

# Quarterly Report

South Waikato District

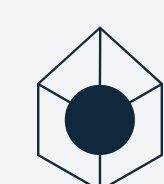
# Summary

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

 New Business Registrations this month

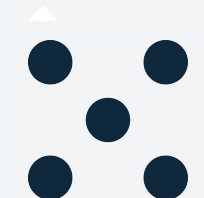
 **11.0**

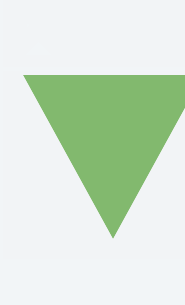
As of June 2024, South Waikato District saw 11.0 new business registrations, a decrease of 8.33% compared with March 2024.

 Rental affordability (% of income spent on rent)

 **28.9%**

As of June 2024, residents of South Waikato District spent 28.9% of their household income on rent, a decrease of 0.01% compared with March 2024.

 Gambling spend per capita

 **\$91**

As of March 2024, an average of \$91.0 was spent by individuals over 18 years in South Waikato District through electronic gaming machines, a decrease of 13.05% compared with December 2023.

 Crime rate

 **51.2**

In June 2024, South Waikato District had a crime rate of 51.2 incidents per 10,000 people, an increase of 1.17% compared with March 2024.

 Deprivation Index

 **10.0**

As of June 2024, the deprivation within South Waikato District is 10.0 and this is unchanged since May 2024.

 Job seeker support rate

 **12.4%**

In June 2024, 12.4% of the working population (15-64 years) in South Waikato District claimed Job Seeker Support, an increase of 7.77% compared with June 2023.

 Trending Up  Trending Down  Improving  Worsening  No Change

### Key Pillar Changes

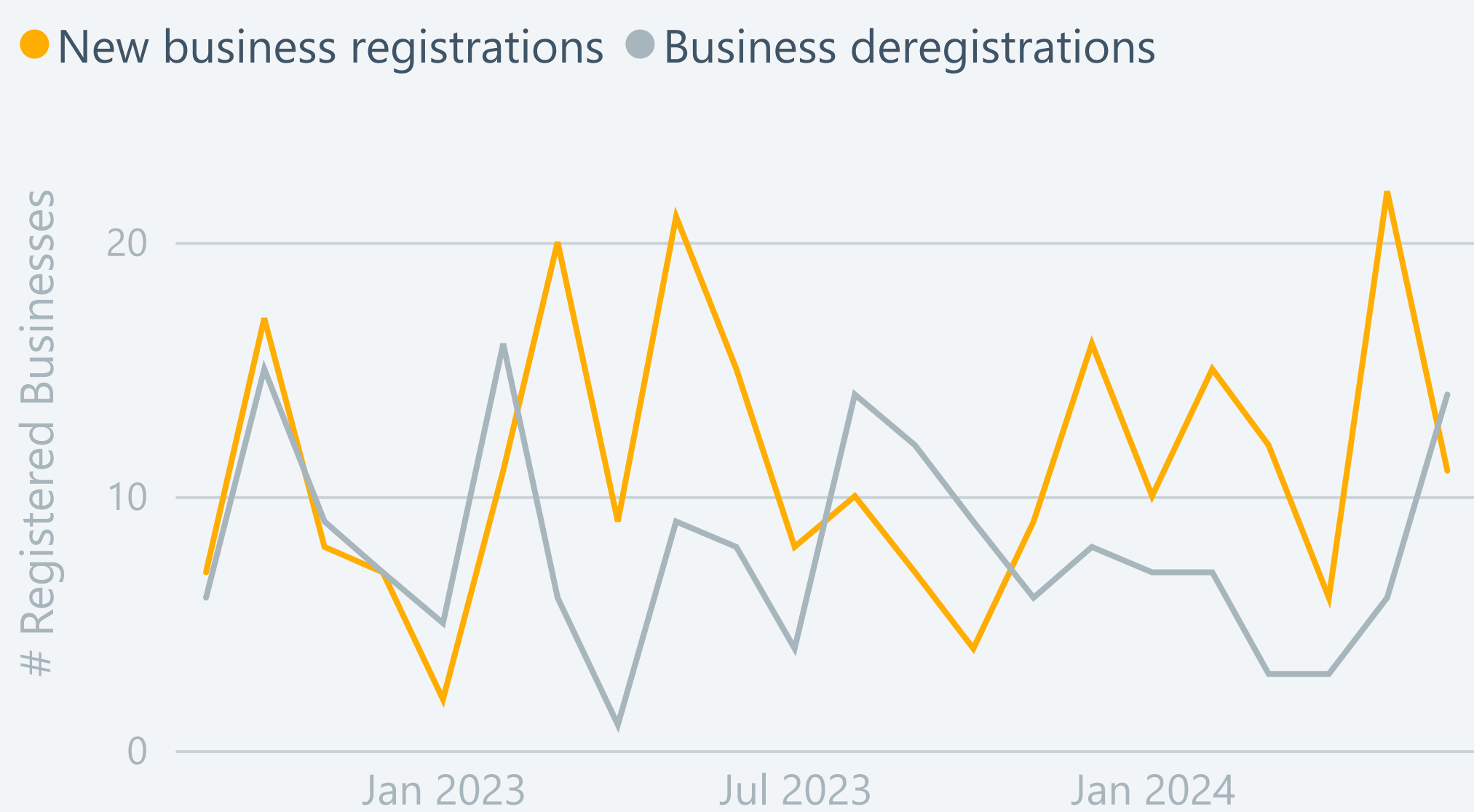
New Business Registrations this month	Jun 2024	<b>11.0</b>	<span>▼</span> 8.33%	% change is from March 2024
Business Deregistrations this month	Jun 2024	<b>14.0</b>	<span>▲</span> 366.67%	% change is from March 2024
Total tourism spend this quarter	May 2024	<b>\$18.5M</b>	<span>▼</span> 12.21%	% change is from February 2024

