



meridian

16 August 2012

BY EMAIL

Dear Andrew Ecclestone

OFFICIAL INFORMATION REQUEST – ASSET SALE

I refer to your official information request to Meridian Energy Limited ("**Meridian**") dated 21 June 2012 by way of e-mail.

You requested:

"The company used to advertise its primary product (electricity supply) to the public partly on the basis that 100 per cent of the electricity sold was generated from renewable sources. (<http://web.archive.org/web/2007102411552...>) The 2009 Ministerial Review of the electricity market led to a decision that Meridian would swap physical assets the company owned with Genesis Energy, another SOE. (<http://beehive.govt.nz/release/asset-tra...>). This swap appears to mean that the company is no longer able to claim that all the electricity it generates comes from renewable sources. Please could you supply me with all information held by the company that comments on, or assesses, the impact of this asset swap (or the decision to require the asset swap) on the brand value of Meridian. Please could you also supply me with any information on the cost to the company of having to (a) abandon marketing campaigns based on the 100% renewable generation claims and (b) the cost of developing an alternative marketing and advertising campaign. Finally, please could you also supply me with any information held on the effect of the asset swap decision on public perception of the company and/or its commitment to sustainable energy generation."

You further requested:

"When the company responds substantively to my request, I would welcome its assurance that it has alerted its Customer Service Centre as to how OIA requests should be handled, and an explanation of what steps it will be taking to verify that such oversights do not occur again in the future."

The "physical asset swap" that you refer to was not a physical asset swap but a sale of the Tekapo A and B power stations on the Waitaki Power Scheme by Meridian to Genesis Energy. Our website contains more information on the sale which can be accessed at <http://www.meridianenergy.co.nz/company/news/media-releases/hydro-stations/tekapo-hydro-stations-under-new-ownership/>.

Accordingly, the sale did not impact on the source of Meridian's generation of electricity from renewable sources such as water and wind and, therefore, did not affect the claim that Meridian generates power from 100 percent natural renewable resources including wind and water (as Meridian states on its website). Our website contains information about the electricity that Meridian generates which can be accessed at <http://www.meridianenergy.co.nz/what-we-do/>.

I have brought to the attention of Meridian's Customer Contact Centre the issue you experienced with regard to having your request processed and can confirm that the Customer Contact Centre does have a process in place to ensure that requests made under the Official Information Act 1982 ("**Act**") are

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dealt with appropriately. Therefore, this process should ensure that delays do not occur in the future with regard to Meridian responding to requests made under the Act.

If you have any queries, please do not hesitate to contact me.

Please note you have the right, by way of complaint under section 28(3) of the Act, to seek an investigation and review of this response.

Yours sincerely

Clementine Smith
Legal Counsel