



Saving electricity in a hurry New Zealand's experience

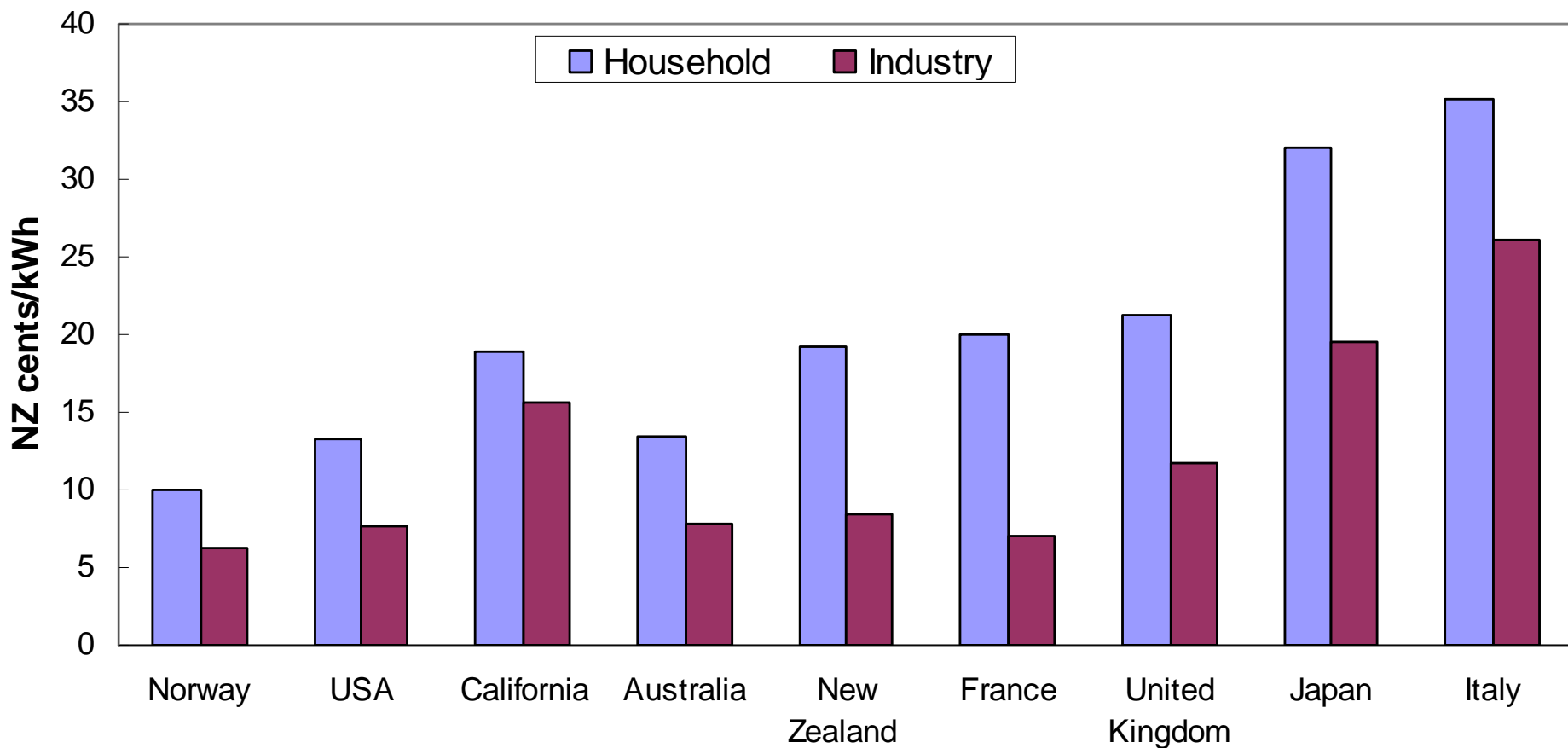
Heather Staley
Chief Executive

Energy Efficiency and Conservation Authority

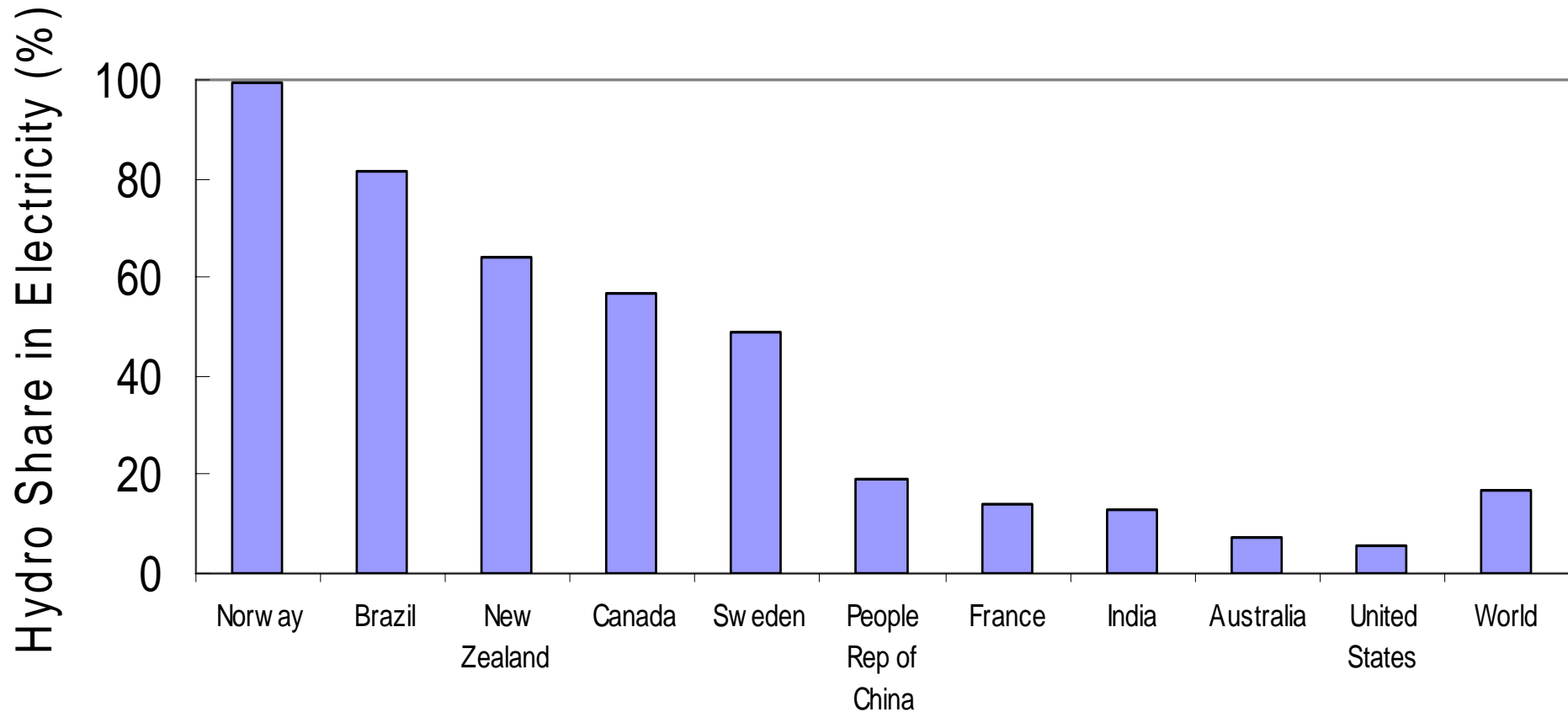
Overview of EECA

- ☀ Crown entity
- ☀ To encourage, promote and support:
 - energy efficiency
 - energy conservation
 - use of renewable sources of energy
- ☀ Operational and policy mandate
- ☀ Implementation of the National Energy Efficiency and Conservation Strategy