### Total number of businesses registered to date



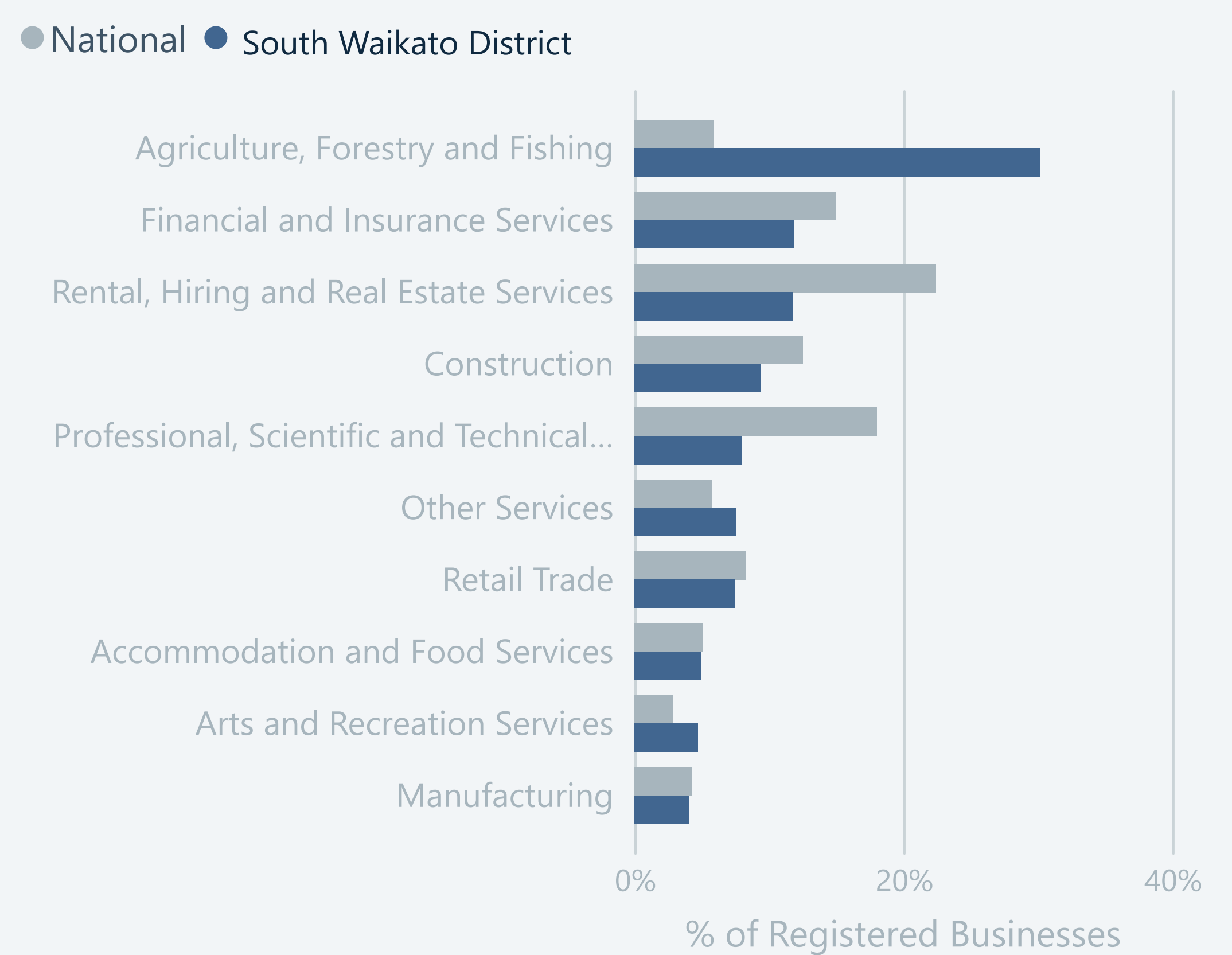
As of June 2024 there were 2352 registered businesses in South Waikato District. Over the last 12 months the number of registered businesses has increased by 37. Nationally, the number of registered businesses has increased by 0.94%.

### Business openings and closings in the last year



Comparing June 2024 with June 2023 South Waikato District has seen a decrease in the number of new business registrations of 26.7% and an increase in the number of business deregistrations of 75%.

