

Quarterly Report

Matamata-Piako District

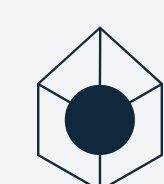
Summary

Below we've presented a summary of Matamata-Piako District's key metrics this quarter:

 New Business Registrations this month

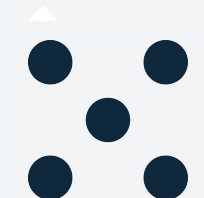
 **13.0**

As of June 2024, Matamata-Piako District saw 13.0 new business registrations, a decrease of 59.38% compared with March 2024.

 Rental affordability (% of income spent on rent)

 **28.3%**

As of June 2024, residents of Matamata-Piako District spent 28.3% of their household income on rent, a decrease of 0.35% compared with March 2024.

 Gambling spend per capita

 **\$55**

As of March 2024, an average of \$55.0 was spent by individuals over 18 years in Matamata-Piako District through electronic gaming machines, a decrease of 14.12% compared with December 2023.

 Crime rate

 **43.0**

In June 2024, Matamata-Piako District had a crime rate of 43.0 incidents per 10,000 people, a decrease of 2.73% compared with March 2024.

 Deprivation Index

 **6.0**

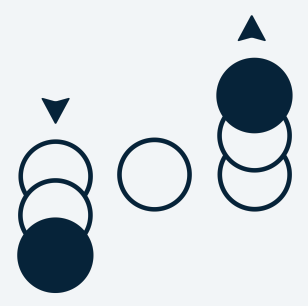
As of June 2024, the deprivation within Matamata-Piako District is 6.0 and this is unchanged since May 2024.

 Job seeker support rate

 **5.7%**

In June 2024, 5.7% of the working population (15-64 years) in Matamata-Piako District claimed Job Seeker Support, an increase of 13.07% compared with June 2023.

 Trending Up  Trending Down  Improving  Worsening  No Change



Key Pillar Changes

New Business Registrations this month Jun 2024 **13.0** ▼ 59.38% % change is from March 2024

Business Deregistrations this month Jun 2024 **33.0** ▲ 32% % change is from March 2024

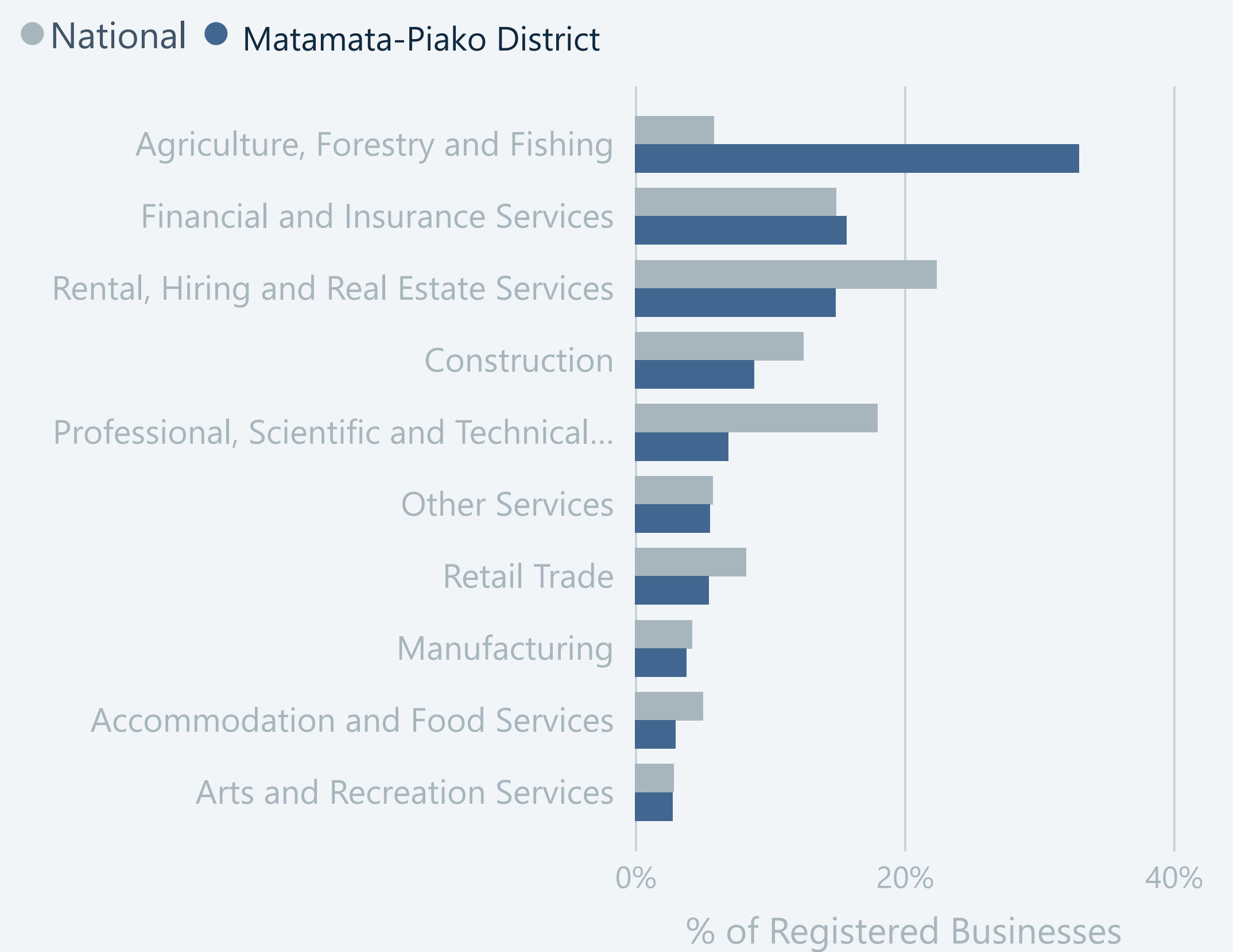
Total tourism spend this quarter May 2024 **\$21.1M** ▼ 7.53% % change is from February 2024

Total number of businesses registered to date



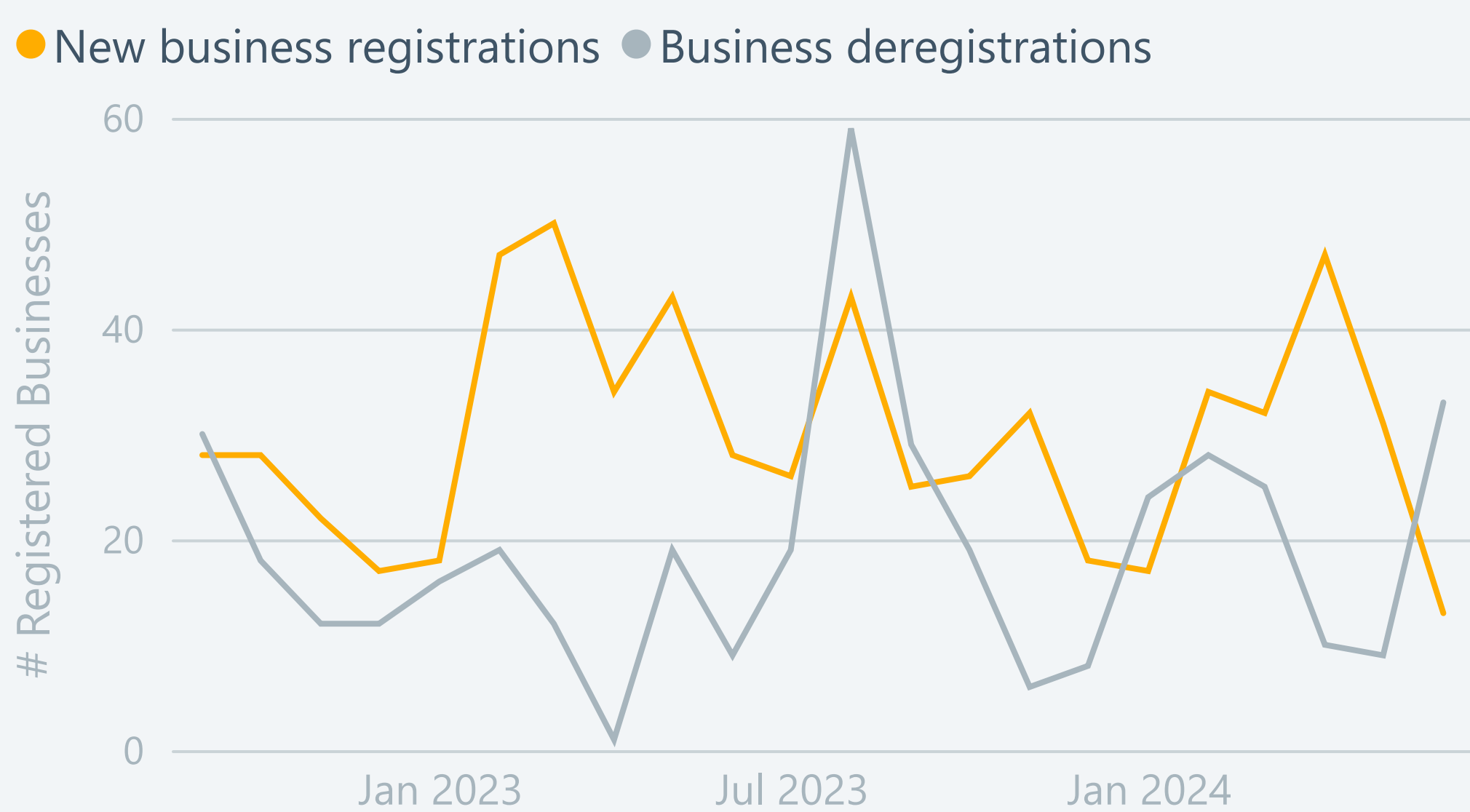
As of June 2024 there were 6250 registered businesses in Matamata-Piako District. Over the last 12 months the number of registered businesses has increased by 75. Nationally, the number of registered businesses has increased by 0.94%.

