

# Quarterly Report

Hauraki District

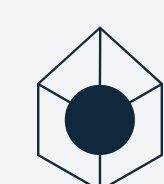
# Summary

Below we've presented a summary of Hauraki District's key metrics this quarter:

 New Business Registrations this month

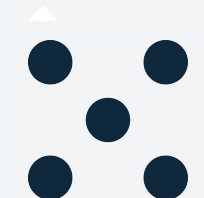
 **16.0**

As of June 2024, Hauraki District saw 16.0 new business registrations, an increase of 77.78% compared with March 2024.

 Rental affordability (% of income spent on rent)

 **37.1%**

As of June 2024, residents of Hauraki District spent 37.1% of their household income on rent, an increase of 0.01% compared with March 2024.

 Gambling spend per capita

 **\$78**

As of March 2024, an average of \$78.0 was spent by individuals over 18 years in Hauraki District through electronic gaming machines, a decrease of 0.97% compared with December 2023.

 Crime rate

 **43.9**

In June 2024, Hauraki District had a crime rate of 43.9 incidents per 10,000 people, an increase of 4.85% compared with March 2024.

 Deprivation Index

 **8.0**

As of June 2024, the deprivation within Hauraki District is 8.0 and this is unchanged since May 2024.

 Job seeker support rate

 **7.3%**

In June 2024, 7.3% of the working population (15-64 years) in Hauraki District claimed Job Seeker Support, an increase of 6.07% compared with June 2023.

 Trending Up  Trending Down  Improving  Worsening  No Change



### Key Pillar Changes

**New Business Registrations this month** Jun 2024 **16.0** ▲ **77.78%** % change is from March 2024

**Business Deregistrations this month** Jun 2024 **32.0** ▲ **128.57%** % change is from March 2024

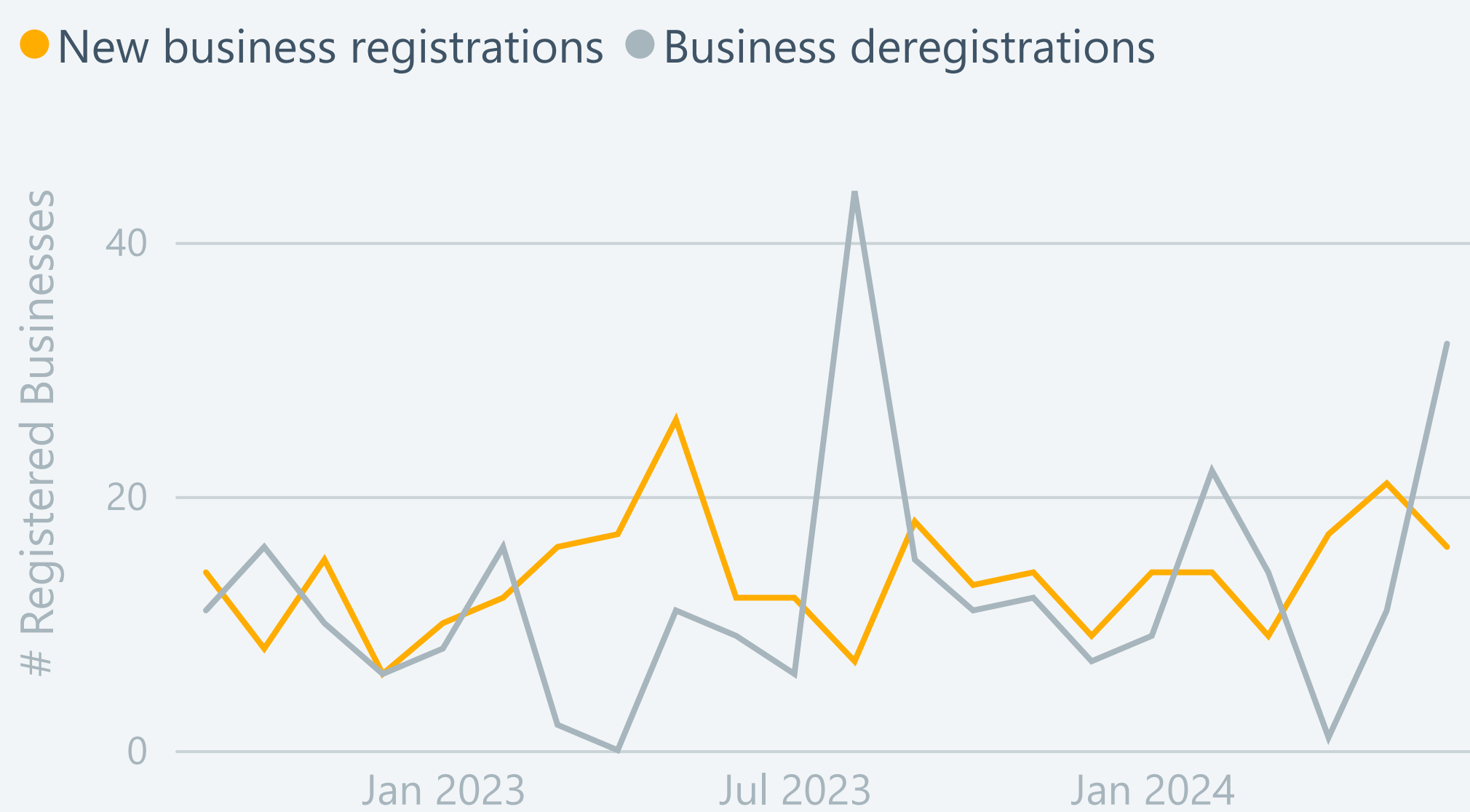
**Total tourism spend this quarter** May 2024 **\$21.9M** ▼ **21.2%** % change is from February 2024

### Total number of businesses registered to date



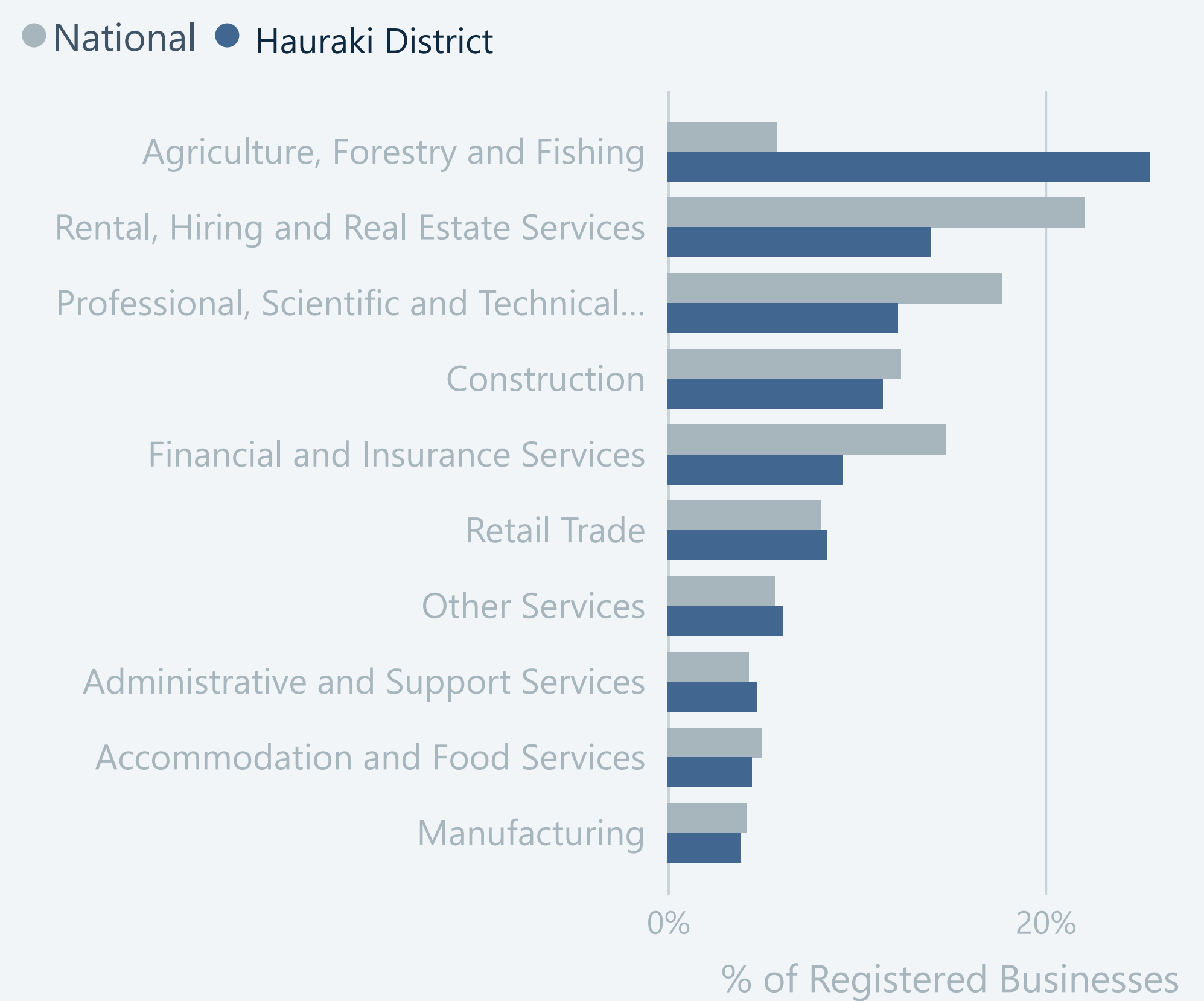
As of June 2024 there were 3060 registered businesses in Hauraki District. Over the last 12 months the number of registered businesses has decreased by 20. Nationally, the number of registered businesses has increased by 0.94%.

### Business openings and closings in the last year



Comparing June 2024 with June 2023 Hauraki District has seen an increase in the number of new business registrations of 33.3% and an increase in the number of business deregistrations of 255.6%.

