

9(2)(a)

13 May 2026

Dear 9(2)(a)

Re: Official Information Act Request: Stretch Every Tank campaign

Thank you for your email on 14th April 2026 in which you requested information under the Official Information Act 1982. In summary, you requested:

"Copies of all correspondence between EECA and Government ministers (or their offices) about the "Stretch every tank" campaign. A breakdown of how much the "Stretch every tank" campaign has cost to date, including the use of contractors and the cost of that"

In response to your request:

Public information is a core part of EECA's role in [New Zealand's Fuel Response Plan 2026](#).

EECA was formally asked to run a campaign on fuel saving tips on 24 March 2026. The 'Stretch Every Tank' campaign commenced on 28 March 2026.

The campaign has been designed to be highly flexible and responsive to market need. Investment will evolve if it needs to, depending on how long the campaign is live for and what new material is created.

Up to 29 April, EECA has spent around \$2.92 million on the campaign. This includes creative design, production, and media placements to date. EECA has committed to spending around \$2.95 million on various media channels as part of the campaign up to 9 May. For more detail see Table 1 below.

One employee has been seconded from NZTA (specifically for the fuel campaign, though not a contractor). That employee continues to be employed by NZTA, and EECA is not providing any reimbursement for his salary.

Table 1. Total Spend by Media Outlet

Channel	Spend (\$)	Spend (%)
TV	\$ 511,395.38	17%
Radio	\$ 214,456.13	7%
Newspaper	\$ 208,318.46	7%
Out Of Home	\$ 554,072.91	19%
Digital Video	\$ 324,433.63	11%
Digital Display	\$ 303,052.75	10%
Social	\$ 619,087.97	21%
Search	\$ 122,386.69	4%
Net costs	\$ 90,760.28	3%
	\$ 2,947,964.20	

Results from the first four weeks of the 'Stretch Every Tank' campaign indicate that:

- The latest modelling indicates the campaign has saved households over **\$25.9 million**.
- **More than 2 out of every 3 New Zealand drivers (67%) can recall the Stretch Every Tank campaign**
- The return on investment on the fourth week's results show it saved over **2.2m liters of fuel, saving consumers \$7.3m**
- More than one in four of **ALL drivers on NZ roads (28%) have taken at least one action** because of the campaign
- The web content on fuelsavingtips.govt.nz has had over **261,000 visits**.
- The vast majority of those who could recall the campaign consider the messages to be **relevant to them (89%), believable (92%), and easy to understand (98%)**.

Please refer to **Appendix One** for further details of EECA's response to your request.

Some information is being withheld or refused pursuant to the following sections of the Act:

- 9(2)(a) - protect the privacy of natural persons, including that of deceased natural persons.
- 9(2)(f)(iv) - maintain the constitutional conventions for the time being which protect the confidentiality of advice tendered by Ministers of the Crown and officials

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 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

A handwritten signature in blue ink, appearing to read 'M. Bell', is positioned above the printed name.

Murray Bell
Group Manager, Policy and Regulation

Appendix One: Copies of all correspondence between EECA and Government ministers (or their offices) about the "Stretch every tank" campaign.

Please see email attachment.

Lauren Quinlivan

From: Minu Punchihewa <Minu.Punchihewa@parliament.govt.nz>
Sent: Friday, 27 March 2026 1:53 pm
To: Will Jensen; Peter Southey-Jensen
Cc: Helena Terry
Subject: 9(2)(f)(iv)

CAUTION: This email came from outside of EECA. Please take care when clicking links or opening attachments.

Hey Will,

Noted. This is in train and we'll keep you updated.

Thanks,
Minu

From: Will Jensen <Will.Jensen@eeca.govt.nz>
Sent: Friday, 27 March 2026 1:27 pm
To: Minu Punchihewa <Minu.Punchihewa@parliament.govt.nz>; Peter Southey-Jensen <Peter.Southey-Jensen@parliament.govt.nz>
Cc: Helena Terry <Helena.Terry@parliament.govt.nz>
Subject: 9(2)(f)(iv)

9(2)(f)(iv)

[Redacted]

[Redacted]

[Redacted]



Will Jensen

Manager, Policy & Engagement
DDI 04 470 2441
Level 8 - 44 The Terrace - Wellington 6011 - PO Box 388

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Lauren Quinlivan

From: Kate Barlow
Sent: Friday, 27 March 2026 2:21 pm
To: Helena Terry; Nicole Crawford
Cc: Will Jensen; Charli Swift; Sarah Barnett
Subject: EECA Stretch every tank PR
Attachments: DRAFT EECA household fuel efficiency press release.docx

Importance: High

Hi there Helena and Nicole,

See attached a campaign PR for our “Stretch every tank” initiative.