Distribution of registered businesses by industry



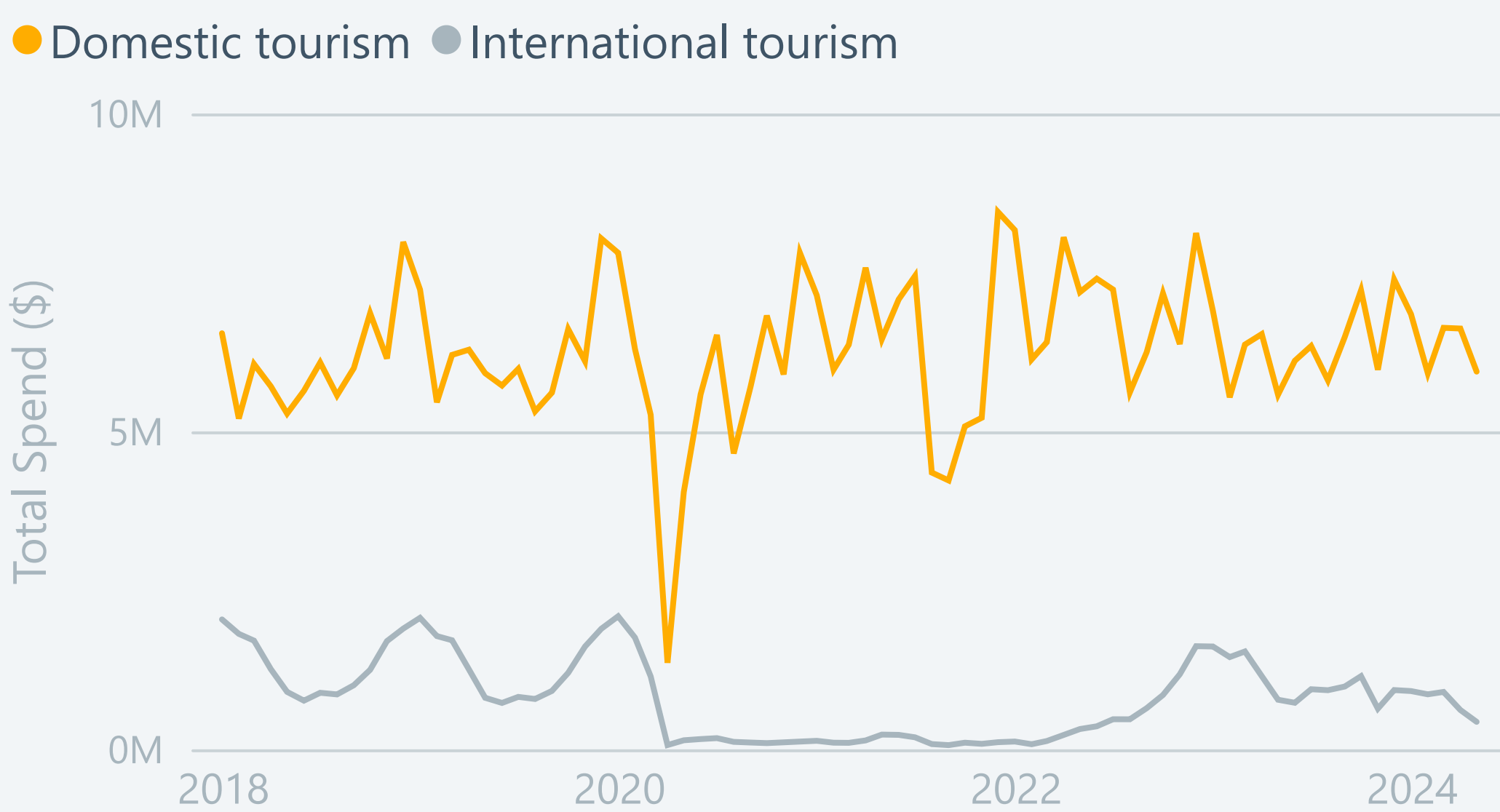
Agriculture, Forestry and Fishing is the largest industry operating in Matamata-Piako District and makes up 29.5% of all currently registered businesses.

Business openings and closings in the last year



Comparing June 2024 with June 2023 Matamata-Piako District has seen a decrease in the number of new business registrations of 53.6% and an increase in the number of business deregistrations of 266.7%.

Tourism spend this quarter



In May 2024, \$6.4M was spent in Matamata-Piako District from domestic and international visitors to the district. Domestic tourism made up 93.2% of total tourism spend, and has increased by 6.51% since the same time last year, whereas international tourism has decreased by 44.61% in the same time period.

Visiting countries with the greatest spend

Visiting country	\$ Change	Spend
Australia	▼ \$442K	\$446K
Rest of Asia	▼ \$45K	\$119K
Rest of Europe	▼ \$115K	\$196K
United Kingdom	▲ \$12K	\$313K
United States of America	▼ \$400K	\$517K

This quarter, the largest spend from international tourists visiting Matamata-Piako District came from United States of America, with tourists spending \$517K. This represents a decrease of \$400K since the same quarter last year.

Visiting regions with the greatest spend

Visiting region	\$ Change	Spend
Bay of Plenty	▲ \$150K	\$3.9M
Manawatu-Wanganui	▲ \$55K	\$535K
Northland	▼ \$32K	\$597K
Auckland	▼ \$83K	\$5M
Waikato	▲ \$604K	\$7.1M

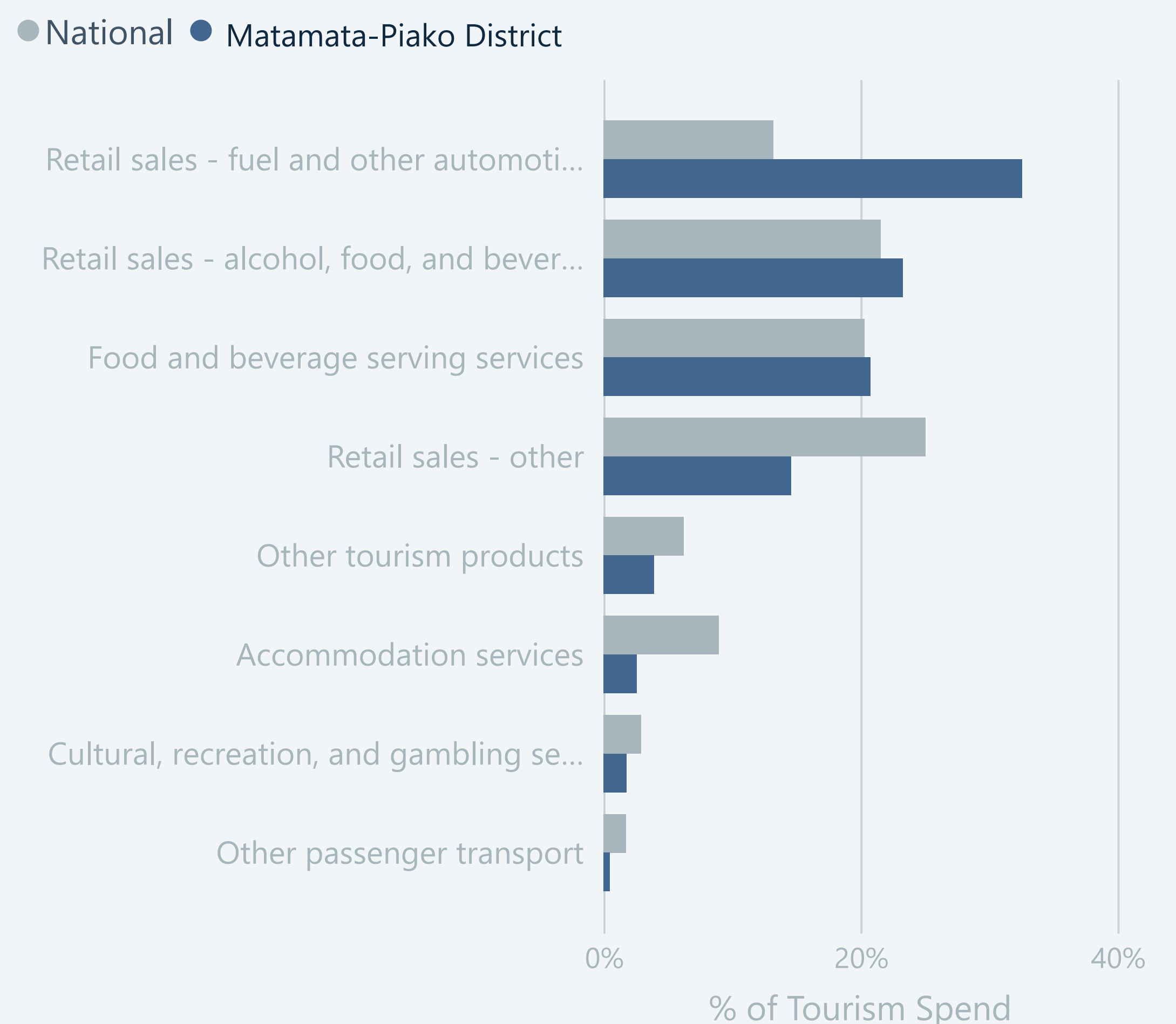
This quarter, the largest spend from domestic tourists visiting Matamata-Piako District came from the Waikato region, with tourists spending \$7.1M. This represents an increase of \$604K since the same quarter last year.

Visiting countries with the greatest % change

Visiting country	\$ Change	Spend
Canada	▼ \$80K	\$50K
China	▼ \$39K	\$18K
Rest of Oceania	▲ \$7K	\$10K

This quarter, Matamata-Piako District saw the greatest % change in international tourism spend from those visiting from Rest of Oceania since the same quarter last year, with a \$7K increase in spend.

Tourism spend by industry



In Matamata-Piako District tourists spent the most on Retail sales - fuel and other automotive products this quarter, which was 32.6% of all tourism spend. This is 147% larger than the national proportion.

Visiting regions with the greatest % change

Visiting region	\$ Change	Spend
Marlborough	▲ \$10K	\$42K
Nelson	▼ \$11K	\$19K
Tasman	▼ \$16K	\$19K

This quarter, Matamata-Piako District saw the greatest % change in domestic tourism spend from those visiting from the Tasman region since the same quarter last year, with a \$16K decrease 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.