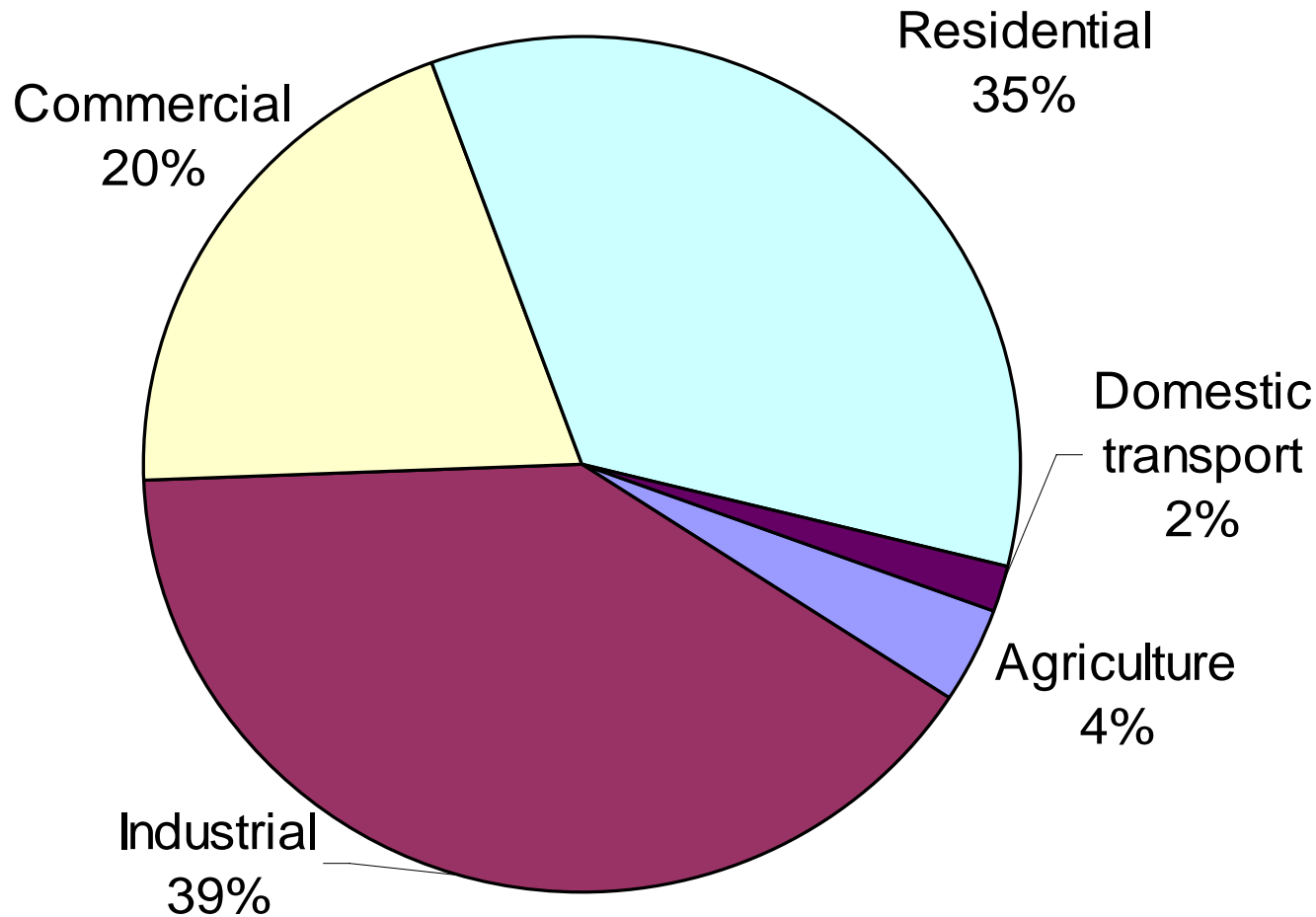
Electricity prices



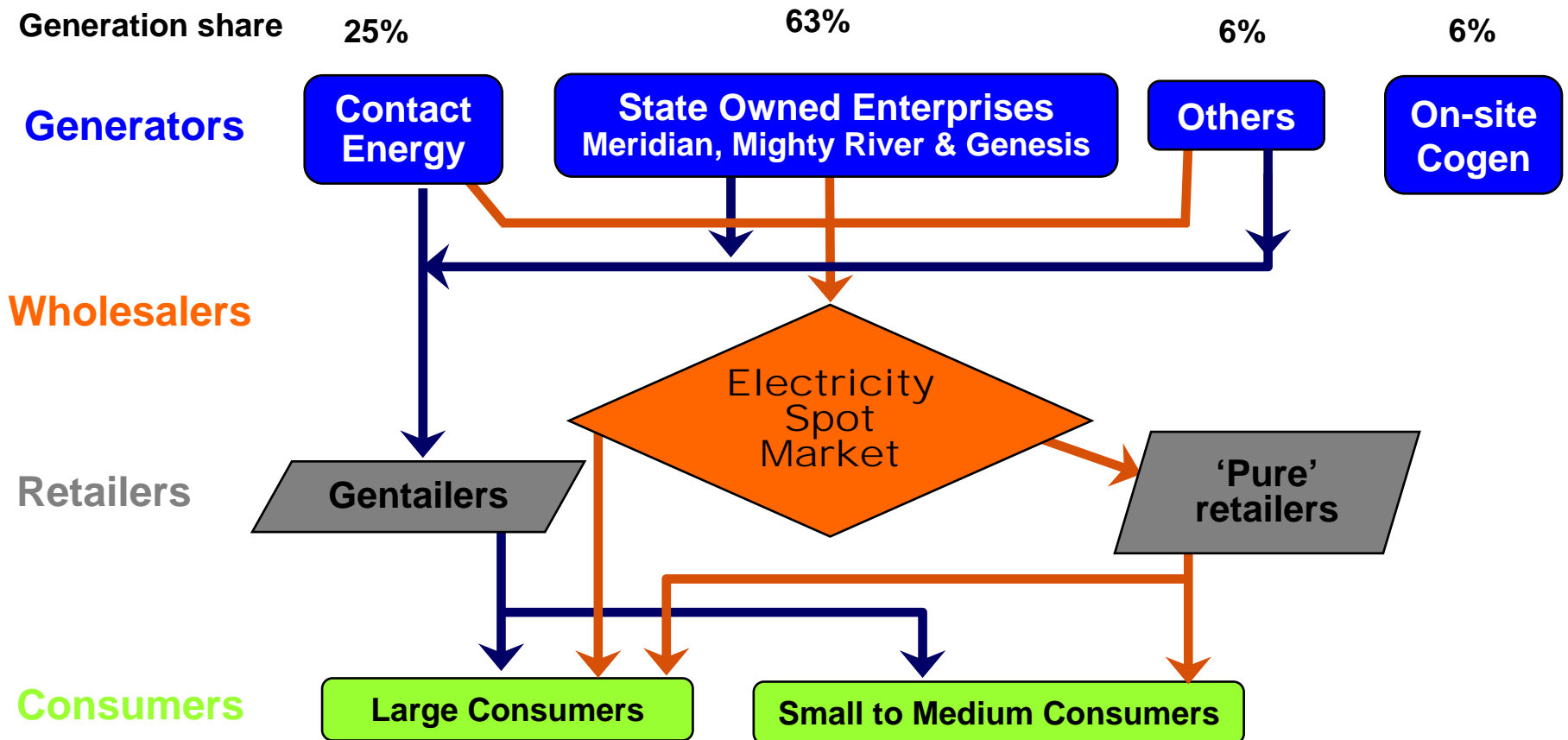
Percentage of generation from hydro (2003)



