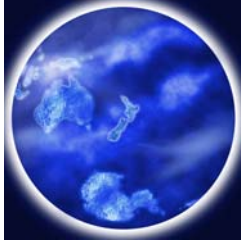


# **New Zealand Energy Conference**

**Heather Staley  
Chief Executive  
EECA**

**October 2002**





# 7 October 2001

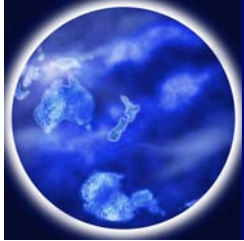
- **The National Energy Efficiency and Conservation Strategy is two weeks old.**
- **The future is theoretical, an artist's impression.**





We thought the energy landscape might look like this.





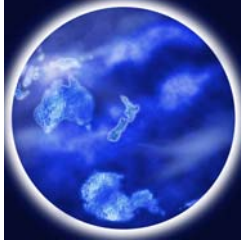
## **Just a year later**

- **Reality is replacing theory.**
- **The landscape seems to be different.**





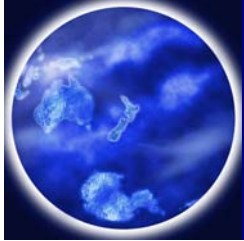
**Same landscape, only conditions seem harsher.**



# A hell of a year

- **Industry examines the entrails of the hydro response.**
- **Maui foreshortening.**
- **Climate change policy.**
- **EGB.**
- **Oil costs surge.**
- **Consumer disaffection.**

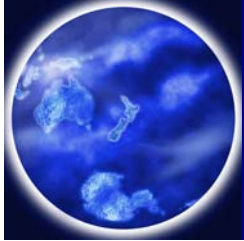




**It's an ill wind ...**

**“Sudden” focus on demand  
management and alternative supply.**

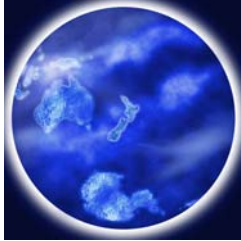




## One year on

- **NEECS looks even better.**
- **Huge risks in not achieving NEECS.**

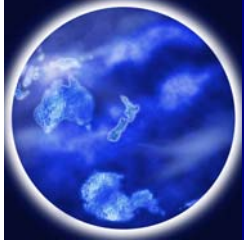




# Kotter on Change

- **Rule #1**
  - **Establish a sense of urgency.**
- **Then, unify action around a vision.**
- **NEECS = Vision.**
- **NEECS is not a marginal side-issue in the energy business.**

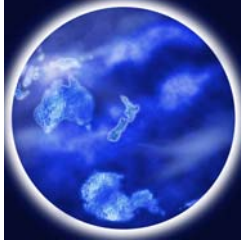




# Visions

**Visions are grand,  
but actions must be small.**





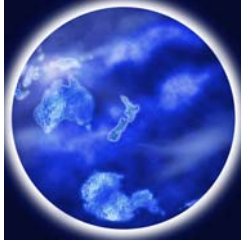
# EnergyWise Awards

- Te Whare Mahana
- Arrow Motel
- Orion
- Meridian Demand Exchange

Are these the future?

Is the loony fringe moving into the sensible centre?