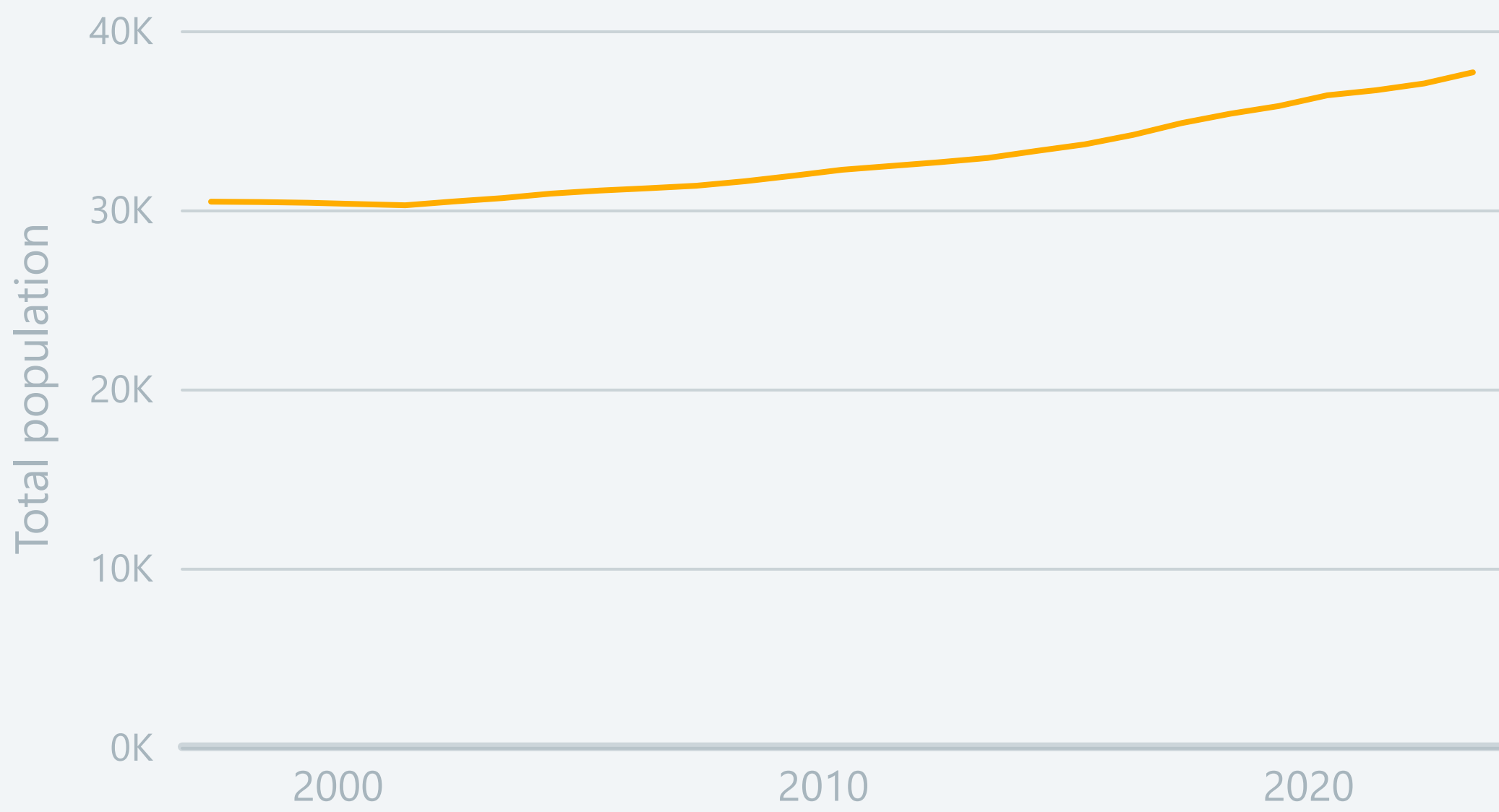


Demographics

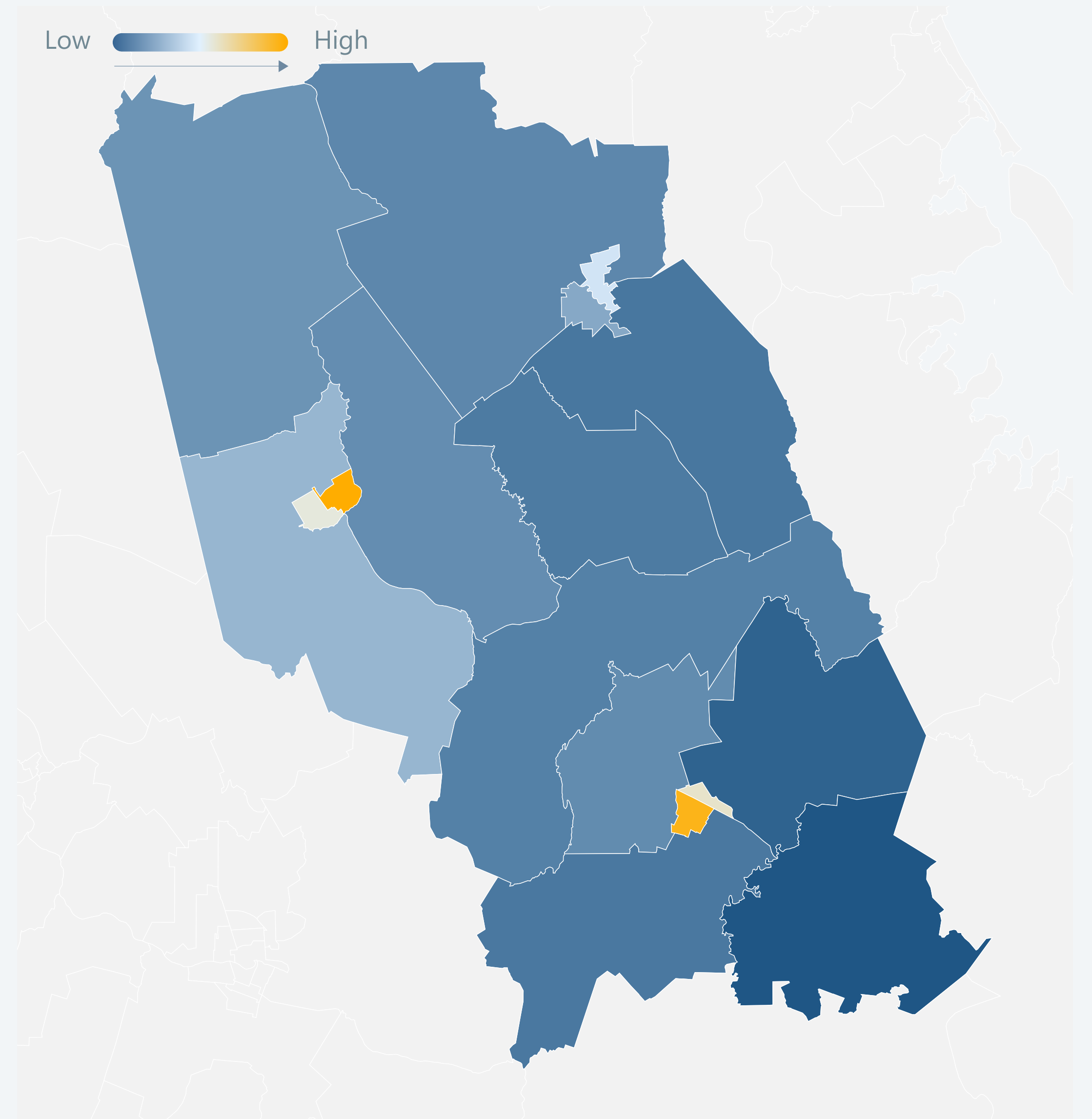
Estimated population

37.66K

Is the estimated total population in Matamata-Piako District in 2023. The population in the area has increased by 1.67% or 619 people since 2022.