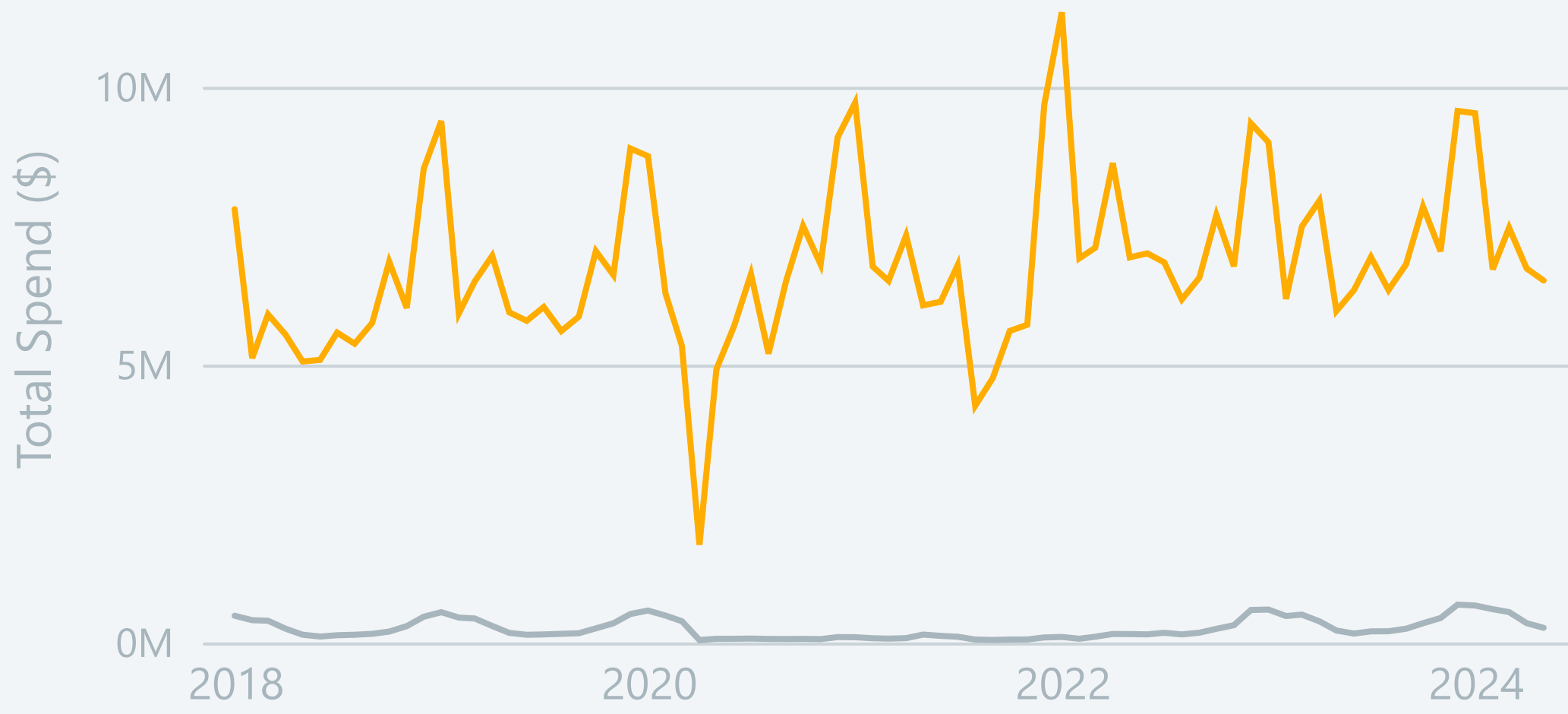
### Distribution of registered businesses by industry



Agriculture, Forestry and Fishing is the largest industry operating in Hauraki District and makes up 22.2% of all currently registered businesses.

### Tourism spend this quarter

● Domestic tourism ● International tourism



In May 2024, \$6.8M was spent in Hauraki District from domestic and international visitors to the district. Domestic tourism made up 96.1% of total tourism spend, and has increased by 9.18% since the same time last year, whereas international tourism has increased by 22.69% in the same time period.

### Visiting regions with the greatest spend

Visiting region	\$ Change	Spend
Wellington	▼ \$31K	\$266K
Northland	▼ \$33K	\$393K
Auckland	▼ \$645K	\$5.2M
Waikato	▼ \$521K	\$5.7M
Bay of Plenty	▲ \$564K	\$8.2M

This quarter, the largest spend from domestic tourists visiting Hauraki District came from the Bay of Plenty region, with tourists spending \$8.2M. This represents an increase of \$564K since the same quarter last year.

### Visiting regions with the greatest % change

Visiting region	\$ Change	Spend
Hawke's Bay	▲ \$26K	\$158K
Taranaki	▼ \$33K	\$146K
West Coast	▲ \$3K	\$17K

This quarter, Hauraki District saw the greatest % change in domestic tourism spend from those visiting from the West Coast region since the same quarter last year, with a \$3K increase in spend.

**i** Domestic tourism spend is calculated using the monthly spend of in-person electronic card transactions in the district, which come from individuals living outside of the district and whose own home district's largest urban centre is at least 40km away.

Note that our source of tourism spend data has been deprecated and no longer updating. DOT are seeking an alternative replacement.

### Visiting countries with the greatest spend

Visiting country	\$ Change	Spend
Australia	▼ \$73K	\$327K
Rest of Americas	▲ \$51K	\$57K
Rest of Europe	▲ \$15K	\$124K
United Kingdom	▲ \$33K	\$163K
United States of America	▲ \$90K	\$285K

This quarter, the largest spend from international tourists visiting Hauraki District came from Australia, with tourists spending \$327K. This represents a decrease of \$73K since the same quarter last year.

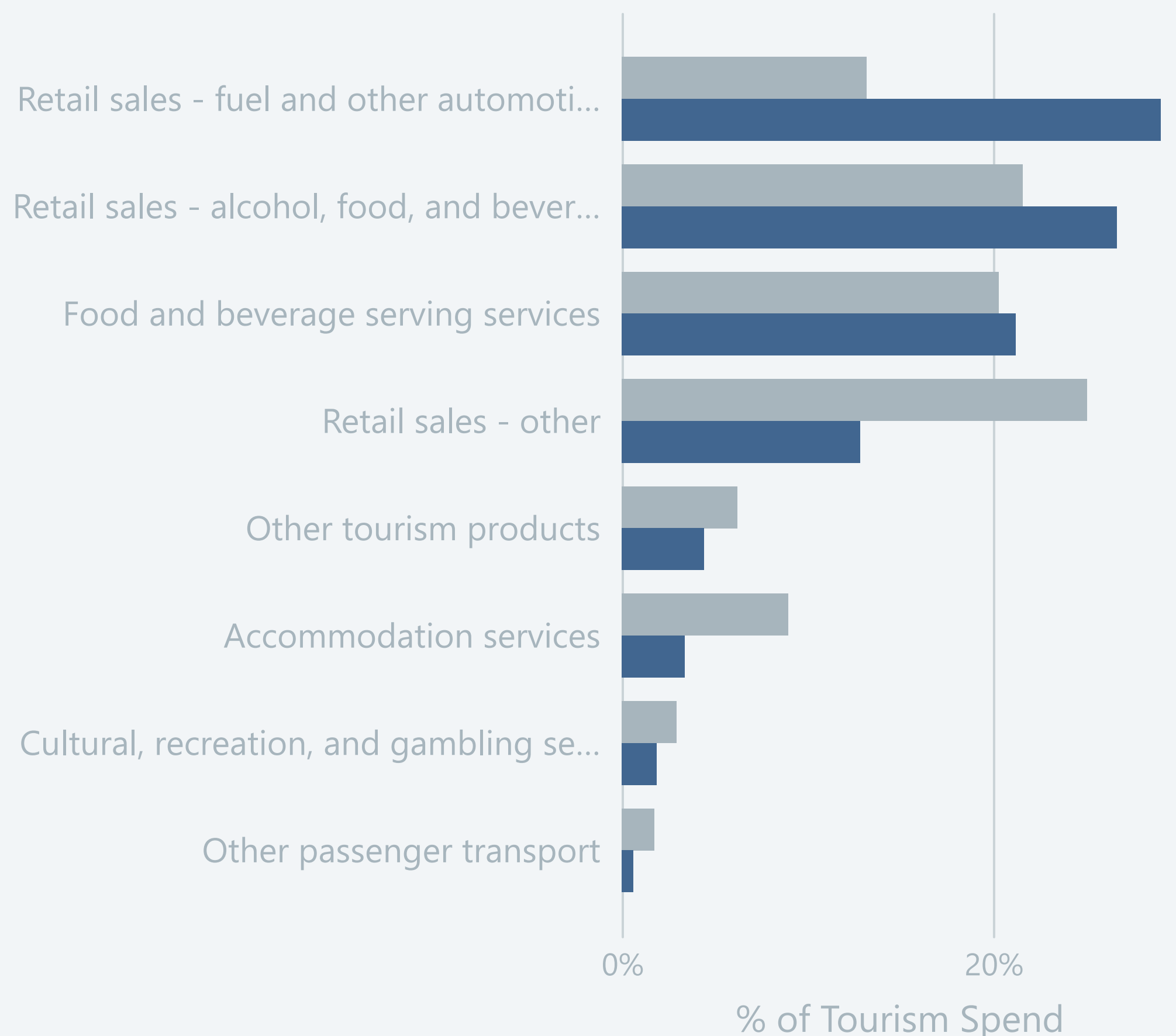
### Visiting countries with the greatest % change

Visiting country	\$ Change	Spend
Rest of Oceania	▲ \$3K	\$6K
Rest of Americas	▲ \$51K	\$57K
Africa and Middle East	▲ \$26K	\$37K

This quarter, Hauraki District saw the greatest % change in international tourism spend from those visiting from Rest of Americas since the same quarter last year, with a \$51K increase in spend.

### Tourism spend by industry

● National ● Hauraki District



In Hauraki District tourists spent the most on Retail sales - fuel and other automotive products this quarter, which was 29% of all tourism spend. This is 119.7% larger than the national proportion.



