



P O Box 12-633 Thorndon 6144 Wellington Ph: (644) 570 3712 Fax: (644) 570 3701 E-mail: [energy.fed@crl.co.nz](mailto:energy.fed@crl.co.nz) Website: [www.energyfed.org.nz](http://www.energyfed.org.nz)

# 2010 BUSINESS PLAN

**TABLE OF CONTENTS**

Particulars	Page
VISION.....	3
STRATEGIC AIMS.....	3
STRATEGIC GOALS .....	3
ACHIEVING ITS STRATEGIC AIMS AND GOALS .....	4
PROGRAMME.....	5
CURRENT MEMBERSHIP .....	7
BUDGET .....	8
ACTION PLAN .....	9

## **ENERGY FEDERATION OF NEW ZEALAND**

### **VISION**

1. To be the independent pan energy industry association supporting NZ's economic well-being through sustainable energy use.
2. To be the New Zealand Member Committee of the World Energy Council (WEC.<sup>1</sup>), share its vision and support its goals and work programmes.

### **STRATEGIC AIMS**

1. To champion the development of sustainable energy solutions to support the economic well being of New Zealanders and New Zealand business.
2. To be the developer and conduit of energy research and information of interest to the NZ energy sector and policy makers and the WEC.
3. To promote and champion a shared understanding of NZ's long-term energy options.
4. To promote coordination and collaboration within the Energy Industry.
5. To organise a continuing programme of activities for its members and a wider audience.
6. To undertake and coordinate collaborative studies.
7. To establish a strong value proposition for membership.
8. To provide sound technical information and represent consensus industry views to government.
9. To promote widespread recognition of the EFNZ within the energy sector and government.
10. To participate and give support to WEC activities and programmes.
11. To disseminate and add value to WEC information.
12. To act with independence and integrity.

### **STRATEGIC GOALS**

1. To be the premier New Zealand pan-energy industry non-governmental organization (NGO).
2. To have 100% full/corporate membership from the major energy companies and associations.
3. To have a high level of associate membership.

---

<sup>1</sup> *The World Energy Council is the leading global multi-energy organization with committees and activities in approximately 100 countries, including most of the largest energy producing and consuming countries in the world.*

*The Mission of the World Energy Council (known as the WEC) is to promote the sustainable supply and use of all forms of energy for the greatest benefit of all.*

4. To be recognised by the Government as the key organisation representing the Energy Sector.
5. To be an active participant in the WEC.

## **ACHIEVING ITS STRATEGIC AIMS AND GOALS**

1. Share information on energy-related issues;
2. Communicate and represent energy industry views;
3. Provide a forum for discussions and networking through conferences/seminars/ workshops on energy issues;
4. Prepare and disseminate clear and readable reports on matters of general interest to the energy industry;
5. Coordinate and assist other organisations in the energy field;
6. Assist the government to develop policies that support and encourage the sustainable use of energy for economic growth and well-being in New Zealand;
7. Encourage and support research projects that will promote the sustainable use of energy for economic growth and well-being in New Zealand;
8. Promote the economic, environmental and social benefits of efficient energy production and use;
9. Encourage the development of sustainable energy technologies;
10. Active membership in the World Energy Council (WEC) by:
  - a) Liaising with similar international organisations,
  - b) Participating in WEC Studies, Technical and Regional Programmes,
  - c) Participating in international task group projects on energy issues,
  - d) Disseminating WEC information within New Zealand,
  - e) Representing New Zealand at plenary, sectional and other meetings, congresses, symposia, of the WEC,
  - f) Supplying information on WEC activities;
11. Gathering and disseminating information that will assist members to be at the forefront of technology and innovative energy developments.

## **PROGRAMME**

### **A. MAJOR EVENTS FOR MEMBERS AND OTHERS**

*Provide programme of activities for members and wider audience and establish EFNZ's position as the premier pan energy industry NGO in New Zealand.*

#### **1. Suggested Conferences (At least 3)**

- a. Power and Electricity World 2010 (formerly National Power New Zealand), Auckland, 15-18 February 2010 (Organised by Terrapinn) - endorsement/marketing and participation. (Conference 1).
- b. Energy Conference 2 (WEC Asia Regional Meeting Conference on Energy Challenges in Asia) 21-24 February 2010, Wellington
- c. Energy Conference 3, Wellington