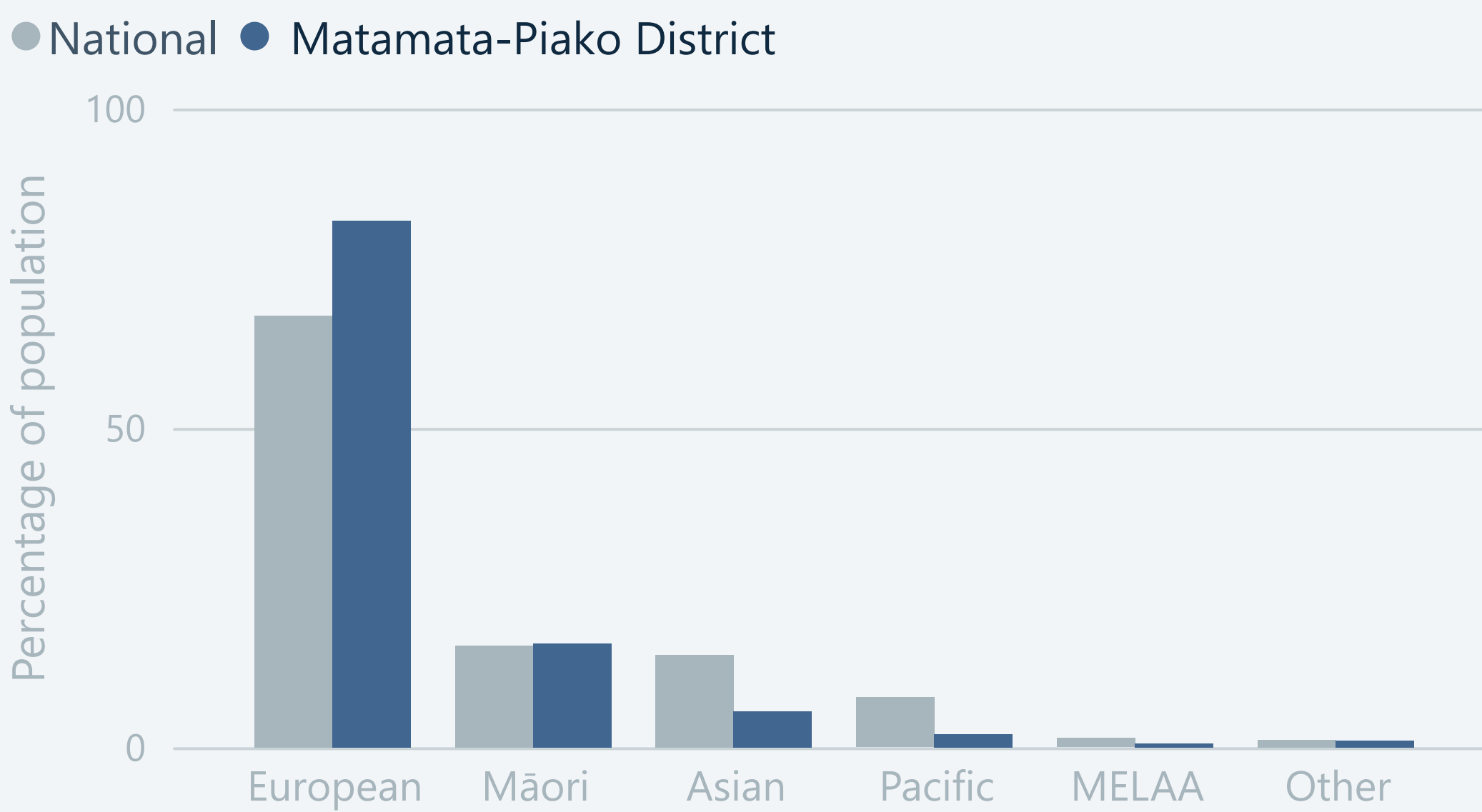


Population distribution



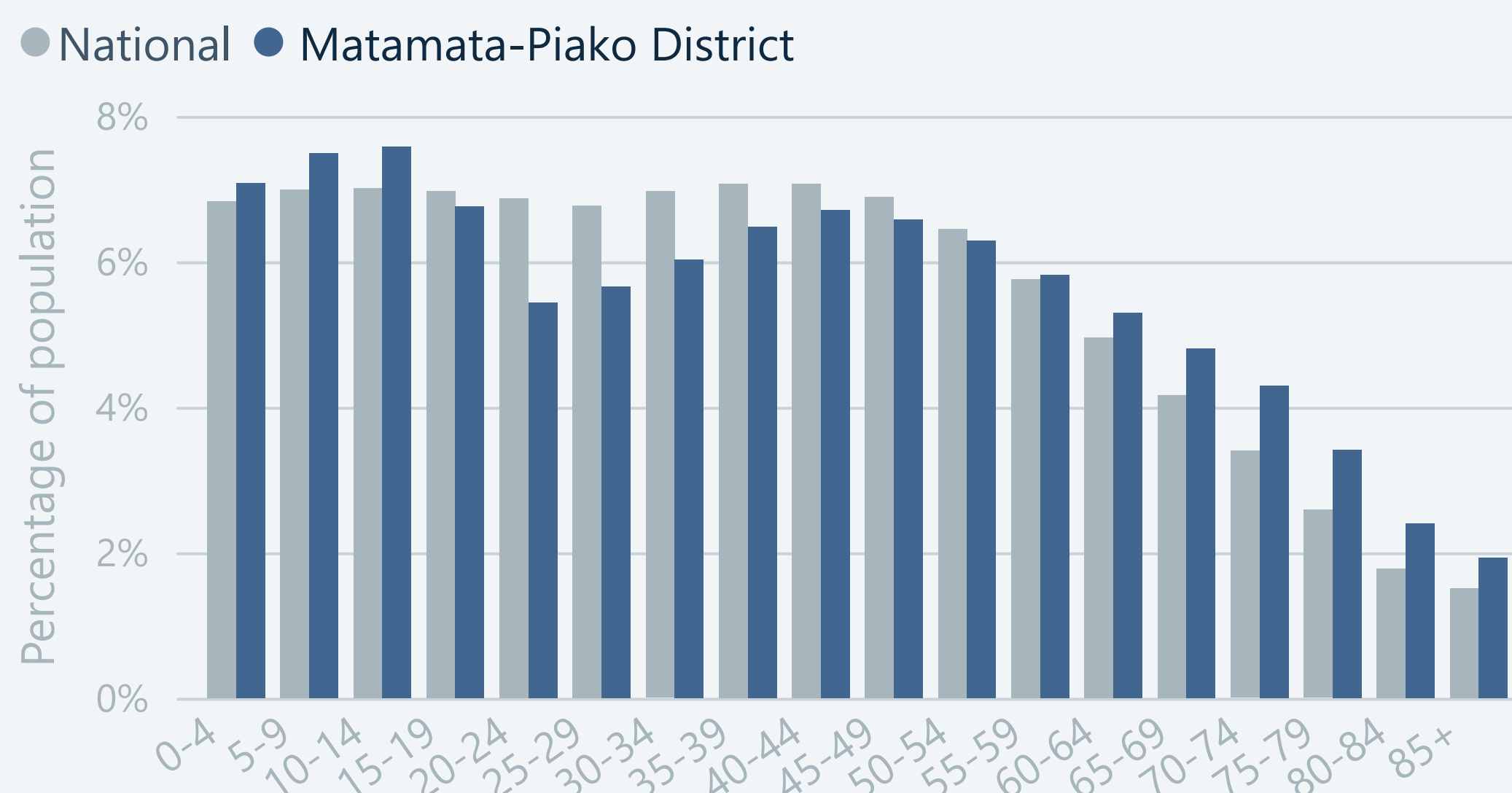
In June 2023, Morrinsville East saw the greatest change in population, with an increase of 4.4% since June 2022.

Ethnic distribution



As of March 2018 the largest ethnic group in Matamata-Piako District is European (82.5%), 22% larger than the national percentage. The ethnicity that has had the greatest change since March 2013 is Asian, increasing by 53.42%.

Age distribution



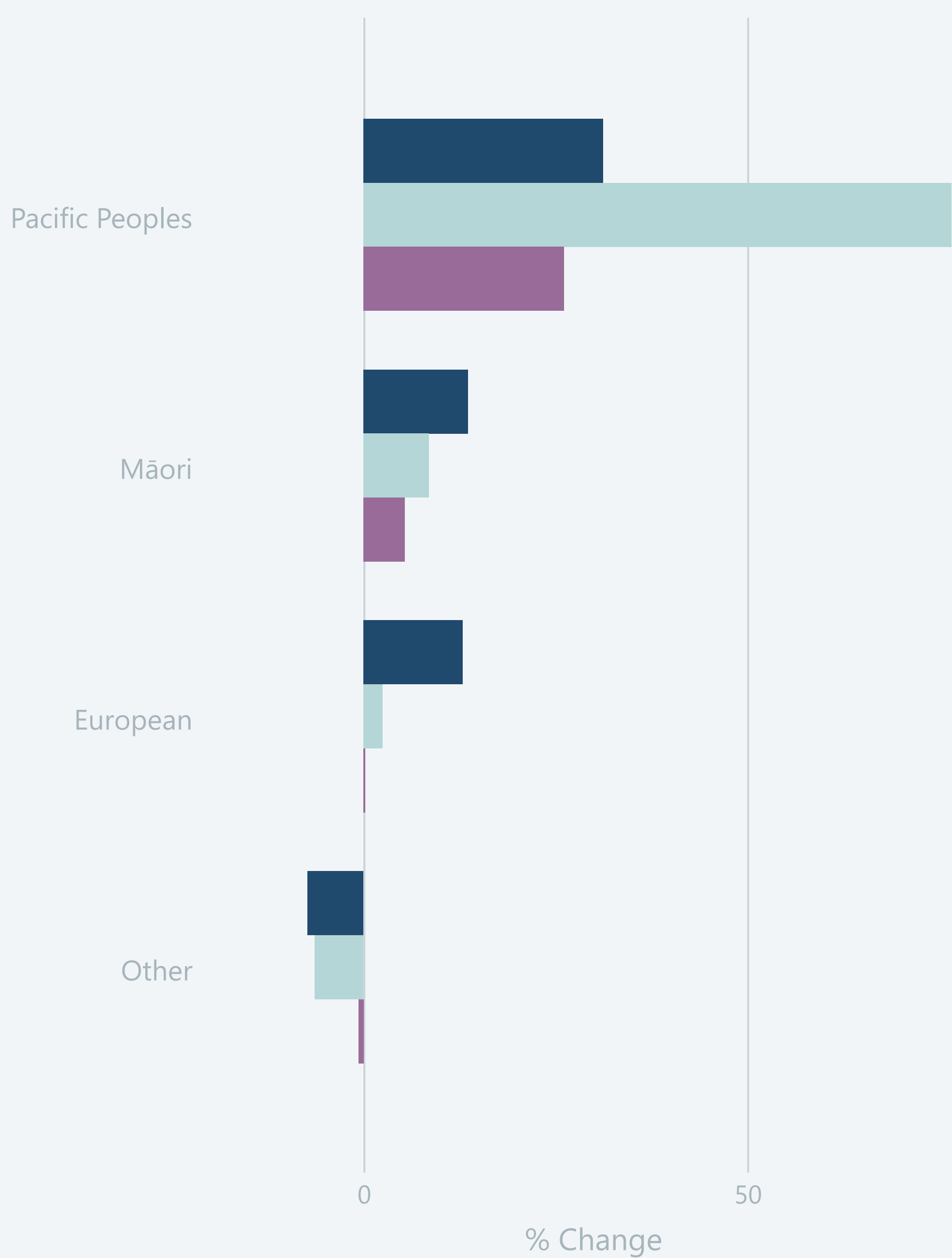
As of June 2023 the largest age band in Matamata-Piako District is 30-34 (6.9%), 11.1% less than the national distribution. The age band that has had the greatest change since June 2022 is 75-79, increasing by 7.79%.

Key Pillar Changes

Job seeker support rate	Jun 2024	5.7%	▲ 13.07%	% change is from June 2023
Means tested benefit rate	Jun 2024	3.1%	▲ 4.06%	% change is from June 2023
Sole parent support rate	Jun 2024	2.8%	▲ 3.5%	% change is from June 2023

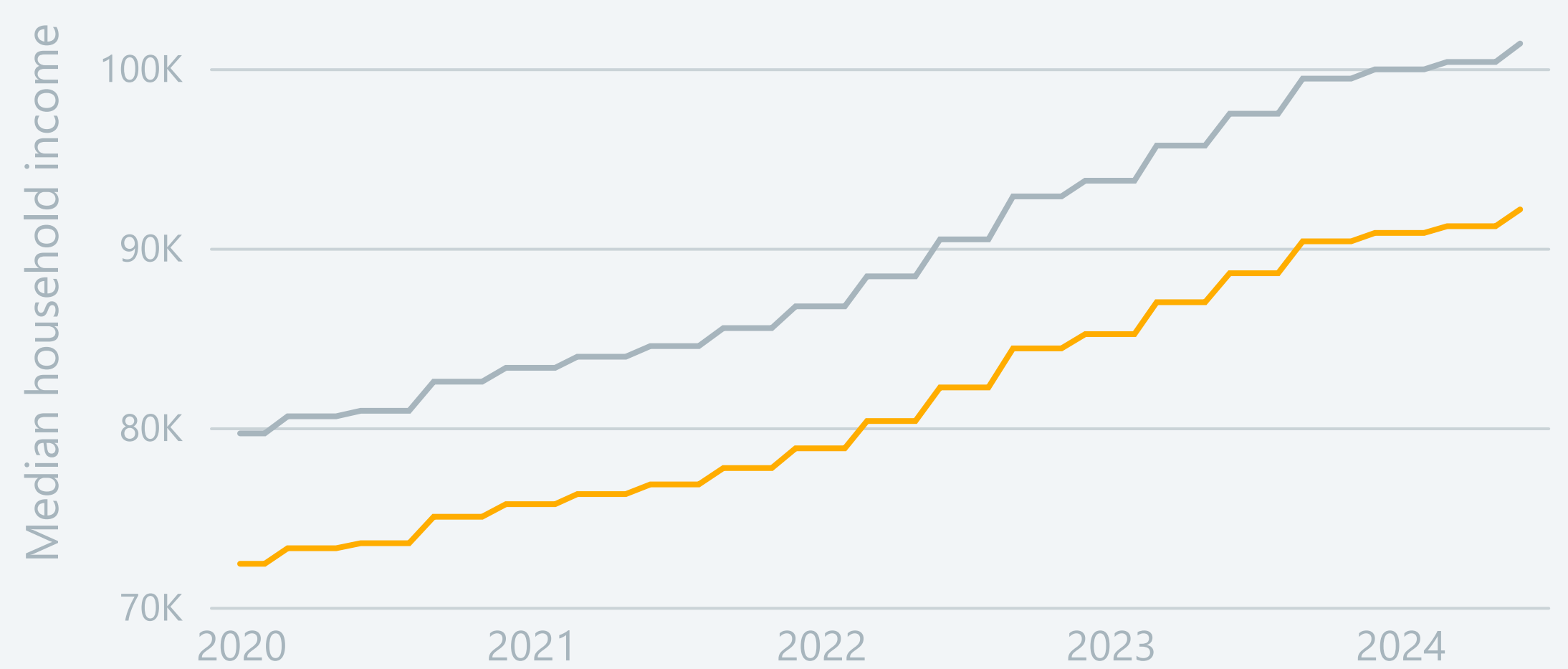
Change in benefit rates by Ethnicity

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



Median Household Income over time

● National ● Matamata-Piako District



As of June 2024, the median household income (adjusted for inflation) in Matamata-Piako District was \$92,139. This is 9.1% less than the national median.

