



PRESS RELEASE – 1 October 2025

Energy reforms helpful but fall short of bold action to address affordability

The Major Electricity Users' Group (MEUG) sees some positives in the Government's energy reforms but is disappointed that they don't go far enough to address affordability and the risk of deindustrialisation.

"There are helpful elements, but no bold action – we cannot see how it will materially support struggling businesses in the short term," says MEUG Chair John Harbord.

"There are positives in the package around generation and supply, such as a strong commitment to support the development of renewable energy and the much-needed back-up firming capacity.

"It's also encouraging to see that the Government will move quickly to leverage its own purchasing power to support new energy projects, and its decision to explore how a LNG import facility could assist the country.

"But the package is lacking strong action on affordability and competition, to tackle immediate concerns facing businesses and households.

"Power prices for industrial users have risen 45 percent over the past two years. Prices are too high now and any further increases may result in more of our industrial businesses closing.

"In addition, many of the recommendations are very familiar – strengthening the Electricity Authority, encouraging efficiency among 29 lines companies, and stripping away regulatory hurdles to build new generation.

"These aspects of the package are déjà vu for the sector – we have seen these before and so we are unsure if it will make any difference in the long-term. In the short-term, definitely not," Harbord says.

MEUG continues to review the Government's response, the full Frontier report and peer reviews to understand the full scope of these recommendations.

"In summary, the package includes changes in the long-term to boost generation and firming, but there's not enough in the short-term that will support households and industry, and keep jobs in our regions," Harbord says.

The [Major Electricity Users' Group](https://meug.co.nz) (MEUG) represents the interests of large electricity consumers in New Zealand. MEUG advocates for policies ensuring a reliable, affordable, and sustainable electricity supply, benefiting its members and the wider community.

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