

Our strategy

Our purpose

Mobilise New Zealanders to be world leaders in clean and clever energy use

Our strategic principles



Focus on impact



Understand the customer



Define the problem



Join the dots



Display leadership

Our strategic focus areas



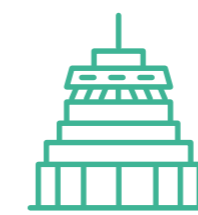
Productive and low-emissions business



Efficient and low-emissions transport



Energy efficient homes

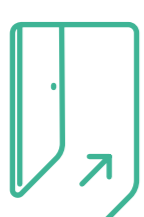


Government leadership



Engage hearts and minds

Our key behaviours



Open to the new



Stand in others' shoes



Believe in 'we' not 'me'



Deliver the goods

Our desired outcome

A sustainable energy system that supports the prosperity and wellbeing of current and future generations