District Court in July 2025 and now await scheduling of a hearing. EECA has taken this step, in accordance with its Compliance and Enforcement Policies, given the impact of poor energy performance of these products on consumers and the lack of information intended to support consumers when making a purchase.

As part of EECA's investigation phase we worked closely with WorkSafe on electrical safety issues.

Key points:	<ul style="list-style-type: none">• EECA has commenced a prosecution relating to the sale of unregistered AC/Heat pumps.
Next steps:	<ul style="list-style-type: none">• We can keep you updated with the status of this investigation.

4. Ministerial servicing updates

4.1 Current and upcoming advice to the Minister

Title	Purpose	Action and timing
2024/25 Fourth Quarter Minister's Report	To provide quarterly update on EECA's performance measures	Upcoming (31 July)

4.2 Communications and events calendar

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

Date	Type	Activity/Event	Opportunities for engagement
9(2)(f)(iv)			
July	EECA announcement	We will shortly announce recipients of the final 3 rounds of the Low Emission Transport Fund, bringing the Fund to a close.	We will provide the PR to your office ahead of time.
August	Possible announcement /site visit	We are preparing changes to the WKH programmes eligibility, which will open up grants to many more households.	We will liaise with your office on an announcement and/or site visit with WKH service provider or third party funder.
28-29 August	Announcement	SEANZ Conference	We understand you are a keynote speaker at this event. If interested, we are available to support your office in developing any content for your speech – particularly for the Solar on Farms initiative or the Solar PAS.

4.3 Official information Act requests

Requestor	Request	Date received	Due date
9(2)(a) [REDACTED]	(In summary) Information regarding the slowing down of the State Sector Decarbonisation Fund (SSDF). Including project statuses.	23 June	21 July
9(2)(a) [REDACTED]	List – including purpose, sample size and costs of EECA surveys from 2015-2024	1 July	29 July
9(2)(a) [REDACTED]	Copies of all EECA advice, analysis, or correspondence to the Minister for Building and Construction regarding the removal of the Schedule Method from the Building Code's energy efficiency provisions, as well as any internal feedback or assessments related to this change – including the proposal to designate the Far North as a separate climate zone.	4 July	1 August

4.4 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 in August this year

EECA's Fortnightly Report to the Minister for Energy

25 July 2025

EECA Contact: Murray Bell, Group Manager, Policy and Regulation

Phone: 04 470 2242 Mobile: 9(2)(a)



1. Energy Security and Affordability

1.1 Gas affordability activity

The first two of EECA's planned workshops to provide support to gas users will be held in Hamilton on 30 July, with an expected attendance of around 60 local organisations.

These workshops are aimed at providing practical support with short- and long-term solutions, including energy efficiency best practise and investment options for renewable energy and/or technologies.

At this workshop we will be launching a support product for medium to small gas users, which is an energy options walkthrough utilising EECA-approved service providers. This provides a more affordable solution for small and medium gas users to identify options to reduce gas use, compared to a traditional energy audit. A pilot of this product is currently underway with a gas user (Rhino Plastics).

We will utilise these workshops to better understand the issues and barriers faced by gas users. We will schedule future workshops in additional locations based on feedback from businesses.

As requested, EECA is also preparing advice to you on our plan of actions for the next six months to maximise energy efficiency and reduce energy demand for gas users. On 1 August we will provide you with a briefing setting out EECA's planned actions. We will discuss the opportunities we see in this space with you at our regular officials meeting with you on 4 August.

We are also preparing detailed information on all the gas-using companies that EECA works with, including information about the status of energy efficiency and demand reduction actions completed or considered by the companies, and an indication of what may be required for them to adopt additional measures. Our Regional Managers are currently sourcing and collating this information. We expect to be able to provide it to you in mid-August.

Key points:	<ul style="list-style-type: none">• EECA will hold our first workshops to provide support to medium gas users in Hamilton on 30 July.
Next steps:	<ul style="list-style-type: none">• On 1 August we will provide you with advice on EECA's plan of actions for the next six months to maximise energy efficiency and reduce energy demand for gas users.• We will discuss this with you at our officials meeting on 4 August.

1.2 Consumer Energy Savings campaign and coverage

The Winter Saving Tips Campaign continues to directly support New Zealanders to take action to reduce their energy bills this winter.

The campaign has been live for 7 weeks and has reached another milestone, with 1 in 3 Kiwis being able to recall the campaign. 70% find it personally useful and 67% have taken some form of action. We have seen 72,000 visits to our supporting online practical information and 187,000 visits to check eligibility for Warmer Kiwi Homes.

We have had another successful few weeks of winter energy efficiency coverage, amplifying core campaign ‘cost and efficiency’ messaging. This has included a Breakfast interview with a Lead Advisor at EECA, Dr Gareth Gretton on tips for home heating, and features on ‘the cheapest way to heat your home’ and ‘the best way to run your heat pump’ – both ran via Stuff and RNZ, as well as being syndicated across other regional titles. EECA data was also referenced in time-of-use reporting related to the EA-led regulatory changes on Stuff.