Within Matamata-Piako District, the benefit rate by ethnicity with the greatest increase in the last 12 months was Means Tested Benefit for Pacific Peoples, up 76.6% to a value of 1.6 claimants per 100 working adults (15-64yrs). Comparatively, Job Seeker Support for Other ethnicities (Asian, MELAA and other) saw the greatest decrease over the last 12 months, down 7.26% to 2.69 claimants per 100 working adults.

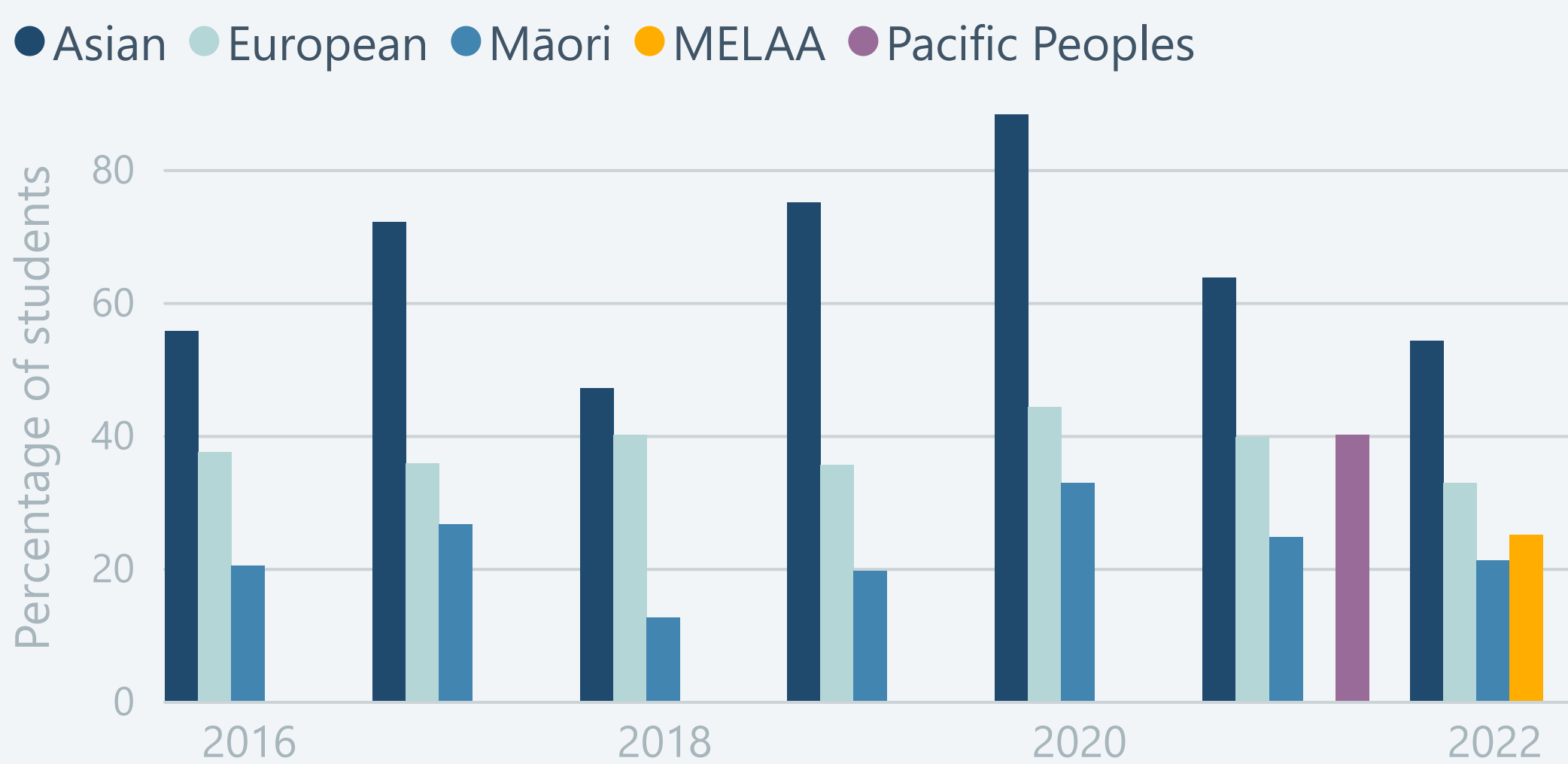
Key Pillar Changes

Secondary school retention Jan 2022 **66.0%** ▽ 8.49% % change is from January 2021

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

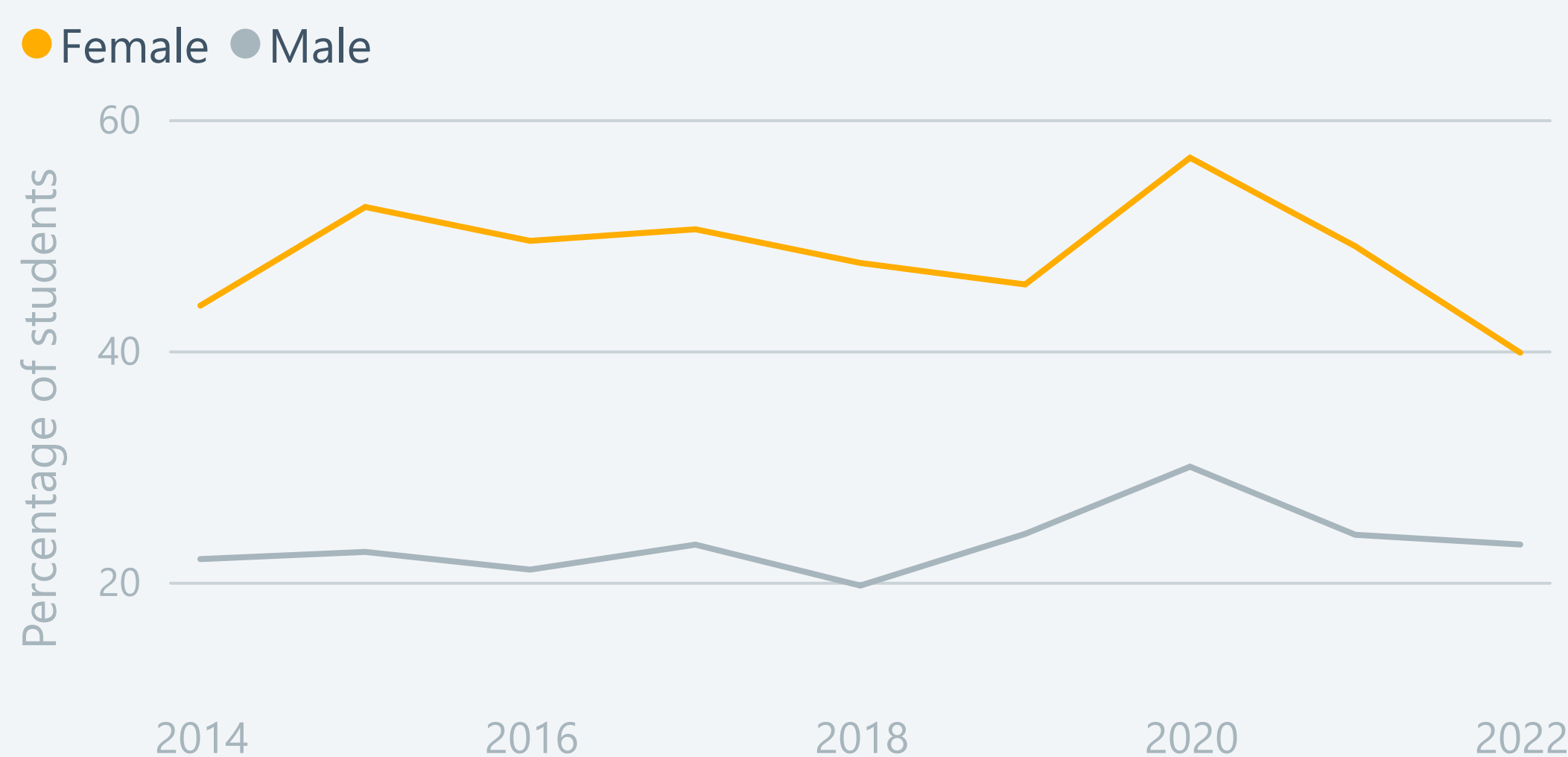
Ethnicity with greatest change in secondary school retention Jan 2022 **Pacific Peoples** ▽ 37.5% % change is from January 2021

School leavers with NCEA3 level by ethnicity



In 2022, Asian students in Matamata-Piako District had the greatest proportion of students leaving with NCEA3. This is 2.56 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 10.2%. Māori NCEA Level 3 pass rates in Matamata-Piako District are 59% of National Māori rates.