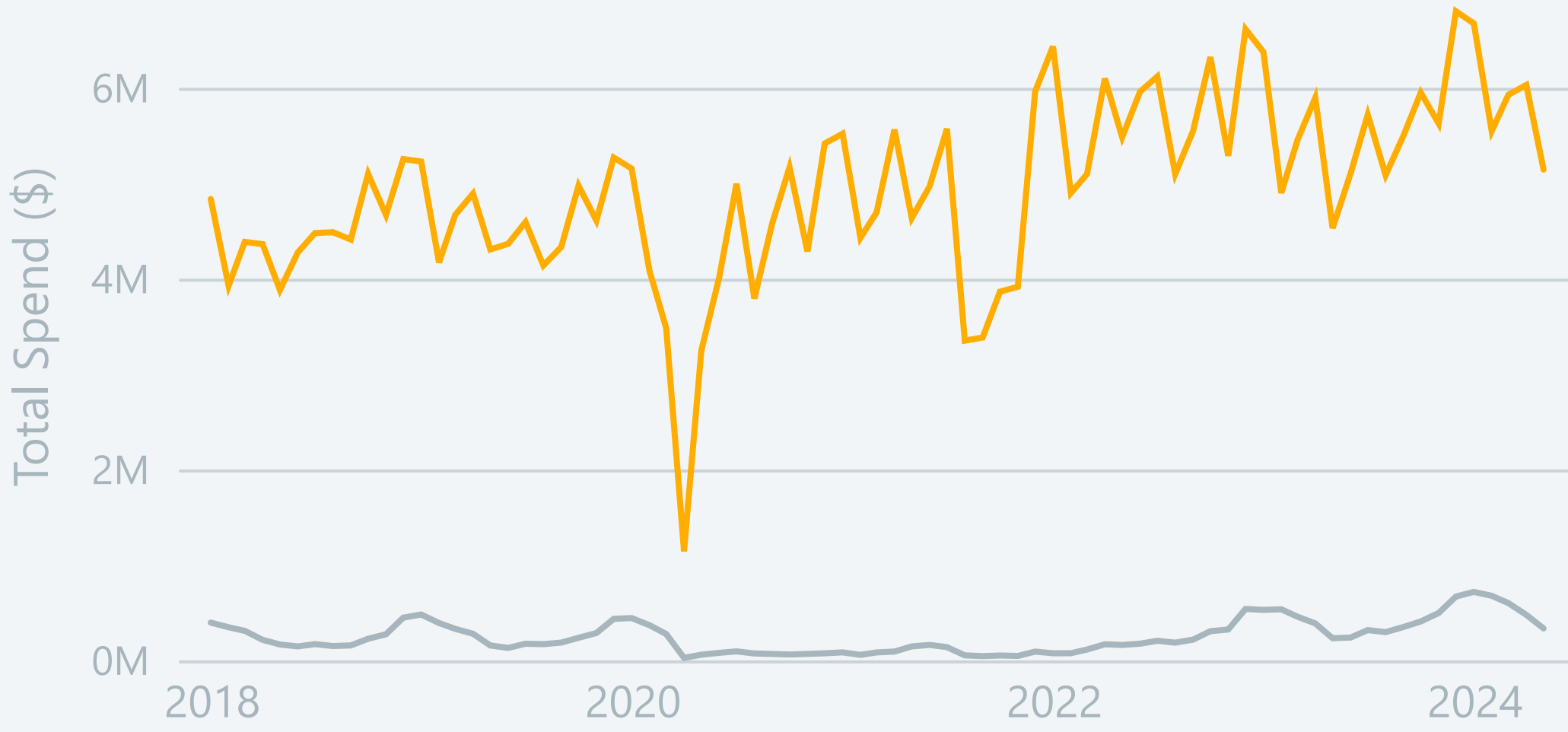
### Distribution of registered businesses by industry



Agriculture, Forestry and Fishing is the largest industry operating in South Waikato District and makes up 26.3% of all currently registered businesses.

### Tourism spend this quarter

● Domestic tourism ● International tourism



In May 2024, \$5.5M was spent in South Waikato District from domestic and international visitors to the district. Domestic tourism made up 93.9% of total tourism spend, and has increased by 13.54% since the same time last year, whereas international tourism has increased by 44.02% in the same time period.

### Visiting regions with the greatest spend

Visiting region	\$ Change	Spend
Manawatu-Wanganui	▲ \$174K	\$1.1M
Hawke's Bay	▲ \$414K	\$1.2M
Bay of Plenty	▼ \$153K	\$2.5M
Auckland	▲ \$251K	\$4M
Waikato	▲ \$238K	\$5.8M

This quarter, the largest spend from domestic tourists visiting South Waikato District came from the Waikato region, with tourists spending \$5.8M. This represents an increase of \$238K since the same quarter last year.

### Visiting regions with the greatest % change

Visiting region	\$ Change	Spend
Hawke's Bay	▲ \$414K	\$1.2M
Marlborough	▲ \$16K	\$39K
Southland	▲ \$17K	\$54K

This quarter, South Waikato District saw the greatest % change in domestic tourism spend from those visiting from the Marlborough region since the same quarter last year, with a \$16K 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	▲ \$15K	\$423K
Rest of Asia	▲ \$69K	\$132K
Rest of Europe	▲ \$30K	\$106K
United Kingdom	▲ \$45K	\$173K
United States of America	▲ \$159K	\$329K

This quarter, the largest spend from international tourists visiting South Waikato District came from Australia, with tourists spending \$423K. This represents an increase of \$15K since the same quarter last year.