The plan is to pop it up on our website today asap and provide it to media who make enquiries, reactively. To ensure they have good quality messaging about the work.

We will also do a little (targeted) proactive pitching for next week, with our regular contacts, who we know are interested in this sort of energy efficiency information.

Thanks so much. Any issues my number is 9(2)(a) . We are aiming to make live at 3pm - as inquiries are now coming in.

Best,
Kate



Kate Barlow

Manager, Strategic Communications

DDI 04 470 2424

Level 8 - 44 The Terrace - Wellington 6011 - PO Box 388

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DRAFT EECA press release – residential fleet

XXX March 2026

Small changes to how you drive can add up for households.

New analysis finds that Kiwis impacted by increasing global fuel prices can make material savings at the pump through a few smart habits, according to EECA (Energy Efficiency and Conservation Authority).

The tips could stretch your tank up to 20% – making every dollar spent on petrol go that much further. EECA found actions – like checking tyre pressure, sitting at a steady speed, and lightening the load – would equate up to a \$44 saving on every tank.

“There are simple changes people can make straight away that will reduce fuel use and save money,” said Richard Briggs, EECA’s GM Business and Partnerships. “We’ve broken the numbers down in detail to help New Zealanders understand how much of a difference these small actions can make – and the savings increase as the price of fuel does, too.”

EECA analysis also shows benefits to New Zealand as a whole. Briggs says, “For example, if just 5% of drivers adopt the actions that work for them, per week fuel use will reduce by up to approximately 1 million litres, equivalent to around \$3.5 million in savings each week.

“The focus of the initiative is supporting Kiwis at an individual level. But this could also have a positive impact as a country in terms of total fuel use, and we want to acknowledge that. It’s a good thing,” said Briggs.

“When people understand what works, they’ll choose the options that suit them. If the needs of households and drivers change over time, we’ll continue to update the information we provide.”

EECA’s fuel efficiency focused tips are:

Watch your speed: The faster you drive, the more air resistance you meet.

Driving at a moderate speed will reduce your fuel use.

- Decreasing your speed from 100km/h to 90k/h saves up to 7%
- Decreasing to 80km/h saves 14%-15%

Smooth your drive: Try to accelerate gently and avoid braking too hard.

If you master smooth, steady driving, you’ll use less fuel.

- If you’re on the highway, use cruise control to maintain a steady speed and avoid unnecessary acceleration
- Steady driving can save 10% on fuel

Lighten your load: Extra weight makes your engine work harder.

Clearing out the boot and removing unused bike racks or roof racks makes a difference.

- Removing small roof racks can save 2%, and bigger cargo boxes can be over 15%

Check your tyre pressure: All tyres gradually lose air, so they need to be checked monthly, and inflated correctly.

- The wrong tyre pressure can increase fuel use. Look inside the driver’s door or your owner’s manual to check the pressures for your car.

- Tyre pressure is measured in psi (pounds per square inch) or kPa (kilopascals). Every 5psi your tyres are underinflated increases fuel use by 1%

Switch off when waiting: Use your car's stop/start technology if you have it, and if you're stopping for more than 30 seconds, and in a safe place, switch the engine off.

- Auto stop-start can save you around 4–10% on fuel during city driving, but it's less effective on roads where you don't need to stop very often, like highways

Briggs says, "With fuel costs front of mind for many households, we're encouraging people to give the actions a go and see for themselves the difference they can make."

For more tips on how to save fuel and money New Zealanders can visit fuelsavingtips.govt.nz

Ends

EECA is the government agency that works to improve the energy efficiency of New Zealand's homes and businesses and encourages the uptake of renewable energy.

Assumptions and references

- Savings estimates are based on EECA modelling using average vehicle characteristics, driving behaviour assumptions, and recent fuel prices.
- Individual results will vary depending on vehicle type, driving conditions, and fuel costs.
- Percentage savings are indicative and not strictly cumulative.
- \$44 calculation is based on a petrol price of \$3.34/litre, and a 65L tank.
- <https://www.nzta.govt.nz/assets/resources/research/reports/582/RR-582-Time-and-fuel-effects-of-different-travel-speeds.pdf>
- <https://www.fueleconomy.gov/feg/driveHabits.jsp>
- <https://www.fueleconomy.gov/feg/maintain.jsp>
- https://natural-resources.canada.ca/sites/www.nrcan.gc.ca/files/oeo/pdf/transportation/fuel-efficient-technologies/autosmart_factsheet_17_e.pdf#:~:text=Idle%20stop%2Dstart%20technology%20reduces%20fuel,during%20deceleration%20at%20low%20speeds