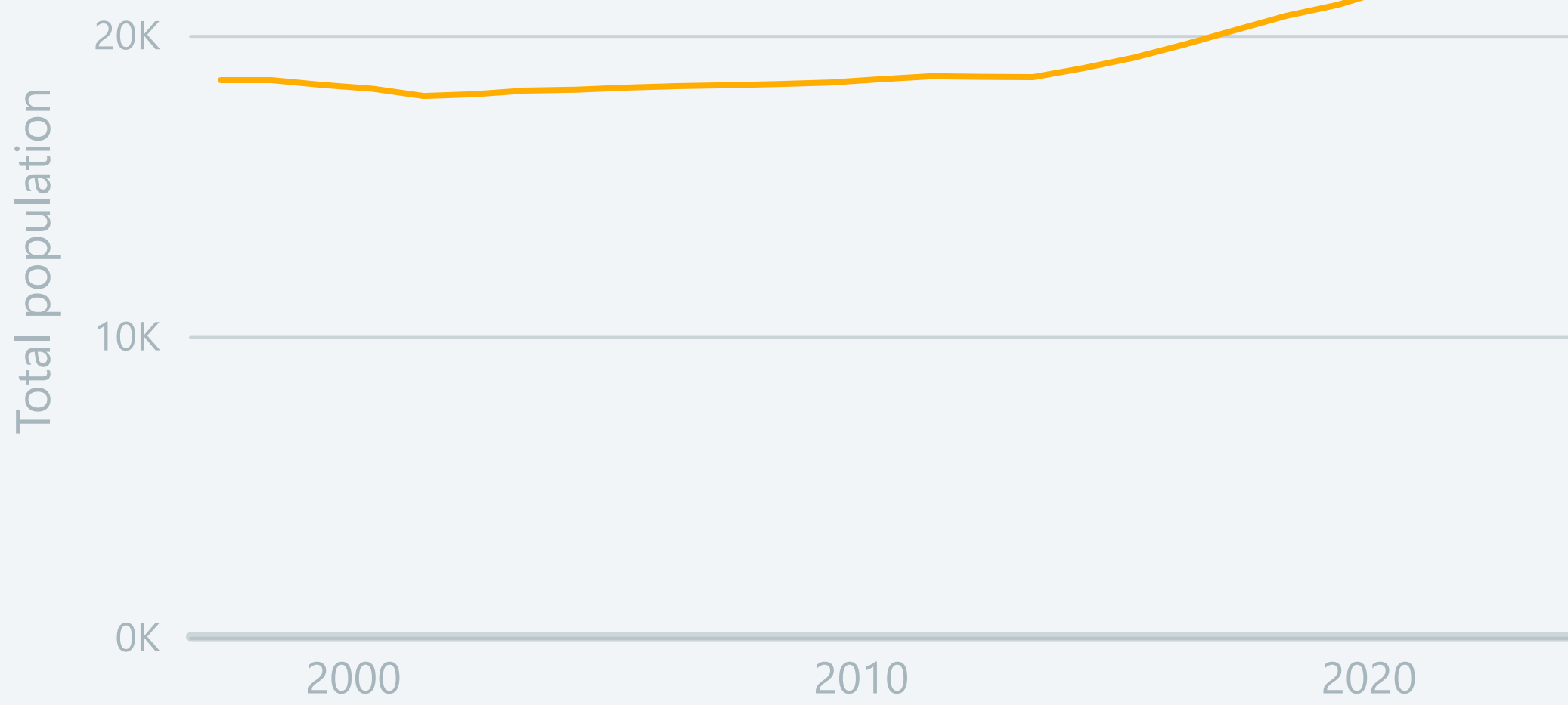


# Demographics

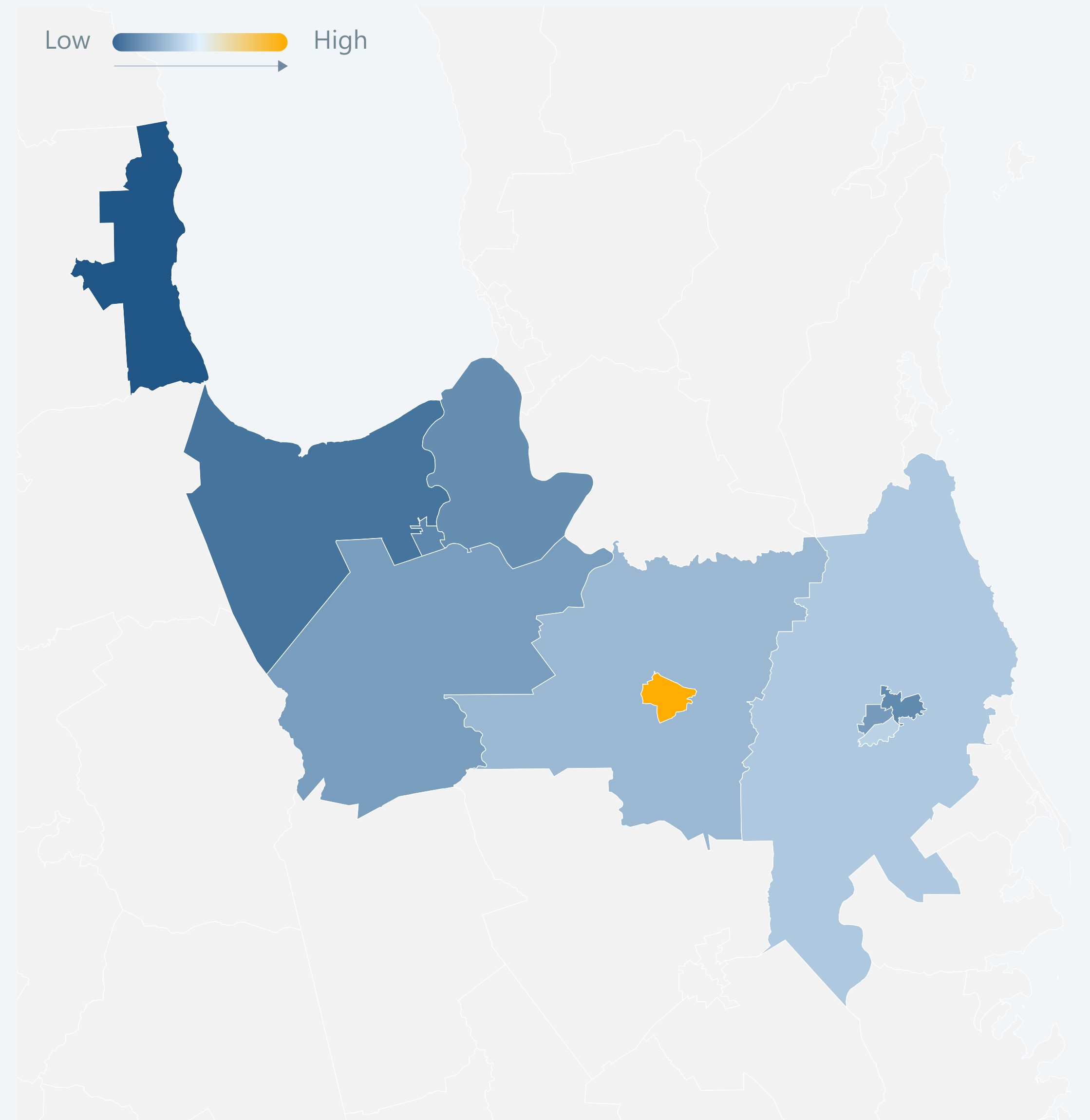
## Estimated population

# 22.36K

Is the estimated total population in Hauraki District in 2023. The population in the area has increased by 1.18% or 260 people since 2022.



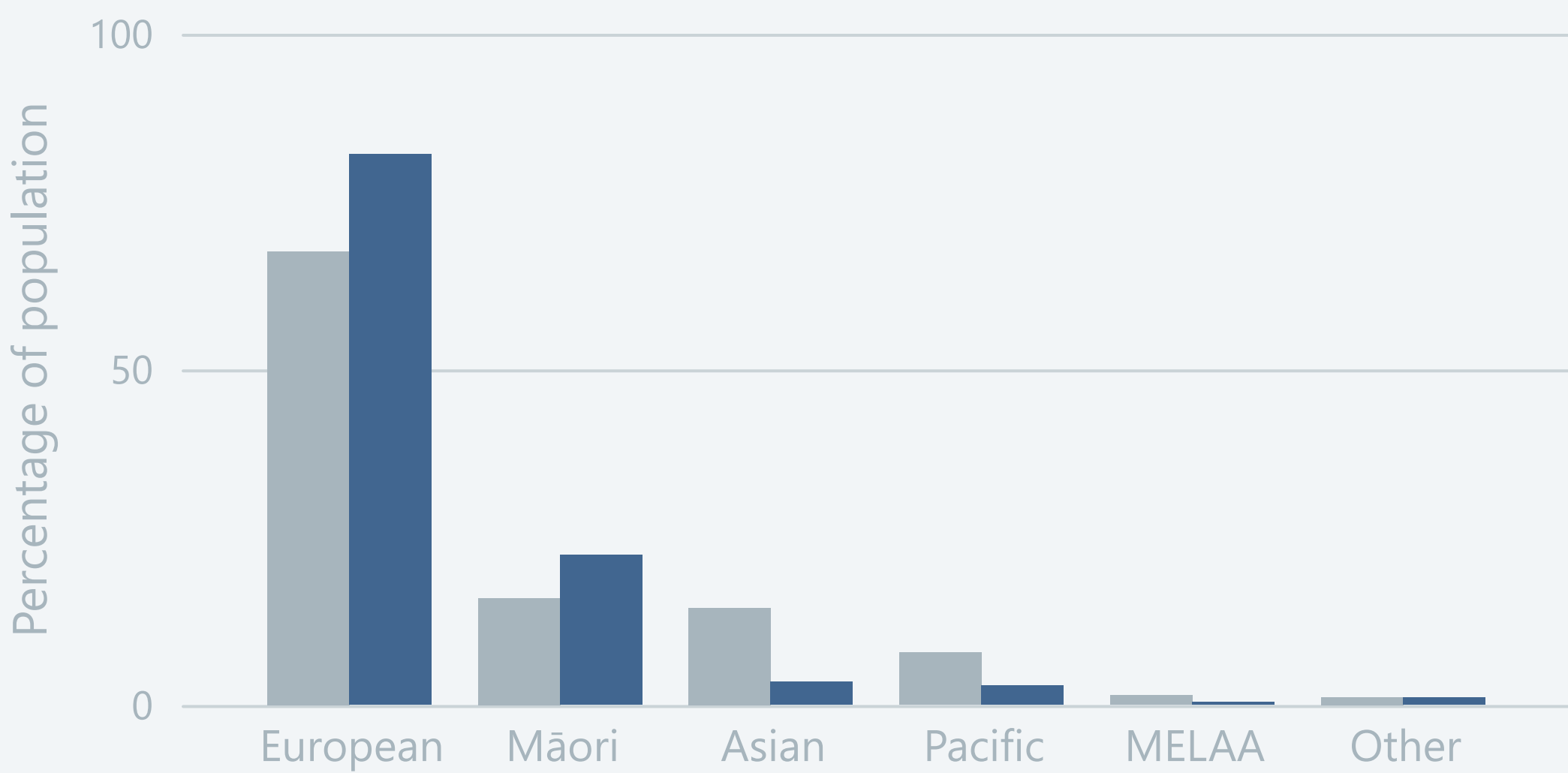
## Population distribution



In June 2023, Waihi Rural saw the greatest change in population, with an increase of 2.4% since June 2022.