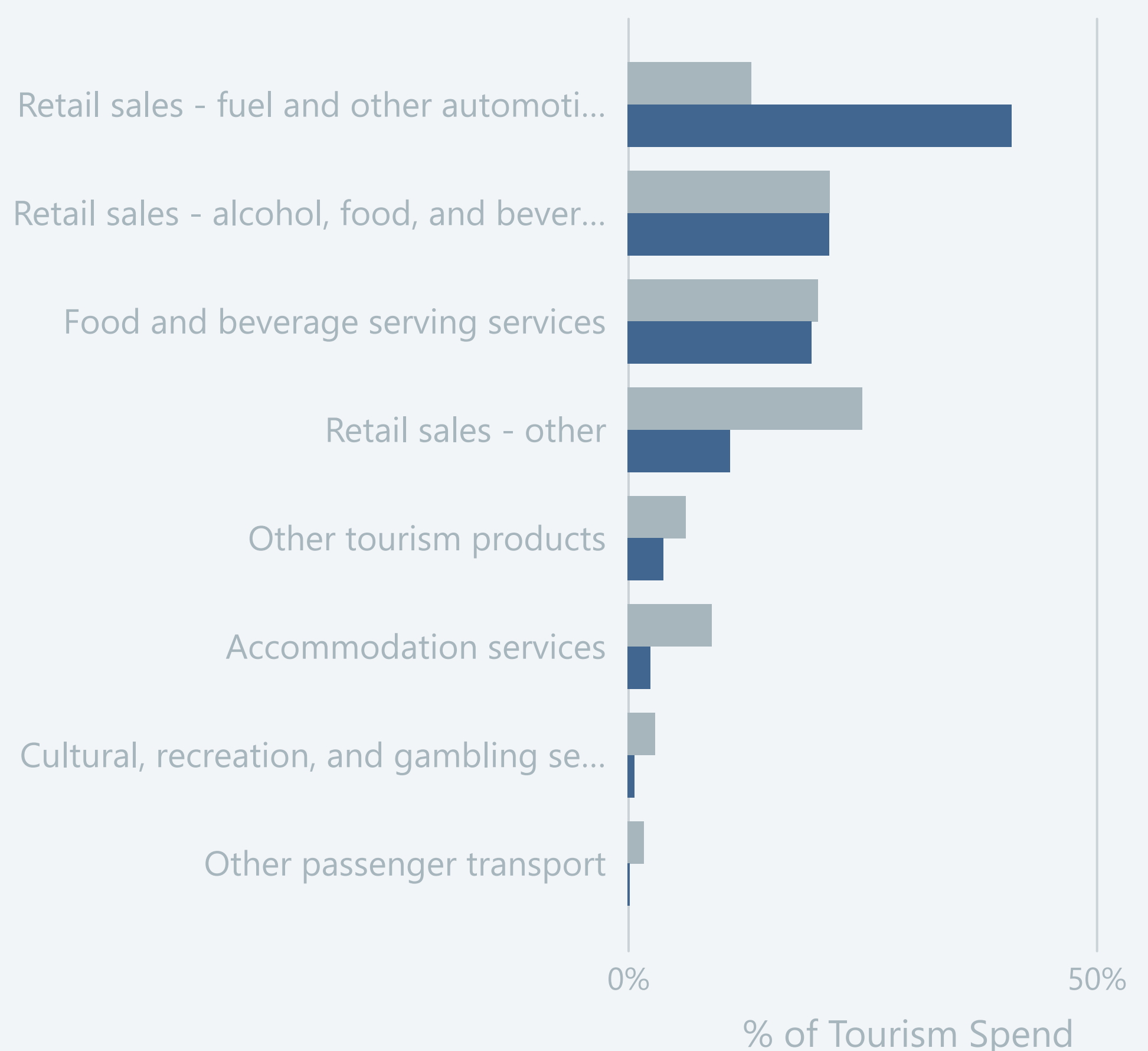
### Visiting countries with the greatest % change

Visiting country	\$ Change	Spend
China	▲ \$35K	\$48K
Rest of Americas	▲ \$33K	\$42K
Rest of Oceania	▲ \$8K	\$10K

This quarter, South Waikato District saw the greatest % change in international tourism spend from those visiting from Rest of Americas since the same quarter last year, with a \$33K increase in spend.

### Tourism spend by industry

● National ● South Waikato District



In South Waikato District tourists spent the most on Retail sales - fuel and other automotive products this quarter, which was 41% of all tourism spend. This is 210.6% larger than the national proportion.