Lauren Quinlivan

From: Will Jensen
Sent: Tuesday, 5 May 2026 4:03 pm
To: Lauren Quinlivan
Subject: FW: Media inquiry update - Stretch Every Tank EECA
Attachments: NZ Herald Stretch every tank .docx

Flag Status: Flagged



Will Jensen

Manager, Policy & Engagement
DDI 04 470 2441 | M 027 203 8274
Level 8 - 44 The Terrace - Wellington 6011 - PO Box 388

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From: Kate Barlow <Kate.Barlow@eeca.govt.nz>
Sent: Monday, 30 March 2026 4:57 pm
To: Lucy Bennett <Lucy.Bennett@parliament.govt.nz>; John Creech <John.Creech@parliament.govt.nz>; Hannah Mills <Hannah.Mills@parliament.govt.nz>; Nick Venter <Nick.Venter@parliament.govt.nz>; John Doorbar <John.Doorbar@parliament.govt.nz>
Cc: Helena Terry <Helena.Terry@parliament.govt.nz>; Nicole Crawford <Nicole.Crawford@parliament.govt.nz>; Charli Swift <Charli.Swift@mbie.govt.nz>; Katie Horrex <Katie.Horrex@mbie.govt.nz>; Will Jensen <Will.Jensen@eeca.govt.nz>; Sarah Barnett <Sarah.Barnett@eeca.govt.nz>
Subject: RE: Media inquiry update - Stretch Every Tank EECA

Kia ora all,

The EECA response drafted for **9(2)(a)** at NZ Herald is attached.

Noting too he is interested in some of our broader public information - research, evaluation, ROI work. He will do an interview if decides to run a story.

Thanks,
Kate (**9(2)(a)**)



Kate Barlow

Manager, Strategic Communications
DDI 04 470 2424
Level 8 - 44 The Terrace - Wellington 6011 - PO Box 388

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From: Lucy Bennett <Lucy.Bennett@parliament.govt.nz>
Sent: Monday, 30 March 2026 12:19 pm
To: Kate Barlow <Kate.Barlow@eeca.govt.nz>; John Creech <John.Creech@parliament.govt.nz>; Hannah Mills <Hannah.Mills@parliament.govt.nz>; Nick Venter <Nick.Venter@parliament.govt.nz>; John Doorbar <John.Doorbar@parliament.govt.nz>
Cc: Helena Terry <Helena.Terry@parliament.govt.nz>; Nicole Crawford <Nicole.Crawford@parliament.govt.nz>; Charli Swift <Charli.Swift@mbie.govt.nz>; Katie Horrex <Katie.Horrex@mbie.govt.nz>; Will Jensen <Will.Jensen@eeca.govt.nz>; Sarah Barnett <Sarah.Barnett@eeca.govt.nz>
Subject: RE: Media inquiry update - Stretch Every Tank EECA

CAUTION: This email came from outside of EECA. Please take care when clicking links or opening attachments.

Thank you

From: Kate Barlow <Kate.Barlow@eeca.govt.nz>
Sent: Monday, 30 March 2026 12:18 PM
To: John Creech <John.Creech@parliament.govt.nz>; Hannah Mills <Hannah.Mills@parliament.govt.nz>; Nick Venter <Nick.Venter@parliament.govt.nz>; John Doorbar <John.Doorbar@parliament.govt.nz>; Lucy Bennett <Lucy.Bennett@parliament.govt.nz>
Cc: Helena Terry <Helena.Terry@parliament.govt.nz>; Nicole Crawford <Nicole.Crawford@parliament.govt.nz>; Charli Swift <Charli.Swift@mbie.govt.nz>; Katie Horrex <Katie.Horrex@mbie.govt.nz>; Will Jensen <Will.Jensen@eeca.govt.nz>; Sarah Barnett <Sarah.Barnett@eeca.govt.nz>
Subject: Media inquiry update - Stretch Every Tank EECA

Good afternoon all,

My name is Kate I am the comms manager at EECA. I have been working closely with Charli and Katie at MBIE, as part of standing up the 'Stretch every tank' public information work EECA is leading on.

I want to give you a heads up on a '**campaign budget**' **focused media inquiry** we have had about the initiative from **9(2)(a)** **at the NZ Herald**. This follows a story published on [Friday](#). Noting we were not approached ahead of this earlier story.

The information requested by **9(2)(a)** is:

"Are you able to please tell me how much money has been allocated/budgeted for the fuel tips / stretch every tank campaign - including the costs of social media, radio advertisements etc, brochures, website design, anything else included..."

We think this a fair question - we understand this is a matter of public interest and we are happy to provide info on our allocated budget. In addition, we would like to offer **9(2)(a)** a look under the hood at our research, evaluation and return on investment work (both have a focus on value for money) that is carried out for our public information work - as this has not been mentioned in his coverage to date. We also think a little contextual detail about the role our public information work plays alongside our regulatory and programme delivery levers could be useful.