## Ethnic distribution

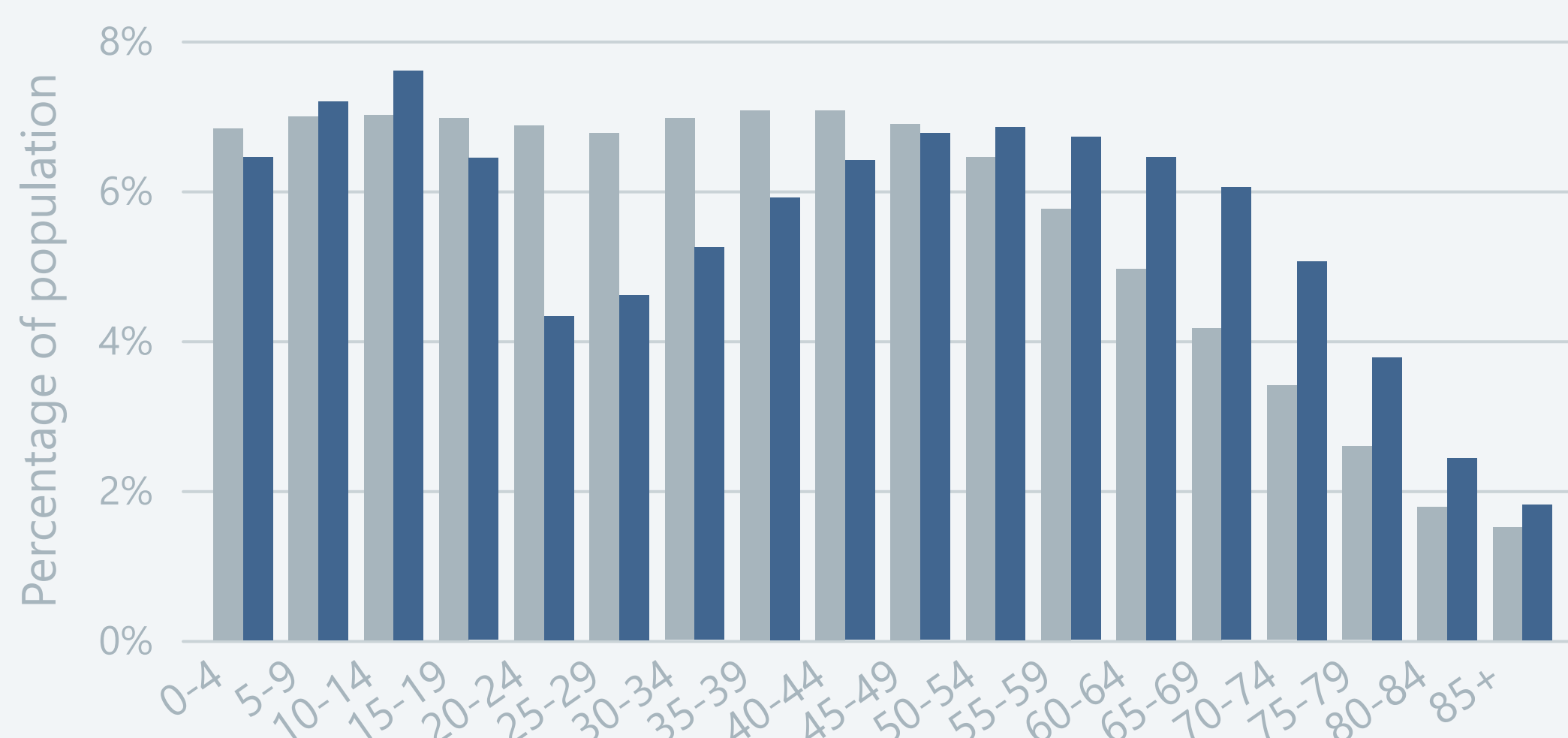
● National ● Hauraki District



As of March 2018 the largest ethnic group in Hauraki District is European (82.1%), 21.4% larger than the national percentage. The ethnicity that has had the greatest change since March 2013 is MELAA, increasing by 169.23%.

## Age distribution

● National ● Hauraki District



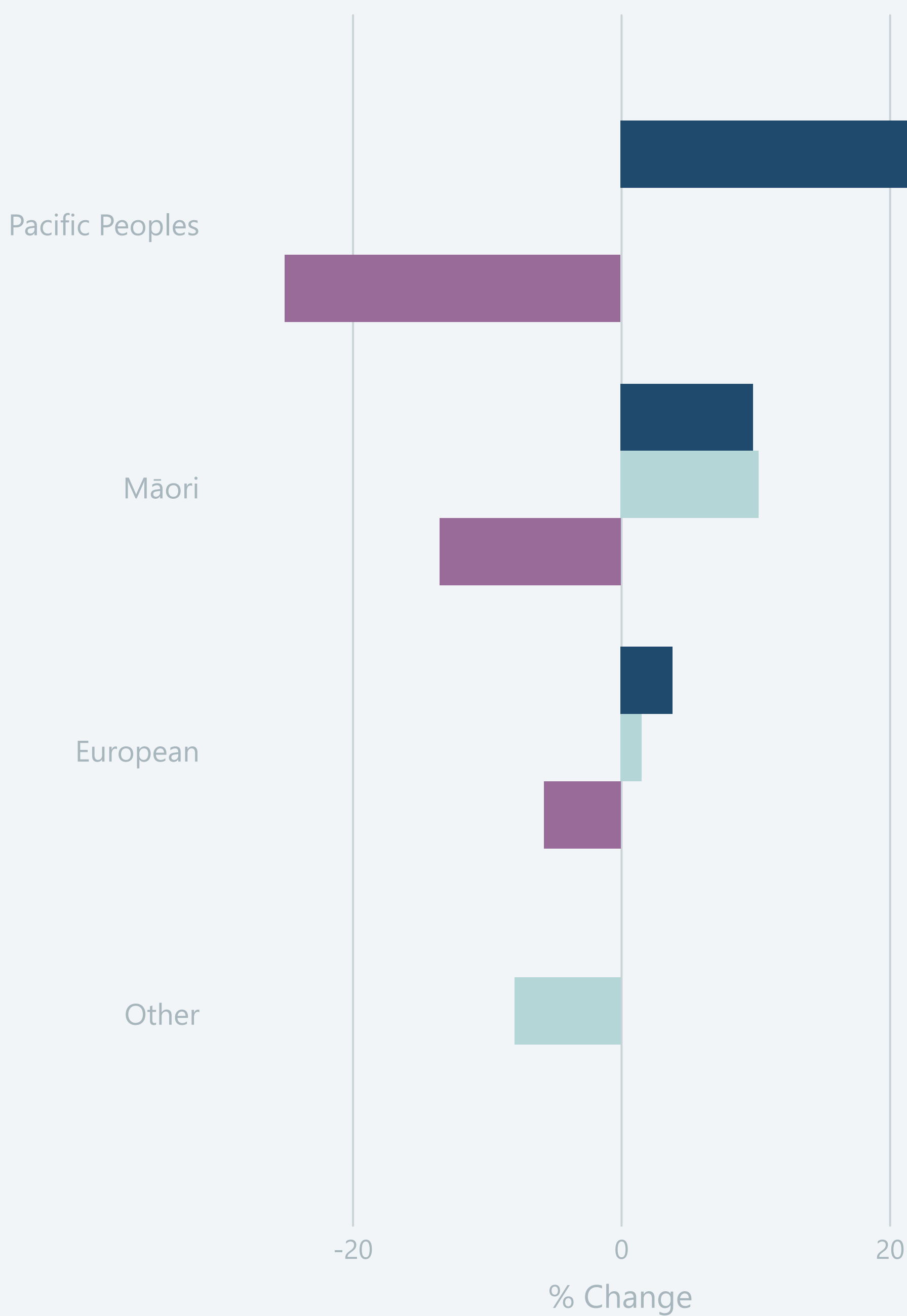
As of June 2023 the largest age band in Hauraki District is 65-69 (8.1%), 60.2% larger than the national distribution. The age band that has had the greatest change since June 2022 is 35-39, increasing by 9.39%.

## Key Pillar Changes

Job seeker support rate	Jun 2024	<b>7.3%</b>	<span style="color: red;">▲</span> 6.07%	% change is from June 2023
Means tested benefit rate	Jun 2024	<b>5.7%</b>	<span style="color: red;">▲</span> 2.13%	% change is from June 2023
Sole parent support rate	Jun 2024	<b>3.0%</b>	<span style="color: green;">▼</span> 9.6%	% change is from June 2023

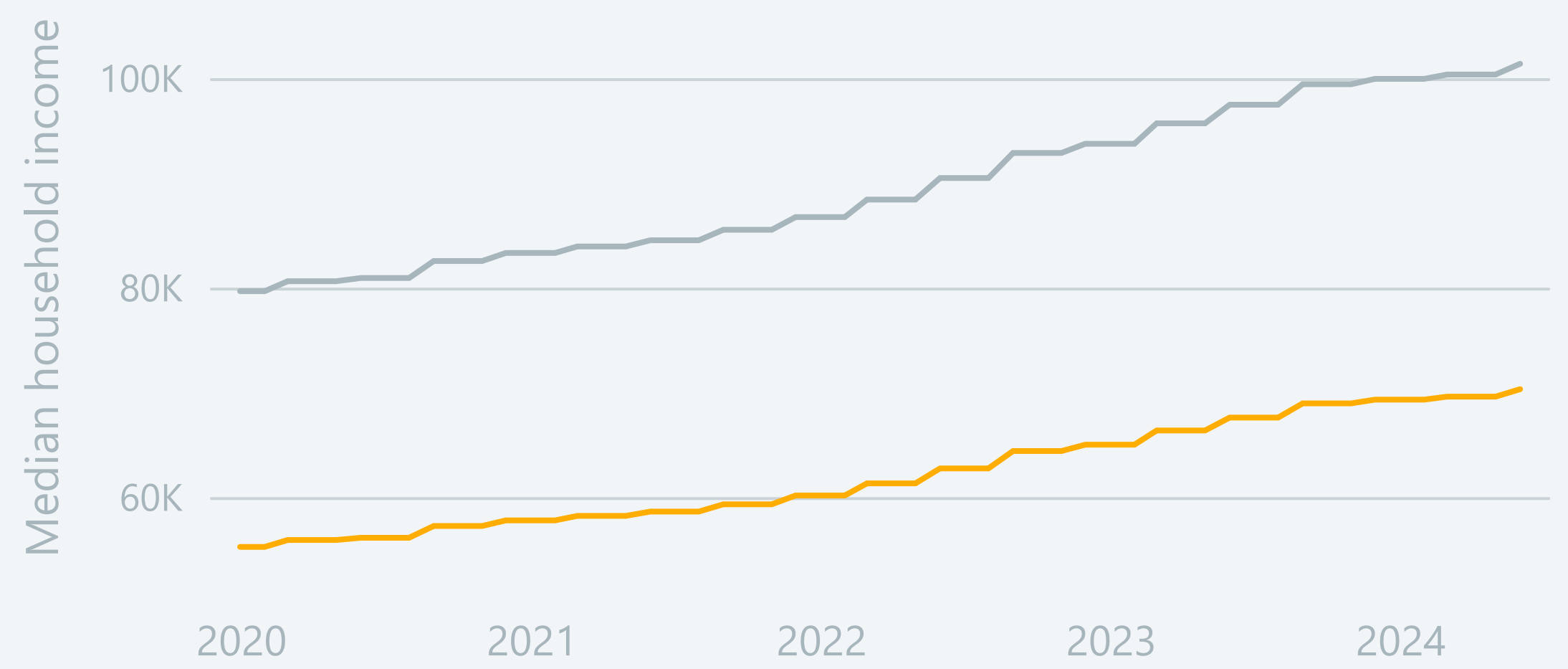
## Change in benefit rates by Ethnicity

● Job Seeker Support ● Means Tested Benefit ● Single Parent Support



## Median Household Income over time

● National ● Hauraki District



As of June 2024, the median household income (adjusted for inflation) in Hauraki District was \$70,309. This is 30.6% less than the national median.

