

Electricity options available for Bay of Plenty residents



The latest report from the Electricity Authority shows there are more electricity options than ever in Bay of Plenty, but switching rates remain low compared with the rest of the country.

Electricity Authority Chief Executive Carl Hansen is urging Bay of Plenty residents to consider the options available to them.

“Based on our best estimates only 42 per cent of Bay of Plenty households switched electricity providers over the past five years which is well below the national average of 53 per cent. 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.

The Authority’s figures show 24,196 Bay of Plenty households switched suppliers in 2014.

“In the Bay of Plenty region alone we saw three new retailers enter the market last year, offering locals more options than ever before. Local consumers now have up to 16 brands to choose from, depending on their network.

“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.”

Across New Zealand we continue to see high switching rates. New figures from the Electricity Authority show that over 385,000 New Zealanders 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 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 deals 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.

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Additional statistical breakdowns

Sub region	Switches	Switch rate
Tauranga	10,577	15%
Rotorua	9,072	34%
Eastern Bay of Plenty	4,602	23%