Proposed EECA response material is:

- Budget information (currently being confirmed)
- Winter 23 campaign evaluation + externally commissioned return on investment evaluation

- Interview with EECA CE Dr Marcos Pelenur about EECA research, ROI work and public information mandate

We plan to go back to 9(2)(a) directly around 2pm with this suggestion - with the offer of setting up a chat with Marcos later this afternoon. Please don't hesitate to give me a call if you would like to discuss further and/or handle differently - 9(2)(a).

Best

Kate



Kate Barlow

Manager, Strategic Communications

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30.03.26 NZ Herald fuel-efficiency campaign inquiry

9(2)(a)

Inquiry:

9(2)(a) here from the Herald.

Are you able to please tell me how much money has been allocated/budgeted for the fuel tips / stretch every tank campaign - including the costs of social media, radio advertisements etc, brochures, website design, anything else included...

Response:

EECA has currently committed to investing \$1.1m in producing and launching the initiative – this is coming from our BAU. There is no additional funding provided.

Previous efficiency-focused public engagement work – for example the evaluation of our 2023 Winter Energy Saving public information initiative, returned over a 3:1 ROI, and we are also very happy to provide an independent report as an example of how this was reached if you would like to dig into this a bit.

Investment will evolve depending on how long the campaign is live for and what new material is created. EECA is keeping costs to a minimum, to ensure high ROI – and research, monitoring and evaluation underpins our public information work.

Currently from a media perspective projected spend is split across a range of channels:

• TV	• \$110k
• Online Video	• \$77k
• Radio	• \$49.5k
• Social	• \$68.5k
• Display	• \$70k
• Print	• \$103k
• OOH	• \$116.5k
• TOTAL	• \$594.5k

In terms of early analysis from a fuel-use perspective, EECA has crunched the macro numbers to identify the potential. The data says that if 5% of the light vehicle fleet adopts the range of actions (reducing idling, checking tyres, steady speeds, lightening the load etc), annual fuel use will reduce by up to 48m litres, and total up to \$3m savings a week.

For individual drivers, the actions can stretch fuel use by up to 20%, the equivalent of saving up to \$44. Having access to evidence-based information means New Zealanders can then make the best choices for their circumstance.

A bit of extra background for you as well is that this work is part of EECA's role as an authority on energy use. It is core to the agency's work – alongside EECA's regulatory function and delivering on govt energy-use policy (for example). Sharing evidence-based information and data with households and businesses, to help with decision making.

If useful, we have published a PR with more information about the initiative, and analysis that sits behind it – Stretch every tank.

Sing out if you have any other questions.

Lauren Quinlivan

From: Kate Barlow
Sent: Monday, 30 March 2026 2:19 pm
To: John.Creech@parliament.govt.nz; Hannah.Mills@parliament.govt.nz;
Nick.Venter@parliament.govt.nz; John.doorbar@parliament.govt.nz;
Lucy.Bennett@parliament.govt.nz
Cc: Helena Terry; Nicole Crawford; Charli Swift; Sarah Barnett; Will Jensen; Katie Horrex
Subject: Urgent media inquiry - Stretch every tank EECA
Attachments: The Post - Stretch Every Tank inquiry .docx

Kia ora all,

Another urgent 'campaign budget' related inquiry in from The Post's, 9(2)(a).

The question and EECA's drafted response is in the attached - I will send this over at 2.45pm, or please feel free to contact me if you would like to discuss 9(2)(a).

The response is aligned to talking points provided ahead of Friday's press conference.

Many thanks,
Kate



Kate Barlow

Manager, Strategic Communications

DDI 04 470 2424

Level 8 - 44 The Terrace - Wellington 6011 - PO Box 388

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Media inquiry – The Post 30.03.25

Hi **9(2)(a)** here from The Post,

We just wanted to know how much money the Government has been given to EECA to spend on the fuel saving awareness campaign.

Can you please let me know as soon as you can?

Response

There is no new funding involved. Stretch Every Tank is being fully funded by EECA as part of BAU, there is no additional envelope.

This work is part of EECA's role as an authority on energy use. It is core to the agency's work – alongside its regulatory function and delivering on govt energy use policy (for example). Sharing evidence-based information and data with households and businesses, to help with decision making.

EECA has currently committed to investing \$1.1m in producing and launching the initiative, with an estimated return on investment (ROI) of 3:1. Investment will evolve depending on how long the campaign is live for and what new material is created.

EECA is keeping costs to a minimum, to ensure high ROI – research, monitoring and evaluation underpins our public information work.