# NEECS

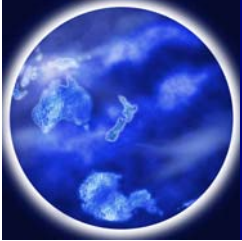
**NEECS requires;**

- **Leadership from the industry, and**
- **Response from the community.**

**NEECS  $\neq$  EECA**

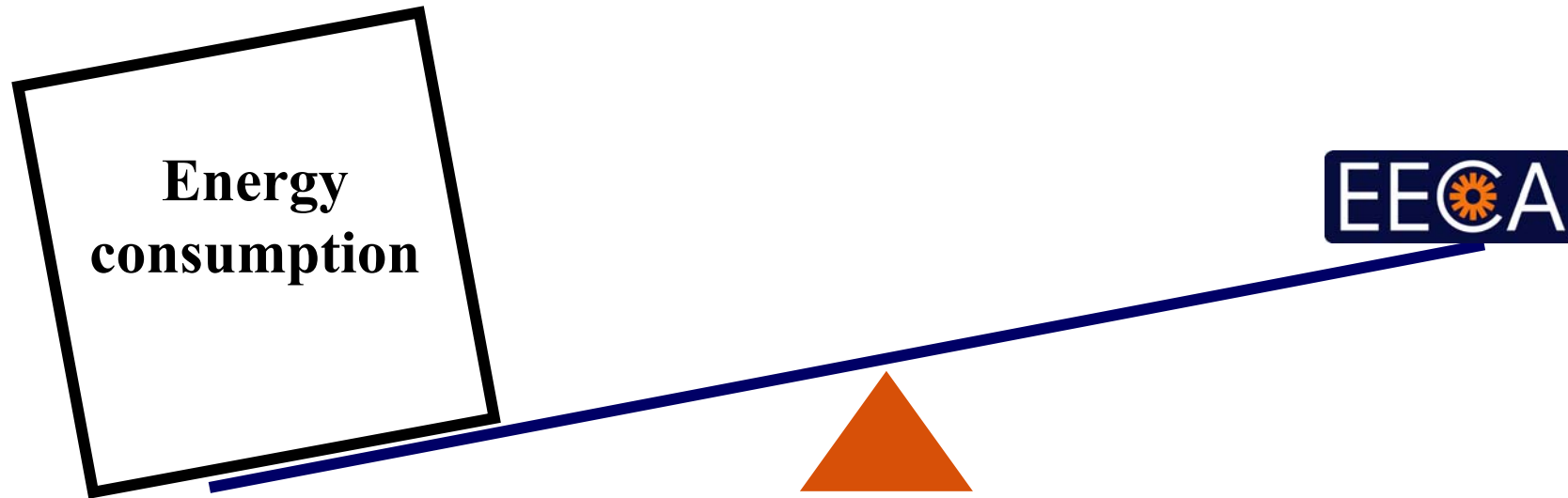
- **EECA is the midwife, not the mother.**

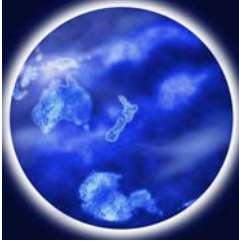




# Leverage

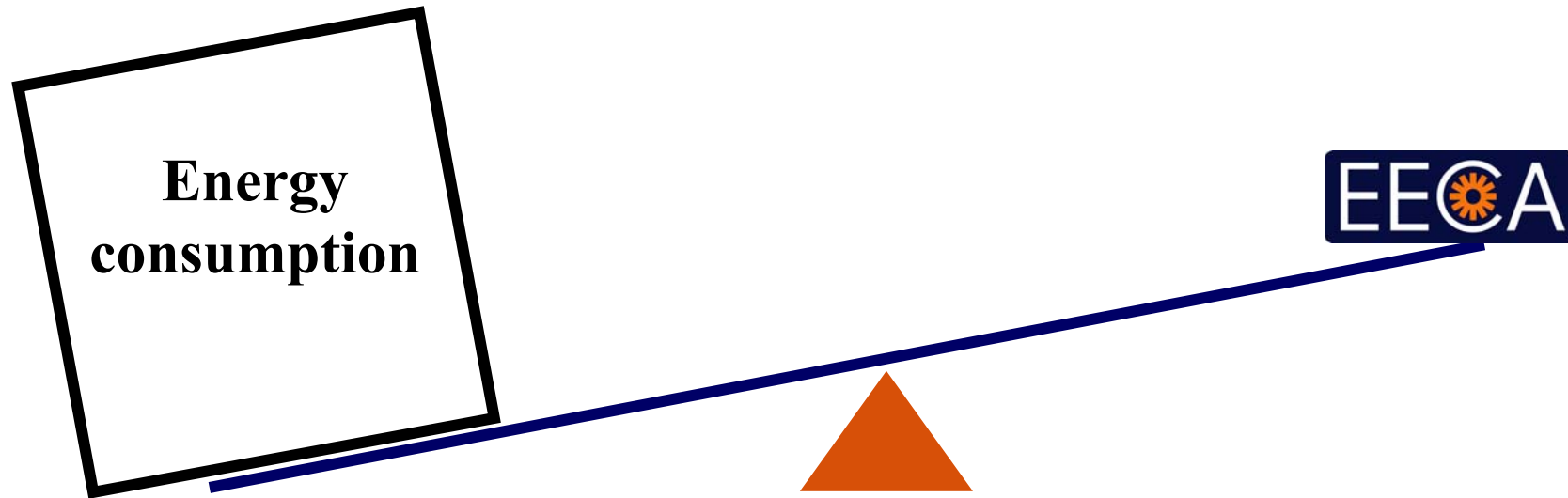
**\$13m p.a. to leverage \$8bn p.a. sector.**