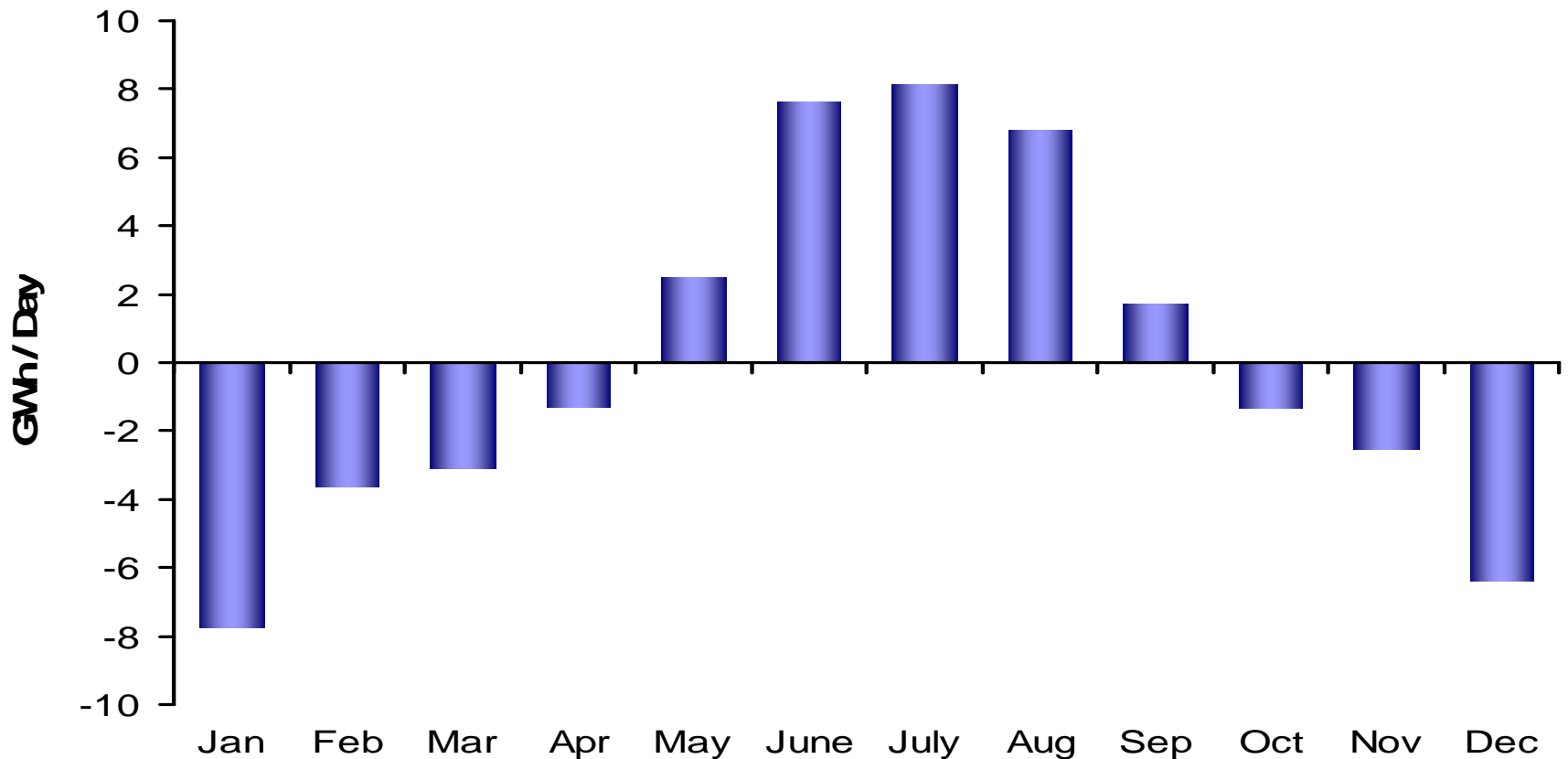
Sectoral electricity consumption



Electricity market structure



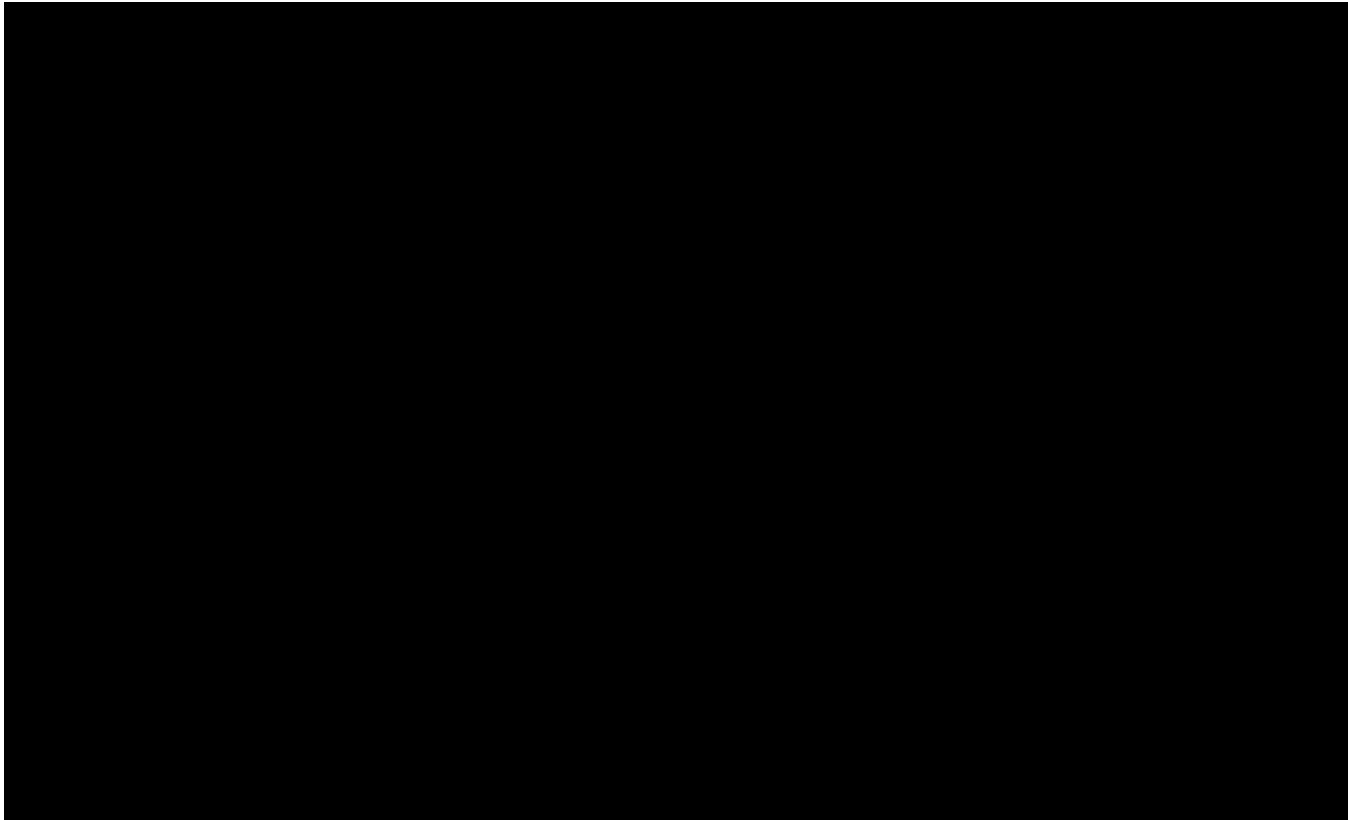
Average monthly variation in electricity consumption



Winter 2001 – story

- ☀ Dry, cold and increase demand
- ☀ Concern in government, industry and media
- ☀ July 27th Minister announces hydro shortage
- ☀ August 12th voluntary conservation campaign
- ☀ 10% savings (for 10 weeks) from the public
- ☀ 15% from government

