

Serving our Community for 100 Years

On 3 November 2023, Electra celebrated 100 years of electricity supply to the people of Horowhenua and Kāpiti.

Originally incorporated as the Horowhenua Electric Board Power, the company supplied its first 120 homes and businesses in Shannon via the Mangaore stream steam plant, before rapidly expanding the network to deliver electricity to other towns and settlements throughout the region when the Mangahao hydroelectric power station came on-line in May 1924.

Today, Electra's network of 2,350km of poles and lines supplies 429GWh of electricity each year to more than 46,000 customers, making it New Zealand's ninth largest lines company.

As a community-owned business, Electra is committed

to supporting regional growth and the economic and employment opportunities it creates.

The company sponsors numerous events throughout the region, as well as delivering annual electricity price discounts to all its customers. As at 31 March 2023, the company had issued \$222 million in discounts to customers over the previous 30 years.

Looking ahead, the company faces an exciting future. The opportunities ahead from regional growth, coupled with the country's drive towards decarbonisation and electrification means that electricity demand on the network will likely double, and the company has committed to invest more than \$214 million in the network over the next ten years to meet the needs of everyone connected to it.

A Brief History of Electra


Key moments over the last 100 years have included:

- **1922:** Horowhenua Electric Power Board (HEPB) is established (February)
- **1923:** first customers are supplied electricity, in Shannon (November)
- **1924:** Mangahao hydroelectric power station comes on-line (May)
- **1935:** fire destroys the HEPB equipment store at Weraroa
- **1941:** all new work on the network is suspended due to staff shortages caused by WWII
- **1953:** the company opens its own factory in Levin, manufacturing poles for the network
- **1956:** VHF radio is deployed to field staff for the first time, and the company's first electronic billing machine is introduced
- **1961:** the network's first underground reticulation is completed at a new subdivision at Paraparaumu Beach (September)
- **1970:** electricity is supplied to New Zealand's first retirement village, Parklands retirement village in Waikanae
- **1971:** a new branch office and showrooms is opened at Coastlands Mall, Paraparaumu
- **1991:** industry deregulation leads to HEPB becoming a community trust-owned business, renamed Horowhenua Energy
- **1994:** company is rebranded as Electra and launches New Zealand's first electricity company call centre, in Levin
- **1996:** Electra agrees to be principal sponsor of the inaugural Electra Horowhenua Kāpiti Business Awards – a sponsorship that continues to this day
- **2008:** a major storm batters the region with 130kph gale force winds causing enormous widespread damage and causing 25,000 customers to lose power - some for up to a week.
- **2015:** the company launches one of New Zealand's first mobile outage apps for customers, providing live updates on network faults
- **2018:** the region's first public EV charging stations come on-line in Waikanae, Otaki and Levin
- **2021:** Electra launches Huringa Pungao (Energy Transformation Project) to support the government's decarbonisation and electrification goals.





Company Overview


as at 31 March 2023

 **\$483M**
Total assets

 **46,333**
Consumers connected to the network

 **183**
Staff employed by the Electra Group

 **2,380 KM**
Total length of the Electra network

 **\$222M**
Price discounts paid to customers over the last 30 years

Kete Horowhenua

