



Major Electricity  
Users' Group

**Promoting  
a robust  
electricity  
market**





# About MEUG

**MEUG is a trade association working to improve New Zealand's electricity sector. We advocate for an affordable and reliable electricity supply that supports a productive economy.**


MEUG was established in the early 1990s to advocate for, and support, a well-functioning electricity market. Our 14 members directly employ over 25,000 people and make essential products like pulp and paper, steel, aluminium, and dairy products such as milk powder.

In any given year, our members will generate over \$30 billion in revenue. They use approximately

28 percent of all New Zealand's electricity and pay almost \$1 billion in electricity charges.

Electricity is not only a key input for our members' businesses – it supports our regional communities, employs thousands of people in well-paying jobs, and helps pay for the services we all take for granted but that are essential to a dynamic and thriving economy.

The electricity system must support industrial manufacturing, production, and businesses. MEUG was established to advocate for electricity sector policy, regulatory and legislative settings that are fit for purpose and support the long-term interests of consumers.

 **28%**  
of all New Zealand's electricity is used by the MEUG group

**\$900m** paid in full for electricity charges

**\$11bn** contributed in full to the GDP

**\$30bn** dollars in revenue per annum

**25,000** direct employees



# The benefits of being a MEUG member

As a trade association, MEUG plays a crucial role in supporting and advancing the interests of our members by providing a range of services, from advocacy, networking to cost-saving initiatives. Some of the benefits and services our members enjoy include:

## 1

### Advocacy, Representation and Reputation:

- **Influence:** MEUG advocates for our members' interests in respect of government policies, regulations, and legislation.
- **Representation:** We are a collective voice for the sector. We represent the industry to decision makers, lawmakers and regulatory bodies in order to help shape and inform policy for benefit of our members and a productive economy.
- **Industry Reputation:** MEUG seeks to enhance the reputation and awareness of the industry, the opportunities, and challenges.

## 3

### Networking Opportunities:

- **Build Connections:** We help connect our members with industry peers, policy makers and decision makers.
- **Events:** Stay up to date on the latest events, conference opportunities and forums across the energy sector.

## 2

### Problem-Solving and Collaboration:

- **Issue Resolution:** MEUG provides a platform for members to address common challenges, share solutions, and work collaboratively to overcome industry-specific problems.
- **Risk Management:** MEUG provides members with insights into emerging risks and challenges, and with input from members we proactively manage potential threats to the industry.

## 4

### Stay up to date: Information and Intelligence

- **Information Sharing:** MEUG provides a platform for members to share industry insights, best practices, and market trends, fostering a collaborative environment.
- **Legislative and Regulatory Updates:** We keep members informed about proposed or planned changes in regulations, laws, and industry trends, helping your business to adapt to a dynamic business environment.
- **Market Insights, Research, and Resources:** MEUG conducts research and reports and opinion pieces on key electricity market issues. We also provide members with market research, economic data, and industry reports. These resources provide members with valuable resources building both knowledge and understanding of the industry and help inform decisions.

# Our Members



Our 14 members represent companies that drive economic growth and job creation across New Zealand. Our members work across a range of sectors including aluminium, steel, mining, fuel infrastructure, pulp, paper and packaging, data services, as well as dairy products horticulture and the grocery sector.

## Members

- Rio Tinto
- NZ Steel
- Fonterra
- Oji Fibre Solutions
- Pan Pac
- Woolworths NZ
- Winstone Pulp International (WPI)
- Oceana Gold
- Whakatane Mill
- Daiken NZ
- Visy
- Seeka
- Channel Infrastructure
- Amazon Web Services

## Become a Member

If you want to get in touch about our work, or becoming a member please feel free to contact either:



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