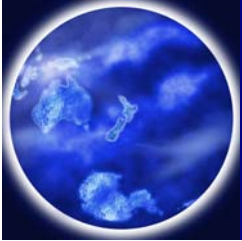
# Leverage

**\$13m p.a. to leverage \$8bn p.a. sector.**



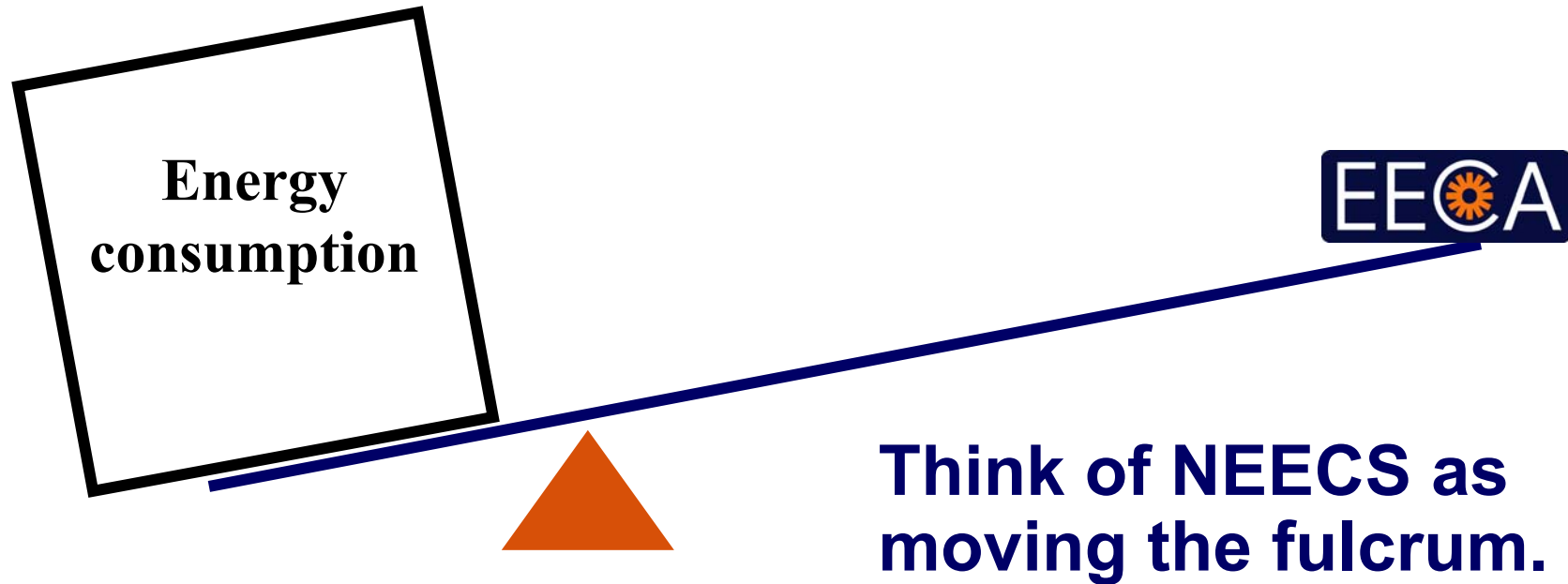
**The supply industry is the fulcrum.**





# Question

- Will the fulcrum give us leverage?





# Bouquets

**Meridian**

**Christchurch power consumers initiative.**

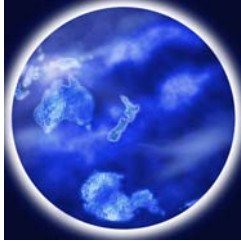
**Genesis**

**Promoting *pink batts*<sup>®</sup>.**

**Mercury & Contact**

**Also doing innovative things to help customers manage electricity bills.**

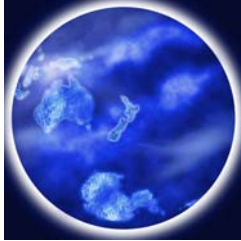




# The fulcrum

- **Supply Industry has the channels to the consumers.**
- **EECA has the business case.**
- **It's a win-win-win.**
  - **Consumers, supplier profits and national economy benefits.**





# The pitch

- **Get with the new reality.**
- **Assume some responsibility – move the fulcrum.**
- **Challenge EECA to meet your needs.**

