

MIN-4207 – Changes to the Clean Car Standard

25 May 2023

Provide information on the communications plan for the upcoming changes to the Clean Car Standard on 1 June 2023.

Waka Kotahi NZ Transport Agency's response:

The Clean Car Standard (CCS) changes are importer focussed

The 1 June 2023 changes to CCS are focussed toward vehicle-importers. The changes will have no direct impact on, and are of limited interest to, the general public.

The changes are about importers paying CO₂ gm/km charges. From 1 June 2023, vehicle importers on the Pay as You Go (PAYG) scheme will be required to:

- start paying charges on vehicles as they're imported
- pay for charges incurred between 1 January 2023 and 31 May 2023.

Importers will also be able to use CO₂ gm/km credits to offset charges and transfer credits between accounts.

Preparing the industry for 1 June 2023

Throughout 2023, Waka Kotahi NZ Transport Agency has been focused on preparing importers for the 1 June 2023 changes in a gradual manner (as opposed to a 'go-live announcement' approach). This is because we need importers to be aware of the legislative changes, understand their obligations and be able to easily use the new CCS system so they can pay their charges.

There are several thousand importers around New Zealand and reaching them all has been a challenging undertaking. This has required time as well as a planned, comprehensive, sequential and graduated communications and change approach.

The comprehensive communications and change approach has been running for several months. It includes general and targeted communications, education material, industry training, webinars, direct emails, and direct phone calls. Examples include:

- **Advertising** – a series of digital and print advertisements targeted at dealers and vehicle importers.
- **Regular industry newsletters** – to around 3,000 industry members that explain the changes. These newsletters are generally fortnightly and achieve a 60 percent open rate (25-28 percent is considered high).
- **Webinars** – a series of webinars about the changes (250 registrations) have received positive feedback. Questions during the sessions indicate good levels of understanding and awareness.
- **Automated emails** – the CCS system has regularly been sending automatically generated emails to importers, to advise them of the charge position.

- **Training resources and videos** – we have produced a range of targeted material to explain the changes and help importers understand what they need to do. There is dedicated information on the Waka Kotahi website that importers can easily find and understand.
- **Flyers** – printed flyers have been sent to industry bodies and inspecting agencies, and are handed out to importers.
- **Targeting industry media** – we have been working closely with industry media such as AutoTalk and AutoFile. They have run numerous articles about the changes and what importers need to know.
- **A comprehensive importer outreach programme** – our dedicated CCS support team has regularly contacted importers by email and phone to ensure they are aware of the changes, that they understand they need to start paying charges and what they need to do. This team will be on stand-by to offer one-on-one support to importers who need it from 1 June 2023.

Each fortnight, the CCS Programme meets with vehicle importers and representative bodies to discuss levels of awareness and understanding of the changes, and identify issues, have been very successful. A constructive relationship has been established that will ensure that any unanticipated issues that may arise post 1 June 2023 can be resolved quickly and amicably.

Industry feedback

The communications and change approach has been well received by importers. Importers are engaged and have provided feedback that the approach is fit for purpose and resulting in high levels of readiness for the forthcoming changes.

Waka Kotahi is confident that most importers understand what their obligations from 1 June 2023 and will be able to use the CCS system to pay off their charges.