### **B. EXECUTIVE OFFICER AND SECRETARIAT ACTIVITIES**

#### **1. Membership, Promotion, and International Programme**

*Promote a comprehensive and active membership base for the Federation and strengthening the EFNZ's position as the premier pan energy industry NGO. Promote greater participation in WEC activities and use of WEC services by its members*

- a. Retain current membership roster and recruit new members.
- b. Promote EFNZ ideals, activities, programs and services through updated EFNZ website, increased e-mail contacts database, timely review on governance, operational structure, future growth of the Federation, greater involvement from all members, strong working relationship with appropriate government departments and other Energy Industry sector associations and organizations and provide a fair mechanism for them to participate in the EFNZ activities.
- c. Promote and disseminate WEC activities, programs, services, and activities.
- d. Promote and add value of WEC services to EFNZ members, through case studies and Technical and Regional research programmes, Executive Assembly Asia Pacific Regional Committee Meetings, and information dissemination.
- e. Facilitate NZ involvement in various WEC events, studies and activities for 2008

#### **2. Government Policy**

*Provide sound information and a consensus membership views to central, regional and local government*

- a. Write submissions, as deemed appropriate by the Management Committee, focusing on timely and topical NZ energy issues (climate change policies, emissions charge, sustainable development, and others).

### **3. Research Programme**

*Help New Zealand achieve direction and value from its research investments*

- a. Promote EFNZ energy research publications.
- b. Encourage research consortium and/or collaborative research studies that will promote sustainable energy use and programme involving members, energy industry sector, and government agencies.
- c. Develop a good communication strategy with emphasis on research studies/activities and implement the review process for EFNZ research studies.

### **4. Lunchtime Seminar Organiser**

*Provide continuing programme of activities for members and wider audience and establish EFNZ's position as the premier pan energy industry NGO in New Zealand.*

Conduct luncheon seminars with a target attendance of 50+ per event (**Target: At least 4**).

- a. AGM, Lunchtime Seminar 1 (to feature a NZ Energy Company CEO or official)
- b. Lunchtime Seminar 2 (on any energy topic)
- c. Luncheon Seminar 3 (on any energy topic)
- d. Luncheon Seminar 4 (on any energy topic)

### **5. Administrative and Secretariat Services**

*Perform and manage day-to-day administrative and secretariat functions of the Energy Federation.*

- a. Organize timely Board and Management Committee meetings.
- b. Minute taking at Board meetings (2 per annum) and AGM.
- c. Minute taking at Management Committee meetings (6 per annum).
- d. Handling all incoming calls, facsimiles, emails and clearance of Post Office Box.
- e. Design, update, and maintain the Energy Federation website ([www.energyfed.org.nz](http://www.energyfed.org.nz)).
- f. Developing and maintaining database for records management.
- g. Management of subscription and membership information, including regular reports to Management Committee, and liaison with member organisations.
- h. Maintaining a full set of financial accounts, including invoicing, banking, receipting, GST returns, financial reports for Management Committee and Board, and annual audit.
- i. Preparing a draft Business Plan and Budget for the Energy Federation.
- j. Working with the Energy Federation management committee to undertake the Business Plan within Budget.

**CURRENT MEMBERSHIP (2010)**

<b>Company</b>	<b>Membership</b>	<b>Representative</b>
1. BP Oil NZ	Full	Barry Blackett
2. CRL Energy Lt.	Full	Rob Whitney
3. Energy Library & Information Services Ltd	Full	Brian Cox
4. Genesis Energy	Full	Ross Parry
5. Meridian Energy	Full	Alan Seay
6. Mighty River Power	Full	Stuart Lush
7. Shell Oil NZ	Full	David Jacobson
8. Solid Energy	Full	Andy Matheson
9. Transpower	Full	Cynthia Brophy Gordana Brkljaca
10. Trustpower	Full	Peter Calderwood
11. Energy Efficiency and Conservation Authority	Associate 1	Ian Horne
12. Electricity Commission	Associate 1	Kevin Lampen-Smith
13. Energy and Technical Services	Associate 1	Geoff Bennett
14. GNS Science	Associate 1	Dr. Kevin Faure Rob Johnston
15. Industrial Research Ltd	Associate 1	Dr. Alister Gardiner Dr. Ian Brown Dr. Robert Buckley
16. Ministry of Economic Development	Associate 1	Jo Mackay
17. Ministry for the Environment	Associate 1	Dean McLaren
18. Ministry of Transport	Associate 1	Tony Frost
19. Motor Trade Association Inc	Associate 1	Dougal Morrison
20. WEL Energy Ltd	Associate 1	John Van Brink
21. Coal Association of New Zealand	Associate 2	Chris Baker Trevor Matheson
22. Frazer Lindstrom Ltd	Associate 2	Stuart Frazer Kerstin Frazer
23. Gas Association of NZ Inc	Associate 2	Stephen Parker
24. The Guinness Gallagher Group	Associate 2	Shaan Stevens John Third
25. Hale & Twomey Ltd	Associate 2	Richard Hale Ian Twomey
26. Institute of Engineering and Earth Sciences, Auckland UniServices	Associate 2	Dr. Peter Malin
27. Unitec - Sustainable Energy Initiatives Research Group	Associate 2	Jonathan Leaver John Blakeley
28. Gavin Adlam	Individual	
29. Richard Beal	Individual	
30. Trevor Burling	Individual	
31. Tom Halliburton	Individual	
32. Hon. Douglas Kidd	Individual	
33. Jonathan Lermitt	Individual	
34. Stuart Young	Individual	