School leavers with NCEA3 level by gender



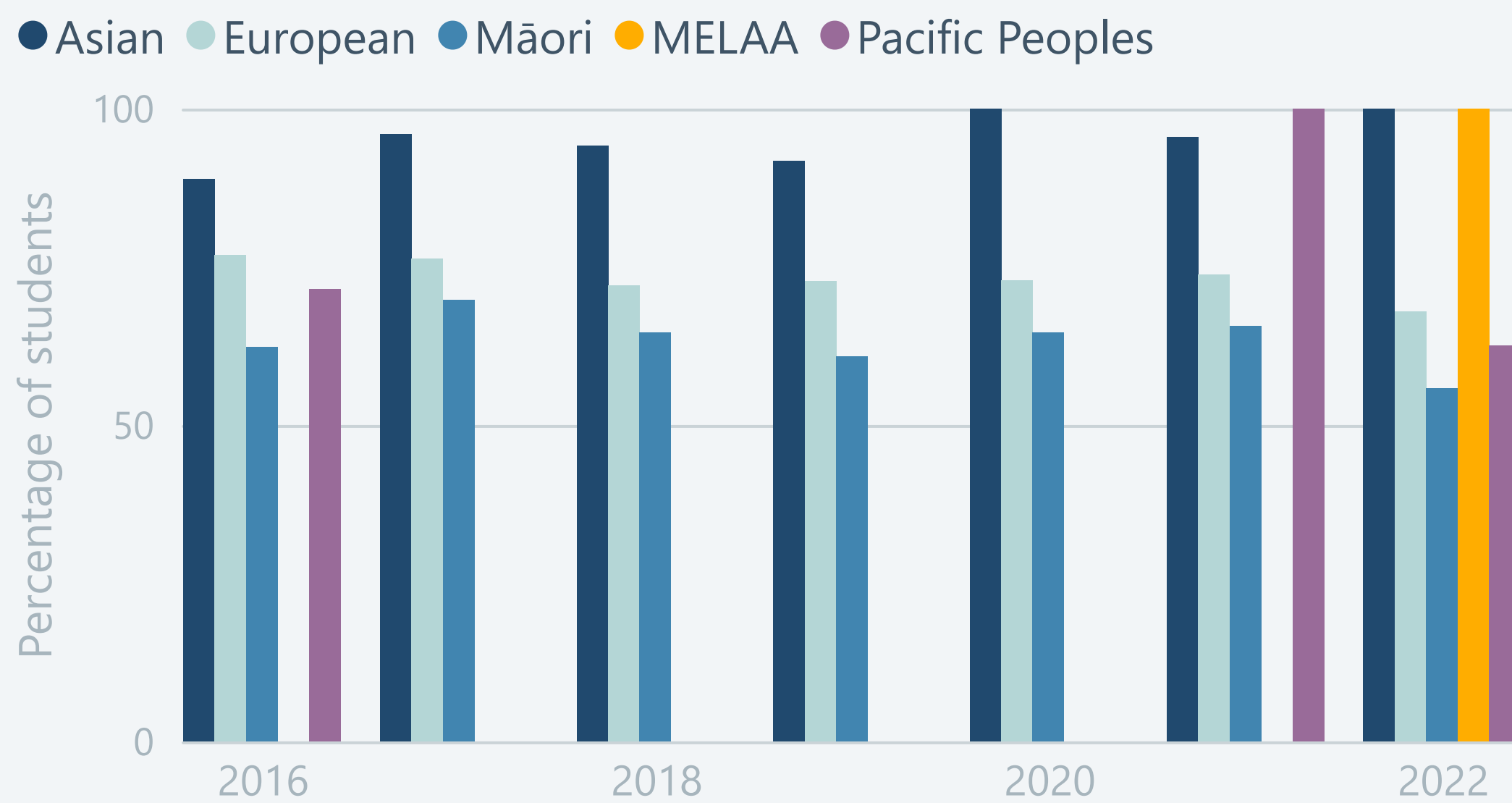
Since 2014, on average the percentage of students leaving with NCEA Level 3 in Matamata-Piako District for female students has been 2.07 times larger than male students. In 2022, the percentage of students leaving with NCEA Level 3 for female students compared with male students was less than average. Compared to national figures, in 2022 the pass rate in Matamata-Piako District were lower for both females and 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 Te Aroha College, with a 13.22% decrease. Note that the table includes only those schools with more than 50 students.

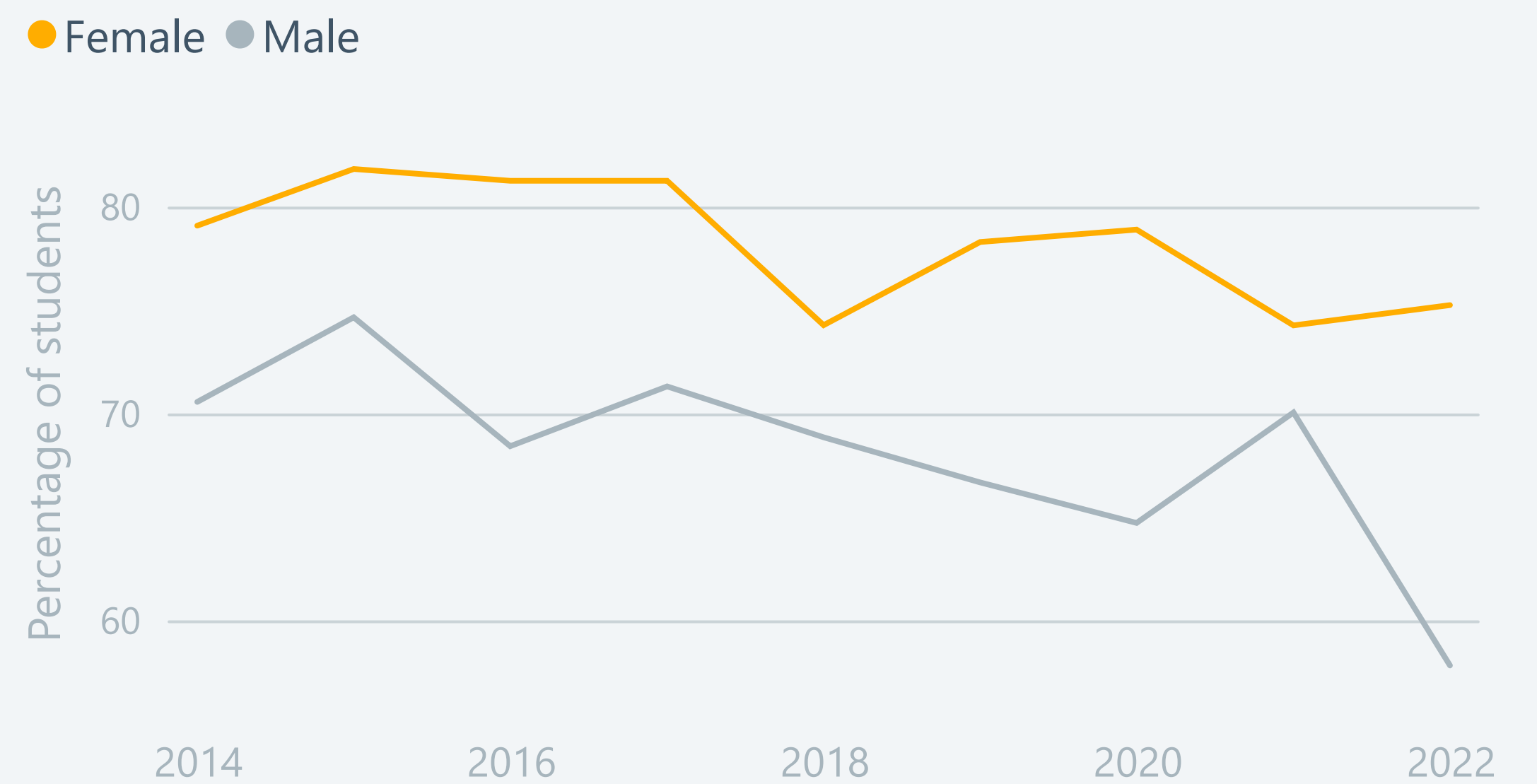
School	% Change	Pass Rate
Te Aroha College	▽ 13.22	22.08
Morrinsville College	▽ 8.01	37.11
Matamata College	▽ 1.53	30.39

Secondary school retention by ethnicity



In 2022, multiple ethnicities students in Matamata-Piako District had the greatest retention rate. This is 1.79 times larger than Māori students, who have the lowest retention rate. Māori students have seen the greatest change in retention, with an increase of 1.7%. Māori retention rates in Matamata-Piako District are 86% of National Māori rates.

Secondary school retention by gender



On average, since 2014, the retention rate in Matamata-Piako District of female students has been 1.15 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 Matamata-Piako 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 Matamata College, with a 8.31% decrease. Note that the table includes only those schools with more than 50 students.

Community	% Change	Retention rate
Matamata College	▼ 8.31	62
Te Aroha College	▼ 4.35	66
Morrinsville College	▼ 4.12	71

! 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.

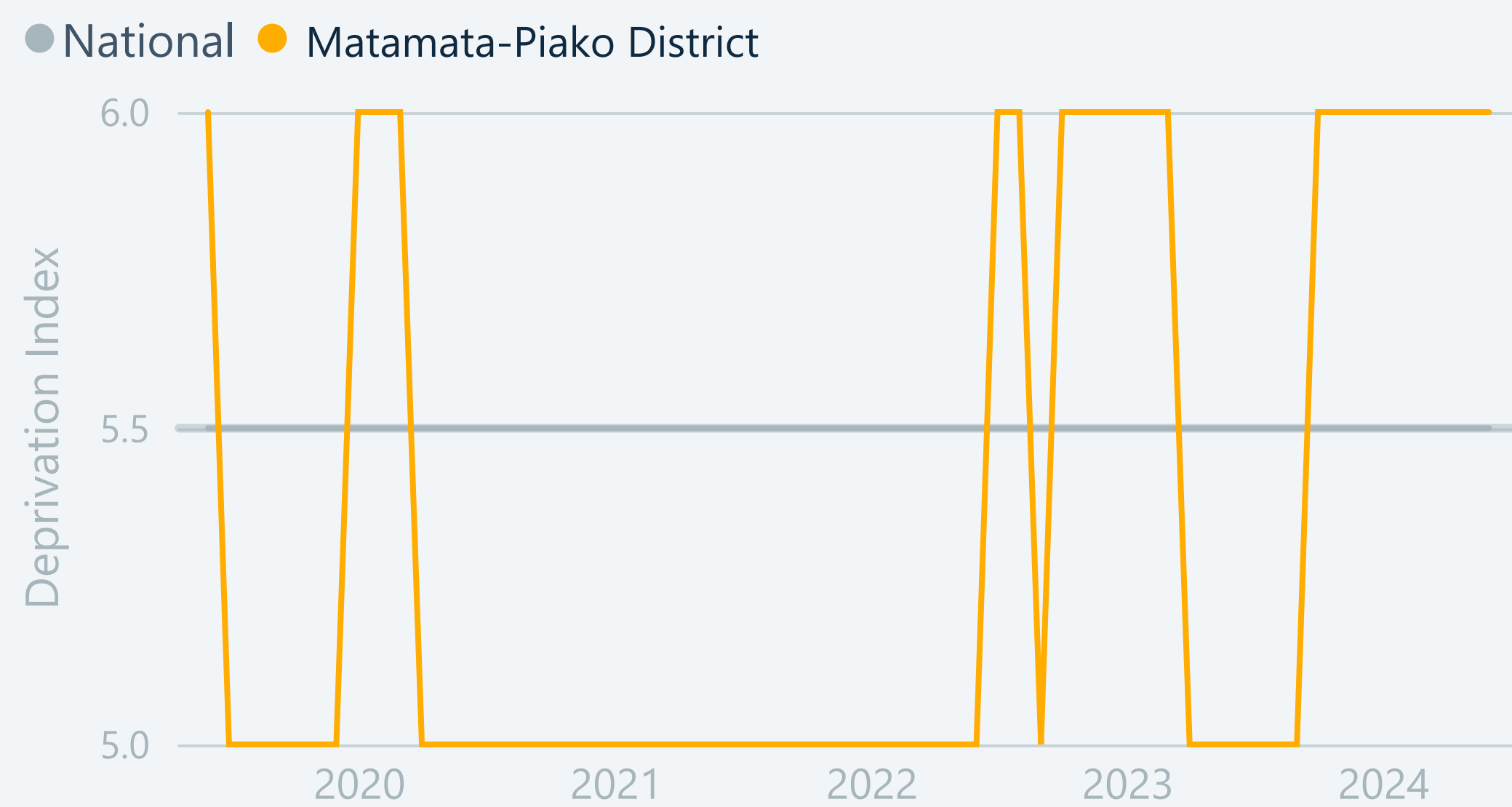
Key Pillar Changes

Deprivation Index Jun 2024 **6.0** — 0% % change is from May 2024

Community with greatest decrease in deprivation score Jun 2024 **Hinuera** ▽ 1.16% % change is from June 2023