Within Hauraki District, the benefit rate by ethnicity with the greatest increase in the last 12 months was Job Seeker Support for Pacific Peoples, up 22.22% to a value of 9.59 claimants per 100 working adults (15-64yrs). Comparatively, Single Parent Support for Pacific Peoples saw the greatest decrease over the last 12 months, down 25% to 2.62 claimants per 100 working adults.

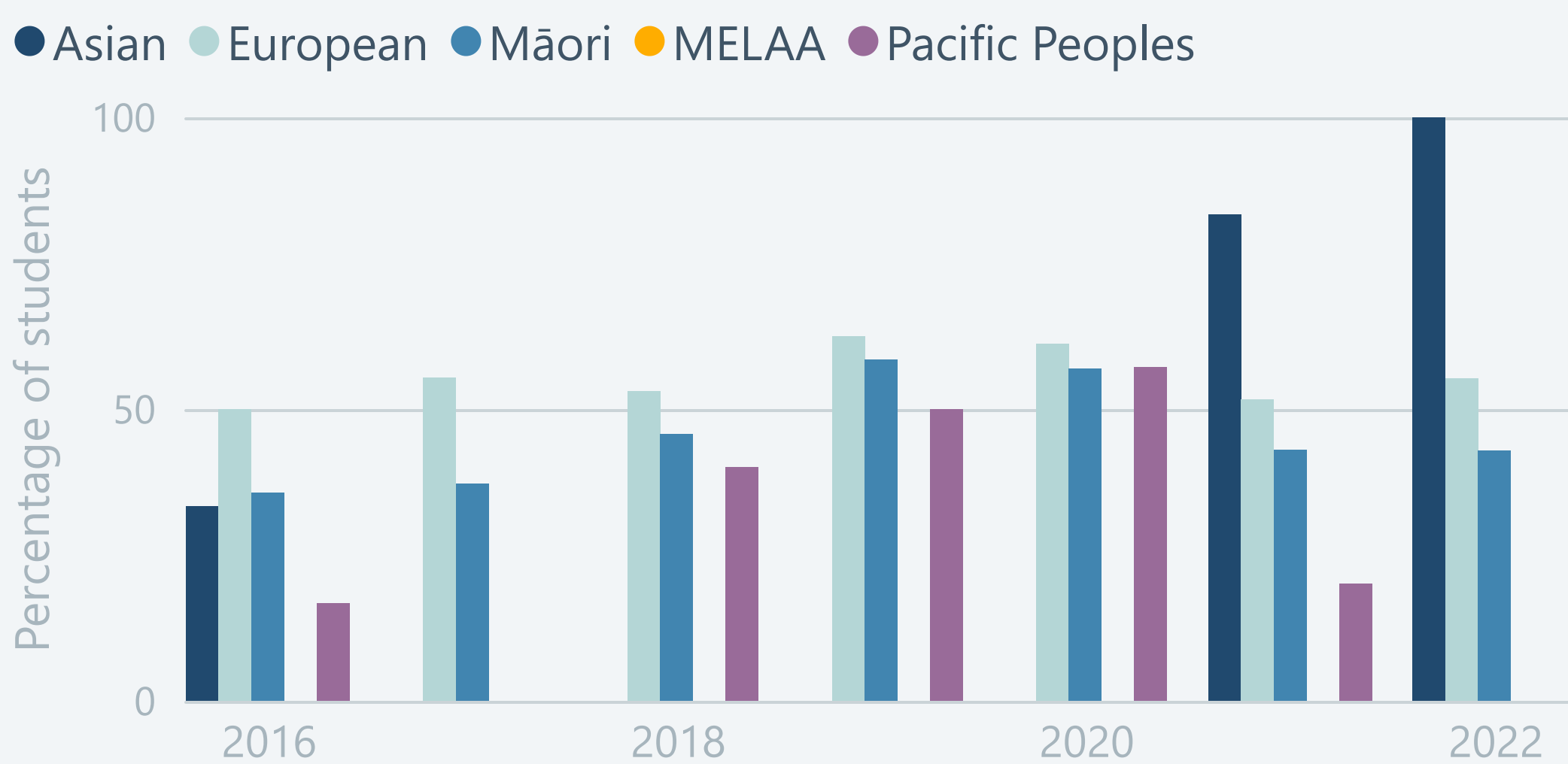
## Key Pillar Changes

Secondary school retention Jan 2022 **71.0%** ▲ 5.94% % change is from January 2021

Secondary school with highest proportion of students leaving with NCEA level 3 Jan 2022 **Hauraki Plains College**

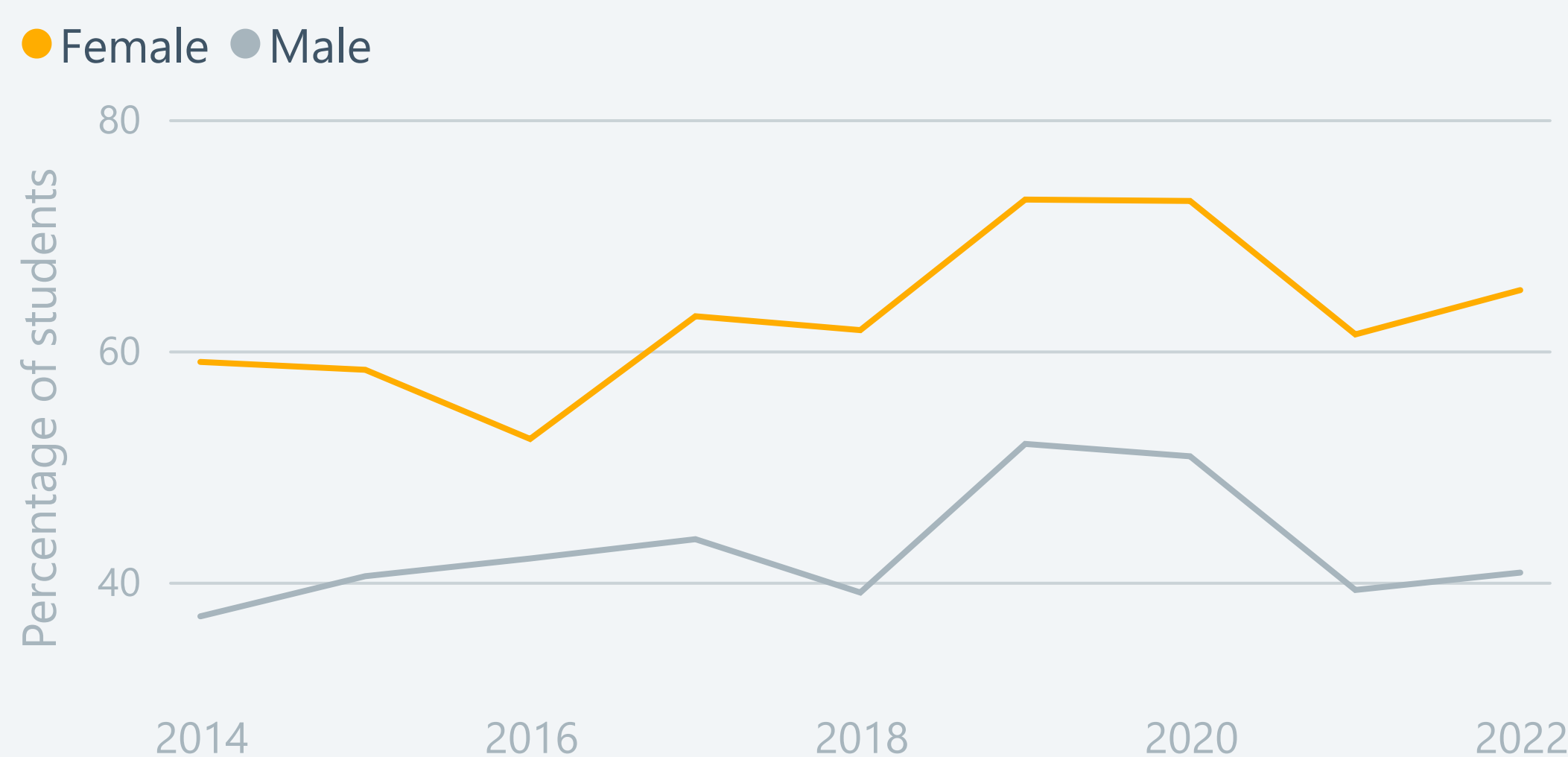
Ethnicity with greatest change in secondary school retention Jan 2022 **Pacific Peoples** ▼ 100% % change is from January 2021

### School leavers with NCEA3 level by ethnicity



In 2022, Asian students in Hauraki District had the greatest proportion of students leaving with NCEA3. This is 2.33 times larger than Māori students, who have the lowest proportion of students leaving with NCEA Level 3. European students have seen the greatest change in NCEA Level 3 pass rates, with a decrease of 15.6%. Māori NCEA Level 3 pass rates in Hauraki District are 120% of National Māori rates.

### School leavers with NCEA3 level by gender



Since 2014, on average the percentage of students leaving with NCEA Level 3 in Hauraki District for female students has been 1.47 times larger than male students. In 2022, the percentage of students leaving with NCEA Level 3 for female students compared with male students was higher than average. Compared to national figures, in 2022 the pass rate in Hauraki District were higher for females and lower for males.