**BUDGET**

<b>Energy Federation of New Zealand (Inc.)</b>			
<b>2010 BUDGET</b>			
2008 Audited (\$)	2009 Unaudited (\$)	Particulars	2010 Proposed Budget (\$)
		<b>REVENUE</b>	
53,873	53,615	Subscriptions & Levies	58,680
1,688	516	Interest Income	200
	83	Miscellaneous Income	
		Events/Seminars sales:	
45,547	19,455	Conferences/Seminars	40,600
		<i>Power &amp; Electricity World NZ-Terrapin (Conference 1)</i>	6,000
		<i>WEC Asia Regional Meeting (Conference 2)</i>	6,200
		<i>(Conference 3)</i>	10,400
		<i>Electricity Market Recommendations (Lunch Seminar 1)</i>	4,500
		<i>AGM-Lunch Seminar 2</i>	4,500
		<i>Lunch Seminar 3</i>	4,500
		<i>Lunch Seminar 4</i>	4,500
0	0	Others Projects Income	0
0	0	Sundry income	0
<b>101,108</b>	<b>73,669</b>	<b>Total operating revenue</b>	<b>99,480</b>
		<b>EXPENDITURE</b>	
2,150	2,130	Accountancy Fees	2,200
27,900	29,700	Administration	29,700
2,218	2,422	Audit Fees	2,400
322	298	Office Expenses	0
53	53	Bank charges	50
120	120	Postage & Telephone	120
21,639	23,564	WEC Subscription (w/ discount)	20,355
3,325	3,500	Energy Library Subscription	3,600
267	0	Website Expenses	200
2,634	2,692	Membership Premium for CRL Energy	3,221
	3,323	Interest Expense	
	55	IRD penalties	
46,806	14,434	Events costs	35,720
		<i>Power &amp; Electricity World NZ-Terrapin (Conference 1)</i>	5,400
		<i>WEC Asia Regional Meeting (Conference 2)</i>	5,580
		<i>(Conference 3)</i>	9,360
		<i>Electricity Market Recommendations (Lunch Seminar 1)</i>	3,845
		<i>AGM-Lunch Seminar 2</i>	3,845
		<i>Lunch Seminar 3</i>	3,845
		<i>Lunch Seminar 4</i>	3,845
0	0	Other Projects expenses	0
<b>107,434</b>	<b>82,291</b>	<b>Total expenditure</b>	<b>97,566</b>
-6,326	-8,622	Net operating surplus (deficit) before tax	1,915
0	0	Tax expense	0
<b>-6,326</b>	<b>-8,622</b>	<b>Net operating surplus (deficit) after tax</b>	<b>1,915</b>
Note:			
1. Retain all members with no increase in membership subscriptions (Targets: 1 new Corporate member, 1 new Associate 1 Member 1 new Associate 2 Member, and 1 new Individual Member.			
2. Secretariat charge-out rate (no increase, still at \$95/hr)			
3. Events - 3 Conferences, 4 Lunchtime Seminars, 1 sponsor each event			
4. WEC subscription = £8,742 (w/ discount) = \$20355 (@ £0.43/\$) + \$25 remit. fee			
5. Exchange rate @ £0.43/NZ\$)			