Key points:

- The Winter Saving Tips 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 E3 Heat Pump Water Heater project

EECA is working closely with DCCEEW (Australian Department of Climate Change, Energy, the Environment and Water) to develop a trans-Tasman proposal to introduce energy efficiency requirements (including minimum energy performance standards) for heat pump water heaters. We aim to seek your approval to publicly consult our proposal in September for six weeks, including online stakeholder forums. We will prepare a joint briefing with MBIE colleagues to brief you on this in August.

1.4 Energy and Climate Ministerial Council

ECMC is the highest governance level of the Equipment Energy Efficiency Programme (E3), where you (as Minister for Energy) are an official member and have a vote on E3 items. The upcoming ECMC is scheduled to be in person in Sydney, Australia on 15 August. According to the current agenda, the only E3 related item is to update for noting the progress of several E3 ongoing projects. EECA has briefed relevant MBIE colleagues on ECMC and the E3-related items on ECMC for their advice and communication to the MO.

1.5 Updated marketing and communications strategy for Warmer Kiwi Homes

To support the upcoming extension of Warmer Kiwi Homes (WKH) eligibility criteria from August, we are scaling up public engagement to target both the newly eligible middle-income cohort (eligible for 50% off insulation) and our existing lower-income audiences, who continue to qualify for higher insulation and heating grants. The expanded offer, designed to increase insulation uptake while targeting heating support to the most deprived areas, will be supported through tailored advertising and PR activity.

Our recent winter energy saving campaign has already driven a substantial increase in engagement with WKH, delivering our highest lead volumes since August 2023. For our next phase of activity, we will upweight standalone WKH marketing activity focusing on digital channels to reach our lower income homeowners and the new eligible zones. The campaign will retain the familiar WKH brand, refreshed to highlight messages such as "at least 50% off insulation."

We are also working with your office to set up an announcement event in the first week of August, at a service provider in Auckland. We anticipate this announcement will generate significant media interest, and we will pitch interviews with our own experts, to complement your announcement.

Key points:

- Warmer Kiwi homes eligibility changes in August will be supported with refreshed, targeted, marketing and PR.
- We are working with your office to stand up an announcement site visit.

Next steps:

- Confirm site visit.
- Finalise PR and supporting materials.

2. Accelerating Renewable Energy

2.1 Solar on new IRD building in Hamilton

We are engaging with Inland Revenue to explore the prospect of installing solar on the Home Straight building in Hamilton which they are tenanted. In order for solar to provide sufficient benefit to the tenant, significant reworking would be required as the site has a complex tenant metering system. We intend to conduct a feasibility study to explore the cost, impact and solar payback of reconfiguring the metering system. Our preliminary thinking of the barriers for installing solar on the building include:

- Complex tenant metering system
- A possible need for improvement of guidance and procurement policy for solar

Next steps:

- We will keep you updated on our engagement with Inland Revenue and options moving forward.

2.2 Solar on Farms feedback

We are pleased to see positive attention in both mainstream and rural media outlets reporting the announcement of Solar on Farms. Since the Solar on Farms announcement at Fieldays in June, EECA has received:

- 70 expressions of interest via email
- 857 hits on the Solar on Farms webpage
- 2 confirmed appointments for the Solar on Farms advisory roles

Rewiring Aotearoa has also reported piqued interest for support which they will be directing through to EECA.

Key points:

- EECA has received positive feedback and interest in the Solar on Farms initiative

Next steps:

- We will keep you updated as we continue to develop the programme
- We are engaging with your office to discuss the potential for you to announce the Solar on Farms demonstration fund at the SEANZ conference at the end of August

3. Ministerial servicing updates

3.1 Current and upcoming advice to the Minister

Title	Purpose	Action and timing
2024/25 Fourth Quarter Minister's Report	To provide a quarterly update on EECA's performance measures	Upcoming (31 July)
Aide Memoire: Minister's visit to Brighttr	To provide you with information ahead of your visit to Brighttr on Tuesday 5th August, for announcement of the WKH eligibility changes.	Upcoming (31 July)
Six-Month Action Plan for gas users	To provide EECA's action plan for the next six months to maximise energy efficiency and reduce energy demand for gas users.	Upcoming (1 August)

3.2 Communications and events calendar

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

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August	Announcement /site visit	We are preparing changes to the WKH programmes eligibility, which will open up grants to many more households.	We are working with your office on an announcement and site visit with WKH service provider Brighttr on Tuesday 5 th August.

28-29 August	Announcement	SEANZ Conference	We understand you are a keynote speaker at this event. If interested, we are available to support your office in developing any content for your speech – particularly for the Solar on Farms initiative or the Solar PAS publication.
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3.3 Official information Act requests

Requestor	Request	Date received	Due date
9(2)(a) [Redacted]	List – including purpose, sample size and costs of EECA surveys from 2015-2024	1 July	29 July
9(2)(a) [Redacted]	A list of all Low Emission Transport Fund applications for public fast charging infrastructure	21 July	18 August

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 in August this year

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 in August
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