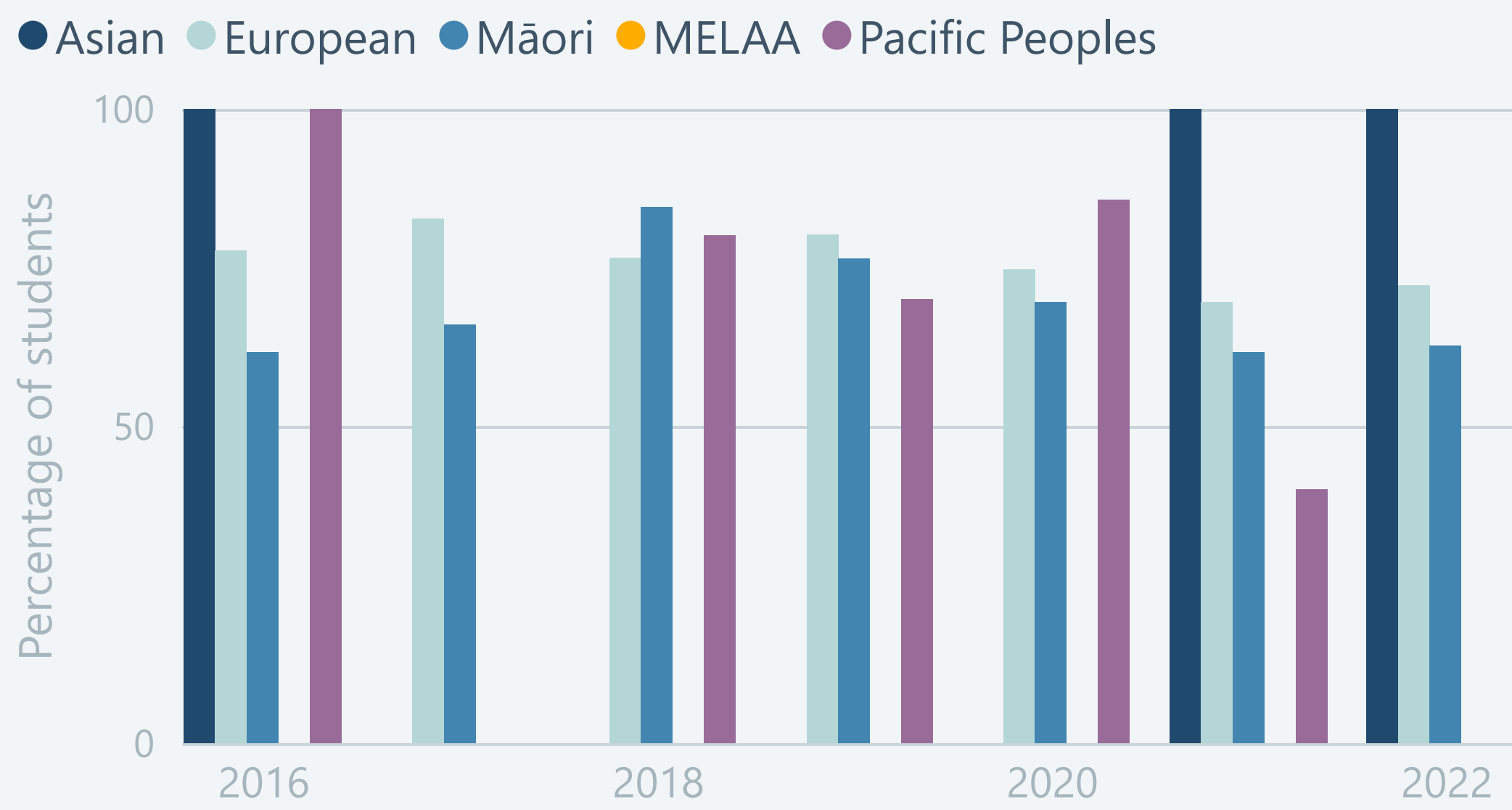
### Schools with greatest change in NCEA3 pass rate

In 2022, the school with the greatest change in the percentage of students leaving with NCEA Level 3 (pass rate) since 2021 was Hauraki Plains College, with a 7.47% increase. Note that the table includes only those schools with more than 50 students.

School	% Change	Pass Rate
Hauraki Plains College	▲ 7.47	61.96
Paeroa College	▲ 3.51	46.15
Waihi College	▼ 2.52	42.86

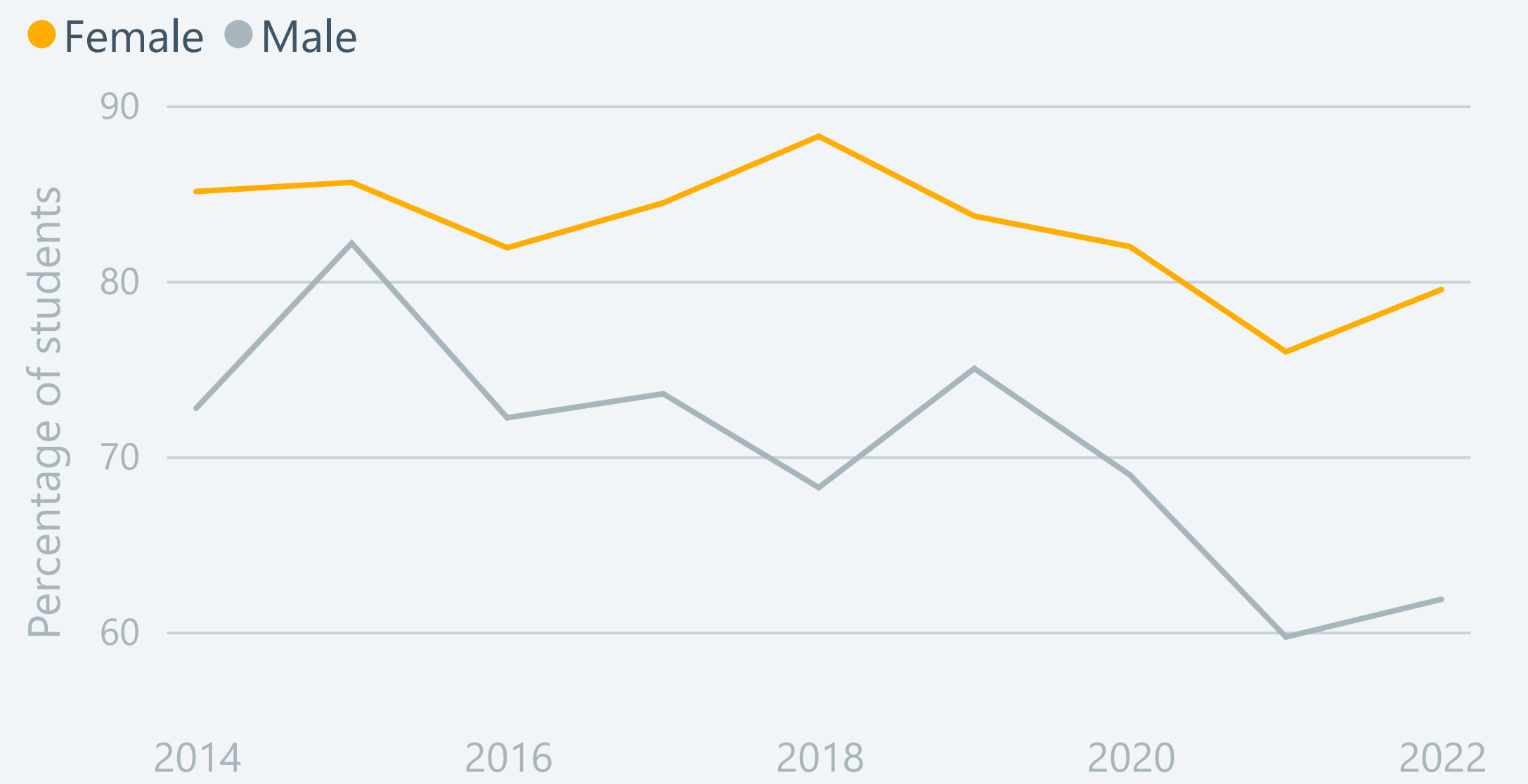


## Secondary school retention by ethnicity



In 2022, Asian students in Hauraki District had the greatest retention rate. This is 1.6 times larger than Māori students, who have the lowest retention rate. European students have seen the greatest change in retention, with a decrease of 6.9%. Māori retention rates in Hauraki District are 97% of National Māori rates.

## Secondary school retention by gender



On average, since 2014, the retention rate in Hauraki District of female students has been 1.18 times larger than male students. In 2022, the retention rates of female students compared with male students was higher than average.. Compared to national figures, in 2022 the retention rates in Hauraki District were lower for both females and males.

## Schools with greatest change in retention

In 2022, the school with the greatest change in retention rate since 2021 was Paeroa College, with a 7.01% increase. Note that the table includes only those schools with more than 50 students.

Community	% Change	Retention rate
Paeroa College	▲ 7.01	67
Hauraki Plains College	▲ 4.19	75
Waihi College	▲ 0.78	66

! Education data is released by Education Counts at the end of each year, and pertain to the year prior to release.

i Secondary school retention is defined as the percentage of secondary school leavers who are at least 17 years of age.