TV advert



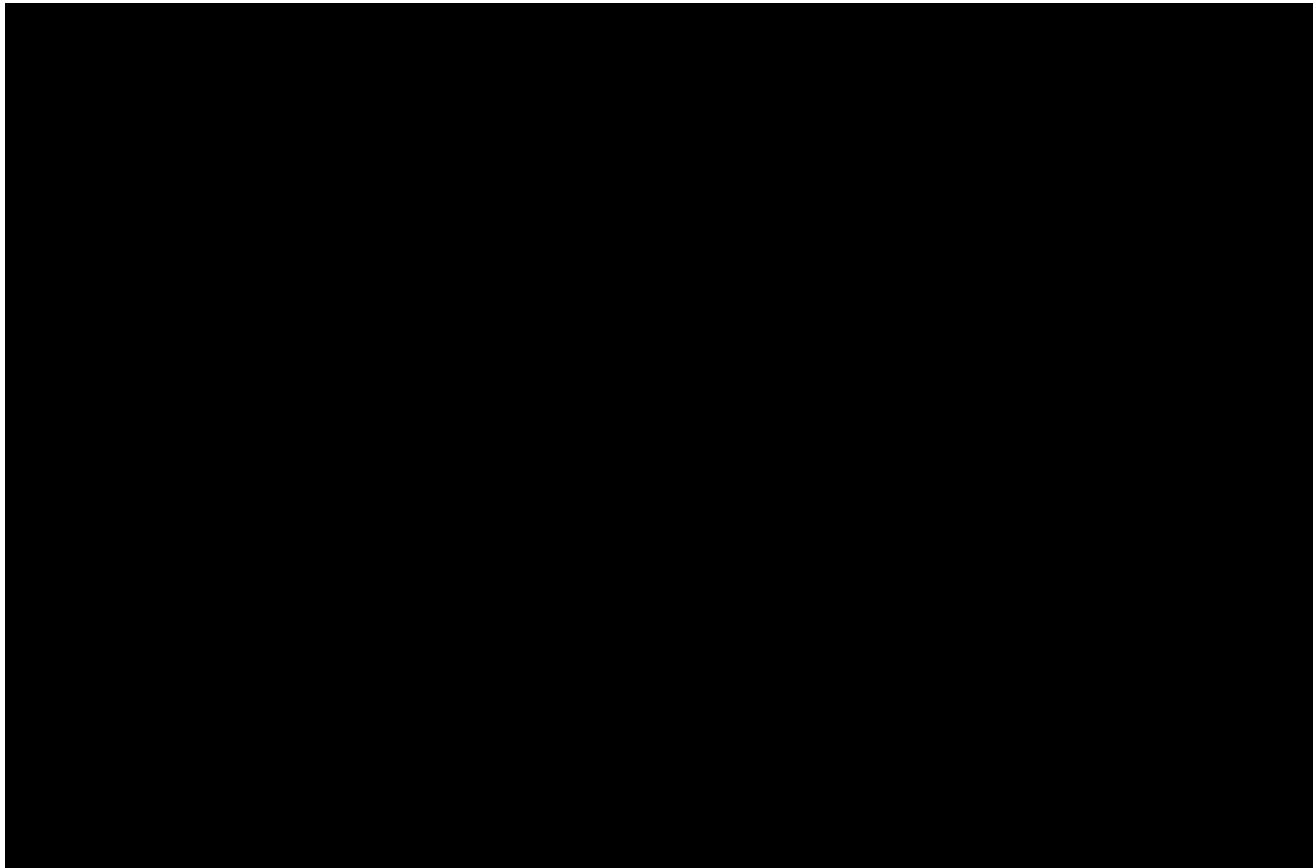
Winter 2001 – outcome

- ☀ No shortage occurred
 - hydro lake levels and inflow data are now freely available to the public
- ☀ Maui gas to make up shortages, sufficient capacity to supply demand but not enough fuel
 - Government was the whistleblower
- ☀ General public - average saving of 7.8%
- ☀ Government - average saving of 13%