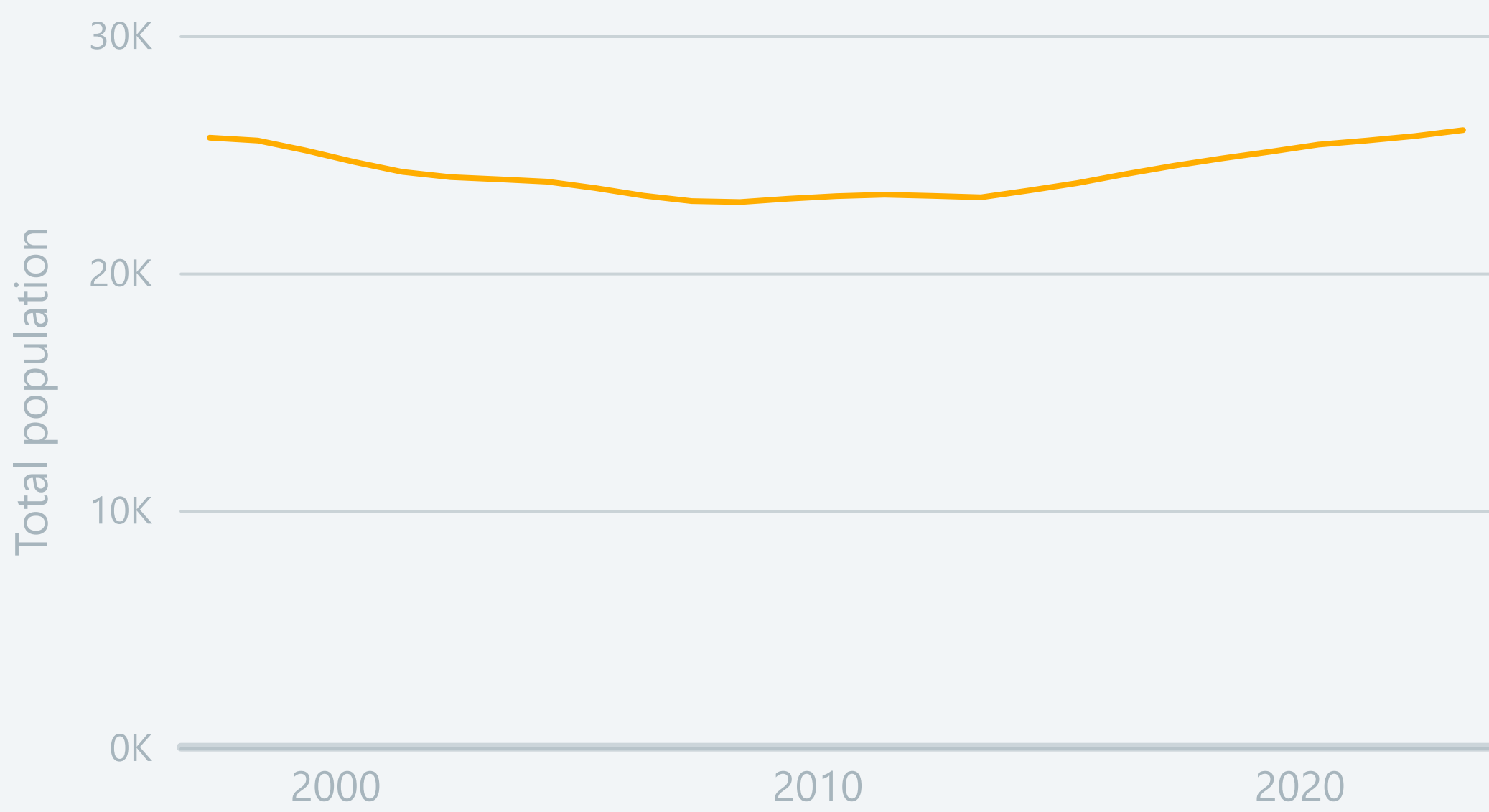


# Demographics

## Estimated population

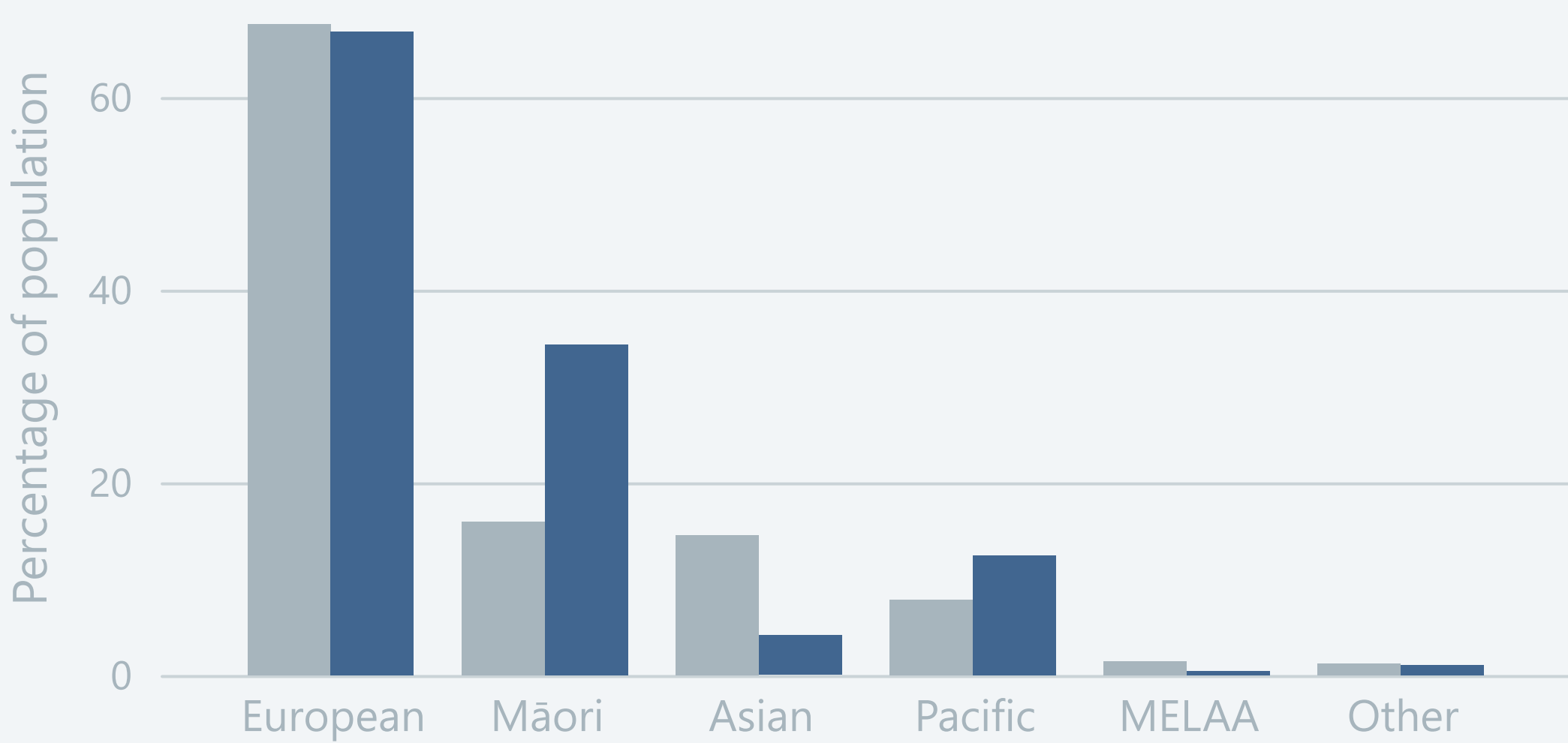
# 26K

Is the estimated total population in South Waikato District in 2023. The population in the area has increased by 0.97% or 250 people since 2022.



