Electricity Authority Podcast Proposal

Purpose

This proposal outlines our approach to developing a podcast series for the Electricity Authority and the outcomes we aim to achieve.

Background and context

The Electricity Authority currently reaches industry audiences through several core channels, including its website, weekly Market Brief newsletter, LinkedIn, and media engagement. While effective, much of this content is primarily static — relying on text and imagery.

Introducing more video content would strengthen our communications mix. A podcast offers a valuable opportunity to share controlled, authoritative content in a more engaging and accessible format. Episodes can also be repurposed into short video clips and sound bites for LinkedIn, extending reach and reinforcing key messages. We will also feature an episode monthly in Market Brief which could increase engagement and lift open rates.

Research shows that video content drives significantly higher engagement than static posts and substantially improves message retention compared with text alone. Incorporating podcasts and video would help the Authority connect more effectively with industry audiences and increase the impact of its communications.

This is an opportunity to be bold and collaborative, demonstrate with confidence our leadership in the sector.

Goal

Our goal is to deliver clear, accessible information to industry, strengthen understanding of the Electricity Authority's role and priorities, and demonstrate leadership and expertise in energy.

Objectives

Over the next 12 months, these objectives will support the Electricity Authority's strategic outcomes to benefit consumers, strengthen confidence in the electricity market, and promote effective competition and innovation.

1. **Improve understanding of the electricity system and Authority initiatives**
   Launch and deliver a monthly podcast series (12 episodes per year) featuring Electricity Authority speakers, to provide clear, accessible explanations of market developments, regulatory changes and Authority initiatives, supporting greater industry understanding and transparency.

2. **Increase visibility of the Electricity Authority's role and leadership**
   Publish and promote each podcast episode on the Electricity Authority website and LinkedIn, reinforcing the Authority's role as an active, credible and expert regulator within the electricity sector.

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3. **Strengthen engagement and trust with industry audiences**
   Use podcast episodes and short audio or video clips to increase LinkedIn engagement, achieving a minimum 10% increase in average post engagement within six months, supporting stronger relationships with industry and improved confidence in the Authority's work and direction.

4. **Support informed participation in the electricity market**
   Build an initial podcast audience by achieving at least 100 listens within the first three months of launch, ensuring industry participants are accessing timely, authoritative information that supports informed decision-making and effective market participation.

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Audience

The podcast will target an industry audience.

Approach

The podcast will follow a short interview format, running for no more than 10 minutes, and will feature senior staff and subject-matter experts. Episodes will be released monthly and featured in Market Brief, with promotion across LinkedIn. The podcast will be available in video and audio formats, hosted on our YouTube channel and embedded on our website.

Budget

An initial estimate puts the budget at around $730 an episode.

The podcast

The Electricity Brief

Practical insights from the people shaping the electricity market.

A monthly series of short, expert-led conversations that unpack key electricity market issues, regulatory developments, and Authority initiatives—clearly, concisely, and with a focus on what matters for industry.

Sample opening script

Kia ora

Welcome to The Electricity Brief.

Each month, we bring you a short conversation with the people shaping New Zealand's electricity market — explaining what's happening, why it matters, and what it means for industry participants.

Today we're joined by [insert guest] to talk about [insert topic]…

Possible Calendar of topics and speakers

Month	Speaker	Topic
February	Airihi Mahuika	Consumer Care Obligations Annual Compliance Report
March	Sarah Gilles	Billy

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