1) WEC studies and research programmes**	Information dissemination, Identify and organize projects. Prepare reports for WEC GEIS.	Full awareness and knowledge about WEC for members and others. Study Reports	At least 1	C Gazo/ Mgmt Comm.	10	\$950	\$0	\$361	\$1,311	\$0	-\$1,311	1%	3%
2) WEC Business Plan	Information dissemination to	Full information to EFNZ members	EO 2010	C Gazo	5	\$475	\$0	\$181	\$656	\$0	-\$656	1%	1%
3) Other WEC Studies	NZ participation to study	Full information to EFNZ members	EO 2010	R Whitney	5	\$475	\$0	\$181	\$656	\$0	-\$656	1%	1%
			Sub-total		70	\$4,750	\$5,000	\$3,707	\$13,457	\$58,680	\$45,223	14%	21%
<b>3. Government Policy</b>													
a) Submissions on current New Zealand energy future issues and options	Prepare studies for submission to government and other agencies.	Study reports and industry submissions.	At least 1	Mgmt Comm	14	\$1,330	\$5,000	\$2,407	\$8,751	\$0	-\$8,751	9%	4%
<b>4. Research Programmes</b>													
a) WEC Programmes/Studies	Research Review Process. Report review and Dissemination Report review and Dissemination	Assessment report	1	Barry, Peter, Brian, & Cito	5	\$475	\$0	\$181	\$656	\$0	-\$656	1%	1%
b) Other WEC/EFNZ studies	Research Review Process. Report review and Dissemination Report review and Dissemination	Assessment report	1	R Whitney /Mgmt Comm	5	\$475	\$0	\$181	\$656	\$0	-\$656	1%	1%
			Sub-total		10	\$950	\$0	\$361	\$1,311	\$0	-\$1,311	1%	3%
<b>5. Small Events for Members and others</b>													
a) AGM/Lunch Seminar 1	Events management (organization, invitations, sponsorships, speakers, proceedings)	At least 50 attendees. Published proceedings in EFNZ Webpage.	1	R Whitney /Mgmt Comm	35	\$3,325	\$2,895	\$2,365	\$8,584	\$4,500	-\$4,084	9%	10%
b) Lunch Seminar 2	Events management (organization, invitations, sponsorships, speakers, proceedings)	At least 50 attendees. Published proceedings in EFNZ Webpage.	1	R Whitney /Mgmt Comm	35	\$3,325	\$2,895	\$2,365	\$8,584	\$4,500	-\$4,084	9%	10%
c) Lunch Seminar 3	Events management (organization, invitations, sponsorships, speakers, proceedings)	At least 50 attendees. Published proceedings in EFNZ Webpage.	1	R Whitney /Mgmt Comm	35	\$3,325	\$2,895	\$2,365	\$8,584	\$4,500	-\$4,084	9%	10%

d) Lunch Seminar 4	Events management (organization, invitations, sponsorships, speakers, proceedings)	At least 50 attendees. Published proceedings in EFNZ Webpage.	1	R Whitney /Mgmt Comm	35	\$3,325	\$2,895	\$2,365	\$8,584	\$4,500	-\$4,084	9%	10%
			Sub-total		140	\$13,300	\$11,578	\$9,459	\$34,337	\$18,000	-\$16,337	35%	41%
<b>Total Membership services</b>					<b>340</b>	<b>30,400</b>	<b>21,578</b>	<b>19,762</b>	<b>71,754</b>	<b>76,680</b>	<b>\$4,926</b>	74%	100%
<b>Total EFNZ</b>					<b>417</b>	<b>\$37,715</b>	<b>\$32,974</b>	<b>\$26,877</b>	<b>\$97,566</b>	<b>\$99,480</b>	<b>\$1,915</b>	100%	

\*Note: Duties: Organize timely Board and Management Committee meetings. Minute taking at Board meetings (2 per annum) and AGM. Minute taking at Management Committee meetings (6 per annum). Handling all incoming calls, facsimiles, emails and clearance of Post Office Box. Developing and maintaining database for records management. Management of subscription and membership information, including regular reports to Management Committee, and liaison with member organisations. Maintaining a full set of financial accounts, including invoicing, banking, receipting, GST returns, financial reports for Management Committee and Board, and annual audit. Preparing a draft Business Plan and Budget for the Energy Federation. Working with the Energy Federation  
 \*\* - Various WEC Studies, Research Programmes, and Projects