## Ethnic distribution

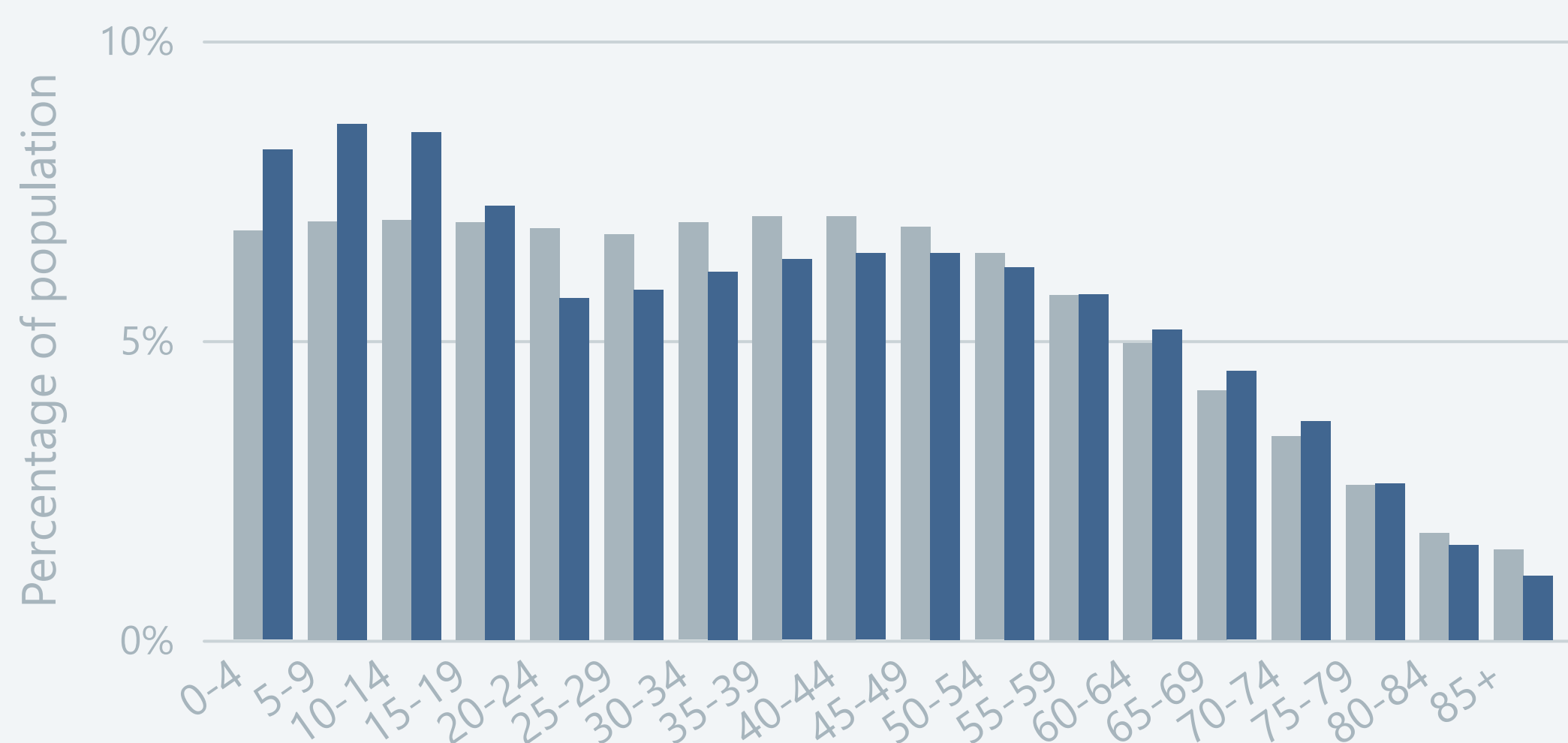
● National ● South Waikato District



As of March 2018 the largest ethnic group in South Waikato District is European (66.8%), 1.2% less than the national percentage. The ethnicity that has had the greatest change since March 2013 is MELAA, increasing by 55.56%.

