

EECA's Fortnightly Report to the Minister for Energy

02 May 2025

EECA Contact: Will Jensen, Manager, Policy and Engagement

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



1. Energy Security and Affordability

1.1 Consumer Energy Savings campaign

The 'Get Winter Ready' Campaign is currently in market. It focuses on key actions households can take around their home ahead of winter to reduce bills. We will report performance in the next update.

Development is underway on the larger, pragmatic, winter energy-savings campaign focused on medium to lower income households. It supports consumers with 5 key actions that can collectively save over \$600 per year in energy costs.

The media campaign will be multichannel, national and reach $\frac{3}{4}$ of all New Zealand adults over Winter. Channels include TV, on demand, radio, social media, influencers and digital channels.

This campaign is also strongly grounded in partnerships with the energy sector, NGOs, community groups and large commercial partners, including:

- A partnership with Consumer NZ to deliver material and support to over 1000 community groups, with an estimated 300-350k physical pamphlets and over 1m digital resources distributed via these groups.
- A partnership with The Warehouse Group who reach over a million consumers each week with content and material.

This campaign will go live on 26 May and run through till late August. It has been tested in the market and performed very well. We expect a 3:1 ROI based on previous campaigns.

Our research shows that 45% of New Zealanders don't feel confident they can understand and manage their energy use, and 58% want to know more about how to make their home more energy efficient.

Next steps:

- We will provide a detailed update in the next fortnightly update

1.2 9(2)(f)(iv)

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- Solar and storage (particularly agricultural solar): Update provided in item 2.1 of this report.

9(2)(f)(iv)

Key points:

- 9(2)(f)(iv)

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2. Accelerating Renewable Energy

2.1 Supporting solar uptake in the agricultural sector

EECA is on track to deliver a package of solutions to support solar uptake on farms in time for an announcement at Fieldays.

We have engaged with key stakeholders such as Dairy NZ, Federated Farmers, Farmlands, Blackcurrent and SEANZ to validate the barriers to solar uptake in the agriculture sector and discussed ways EECA can help overcome these barriers. We will be continuing to test these solutions with further stakeholders such as Fonterra, Beef and Lamb NZ, Pork NZ, Wine NZ, Horticulture NZ and MPI.

We have begun designing solutions that will address the barriers to solar uptake on farms. Initial thinking of these solutions include:

- An online hub for farmers investigating solar on their farm. This could include features that address specific barriers such as a solar calculator, case studies, a whitelist of accredited installers, FAQs, guidance on understanding and comparing quotes, advice for dealing with EDBs and councils, and finance options available
- A targeted demonstration fund and/or savings-guarantee product to reduce the risk for banks while creating a more compelling offer for farmers. We are engaging with banks to discuss possible financing options.
- Dedicated support and advice to farmers via a helpline
- Hosting training sessions/workshop for farm advisors to upskill their technical knowledge of solar and storage
- Working with SEANZ to establish standardised consenting and connecting guidelines for councils and EDBs to follow respectively.

Key points:	<ul style="list-style-type: none">• EECA has engaged with key stakeholders to validate the barriers and test possible solutions.• We have begun designing solutions
Next steps:	<ul style="list-style-type: none">• We will be providing advice on possible solutions including costs with your office on the week of 12 May. Prior to this, we will be meeting with Rewiring Aotearoa for feedback on our proposed solutions.

2.2 9(2)(f)(iv)

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3. EECA Administrative

3.1 Draft Statement of Performance Expectations (SPE) 2025/26

Each financial year, EECA publishes a Statement of Performance Expectations (SPE) document to publicly set out our delivery commitments including our programmes, forecast financial statements, and performance measures.

We provided you with a draft of our SPE for 2025/26 on 30 April (EECA 2025 BRF 011 refers). **The Act requires you to provide comment on the draft SPE within 15 working days (21 May).**

EECA and MBIE have been working with you on a revised work programme for 2025/26 that reflects your priorities of energy security and affordability and generates Crown savings. This work programme is the foundation of the draft SPE.

In May and June we will make any revisions required to reflect your feedback, the final aspects of the work programme that are still in development (e.g. the Market Enabler and Technology and Fuel Transformation programmes), and the impacts of our internal reorganisation process (scheduled for the end of May). As required, we will provide a final version to you by 30 June for tabling in the House.

Key points:

- We provided you with a draft of our SPE on 30 April (EECA 2025 BRF 011 refers), reflecting our revised work programme and budget.
- Your comment is due within 15 working days (21 May) under the Crown Entities Act 2004.