# Deprivation

△ Trending Up
▽ Trending Down
● Improving
● Worsening
— No Change

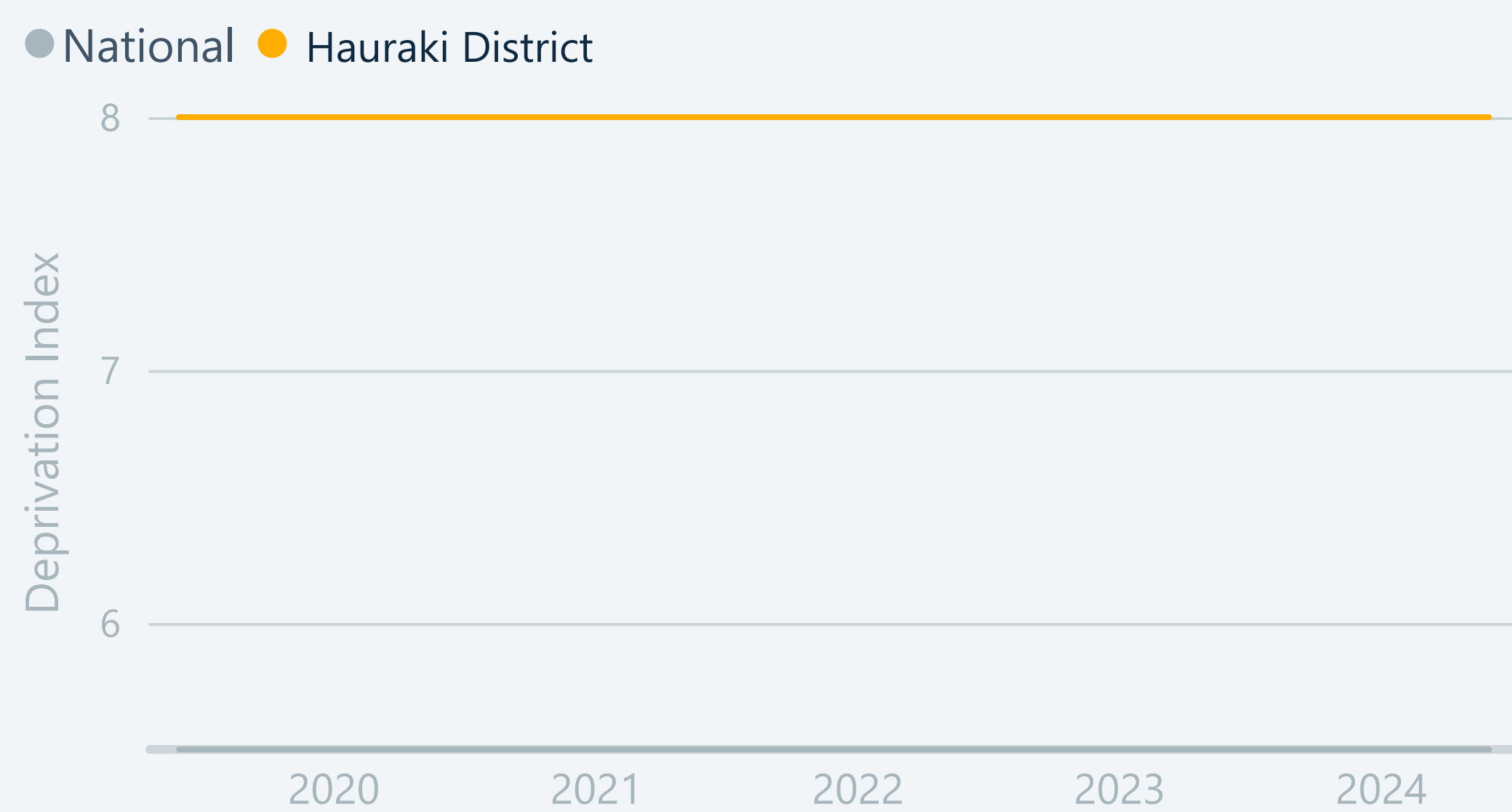
## Key Pillar Changes

Deprivation Index Jun 2024 **8.0** — 0% % change is from May 2024

Community with greatest decrease in deprivation score Jun 2024 **Miranda-Pūkorokoro** ▽ 2.2% % change is from June 2023

Community with greatest increase in deprivation score Jun 2024 **Hauraki Plains South** ▲ 0.48% % change is from June 2023

## Comparison to National Deprivation Index



Compared to the same time last year, the deprivation index of Hauraki District has seen no change, and is 8 as of June 2024. The deprivation index is 45.5% above the national median index of 5.5.

## Distribution of Deprivation Index



In Hauraki District, 54.5% of the population live in highly deprived communities (deprivation index 8-10), whereas 0% live in high socio-economic performing communities (deprivation index 1-3).

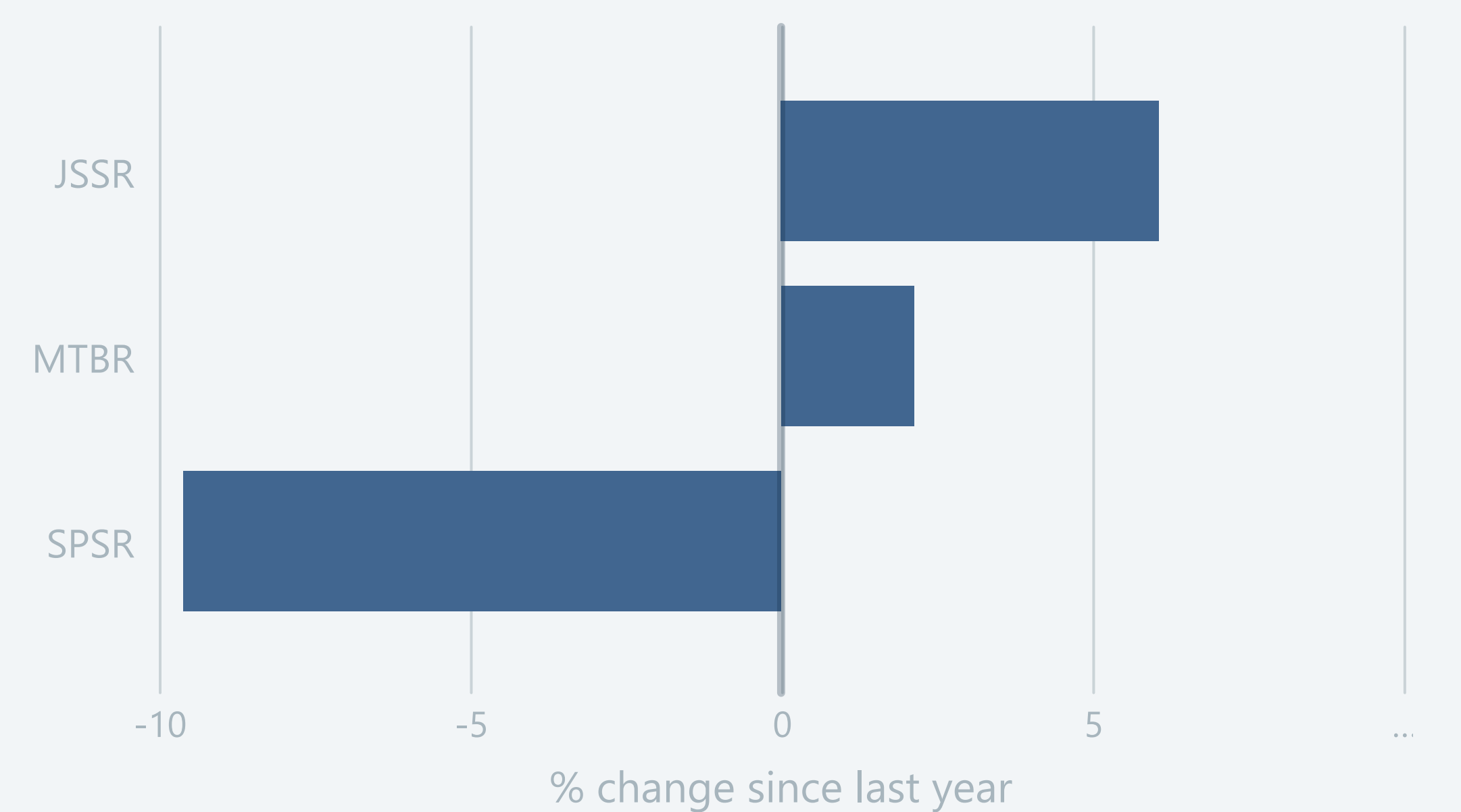
**i** Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

## Communities with the Greatest Change

Community	% Change	Depr. score
Miranda-Pūkorokoro	▽ 2.20	1,063.48
Hauraki Plains East	▽ 1.75	969.03
Ngatea	▽ 1.39	976.99
Waihi Rural	▽ 1.34	979.03
Paeroa Rural	▽ 1.14	1,009.87

The community with the greatest change in deprivation score since the same time last year was Miranda-Pūkorokoro, with a 2.2% decrease.

## Benefit Deprivation Indicators



The benefit deprivation indicator that has changed the most in the last year is Single Parent Support Rate (SPSR) which saw a 9.6% decrease. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

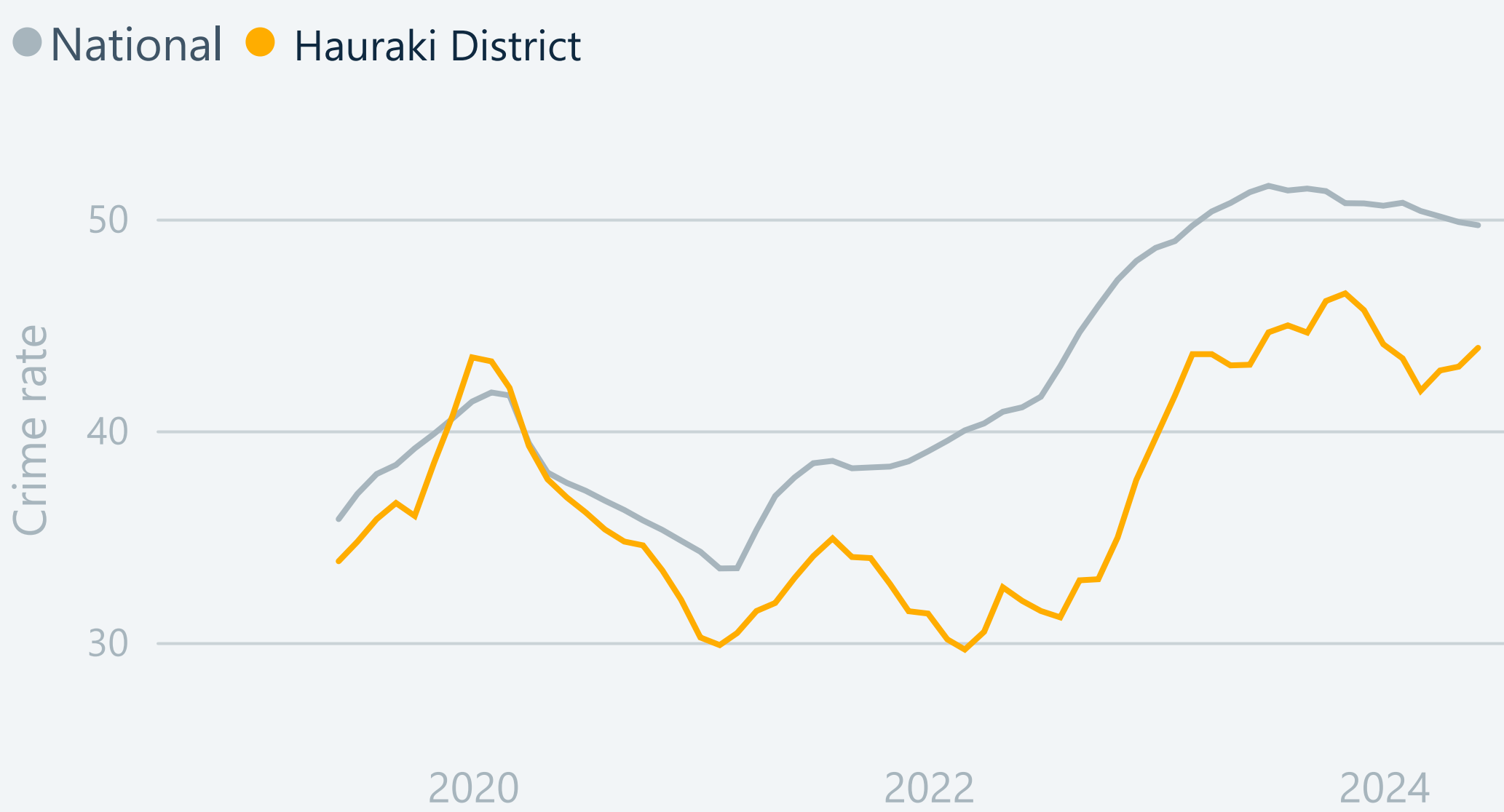
## Key Pillar Changes

Crime rate Jun 2024 **43.9** ▲ 4.85% % change is from March 2024

Crime type with the greatest change in crime rate Jun 2024 **Theft From Retail Premises** ▲ 23.92% % change is from March 2024