Specifically, from a fuel-use perspective, EECA has crunched the macro numbers to identify the potential. The data says that if 5% of the light vehicle fleet adopts the range of actions (reducing idling, checking tyres, steady speeds, lightening the load etc), annual fuel use will reduce by up to 48m litres, and total up to \$3m savings a week.

For individual drivers, the actions can stretch fuel use by up to 20%, the equivalent of saving up to \$44.

Having access to evidence-based information means New Zealanders can then make the best choices for their circumstance.

If useful, we have published a PR with more information about the initiative, and analysis that sits behind it. [Stretch Every Tank media release.](#)

Lauren Quinlivan

From: Will Jensen
Sent: Tuesday, 5 May 2026 4:03 pm
To: Lauren Quinlivan
Subject: 9(2)(f)(iv)

Flag Status: Flagged



Will Jensen

Manager, Policy & Engagement
DDI 04 470 2441 | M 9(2)(a)
Level 8 - 44 The Terrace - Wellington 6011 - PO Box 388

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From: Will Jensen
Sent: Wednesday, 1 April 2026 9:56 am
To: Helena Terry <helena.terry@parliament.govt.nz>
Cc: Marcos Pelenur <Marcos.Pelenur@eeca.govt.nz>; Megan Hurnard <Megan.Hurnard@eeca.govt.nz>; Murray Bell [EECA] <Murray.Bell@eeca.govt.nz>
9(2)(f)(iv)

Hi Helena

As per our messages just now, see attached material for review by Ministerial advisors. Can you pass this on now.

The material provides advice on 9(2)(f)(iv)

We need to provide this pack to MBIE by 11am, to be passed to MoF. Any feedback gratefully received by **10.30am if possible**.

Thanks
Will



Will Jensen

Manager, Policy & Engagement

DDI 04 470 2441

Level 8 - 44 The Terrace - Wellington 6011 - PO Box 388

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Lauren Quinlivan

From: Will Jensen
Sent: Tuesday, 7 April 2026 1:46 pm
To: Helena Terry
Cc: Marcos Pelenur; Megan Hurnard; Murray Bell [EECA]; Elena Trout; Russ Duncan; Kate Barlow; julie.jordan3@mbie.govt.nz
Subject: EECA MEMO 183: EECA response to fuel supply challenges
Attachments: EECA MEMO 183 - EECA response to fuel supply challenges.docx; EECA - Stetch Every Tank - Minister Brown 07.04.pdf

Hi Helena

As requested, see attached an aide memoire on EECA activity in response to fuel supply challenges. We've also included a slide pack on our Fuel Saving Campaign.

Kate and Russ will be available to discuss this at the meeting with comms and press staff at 2pm.

Thanks
Will



Will Jensen

Manager, Policy & Engagement
DDI 04 470 2441
Level 8 - 44 The Terrace - Wellington 6011 - PO Box 388

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Title	EECA response to fuel supply challenges
Date	7/04/2026
To	Hon Simeon Brown, Minister for Energy
From	Dr Marcos Pelenur, EECA Chief Executive
EECA reference number	EECA MEMO 183
Attachments	Appendix 1: Phase 1 Public Information Campaign Material

Purpose

1. Your office has requested a brief update on EECA supports for the wider government response to fuel supply and affordability challenges.
2. Campaign material and detailed analysis of campaign impact and reach are attached as Appendix 1.

Through Phase 1 our core focus has been the ‘Stretch Every Tank’ public information campaign

3. We have led on a broad-based public information campaign, outlining immediate steps motorists can take to reduce fuel use and save costs. At Phase 1, actions do not restrict or limit driving in any way.
4. Campaign messaging is informed by EECA analysis that shows that if 5% of the light and heavy vehicle fleet adopt the range of actions, we could:
 - reduce annual fuel use by 55m litres,
 - achieve \$181m in total fuel savings, or \$3.5m a week.
5. At the individual level (which is the current focus of the campaign), actions extend range of the average tank by around 20%.
6. To date, the campaign has been fully-funded via reprioritisation within EECA baseline.
7. Currently this is EECA-branded, rather than an AOG fuel response, to show government leadership, but without escalation.

Campaign metrics to date

8. We have received campaign results for the period from 28 March to 4 April:
 - Within the first week more than 1 in 3 New Zealanders could recall the campaign
 - 90% of those found it relevant and easy to understand
 - 40% were prompted to act because of the campaign.
9. Based on these results, rough estimates suggest the campaign has:
 - Saved 1.2m litres a week
 - Saved consumers \$4.5m in fuels costs.
10. Total campaign media cost for the first week is less than \$0.6m.
11. This is expanded upon in **Appendix 1**.

