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Nelson households most likely to switch in the South Island



The Nelson region has the highest electricity switching rates in the South Island with over 21 percent of households switching suppliers in 2014.

New figures from the Electricity Authority estimate last year over 4,200 Nelson households switched providers, and could have saved more than \$3,708,983 or an average annual saving of \$185.

Electricity Authority Chief Executive Carl Hansen is pleased so many local consumers are exploring their options. "Average savings available to Nelson households are up a massive 25 percent from 2013, and over 20 percent of households switched just last year. It's great to see so many consumers making the most of the potential savings available to them.

"The New Zealand electricity market is very competitive. There is a wide range of deals and plans available to suit different families and lifestyles," he says. "We encourage all consumers to shop around for the best deal.

"There are up to ten different retail brands to choose in the Nelson region, including one new provider which entered the market last year.

"It's important consumers realise that their choice of retailer makes no difference to the reliability of their electricity supply – those outcomes are affected by the performance of their local distribution network and by Transpower, and is the same regardless of which retailer consumers choose," Hansen says.

Across New Zealand we continue to see high switching rates. New figures from the Electricity Authority show that over 385,000 households switched electricity providers in 2014. If all eligible Kiwi households had switched to the cheapest electricity provider during the year they could have collectively saved of \$281 million or an average of \$162 per household.

"As winter really starts to take a hold, now is the right time to check your plan," says Hansen. "Even if you've switched providers in the past, we encourage all consumers to regularly check, as offers change. Heading to the *What's My Number* website makes this easy."

"Checking your deal doesn't mean you have to change plans, and it doesn't have to be about finding the cheapest provider. Sometimes it's just a matter of knowing what alternative services are being offered and what other incentives might be right for you," Hansen says.

Changing electricity suppliers is very straightforward. A recent Electricity Authority [survey](#) of consumers showed that 90% found it easy. Once you have identified the potential savings on What's My Number you can simply click through to Consumer NZ's Powerswitch website to compare your options and start the switching process. Alternatively, you can call the new provider who will manage the change for you.

What's My Number is run by the Electricity Authority in partnership with Consumer NZ, and puts 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.

ENDS

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Northland

- 20% of consumers switched providers in 2014
- Average savings of \$133 per household

Taranaki

- 20% of consumers switched providers in 2014
- Average savings of \$161 per household



Nelson

- 21% of consumers switched providers in 2014
- Average savings of \$185 per household
- Customers have between 9 and 10 brands to choose from

Tasman

- 14% of consumers switched providers in 2014
- Average savings of \$143 per household

West Coast

- 13% of consumers switched providers in 2014
- Average savings of \$224 per household

Auckland

- 21% of consumers switched providers in 2014
- Average savings of \$136 per household

Waikato

- 22% of consumers switched providers in 2014
- Average savings of \$147 per household

Bay of Plenty

- 21% of consumers switched providers in 2014
- Average savings of \$318 per household

East Coast

- 28% of consumers switched providers in 2014
- Average savings of \$218 per household

Hawke's Bay

- 18% of consumers switched providers in 2014
- Average savings of \$115 per household

Manawatu & Wanganui

- 20% of consumers switched providers in 2014
- Average savings of \$150 per household

Wellington & Wairarapa

- 22% of consumers switched providers in 2014
- Average savings of \$177 per household

Marlborough

- 17% of consumers switched providers in 2014
- Average savings of \$172 per household

Canterbury

- 17% of consumers switched providers in 2014
- Average savings of \$150 per household

Otago

- 18% of consumers switched providers in 2014
- Average savings of \$188 per household

Southland

- 17% of consumers switched providers in 2014
- Average savings of \$130 per household

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