Next steps:

- We will make any required revisions to reflect your feedback, final aspects of the work programme, and our reorganisation process.
- We will provide a final version to you by 30 June.

4. Ministerial servicing updates

4.1 Current and upcoming advice to the Minister

Title	Purpose	Action and timing
9(2)(f)(iv) [REDACTED]	[REDACTED]	Sent – awaiting signature
EECA Draft Statement of Performance Expectations (EECA 2025 BRF 011)	To provide a draft of EECA's Statement of Performance Expectations (SPE) 2025/26 for review and comment within 15 working days in accordance with the Crown Entities Act 2004.	Sent – feedback due 21 May
9(2)(f)(iv) [REDACTED]	[REDACTED]	Week of 12 May
9(2)(f)(iv) [REDACTED]	[REDACTED]	Week of 12 May
Supporting solar uptake in the agriculture sector (EECA 2025 BRF 013)	To provide further advice on supporting agriculture solar	Week of 12 May

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
7 May 2025	Partner event	Fonterra is officially opening the first electrode boiler at its Edendale site and announcing	You are attending this event.

		<p>further investment of \$110 million in two new 30MW electrode boilers. The new boilers and supporting infrastructure will replace existing coal-fired boilers, providing renewable energy to support milk processing and future growth at the site including additional power and steam heat capacity for the new UHT plant currently being built. These projects have been supported by EECA through a partnership agreement.</p>	
May 2025	Announcement/PR	<p>We are preparing to announce the successful recipients of round 14 of the Low Emission Transport Fund, which focused on vehicles, technology, off-road and marine.</p>	<p>We are available to work with your office to set up a site visit with a recipient.</p>
9(2)(b)(iv)			

			9(2)(f)(iv)
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4.3 Official information Act requests

Requestor	Request	Date received	Due date
9(2)(f)(iv)	Follow up request regarding the inclusion of a Wallbox-branded EV charger in EECA's GenLess Campaign.	14/04/2025	15/05/2025
9(2)(f)(iv)	Copies of documents relating to updated Diversity, Equity and Inclusion policies and plans.	16/04/2025	19/05/2025

4.4 Consultations underway

Strategic priority	Title	Purpose	Action and timing
Equipment Energy Efficiency Programme (E3)	MBIE Gazette notification of the A9 regulatory amendment package	<ul style="list-style-type: none"> To provide public notification of the proposed updates to ten product classes under the Energy Efficiency (Energy Using Products) Regulations 2002. The amendment package will enable NZ to be more in line with 	Consultation in May

		<p>Australian and international regulations</p> <ul style="list-style-type: none"> Proposed changes relate to the following product classes: <ul style="list-style-type: none"> Air conditioners/Heat pumps >65kW Clothes washing machines Dishwashers Rotary clothes dryers Household refrigerators and freezers Three phased cage induction motors External power supplies Tubular fluorescent lamps Chillers, Close control air conditioners. Distribution Transformers. 	
Residential Solar PV & Battery storage PAS	Consultation on Draft DZ 6014 Residential solar photovoltaics (PV) and battery storage systems guideline.	<ul style="list-style-type: none"> Consulting on the proposed publicly available standard (PAS). The PAS will be used by EECA to provide good practice advice, information and guidance on residential solar photovoltaic (PV) and battery storage systems. 	Underway (Closes 7 May)
Targeted Investment	Green paper: Updates to EECA's targeted investment approach	<ul style="list-style-type: none"> Signals to the market EECA's move away from grants-based funding models. Set out EECA's new financial products and provides questions about the models to prompt feedback from businesses and other financial sector stakeholders 	Underway

EECA's Fortnightly Report to the Minister for Energy

16 May 2025

EECA Contact: Will Jensen, Manager, Policy and Engagement

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1. Energy Security and Affordability

1.1 Consumer Energy Savings Campaign

The Winter Energy Savings campaign is on track to be in market from 26 May. Filming of the campaign is complete, and we are now working through finalising activity.

The campaign focuses on 6 key actions that can save consumers money this winter. Actions include using off-peak power, turning off unused appliances and checking Powerswitch, and can collectively save over \$600 per year in energy costs.

The media activity will be multichannel, and include TV, video, radio, social media and digital channels. The campaign will also be shared through media partnerships such as MoneyHub, a trusted voice who will share simple tips within the context of their own message. Activity will be focused on reaching medium to lower income households.

