

Nomination: 6304

Electric Kiwi and The Energy Collective

**Page: General Information**

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

**Name of Organization/Company**

The Energy Collective

**Additional Contacts**

I would also like to have others receive emails about the disposition of our entries.

**Page: Entry Information**

**Entry Title**

Electric Kiwi and The Energy Collective

**Category**

A01 - A31 Employer of the Year > A30 - Employer of the Year - Utilities

**Employer of the Year Submission Format**

Written Answers

**a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required**

The Energy Collective began as a few crazy kiwis who wanted to shake up the power industry. They saw that being an electricity customer was complex and wanted to make consuming something that's a basic necessity as simple and cheap as possible.

In eight years we've grown into a global team of mavericks, creating the retail brands Electric Kiwi (NZ) and ReAmped Energy (Aus), and technology hubs EnergyTech Global (India) and Butter House (NZ).

We're proven challengers in our industry, winning the Deloitte Fast 50 and Energy Retailer of the Year (2018), Consumer NZ People's Choice Award (2018, 2020, 2021), Gold Readers Digest Quality Service Award (2022) and Best In-House Marketing for Electric Kiwi (2021 - we only use employees in our ads!); and eight Mozo Experts Choice Awards for ReAmped (2021). And these are just a drop in the bucket for our awards collection.

Electric Kiwi holds the #1 position for brand consideration and preference, having saved our customers ~\$50 million in just 3 years coupled with high NPS scores at Feb '22 of 67 (Electric Kiwi) and 61 (ReAmped).

We measure employee NPS (eNPS) globally;

- March'22 = 45
- March'21 = 42
- March'20 = 46

**b. Outline the organization's employee-relations achievements since the beginning of 2020 that you wish to bring to the judges' attention (up to 250 words). Required**

Everything we design brings our Secret Sauce (culture framework) to life. This was developed by our employees, to reflect what we stand for and who we are. It highlights signature experiences of working for us, which are:

1. Empowerment

We embrace the ethos that freedom is the path to responsibility; we're light on policy and high on initiative and empowerment. As a business we practice swarming, where people are picked from all over the business - this gives us the benefit of collective intelligence, real-time collaboration, and fluid leadership with no explicitly defined roles. Swarming has proven to be an excellent organisational pattern for resolving complex problems in a complex industry.

2. Shared success

We have an employee share scheme that allows everyone to own part of the business. Currently 52% of our people are shareholders.

3. Care

Our Secret Sauce guided us through tough Covid. We implemented WFH benefits, Me Time leave, WFH set-ups, workshops, group counselling, and a family support fund for funeral expenses. In our Covid-19 Survey we scored 97.8% in company confidence. Headcount growth remained fast - we hired 152 new employees (110% growth) from March '20 to now.

4. Growth

From our 2021 Engagement Survey, L&D became our focus. We put our employees' thoughts into action and created an L&D swarm, implemented a Learning Management System, and developed our learning programme, Growth Academy, to facilitate learning remotely. In just 12 months we raised our engagement score for L&D from 78% to 87%.

**c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). Required**

We're a community at heart, and we know we're unstoppable when everyone has the freedom to be themselves. We believe this is when you can tap into someone's potential, allowing authenticity to be the platform to realise our purpose to make it better. We grow our people while we grow our company.

We're not defined by our industry. Our mission to disrupt utilities companies and purpose to make it better is demonstrated through our customer and employee proposition.

Our engagement score is 82% and we're super proud of our eNPS score of +45 because it's data that proves we don't just talk the talk. [REDACTED]

[REDACTED FOR PUBLICATION]

It's a no-brainer for us to highlight our Secret Sauce too. Like we said before, it's what guides us through everything, and it's proven to have huge benefits for our team.

We've included L&D metrics, because it's been a big focus for us and it's something that's critical for the future of work.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

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**Web Page Link 10**

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**Supporting Document**

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Yes

**Supporting Document 2**

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**Supporting Document 3**

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**Supporting Document 6**

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No

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