

Communications and Engagement 2014



Our comms objectives

- **Actively** communicate the Authority work programme to increase **awareness, transparency** and **understanding** with both **stakeholders** and **general public** and mitigate any **reputational risks**.
- Increase the range of **communications channels** and **techniques** to reach a wider group of stakeholders and help inform the general public.
- To be transparent and open in all communications through the use of **Plain English, accessible formats** and **two-way** engagement wherever possible.

iap2 public participation spectrum

developed by the international association for public participation



Increasing Level of Public Impact

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decision.	To work directly with the public throughout the process to ensure that public issues and concerns are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and issues are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
EXAMPLE TOOLS	• Fact sheets • Websites • Open houses	• Public comment • Focus groups • Surveys • Public meetings	• Workshops • Deliberate polling	• Citizen Advisory committees • Consensus-building • Participatory decision-making	• Citizen juries • Ballots • Delegated decisions



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About Us

The Electricity Authority promotes competition in, reliable supply by, and the efficient operation of, the New Zealand electricity industry for the long-term benefit of consumers.

EMI - market statistics and tools ▶

Latest News

Easy Money

8 Apr

Consultation on extended reserves - draft Code amendment

Consultation published



31 Mar

2013 review of electricity market performance

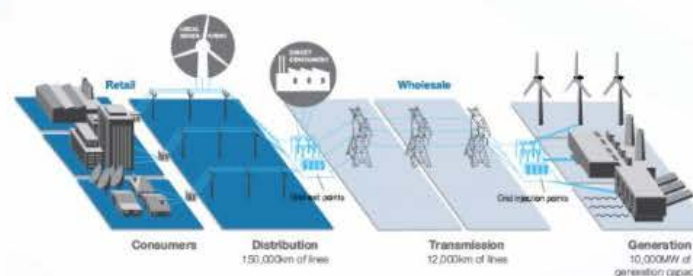
Our third year in review examines aspects of the structure, conduct and performance of the electricity market.

Consumers

Working for the long-term benefit of consumers.

In this section:

How the electricity market works
About your power bill
Your rights as an electricity consumer
Frequently asked questions
Jargon buster
Student resources
Let us know what you think



How the electricity market works

Here in New Zealand, most electricity is produced by electricity generators that are some distance away from where electricity is actually used.

2014 communications tactics

- Interactive consumer area
- Search engine optimisation
- Monitoring social media – and use
- More active role in media
- Digital by default for all publications.

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Engagement opportunities

- Testing engagement models
- Citizen panels/ consumer reference group?
- enabling online forms (verbal submissions)
- Developing our role in consumer engagement.