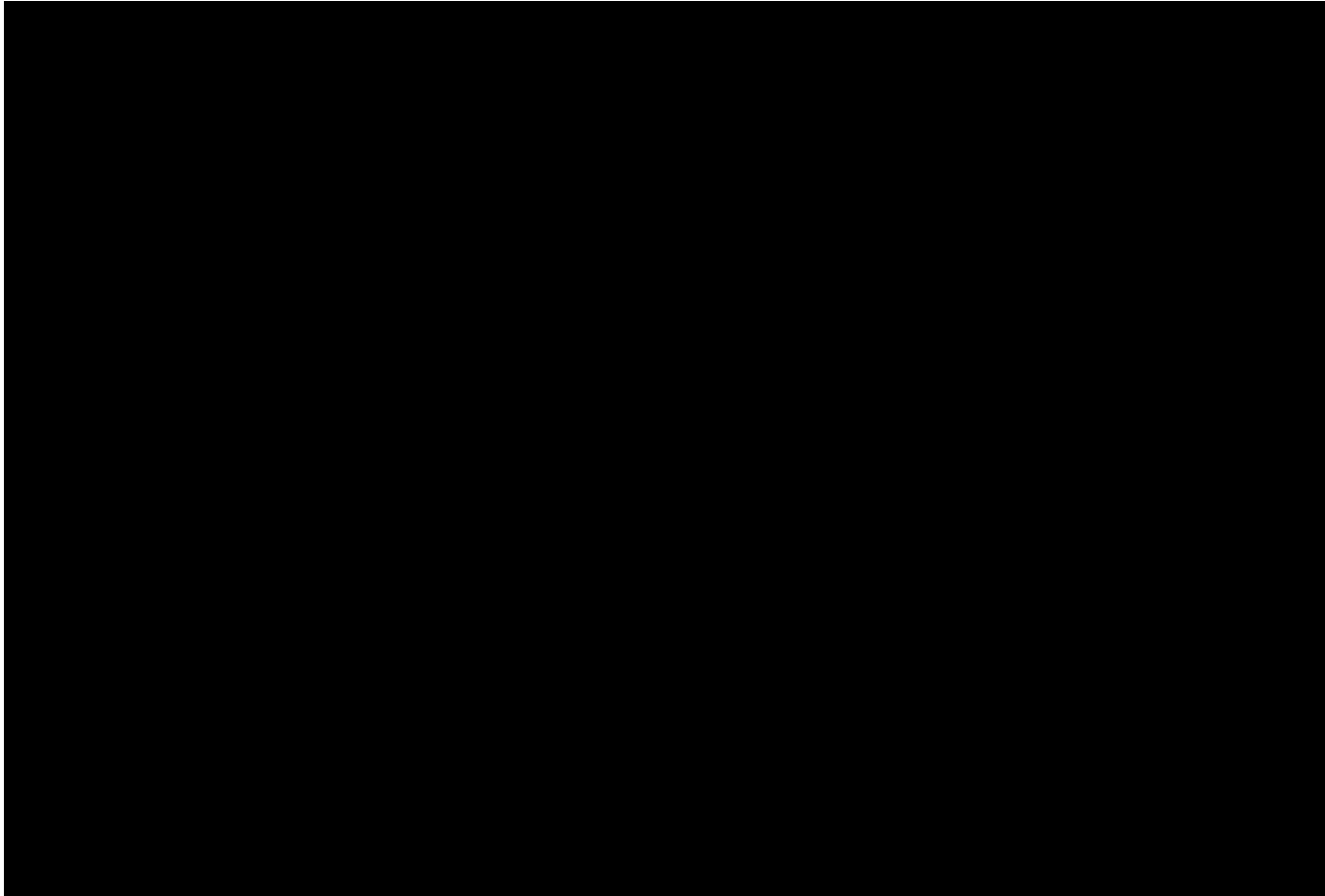
Autumn 2003 – story

- ☀ Dry, high demand, gas uncertain
- ☀ Early March, aware of the potential shortages in the winter
- ☀ Winter Power Task Force – industry leadership
- ☀ May 3rd, the Taskforce initiated the Target 10% Campaign
 - Encouraging community spirit rather than selling the doom and gloom

TV advert



TV advert



Press and radio campaign

**If you're not
using it,
switch it off.**

Difficult eh?

Beating the power shortage isn't rocket science. Many households could go a long way to saving 10% just by switching appliances like washing machines off at the wall when not in use. Call 0800 55 00 55 or visit www.target10.co.nz

T A R G E T 1 0 %

**If you sing
in the shower,
choose
shorter songs.**

Water heating can amount to almost half the power usage of an average home, so having shorter showers will save you heaps of power. Call 0800 55 00 55 or visit www.target10.co.nz

T A R G E T 1 0 %

**Used 4 hours a week.
On 24 hours a day?**



If an appliance isn't off on the wall, it's still using power. Stop the waste by switching it off at the wall. Call 0800 55 00 55 or visit www.target10.co.nz

T A R G E T 1 0 %

Press and radio campaign

**For once,
11.7% is a great
pass mark
at university.**

By turning down the lights in lecture theatres, and turning off computers that aren't being used, the bright sparks at the University of Otago saved 11.7% in power during the first week of May. That's passing with flying colours – but they're still keen to score even higher in the coming weeks.

Let us know what your business is doing by emailing business@target10.co.nz. For more power saving tips call 0800 55 00 55 or visit www.target10.co.nz

T A R G E T 1 0 %

**The temperature
has dropped,
but not the target.**

We're not out of the woods yet with this power shortage, especially with the onset of cooler temperatures. So, only heat the room you're in, use draft stoppers where possible, and close the curtains at sunset. Perhaps turn the heater down a bit, and throw on an extra blanket or jumper. For more power saving tips, call 0800 55 00 55 or visit www.target10.co.nz

T A R G E T 1 0 %

Let's keep it up.



Please, keep up your efforts to save power. While the situation is better now than it was a few weeks ago, there is still a chance of shortages if the snow melt is low and the spring weather is dry. Saving power also saves you money and your electricity retailer may be offering you some extra incentives to save through the winter. Even more reason to keep those switches 'up'. For more power saving tips, call 0800 55 00 55 or visit www.target10.co.nz

T A R G E T 1 0 %



Autumn 2003 – outcome

- ☀ 20th May, the government announced a new Electricity Commission
- ☀ 4th June, the 10% savings target was reached
- ☀ Limited reserve generation capacity resulted in potential shortages
- ☀ Early response, lead by industry – Minister close behind
- ☀ Voluntary changes were effective and the target was reached after just over a month of the campaign

Electricity Commission

- ☀ Regulator established post 2003 to set rules, govern investment and offset market failure
- ☀ Owns reserve generation plant
- ☀ Launch emergency savings campaign as least preferred response.