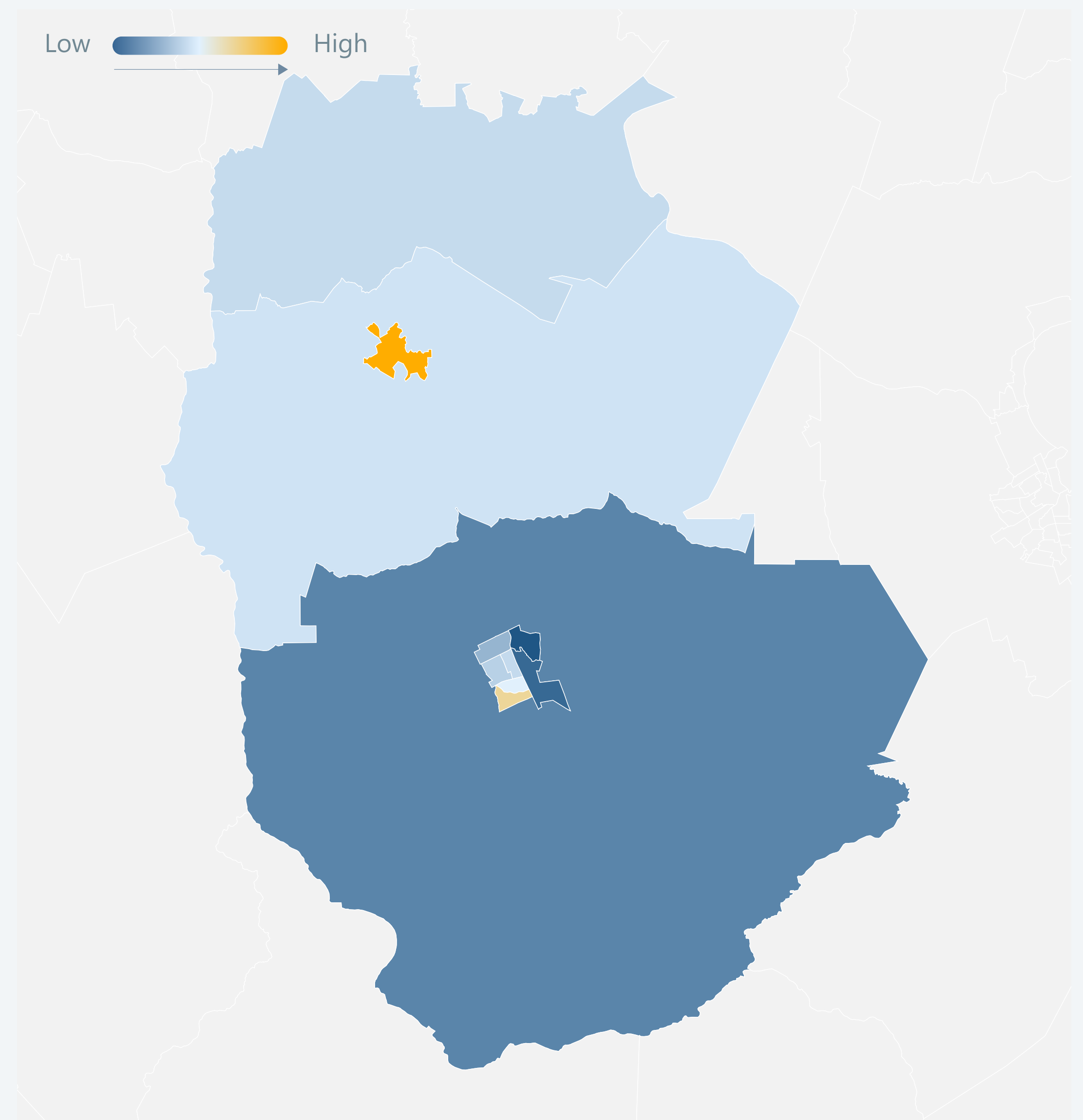
## Age distribution

● National ● South Waikato District



As of June 2023 the largest age band in South Waikato District is 10-14 (7.6%), 15.4% larger than the national distribution. The age band that has had the greatest change since June 2022 is 35-39, increasing by 5.89%.

