15 October 2026

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Your request

Thank you for your request to the Electricity Authority Te Mana Hiko (Authority), received on 20 September, under the Official Information Act 1982 (Act) for the following information:

> *I request the following information concerning The Electricity Brief podcast.*
>
> *1. Records showing external expenditure attributable to producing, recording, filming, editing, hosting, distributing or promoting the podcast, broken down by supplier. Where podcast expenditure forms part of a wider contract and is not separately identifiable, please state this rather than creating a new estimate.*
>
> *2. Audience data held for the podcast, preferably by episode, including downloads, streams, plays, video views or other standard audience/engagement metrics available to the Authority.*
>
> *3. Any existing records showing staff time, FTE allocation or internal staff cost attributed to producing the podcast. I am not asking the Authority to retrospectively calculate staff time or cost where this is not already held.*
>
> *4. The document or documents that most directly set out the decision to establish The Electricity Brief, including its intended audience, objectives, budget and measures of success, together with any review or evaluation undertaken to date.*
>
> *5. For the same period, the number of requests received by the Authority's media/communications team from news organisations for radio, television, phone or news-podcast interviews with the Authority, and the number of those requests that were declined, refused or otherwise not facilitated.*

Our response

As the electricity sector continues to evolve, it's important that information is accessible, relevant and easy to understand. As a regulator, part of our role is to inform, educate and engage with stakeholders and industry participants. Our podcast helps us share insights, explain complex issues and promote understanding across the sector in an accessible and engaging way.

By creating a space for conversation, knowledge-sharing and diverse perspectives, the podcast helps build awareness, encourage collaboration and support positive change. Ultimately, a better-informed sector is better positioned to deliver improved outcomes for consumers, strengthen compliance and respond effectively to emerging opportunities and challenges.

We respond to your specific questions in turn.

Records showing external expenditure attributable to producing, recording, filming, editing, hosting, distributing or promoting the podcast, broken down by supplier. Where podcast expenditure forms part of a wider contract and is not separately identifiable, please state this rather than creating a new estimate.

Please find below the cost by supplier for eight episodes that the Authority has released at the date of your request.

Supplier	Cost
Buzz Sprout – hosting	$144
Matrix Digital - recording, filming, editing	$4,936.25

Total: $5,080.25

We use owned channels to promote and distribute the podcast, which are at no additional cost to the Authority.

Audience data held for the podcast, preferably by episode, including downloads, streams, plays, video views or other standard audience/engagement metrics available to the Authority.

Please find below the audience data by episode.

Date	Ep No.	Episode	Views	Downloads
10 Feb 26	1	Consumer Care Obligations	304	88
17 Mar 26	2	Better Billing and product data standards	262	43
31 Mar 26	3	Billy	155	46
26 May 26	4	Non-discrimination obligations	184	44
30 Jun 26	5	Solar installation map	297	44
28 Jul 26	6	Improving consumer access and choice	144	33
18 Aug 26	7	Refreshed Electricity Authority strategy	277	42
15 Sept 26	8	Future security and resilience programme	170	16

Any existing records showing staff time, FTE allocation or internal staff cost attributed to producing the podcast. I am not asking the Authority to retrospectively calculate staff time or cost where this is not already held.

The staff time required for this is a small part of the existing role of one staff member, plus an hour per month from our host, who is also employed by the Authority.

The document or documents that most directly set out the decision to establish The Electricity Brief, including its intended audience, objectives, budget and measures of success, together with any review or evaluation undertaken to date.

Please find a copy of the proposal document attached.

For the same period, the number of requests received by the Authority's media/communications team from news organisations for radio, television, phone or news-podcast interviews with the Authority, and the number of those requests that were declined, refused or otherwise not facilitated.

Since the launch of the first podcast episode, we have received 57 media inquiries and declined four – two were requesting interviews with our then new Board Chair who had only been in the role a week and two related to things not within our remit, and the journalists were referred to the appropriate organisations.

Information related to your request

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

As this information may be of interest to other members of the public, the Authority may proactively release a copy of this response on our website. All personal data, including your name and contact details, will be removed before publication.

If you'd like to discuss this response with us, please feel free to contact us by emailing oia@ea.govt.nz.

Nāku noa, nā,



Airihi Mahuika
GM Legal, Monitoring and Compliance