



Meeting with Concrete New Zealand

Date submitted: 5 June 2025

Tracking number: BRF-6323

Security level: Classification

Actions sought from ministers

<i>Name and position</i>	<i>Action sought</i>
To Hon Simon WATTS Minister of Climate Change	None

Appendices and attachments

1. Talking points
2. Letter from Concrete New Zealand – 24 March 2025
3. Key attendees

Key contacts at Ministry for the Environment

<i>Position</i>	<i>Name</i>	<i>Cell phone</i>	<i>First contact</i>
Principal Author	Tabitha McMaster		
Responsible Manager	Simon Mandal-Johnson	9(2)(a)	✓
General Manager	Mark Vink	9(2)(a)	

Meeting with Concrete New Zealand

Purpose

This briefing provides background information and talking points to support your meeting with Concrete New Zealand on 9 June at 1:30pm (via video call) regarding the feasibility study on a carbon border adjustment mechanism (CBAM), using cement as a test case.

1. Talking points for this meeting are attached as appendix 1.
2. Also attached as appendix 2 is a letter received on 24 March from Concrete NZ regarding a CBAM policy and, as appendix 3, profiles of key attendees.

Context

3. Concrete NZ is an industry association that represents a range of interests in the cement sector, including cement, ready mix, precast and steel reinforcing suppliers. They have been operating since 2016 after a consolidation process that combined six separate associations representing varying parts of the industry supply chain.
4. On 24 March, Concrete NZ wrote to you on behalf of the three main cement suppliers in New Zealand, Golden Bay Cement, Holcim and HR Cement to request this meeting. Since that letter, Concrete NZ represents the whole cement supplier industry, with New Zealand Imported Cement now a member of the association.
5. The letter, attached as appendix 2, expresses in-principle support for policy work to develop a CBAM, or similar measure, for the cement sector. The sector's shared view is that current industrial allocation settings are creating a 'lose-lose' situation where domestic production faces a higher marginal cost of production than import, and import is disincentivised from supplying lower-emissions products. This effect will progressively worsen given the sector's hard to abate emissions and the phase out of industrial allocation.

You have directed officials to undertake work on a CBAM, using the cement industry as a test case [BRF-6259 refers]. The high-level objectives of the study are to assess whether a CBAM is a suitable replacement of industrial allocation, alongside other possible alternatives. The study will be completed in December 2025 and will require input from the cement sector on firm and sector-level impacts, such as cost increases and supply chain impacts.

Advice

6. This is an introductory meeting to communicate your intent and expectations for this work programme.
7. Given the potential impacts of the sector's challenges, particularly on the financial sustainability of Golden Bay Cement, it will be important for you to signal that you acknowledge and take seriously the industry's challenges with carbon pricing and decarbonisation.
8. We recommend that you also signal your keenness to progress this work at pace to ensure that New Zealand has an informed position on a CBAM policy, particularly in the

context of any decision from Australia on their work. However, we recommend making it clear that you are not committing to a CBAM at this stage.

9. We have engaged with Concrete NZ to ensure that they are aware of the high-level direction of travel ahead of this meeting. This meeting is designed to reinforce this and signal the importance of the cement sector's challenges and this work to the Government.
10. You do not currently plan to make a significant public announcement of this work. As such, we recommend that you reiterate this and suggest restraint in public communication given this is an initial study, as opposed to any commitment to a CBAM.

Concrete NZ have also noted that a formal letter from you confirming this work programme would be helpful s 9(2)(ba)(i) [redacted] We will provide you with a draft letter following this meeting.

Appendix 2: Talking points

9(2)(g)(i)



9(2)(g)(i)



Appendix 2: Letter from Concrete New Zealand – 24 March

OIA Note: This letter is provided in Document #29 of this response.

Appendix 3: Key attendees

Photo

Name and details



Ben Marsh, General Manager at Golden Bay Cement

- Ben has been the GM at Golden Bay Cement for six months. His background is in engineering, and he has worked in various engineering and managerial roles at GBC for the past 11 years.



Mike Miller, Executive General Manager at Holcim New Zealand

- Mike was appointed Executive General Manager at Holcim in January 2024. He has extensive management experiences across a range of disciplines including sales and marketing, procurement, operations and logistics.

No photo identified

Gary Byrom, General Manager at HR Cement

- Gary has significant experience in the Chemicals and Forest Product Industry sectors. Previous roles include Business Management, Operations, Technical Sales, Supply Chain, Logistics, Procurement and Quality.



Natalie Lunt, General Manager at New Zealand Imported Cement

- Natalie has significant experience working in the cement sector, working for both Cement Australia and Holcim before her time at New Zealand Imported Cement. Her previous roles focussed on supply chain management and compliance.



Rob Gaimster, Convenor of the Concrete New Zealand Cement Sector Group

- Currently the Chief Executive of Concrete NZ, Rob is also a Board Director of the Building and Construction Industry Training Organisation (BCITO). He has a track record of delivery at a strategic level across a range of business and management disciplines.



Tim Kleier, Sustainability and Policy Director, Concrete NZ

- Tim is responsible for bringing the facts and evidence to bear in the case for green concrete's contribution to New Zealand's net zero carbon future across residential, commercial and infrastructure development. Tim spent over two decades with SMS group, a leading German metals industry partner.