



MEUG Strategic Plan 2025/26



Date: 7 July 2025

The summary diagram of the MEUG strategic plan for the year beginning 1 April 2025 (2025/26) was agreed at the MEUG Annual General Meeting held on 22 June 2025.

Our focus

MEUG is focused on achieving an affordable and reliable electricity market where customers pay internationally competitive electricity prices and the market supports a productive economy.

External factors

Internal factors

PRIORITY AREAS				
Monopolies	Security	Markets	Reputation	Member value
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 provide value to our members, with best practice governance Efficient operation of MEUG
↓	↓	↓	↓	↓
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. An innovative transmission and distribution system that is efficient.	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 Sufficient firming and clear oversight of security of supply	A competitive electricity market where consumers believe they are paying a fair or justifiable price that is internationally competitive 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 2025/26				
Advocacy focus: Electricity for a reason / supporting a productive economy				
An efficient and affordable transmission system Innovative efficient, and affordable distribution networks	Security of supply	Competitive wholesale and hedge markets Beneficial demand side participation Stable climate change policy	Focus on consumer voice and a productive economy Proactive stakeholder relationships	Value to members Grow MEUG membership base
Unexpected events				

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