It has been confirmed that a brochure developed in partnership with Consumer will be distributed to 365,000 households via energy hardship groups and direct to consumer. An additional partnership with The Warehouse is underway and will be outlined in the next briefing. We continue to engage with partners including EA and other stakeholder groups.

The campaign will be published on WinterSavingTips.govt.nz

Key points:

- Winter Energy Saving campaign will be live 26 May

Next steps:

- We will continue to keep you updated with how the campaign progresses

1.2 Warmer Kiwi Homes programme improvements

As per your request at your meeting with EECA officials on 24 April, EECA is preparing advice on improvements to the Warmer Kiwi Homes programme to reach a greater number of households and include a wider range of energy efficiency improvements, within the existing programme budget.

We understand you met with EcoBulb recently and mentioned that this review is underway. We plan to engage with a range of stakeholders, including EcoBulb ahead of advice being finalised. Advice is planned to be provided to you in the week of 2 June.

Next steps:

- We are working with MBIE to provide advice to you in early June.
- We will also be engaging with key stakeholders, including Ecobulb.

1.3 Business outreach to help with energy savings and affordability

EECA is developing an integrated business engagement and communications response, to help those encountering challenges with fuel supply and affordability over the winter period.

This will include a mix of energy efficiency information and advice around future proofed, fuel options – targeted to priority regions and sectors.

The support will be delivered via EECA's varied 'one to many' market engagement platforms – sector partnerships, regional networks, conferences and digital platforms. It will leverage existing knowledge and resources (including energy audits), and we are also considering the merits of developing bespoke new products – noting time frames are a limitation for this winter.

Next steps:

- EECA will keep relevant agencies updated as we receive from industry over the coming months.

2. Accelerating Renewable Energy

2.1 Solar on farms and plans for announcement at Fieldays

You have asked EECA to prepare a package of initiatives to help scale solar uptake on farms with the intention for you to announce these initiatives at Fieldays in June. On 15 May we briefed you on our proposed initiatives and will look to discuss these with you at your meeting with EECA officials on 21 May.

In preparation we are working with MBIE, to develop a communications plan to introduce the package of initiatives to the sector. Discussions are underway with Farmlands and Blackcurrent to ensure alignment of the two initiatives and announcements. We will shortly provide joint recommendations.

Next steps:

- We will work with your office and MBIE on a communications plan including a formal announcement alongside the launch of the package of initiatives in the coming months.

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Key points:

- 9(2)(f)(iv) [REDACTED]

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3. Ministerial servicing updates

3.1 Current and upcoming advice to the Minister

Title	Purpose	Action and timing
Additional changes to the Low Emission Heavy Vehicle Fund (EECA 2025 BRF 014)	Seeks agreement to make a change to the design of the Low Emissions Heavy Vehicle Fund, to accelerate the uptake of conversions of vehicles to low emission technologies (particularly hydrogen).	Sent – response required by 20 May
EECA Draft Statement of Performance Expectations (EECA 2025 BRF 011)	To provide a draft of EECA's Statement of Performance Expectations (SPE) 2025/26 for review and comment within 15 working days in accordance with the Crown Entities Act 2004.	Sent – response required by 21 May
Supporting solar uptake in the agriculture sector (EECA 2025 BRF 013)	To provide further advice on supporting agriculture solar	Sent – response required by 21 May
EECA support for renewable energy markets (EECA 2025 BRF 012)	Joint advice to the Minister and Associate Minister for Energy outlining EECA activity to support the transition to low carbon fuels.	Upcoming (22 May)
Further Warmer Kiwi Homes Advice (EECA 2025 BRF 015)	9(2)(f)(iv)	Upcoming (2 June)
9(2)(f)(iv)		Upcoming (tbc)

	9(2)(f)(iv)	
Warmer Kiwi Homes – further programme improvements	9(2)(f)(iv)	Upcoming (tbc)

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
w/c 19 May 2025	Publication	We will shortly publish the Manawatū-Whanganui Regional Energy Transition Accelerator (RETA) report. A focus of the Manawatū-Whanganui report – the culmination of phase one of the RETA programme – is the role of renewable biomass as a cost-effective, reliable alternative for industrial high-temperature boilers.	We do not have any events or announcements planned for this RETA report, however there may be opportunities for site visits in the region, if you are interested.
June	Announcement	EECA is preparing materials about a package of initiatives to scale solar on farms to share in alignment with Fieldays.	EECA understands the Minister will be attending Fieldays and we will provide recommendations to leverage your attendance.
TBC	Announcement	Announcing the Cabinet decision on the new government co-investment approach for public EV charging infrastructure i.e.	We are discussing opportunities for an announcement or event with your office and the Minister of Transport's office – the early

EECA's Fortnightly Report to the Minister for Energy

30 May 2025

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1. Energy Security and Affordability

1.1 Consumer Energy Savings Campaign

The Winter Saving Tips campaign, and supporting work programme, is now live and runs until the end August, supporting New Zealanders with simple no cost actions they can do to reduce energy bills this winter.