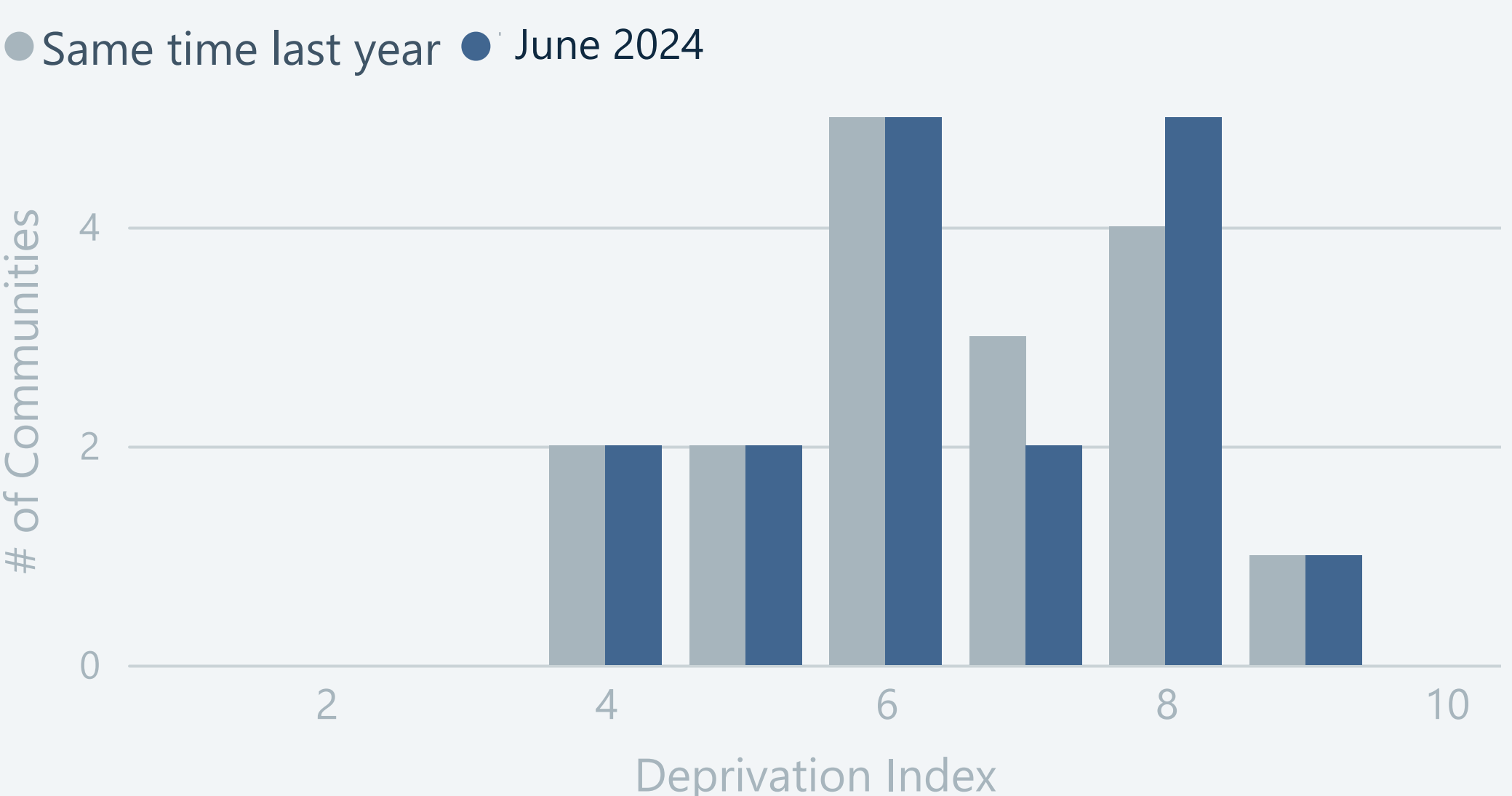
Community with greatest increase in deprivation score Jun 2024 **Okauia** ▲ 1.58% % change is from June 2023

Comparison to National Deprivation Index



Compared to the same time last year, the deprivation index of Matamata-Piako District has increased by 20%, and is 6 as of June 2024. The deprivation index is 9.1% above the national median index of 5.5.

Distribution of Deprivation Index



In Matamata-Piako District, 35.3% 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).

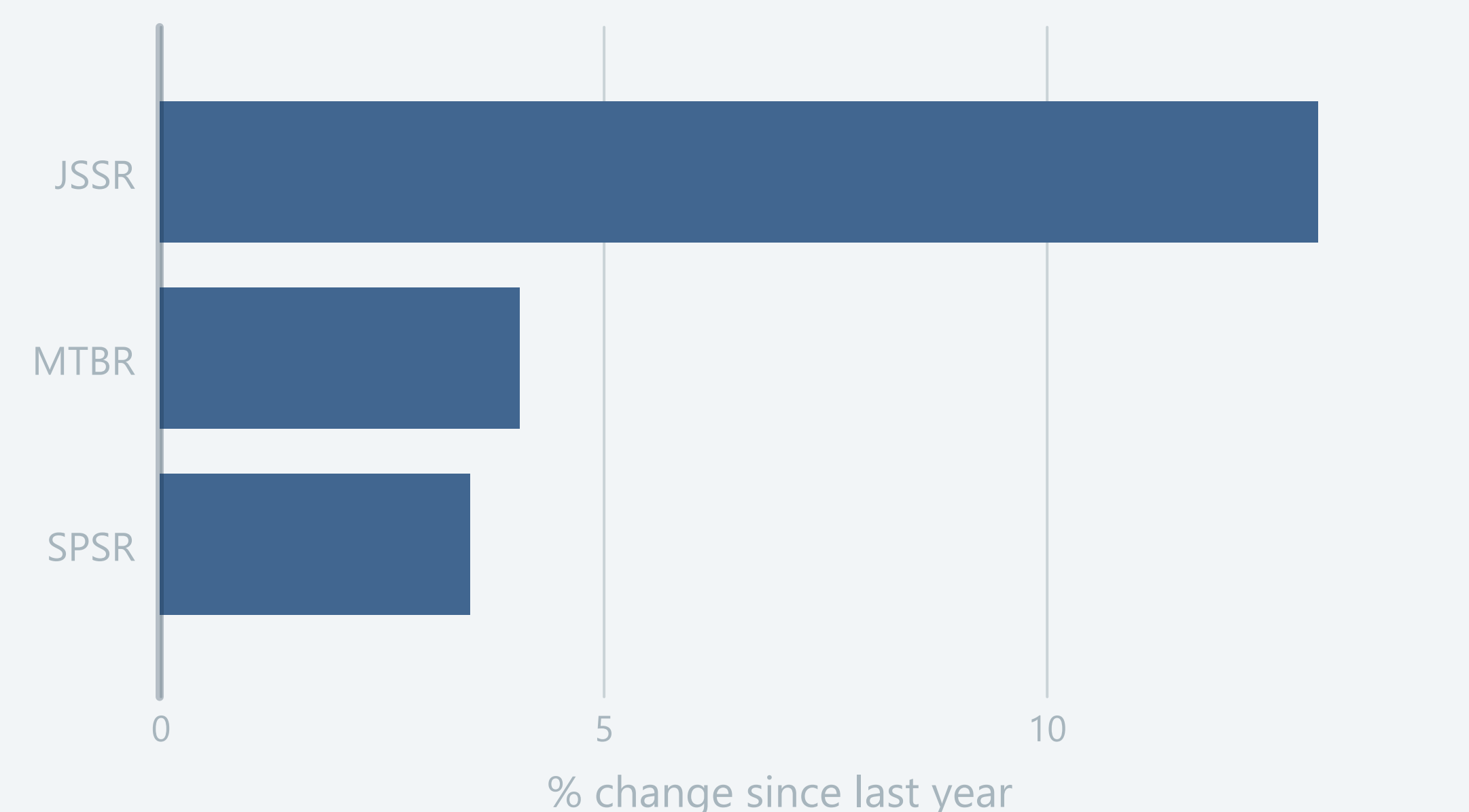
i Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

Communities with the Greatest Change

Community	% Change	Depr. score
Okauia	▲ 1.58	968.15
Matamata North	▲ 1.39	1,040.18
Hinuera	▽ 1.16	951.74
Mangaiti	▲ 0.84	1,037.25
Morrinsville East	▽ 0.55	949.43

The community with the greatest change in deprivation score since the same time last year was Okauia, with a 1.6% increase.

Benefit Deprivation Indicators



The benefit deprivation indicator that has changed the most in the last year is Job Seeker Support Rate (JSSR) which saw a 13.07% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