9(2)(f)(iv) [Redacted]

[Redacted]

[Redacted]

[Redacted]

- | [Redacted]
- | [Redacted]
- | [Redacted]

[Redacted]

[Redacted]

[Redacted]

9(2)(f)(iv) [Redacted]

9(2)(f)(iv) [Redacted]

[Redacted]

- 1 [Redacted]
- 2 [Redacted]
- 3 [Redacted]

[Redacted]

Attached to previous email

07 April 2026

Fuel saving campaign update



E E C A ENERGY EFFICIENCY &
CONSERVATION AUTHORITY
TE TARI TIAKI PŪNGAO



Te Kāwanatanga o Aotearoa
New Zealand Government

Monitoring of impact and ROI is underway

Performance report – Week 1 – 28 March to 4 April

- Total media spend for the first week was **\$597,388**
- More than **1 in 3** Kiwis surveyed can already recall the campaign
- **90%** find it relevant and easy to understand
- **40%** have been prompted to act because of the campaign
- Based on these results the campaign is estimated to have saved **1.2m** liters a week and saved consumers **\$4.5m** in fuels costs
- TV, radio, social, print have all reached over **1.2m** Kiwis in the first week

The task at hand

A broad-based public information campaign led by EECA has been developed and is now live, as a layer of support for New Zealand households navigating the price impacts of global oil disruption.

It is designed to enable effective market-led responses and save households and businesses millions at the pump.

Currently stocks remain stable, but New Zealanders are feeling the pressure through fuel prices, so providing practical ways to make fuel go further will help.

We have also done some early planning for scenarios where fuel supply is impacted, and additional information will be required by the public.

Public information initiative

Good information supports informed choices and the data says there are a range of easy actions drivers can choose from to make their fuel stretch.

Actions do not restrict or limit driving in any way. If policy and market needs evolve, we can update messaging to reflect the context.

Kiwis can make fuel dollars go further

If **5%** of the light and heavy vehicle fleet adopt the range of actions, they would reduce annual fuel use by:

55m litres

\$181m

\$3.5m
savings a week

Light vehicles

Fleet size is **4.3 million**

Avg fuel use reduction per tank is **23%**

\$ saving for an average tank is **\$44**

Fleet level fuel savings* **48m L or \$158m**

Heavy vehicles

Fleet size is **170 thousand**

Avg fuel use reduction per tank is **10%**

\$ saving for an average tank is variable

Fleet level fuel savings* **7.4 million L or \$23m**

EēCA

Te Kāwanatanga
o Aotearoa
New Zealand Government

Stretch
every tank by up to 20%

fuelsavingtips.govt.nz

Data-backed fuel-efficient actions

Drawing on EECA's long history of understanding and promoting fuel-efficient driving

Sample action	Proof point	Saving
Keep an eye on your speedo	Once you hit high speeds, air resistance increases and so does your fuel use.	10% less fuel
Smooth and steady on the pedals	Take your foot off the accelerator to slow down gradually, rather than braking hard. Avoid speeding up unnecessarily quickly too	Over 10% less fuel
Check your tyres	All tyres gradually lose air. Check them monthly and inflate them correctly.	1% less fuel for every 5psi
Lighten the load	Even a small roof rack create wind drag. Check for heavy items inside your car as well.	2-17% less fuel

Channels and initial timings

The campaign was designed around rapid national reach within days.

The campaign from EECA went live on Sat 28th March.

An estimated 88% of New Zealanders was reached in the first week.

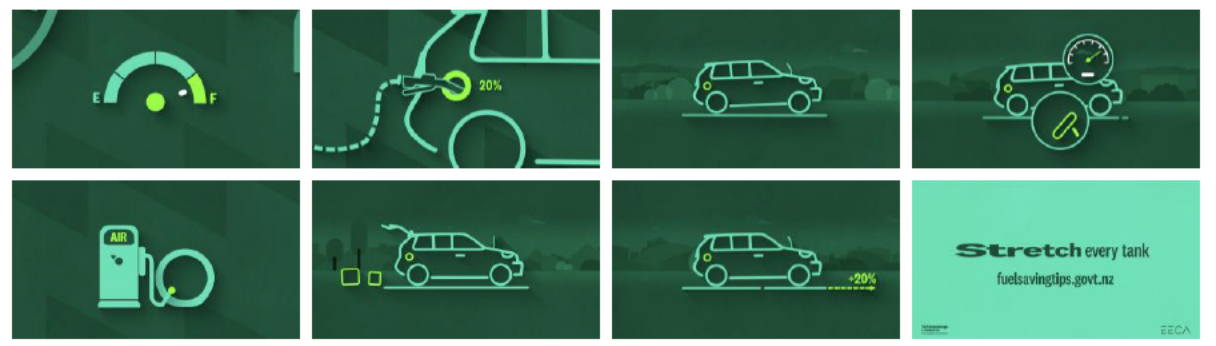
Activity is being booked on a week-by-week basis.

