



# **MEUG Strategic Plan 2024/25**

**Date:** 21 August 2024

The summary diagram of the MEUG strategic plan for the year beginning 1 April 2024 (2024/25) was agreed at the MEUG Annual General Meeting held on 23 June 2024.

### Mission Statement

To add value to MEUG members' management of electricity costs and risks, achieving outcomes consistent with competitive markets for the long-term benefits of electricity consumers

#### External factors

#### Internal factors

PRIORITY AREAS				
<b>Competitive wholesale electricity and hedge markets, where members can access electricity that supports a productive economy</b>				
Monopolies	Security	Markets	Reputation	Governance
Monopolies provide value for money and optimise existing assets	Secure supply over the energy transition, and long-term	Competitive markets & choice  Efficient and effective government oversight and regulation of the electricity sector	Maintain and enhance reputation of MEUG	We have best practice governance and add value to members
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STRATEGIC OUTCOMES				
Outputs affecting price, quality, and risk			Outputs on how we achieve our objectives for our members	
Downward pressure on monopoly charges while ensuring reliability and quality standards met.  Transpower / EDBs are incentivised to optimise existing assets and "flatten the demand curve" before looking to build	A secure and reliable market, as we increase the level of renewable generation in our system, electricity demand increases and transition to a low-emissions economy	A competitive electricity market where consumers believe they are paying a fair or justifiable price.  Confidence that policy settings incentivise future low cost and timely supply side and demand side participation  ETS settings that are predictable and consistent	MEUG works collaboratively with stakeholders	Focus on topics of value to members, presenting thought pieces to progress the policy debate.  Conduct ourselves professionally.
Twelve strategic priorities for 2024/25				
Advocacy focus: Electricity for a reason				
Monopoly pricing Regulation of Transpower Regulation of EDBs	Security of supply	Competitive wholesale and hedge markets Role of demand side participation Climate change policy	Consumer focus Proactive stakeholder relationships	Value to members Maintain MEUG membership base, with 2 new members
Unexpected events				

#### Critical Success Factors

<b>Value add:</b> To focus on topics that increase value to members and further the evidence fed into the policy debate	<b>Collaboration:</b> Involve others pro-actively to achieve our strategic objectives as appropriate; firm stance taken when required.	<b>Governance:</b> Best practice governance is adopted.	<b>NZ Inc.:</b> To add value to MEUG members while retaining a NZ Inc. perspective to ensure policy positions are sound and evidence-based
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