Alongside the media campaign, the initiative is supported by a range of other partnership activity across government, NGOs and commercial partners including:

- 380,000 printed resources: Warmer Kiwi Homes and Powerswitch branded, distributed via 600+ in-community partners and direct mail.
- Partnership with The Warehouse with energy saving information, tips and giveaways.
- Strong government alignment, with EA leading out deeper information on Time of Use and MSD supporting the resource distribution.

Key points:	<ul style="list-style-type: none">• EECA's Winter Savings Tips Campaign is now live
Next steps:	<ul style="list-style-type: none">• We will update you on campaign performance in the next fortnightly update and over the coming months• We will undertake an external review of the campaign at its conclusion

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Key points:

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1.3 Scaled demand flexibility pilots

Looking ahead, electricity demand in New Zealand is expected to rise by 68% by 2050. By encouraging the development of demand flexibility (DF) in conjunction with energy efficiency and new renewable generation, New Zealand could significantly reduce the \$42 billion of required electricity infrastructure investment¹ and support a more affordable and resilient electricity system. To demonstrate this, EECA is advancing its scaled DF pilot programme to:

- Provide evidence to EDBs and others that DF solutions can be used to defer, delay or avoid network upgrades.
- Provide evidence to consumers and businesses that DF can significantly reduce their energy costs, and they should be looking for retailers or DF service providers who can offer competitive DF services.
- Inform future regulations after the EEC Act amendment Bill is passed.

EECA has already secured a three-year partnership with Counties Energy Ltd. to demonstrate smart technology in the Karaka region across the 550-home Harbourside subdivision². We have now also signed high level collaboration agreements with both Orion and Vector to

¹ New Zealand needs an estimated \$42 billion in transmission and distribution infrastructure investment to electrify the economy and meet decarbonisation goals (<https://www.bcg.com/publications/2022/climate-change-in-new-zealand>)

² This was announced in March 2025.

fund two more DF pilots, one in Auckland and one in Christchurch. The pilots are focused on 500-home cohorts and a minimum of 1 MW reduction of peak demand.

EECA also continues to engage the EA and Commerce Commission to discuss how EDBs participating in these scaled DF pilot projects can navigate their requirements to leverage their respective Power Innovation Pathway³ and Innovation & Non-traditional Solutions Allowance (DPP4 INTSA)⁴.

Key points:	<ul style="list-style-type: none">• EECA is running a long-term programme, including international engagement, to demonstrate demand flexibility as a viable alternative to traditional infrastructure investment• We have signed high level collaboration agreements with Orion and Vector for two more DF pilots in Auckland and Christchurch.
Next steps:	<ul style="list-style-type: none">• We will continue to update you with progress of the DF pilot programme

1.4 9(2)(f)(iv)

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

³ [Power Innovation Pathway | Electricity Authority](#)
⁴ [Commerce Commission - 2025 reset of the electricity default price-quality path](#)

2. Accelerating Renewable Energy

2.1 Solar on farms

You have asked EECA to be ambitious with its solar on farms initiative.

We are increasing our capacity to provide support to EDBs and councils as well as solar companies and farmers investigating solar for their farm. We will also report any issues from dealing with EDBs to your office as we uncover them. We have incorporated your feedback into our communications plan for the announcement at Fieldays.

In preparation for your announcement, we are working with MBIE to develop a communications plan that will introduce the package of initiatives to the sector. We have also engaged with Ara Ake, Farmlands and Blackcurrent to ensure our messaging is aligned.

We have developed key messages and a draft speech for your announcement that are being included in the communications material. This acknowledges the Farmlands announcement occurring earlier in the event. We will soon be discussing a more detailed media relations plan with your office, in support of the announcement.

Over the coming months, as initiatives within the package are stood up, we will highlight any additional opportunities for announcements.

Key points:	<ul style="list-style-type: none">We are incorporating your feedback to be ambitious with our solar on farms initiative and your announcement at Fieldays
Next steps:	<ul style="list-style-type: none">We will engage with your office to finalise media plans.