Our TV approach is typographic, which allows us to be fast to market and adaptable to changes by adjusting graphics and VO.

Channel	Estimated Performance	Sat 28th	Sun 29th	Mon 30th	Tues 31st	Wed 1st	Thu 2nd	Fri 3rd	Sat 4th	Sun 5th
TV	1.75M reach									
Online Video	3.2M impressions									
Radio	1.95M reach									
Social	29M impressions									
Display	17.5m impressions									
Out of Home	2.2M impressions									
Newspaper	1.5M reach									
Search	N/A									



<https://youtu.be/HAvNC2NbmM>





Correct tyre pressure can reduce fuel use by 1% for every 5psi.

All tyres gradually lose air, so they need to be checked regularly.



Stretch every tank
Te Kāwanatanga o Aotearoa
New Zealand Government EECa

Higher speeds can use up to 10% more fuel.

Driving faster creates more drag.



Stretch every tank
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New Zealand Government EECa

A lighter load can reduce fuel use by up to 15%.

Clearing out the boot and removing roof racks makes a difference.

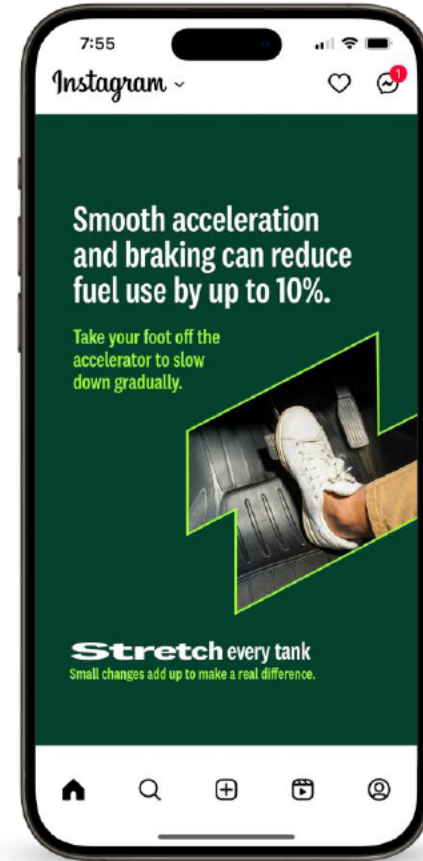
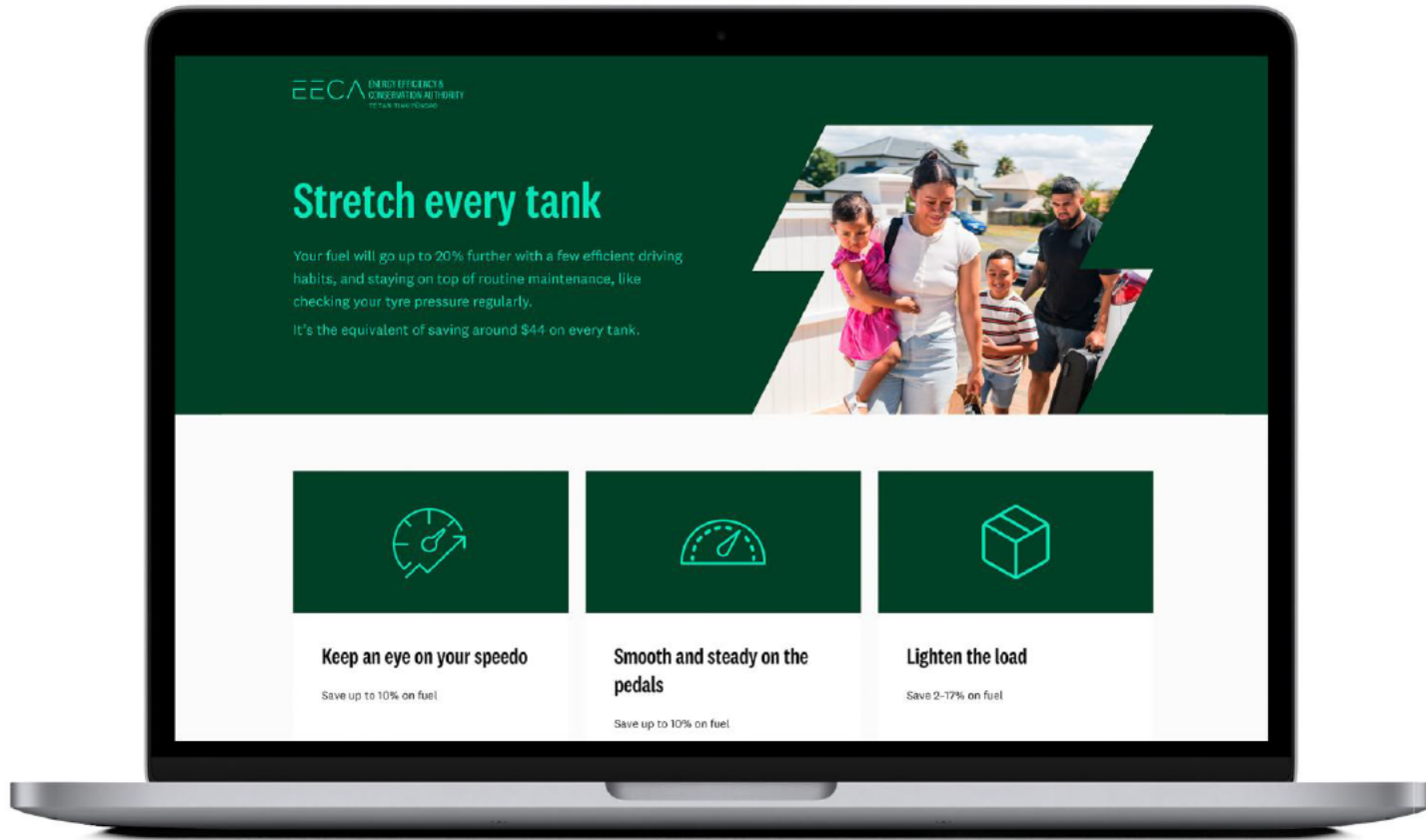