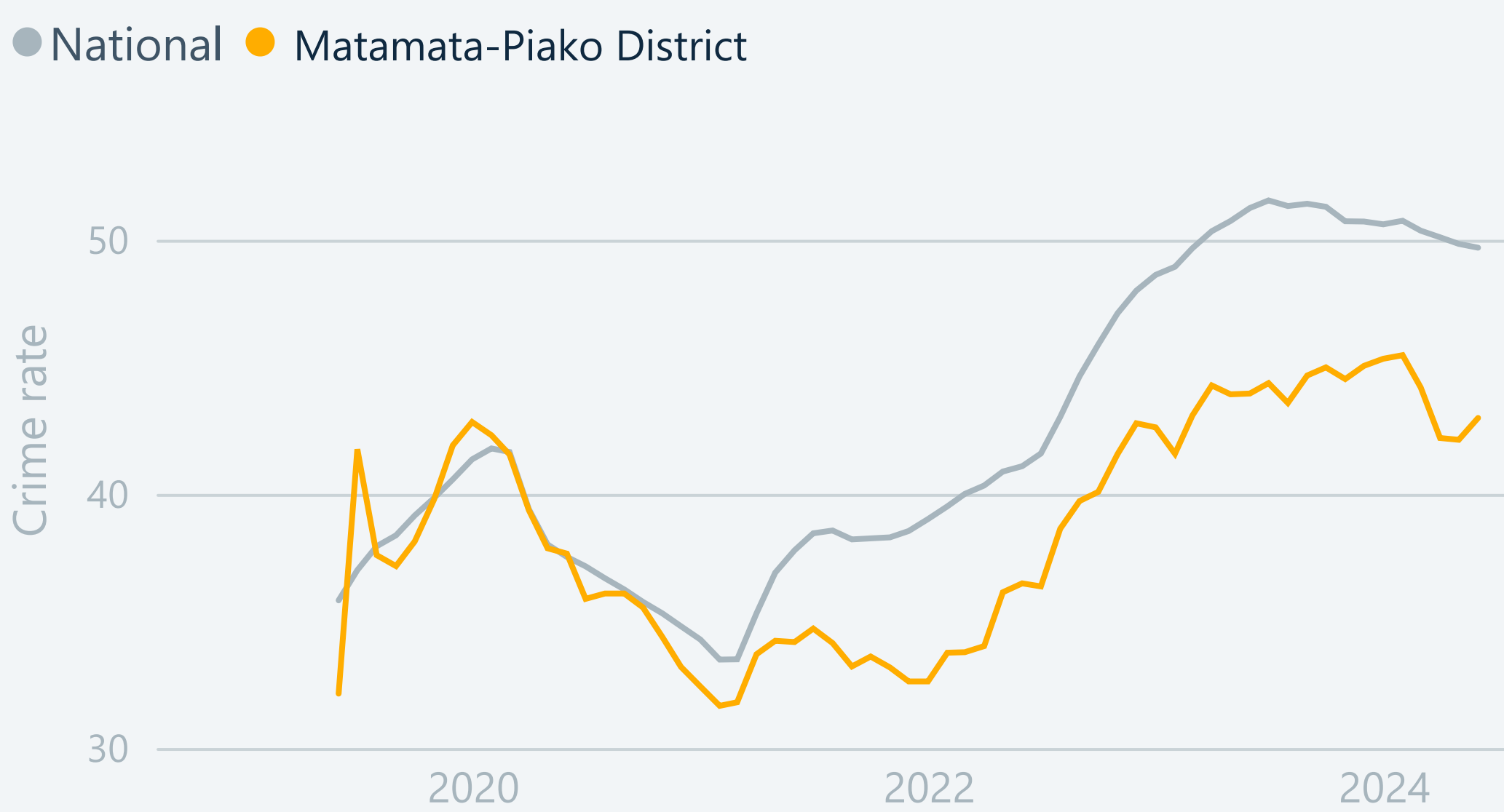
Key Pillar Changes

Crime rate Jun 2024 **43.0** ▽ 2.73% % change is from March 2024

Crime type with the greatest change in crime rate Jun 2024 **Sexual Assault** ▲ 6.8% % change is from March 2024

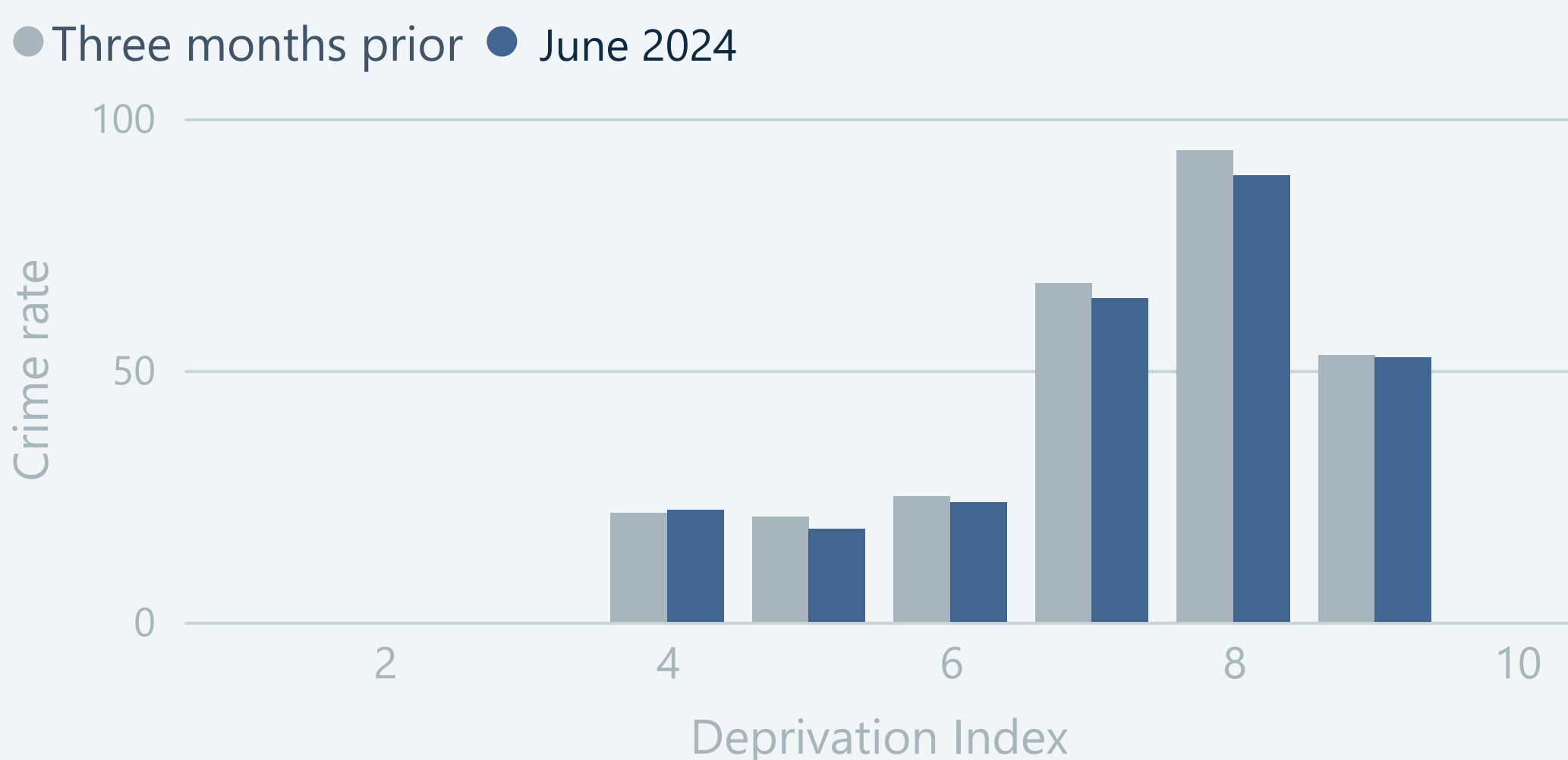
Community with greatest change in crime rate Jun 2024 **Tahuna-Mangateparu** ▲ 25.42% % change is from March 2024

Comparison to National Crime Rate



Compared with the same time last year the crime rate in Matamata-Piako District has decreased by -2.2%, and is 43 as at June 2024. The crime rate is 13.5% below the national rate of 49.7.

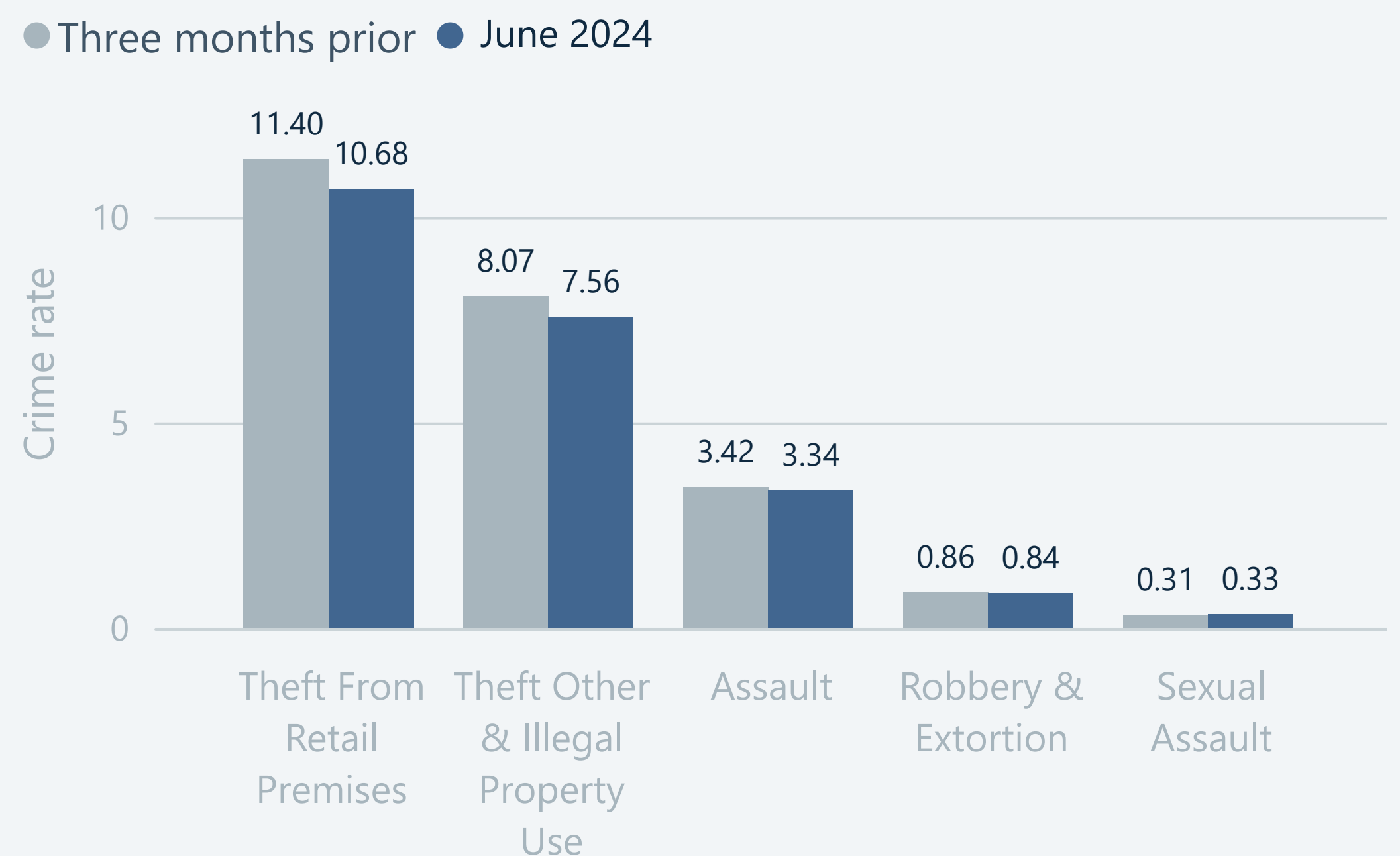
Crime Rate by Deprivation Index



In Matamata-Piako District, communities with a deprivation index of 8 have the highest crime rate. The crime rate in these communities is 4.8 times higher than those with a deprivation index of 5, the group with the lowest crime rate. Communities with a deprivation index of 4 have seen the greatest change in their crime rate over the last 3 months, with an increase of 2.8%.

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 Matamata-Piako District, the most prevalent type of crime in June 2024 was 'Theft From Retail Premises'. The type of crime that had the greatest change in the last 3 months was 'Sexual Assault', with an increase of 6.8%.

Communities with Greatest Change

Community	% Change	Crime rate
Tahuna-Mangateparu	▲ 25.42	21.7
Tatuanui	▽ 23.19	15.1
Te Poi	▽ 17.48	26.0
Okauia	▽ 16.73	18.6
Hinuera	▲ 12.00	22.3

Tahuna-Mangateparu saw the greatest change in crime rate over the last 3 months in Matamata-Piako District, with an increase of 25.4%.

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