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

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Key points:

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Next steps:

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2.4 9(2)(f)(iv)

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

2.5 Hot water heat hump research report published

EECA has published research to provide insights into residential heat pump water heaters, their real-world performance and the market for them in New Zealand. In the residential sector, hot water makes up a significant proportion of household energy use (estimated at 30%, excluding transport). Adoption of heat pump water heaters offers a significant opportunity to reduce this energy use (by 50% or more).

The research involved installing and monitoring various heat pumps and water heater products in 70 homes located in different climates with different family sizes and income levels⁵. This initial scan of the market made the following key findings.

- Heat pump water heaters have relatively low uptake in New Zealand (with an estimated 12,000 installed). This is quite different to the Australian market, where sales are estimated to be 100,000 units each year.

⁵ We worked with Kainga Ora and housing trusts (e.g. Central Otago Area) to incorporate low-income homes in the research where possible.

- The top barriers to uptake of heat pump water heaters include the high capital cost, lack of consumer awareness, and limited installer awareness and training. Other challenges include building code requirements, lack of government support and insufficient market development.

EECA is also working with industry stakeholders to develop a heat pump water heater installation guide. The installation guide will be informed by the findings of this research and will be targeted to installers (plumbers, electricians, etc.). This will be published in October.

Key points:	<ul style="list-style-type: none"> • The first report has been published as part of a research programme into heat pump water heaters.
Next steps:	<ul style="list-style-type: none"> • There will be another report published within the next financial year, as well as a final report at the end of the project. • We will be publishing an installation guide in October.

3. EECA Administrative

3.1 EECA organisational change

EECA has finalised its organisational change proposal that aims to better align the organisation with current Government priorities and budget. The proposal is aimed at:

- Providing cost reductions as required by Government
- Aligning our organisational design to deliver on the strategic objectives set by Government
- Set EECA up to concentrate on fewer priority areas that have significant impact.

We can make a copy of the change proposal available to your office at your request.

Key points:	<ul style="list-style-type: none">• EECA has finalised its internal change process
Next steps:	<ul style="list-style-type: none">• Final changes will be in effect from 1 July 2025

3.2 Levy outcome

EECA receives funding from the Crown, including funding from levies collected from the road transport fuel, electricity and gas sectors.

Earlier in the year we consulted publicly on a total levy funding request of \$23.259 million across three levies. However, in recent months EECA's programmes and activities have been refined and changed to ensure strong alignment with the Government's resilience and affordability priorities.

We therefore considered if any changes to levy are necessary or desirable for 2025/26. Given the proportions are similar to overall energy usage in New Zealand we are progressing on the basis that the previously approved figures remain appropriate. Final levy figures are:

- Petroleum or Engine Fuel Monitoring levy - \$13.500m
- Electricity Industry levy - \$7.543m
- Gas Safety, Monitoring and Energy Efficiency levy - \$2.216m

Key points:	<ul style="list-style-type: none">• EECA has confirmed its final levy figures
Next steps:	<ul style="list-style-type: none">• EECA will communicate with key stakeholders on the final levy.• The levy amounts will be made public during June 2025 via Gazette publication.

4. Ministerial servicing updates

4.1 Current and upcoming advice to the Minister

Title	Purpose	Action and timing
Warmer Kiwi Homes – further programme improvements (EECA 2025 BRF 015)	9(2)(f)(iv)	Upcoming (5 June)
EECA support for renewable energy markets (EECA 2025 BRF 012)	Joint advice to the Minister and Associate Minister for Energy outlining EECA activity to support the transition to low carbon fuels.	Upcoming (30 May)
9(2)(f)(iv)		Upcoming (5 June)
9(2)(f)(iv)		Upcoming (6 June)
9(2)(f)(iv)		Upcoming (12 June)
9(2)(f)(iv)		Upcoming (Late June)

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
June	Announcement	Launching a package of initiatives to scale solar on farms	Announcement at Fieldays.
June	RFP launch	Now the government co-investment approach for public EV charging infrastructure has been announced, there will be a launch of Request for Proposals (RFP) for public EV charging concessional loans, alongside NIFFCo.	We are working with NIFFCo on the RFP launch.
9(2)(f)(v)			

4.4 Consultations underway

Strategic priority	Title	Purpose	Action and timing
Targeted Investment	Green paper: Updates to EECA's targeted investment approach	<ul style="list-style-type: none"> Signals to the market EECA's move away from grants-based funding models. Sets out EECA's new financial products and provides questions about the models to prompt feedback from businesses and other financial sector stakeholders 	Consultation closes 2 June.