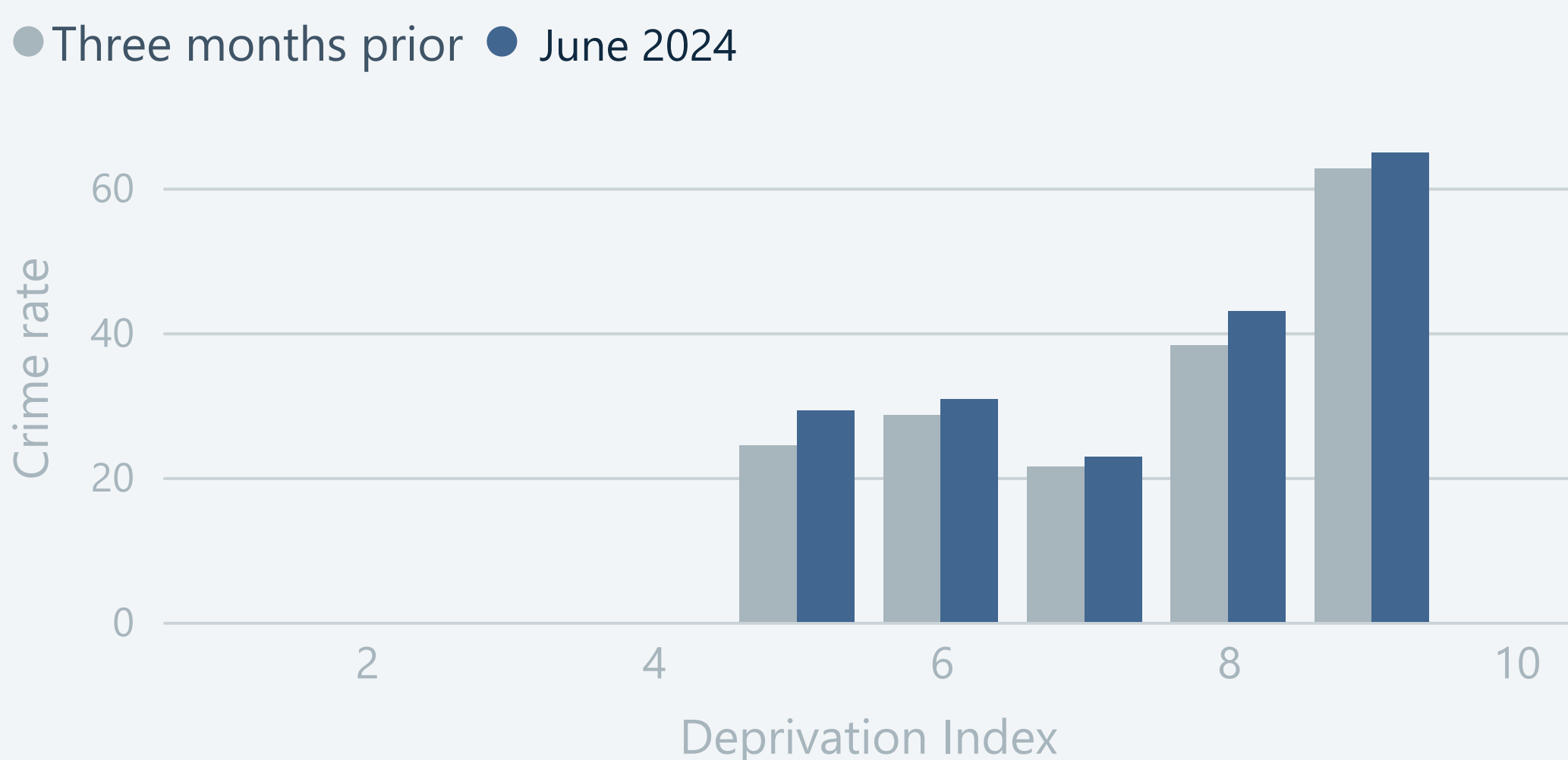
Community with greatest change in crime rate Jun 2024 **Hauraki Plains East** ▲ 44.7% % change is from March 2024

## Comparison to National Crime Rate



Compared with the same time last year the crime rate in Hauraki District has increased by 1.9%, and is 43.9 as at June 2024. The crime rate is 11.7% below the national rate of 49.7.

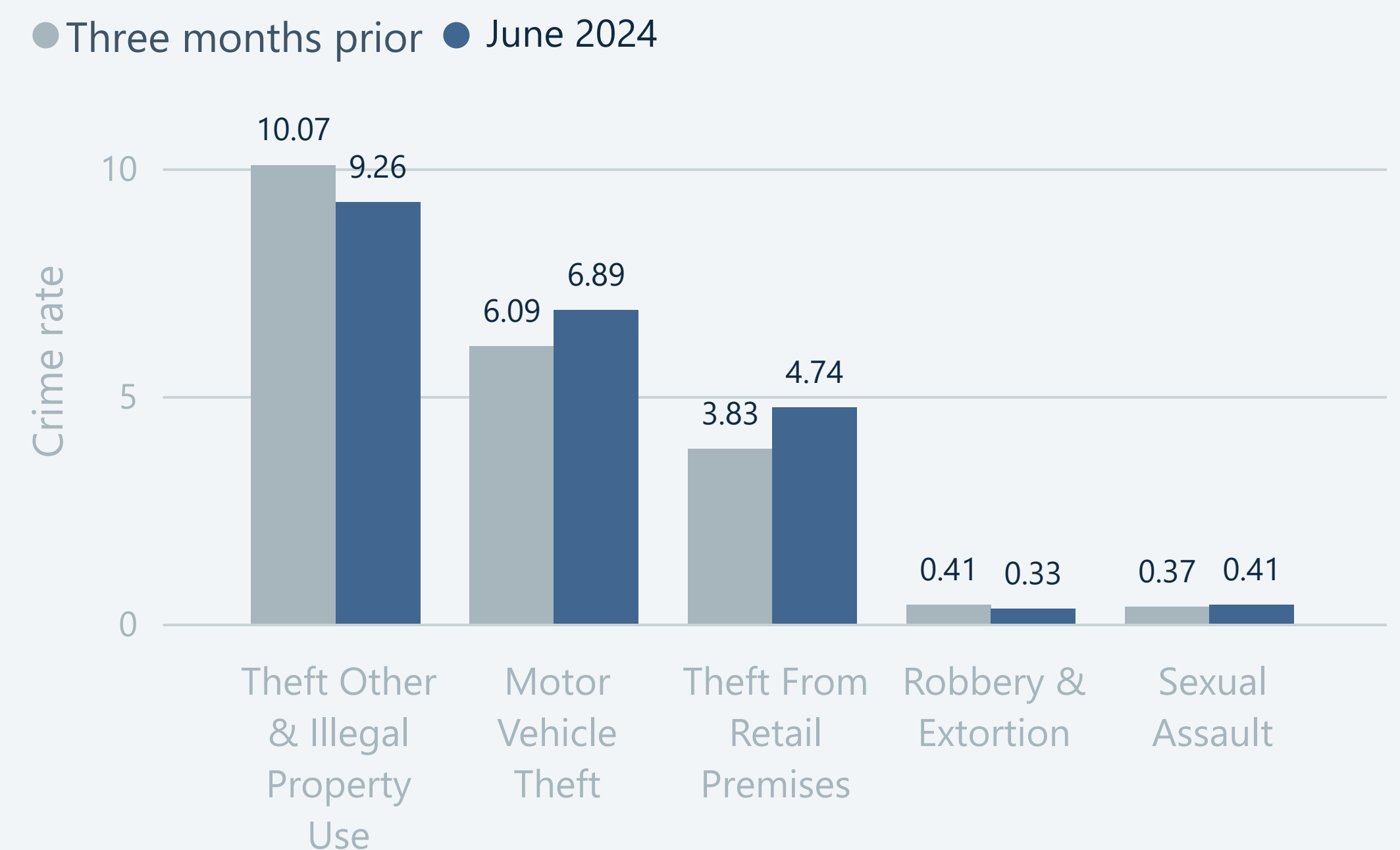
## Crime Rate by Deprivation Index



In Hauraki District, communities with a deprivation index of 9 have the highest crime rate. The crime rate in these communities is 2.8 times higher than those with a deprivation index of 7, the group with the lowest crime rate. Communities with a deprivation index of 5 have seen the greatest change in their crime rate over the last 3 months, with an increase of 19.8%.

**i** Crime rate is defined as the the number of victimisations over the last 12 months per 10,000 people

## Crime Types with the Greatest Change



Within Hauraki District, the most prevalent type of crime in June 2024 was 'Theft (Except Motor VehiclesRetail) & Illegal Use of Property'. The type of crime that had the greatest change in the last 3 months was 'Theft From Retail Premises', with an increase of 23.9%.

## Communities with Greatest Change

Community	% Change	Crime rate
Hauraki Plains East	▲ 44.70	17.2
Hauraki Plains South	▲ 29.67	26.1
Hauraki Plains North	▲ 18.89	27.9
Waihi Rural	▲ 16.09	31.4
Waihi North	▲ 15.13	48.5

Hauraki Plains East saw the greatest change in crime rate over the last 3 months in Hauraki District, with an increase of 44.7%.



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