

9(2)(a)

20/05/2026

Dear 9(2)(a)

Official Information Request: Stretch Campaign

Thank you for your Official Information Request of Thursday 23 April. You have requested:

Information relating to the Stretch every tank campaign. Please provide any breakdown available of the current budget and current spend. Also, any approval documents for this campaign and documents showing how success will be measured or if available any benchmarks already completed.

Programme approval

The Ministerial Economic Security and Supply Chains Group agreed to EECA running a campaign on 25 March 2026. An excerpt from the relevant Cabinet minute (CAB-26-MIN-0103) is attached to this letter as *Appendix A*.

Spend to date

At 15 May, EECA had spent around \$3.55 million on the campaign. This includes creative design and production of \$340,000, media placement of \$3.135 million, and monitoring & evaluation of \$75,000.

The campaign is currently scheduled for twelve weeks from 28 March 2026 to 19 June 2026. The campaign frontloads spending in the early weeks to achieve rapid reach and penetration. Spending is planned to be reduced substantially in later weeks, particularly weeks 7 to 12, to maintain impact of messaging at a lower cost.

Impacts and benchmarking

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

- The campaign has saved households over \$36.4 million.
- More than 7 out of every 10 New Zealand drivers (70%) can recall the Stretch Every Tank campaign
- Close to half of all drivers that can recall the campaign have taken action because of it.
- One third of all drivers on NZ roads (32%) have taken at least one action because of the campaign.
- The web content on fuelsavingtips.govt.nz has had over 355,000 visits.

- The vast majority of those who could recall the campaign consider the messages to be relevant to them (88%), believable (95%), and easy to understand (97%).

Evaluation methodology

For immediate purposes, the impact of the EECA 'Stretch Every Tank' campaign has been estimated by the following methodology:

- a. taking the lowest value from a range of existing studies that estimates the impact of an action that saves fuel (e.g. smooth acceleration, removing roof racks)
- b. aggregating that value with a weekly survey that identifies the proportion of drivers who reported undertaking that action in that week
- c. multiplying by the fuel price.

To address limitations such as assumptions and self-reporting bias, as well as to avoid overestimation, EECA uses the lowest end of the expected range of savings.

Further to this, an independent evaluation of the campaign to date is underway. This evaluation aims to better compare the fuel-saving behaviours of those who have been exposed to the campaign versus those who were not. This evaluation will look to disaggregate the impact of the campaign versus the impact of other effects (e.g. price signals) on behaviours, thereby providing a more detailed picture on the effectiveness of the campaign. This evaluation is intended to be conservative, transparent and well-documented for the purposes of both internal reporting and external accountability.

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,



Murray Bell

Group Manager

Appendix A:

- 8 **invited** EECA to commence, from 28 March 2026, a two-tiered public information campaign, funded from baselines, that:
 - 8.1 first, encourages practical actions to improve fuel efficiency and reduce consumption; and
 - 8.2 second, if required, moves to targeted messaging that asks the public to limit specific types of fuel use;