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Switching off the engine while waiting, and using stop/start tech can reduce fuel use by up to 5%.



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Ngā mihi

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TE TARI TIAKI PŪNGAO



Te Kāwanatanga o Aotearoa
New Zealand Government

Lauren Quinlivan

From: Amelie Goldberg <Amelie.Goldberg@mbie.govt.nz>
Sent: Friday, 10 April 2026 3:58 pm
To: Helena Terry (Parliament); Marcos Pelenur; Will Jensen; Murray Bell [EECA]
Cc: Andrew Hume; Energy Branch Ministerial Inbox
Subject: RE: Actions from EECA meeting [IN-CONFIDENCE]

CAUTION: This email came from outside of EECA. Please take care when clicking links or opening attachments.

Hi Helena,

Please see my suggested approach **in red** below.

Cheers
Amelie

From: Helena Terry <Helena.Terry@parliament.govt.nz>
Sent: Friday, 10 April 2026 3:41 pm
To: Marcos Pelenur <marcos.pelenur@eeca.govt.nz>; Will Jensen <will.jensen@eeca.govt.nz>; Murray Bell [EECA] <murray.bell@eeca.govt.nz>; Amelie Goldberg <Amelie.Goldberg@mbie.govt.nz>
Cc: Andrew Hume <Andrew.Hume@mbie.govt.nz>; Energy Branch Ministerial Inbox <EnergyBranchMinisterialInbox@mbie.govt.nz>
Subject: Actions from EECA meeting

Kia ora,

Below are the actions I have noted from todays meeting for MBIE and EECA. Please let me know if you noted them differently.

1. **Out of Scope** [Redacted]
2. **Out of Scope** [Redacted]
3. [Redacted]
4. The office will re-share information on the fuel savings campaign sent through this week.

Thanks,
Helena



Helena Terry
Private Secretary - Energy | Office of Hon. Simeon Brown
Minister of Health, Minister for State Owned Enterprises, Minister for Energy

M: 9(2)(a) [Redacted]
E: Helena.Terry@parliament.govt.nz
Parliament Buildings, Wellington 6160, New Zealand

Lauren Quinlivan

From: Kate Barlow
Sent: Friday, 10 April 2026 9:55 am
To: Monique.Poirier@parliament.govt.nz
Cc: Stephen Tat; Helena Terry; Minu Punchihewa; Sarah Barnett; Will Jensen
Subject: EECA fuel response update
Attachments: 9(2)(f)(iv)

Hi Mon,

It was great to meet you earlier on this week.

We have been working on our list of forthcoming EECA announcement opportunities and will share this later today. But in the meantime, I want to give you a heads-up on fuel response activity.

9(2)(f)(iv)

Let us know at any point if you would like an overview of our work in this area to date.

Back in touch soon.

Best,
Kate
0274784478



Kate Barlow

Manager, Strategic Communications
DDI 04 470 2424
Level 8 - 44 The Terrace - Wellington 6011 - PO Box 388

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