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## How power savvy is the Northland Region?

Winter is definitely here which means power bills are typically higher and Northland residents are being reminded to shop around for a better power deal. New results show that in 2013 households in the region could have saved on average \$130 by switching power companies.

Last year, more than 15,900 residential connections across the Northland region switched power companies. Regional savings of \$9.1 million were available if all residential consumers switched from their own electricity retailer to the cheapest supplier in the region. The Electricity Authority is encouraging Northland residents to check again this year using the [What's My Number](#) online tool.

"It was great to see so many people exercising their choice to switch electricity suppliers in 2013, realising the cost savings and other benefits they can get from shopping around," says Electricity Authority Chief Executive Carl Hansen.

"Winter is a good time to check again since everyone tends to use more power over the colder months. Even if you've already switched, it's beneficial to keep checking your options regularly."

Nationwide, the Electricity Authority recorded more than 357,000 residential switches in 2013, compared with 324,000 in 2012.

What's My Number spokesperson Judy Bailey says finding out if you're getting the best deal for your power is quick and easy.

"The [What's My Number](#) online tool is simple to use, it only takes a couple of minutes – if you can potentially save money, why not check?" she says.

"As winter begins to bite, now is a really good time to look at your provider. We all have different needs – depending on our lifestyle and where we live. What's My Number gives us an easy way to find out whether we're getting the best possible deal."

Kiwi households nationally could have saved \$266.7 million or on average of \$155 by switching power companies. But checking your power deal doesn't always have to be about how much money you save.

"It's also about looking into different providers that offer different deals or incentives. Some might be a better fit for you because they offer reward points, while others may check your meter remotely instead of coming to your house. It's all about finding the best fit for you," Bailey adds.

What's My Number is run by the Electricity Authority in partnership with Consumer NZ, putting choice in consumers' hands by helping them to shop around. To find out if you're getting the best deal for your power, visit [www.whatsmynumber.org.nz](http://www.whatsmynumber.org.nz) and don't forget to check!

**Table 1 Residential savings available – regional breakdown 2013**

Region	Completed switches	Switch rate 2013	Total savings (\$M)	Average savings (\$)
Northland	15,969	22.91%	9.1	130
Auckland	118,287	23.66%	78.9	158
Waikato	36,029	20.30%	25.1	141
Bay of Plenty	22,008	19.12%	33.2	288
Gisborne	3,270	19.62%	3.1	188
Hawke's Bay	9,997	15.82%	7.7	122
Taranaki	11,716	25.06%	4	86
Manawatu-Wanganui	22,356	23.06%	9.1	94
Wellington	42,090	21.88%	25.7	134
Tasman	2,370	12.31%	2.4	125
Nelson	3,371	16.80%	3	148
Marlborough	3,687	17.62%	4.5	214
West Coast	2,281	15.56%	3.1	213
Canterbury	40,563	17.67%	37.5	163
Otago	17,184	18.63%	15	162
Southland	5,931	14.81%	5.1	127
North Island	278,459	22.07%	193	153
South Island	78, 659	17.35%	73.7	162
<b>New Zealand</b>	<b>357,109</b>	<b>20.82%</b>	<b>266.7</b>	<b>155</b>

Source: Electricity Authority

Notes: 1. Regions are defined by Regional Council boundaries..  
2. Connections are active residential Installation Control Points at 31 December 2013.

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*The Electricity Authority is an independent Crown Entity with a statutory objective to promote competition in, reliable supply by, and the efficient operation of, the electricity industry for the long-term benefit of consumers. Section 16(1) of the Electricity Industry Act 2010 requires the Authority to promote to consumers the benefits of comparing and switching electricity retailers.*