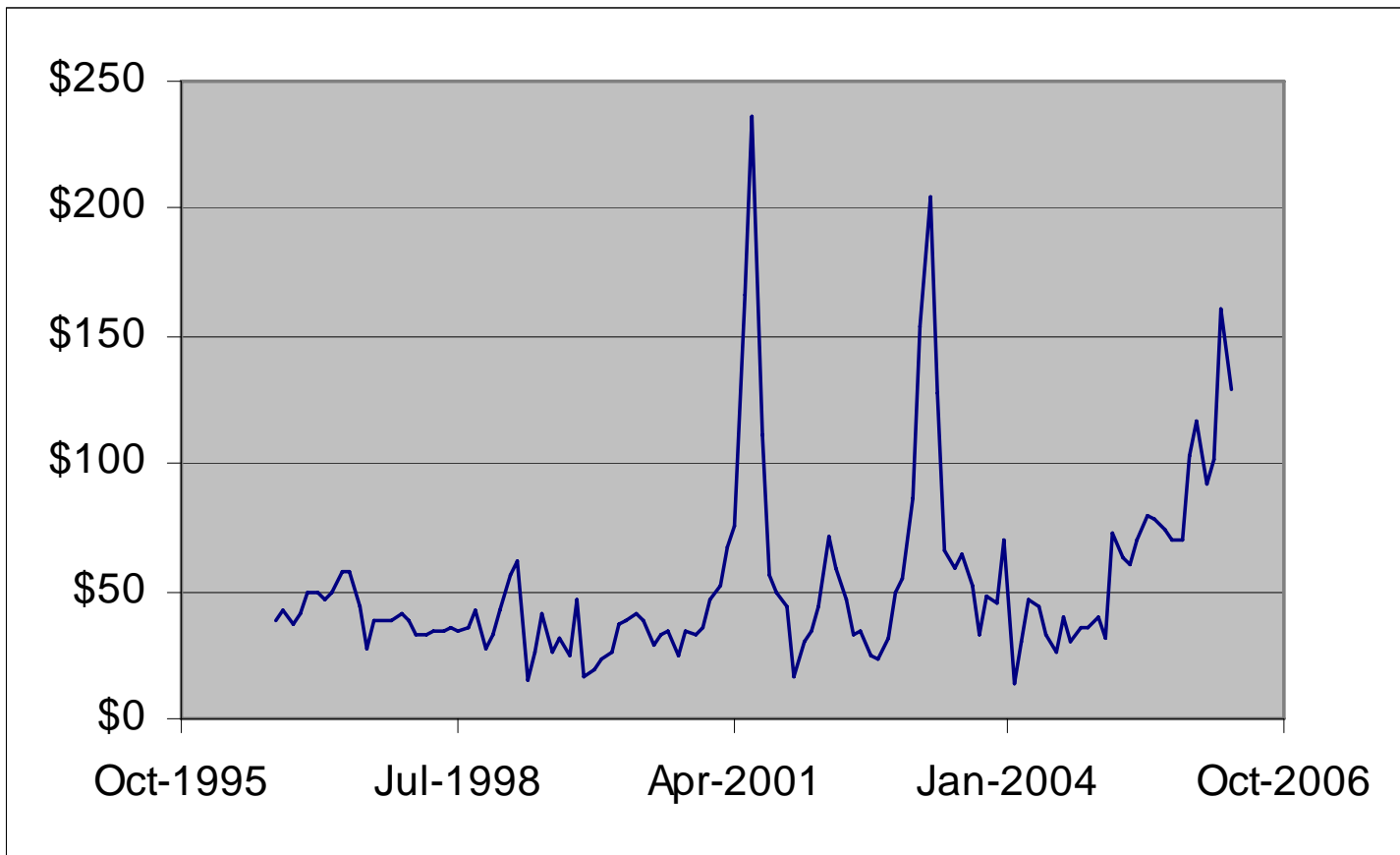
2006 – history repeating?

- ☀ April 2006 New Zealand on a 2003 trajectory
- ☀ Storage levels 62% of April average
- ☀ Inflow levels 60% of April average
- ☀ Weather remained mild

What have we learnt?

- 🌀 Market working to signal shortage

Spot prices



What have we learnt?

- ☀ Market working to signal shortage
- ☀ Public interest in security of supply
 - maintaining economic activity
- ☀ Who 'pushes the button'?
- ☀ When does the general public get asked to respond, how, and how frequently?

Improving energy choices

www.eeca.govt.nz



Energy Efficiency and
Conservation Authority
Te Tari Tiaki Pūngao