## Population distribution

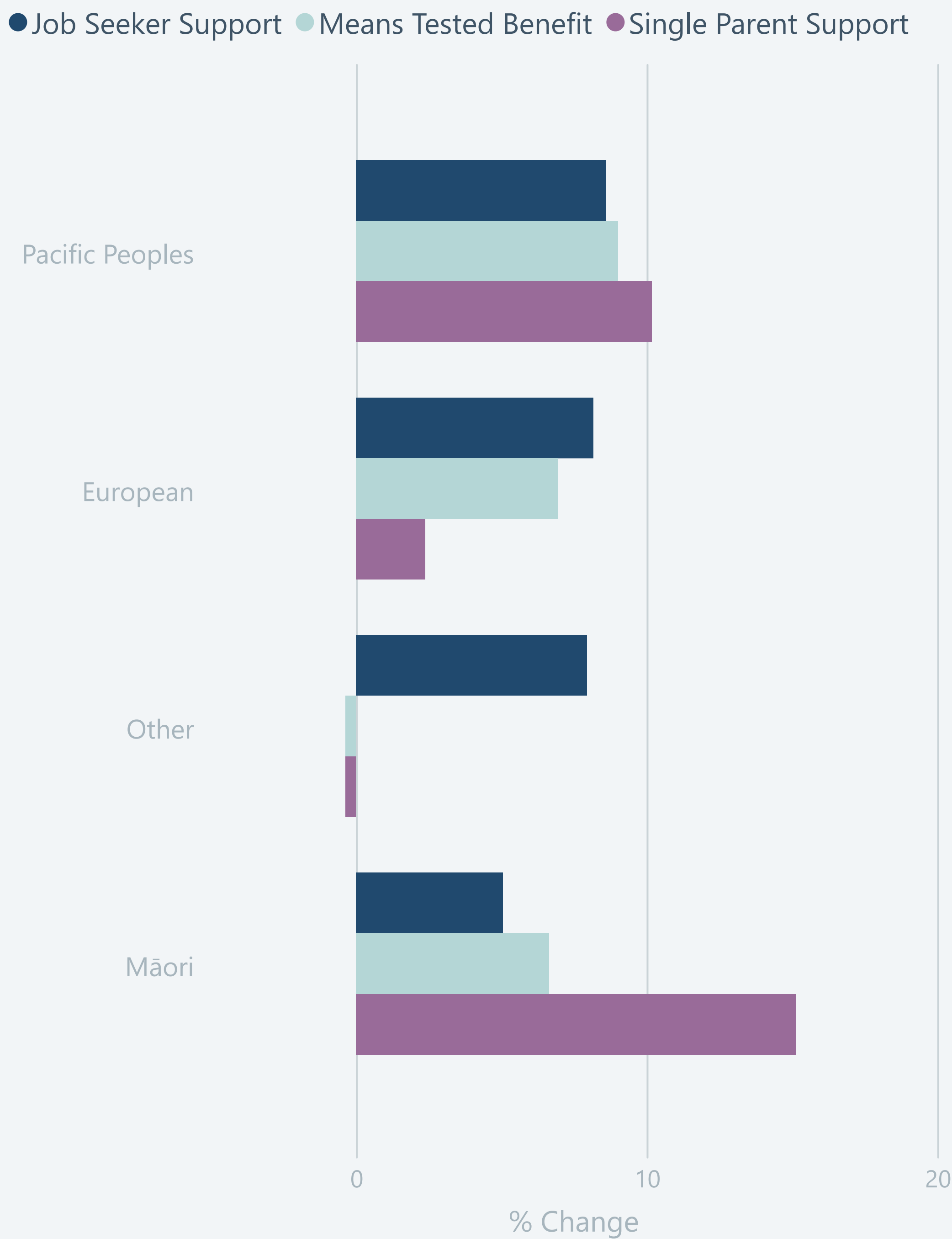


In June 2023, Tīrau saw the greatest change in population, with an increase of 2.3% since June 2022.

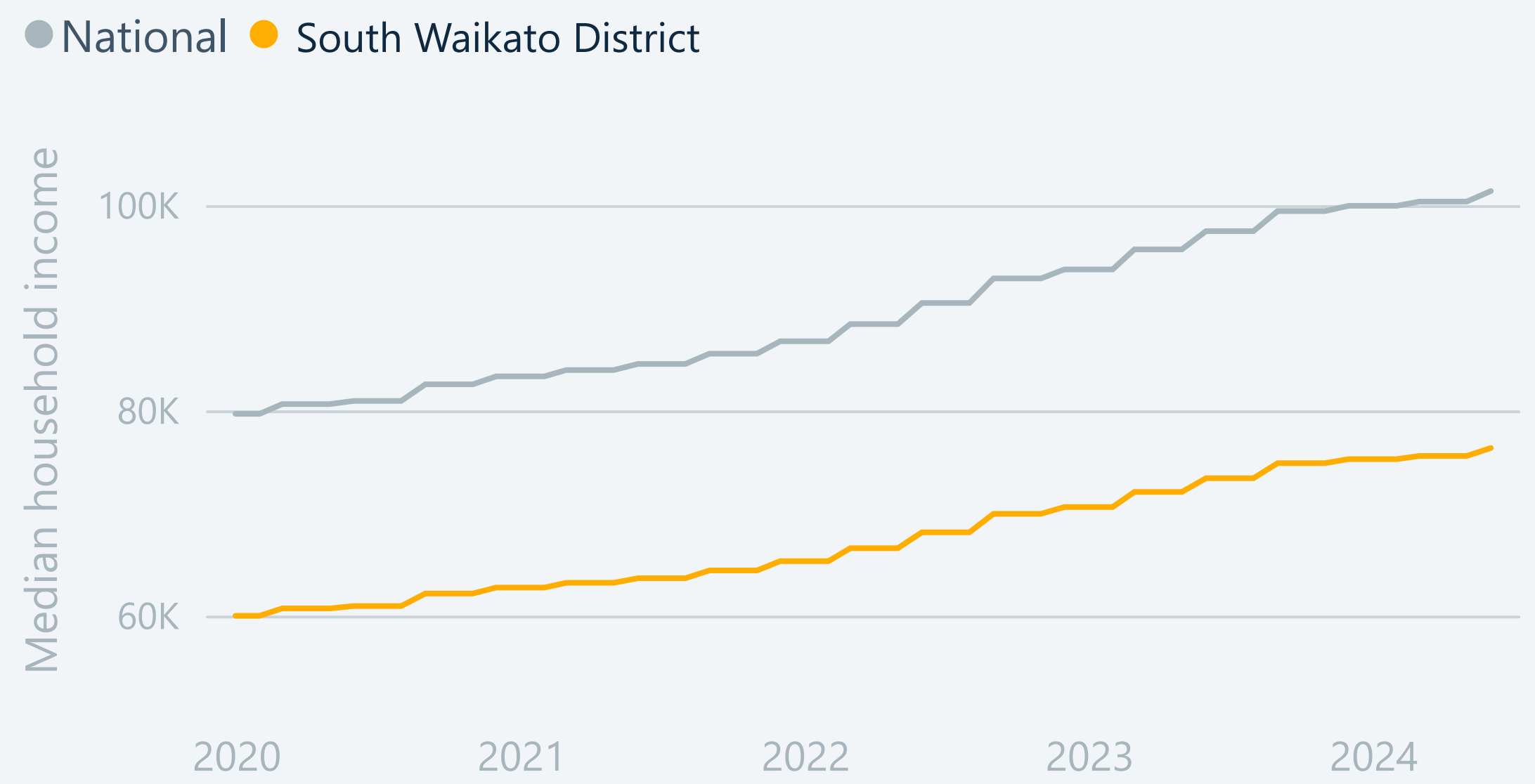
## Key Pillar Changes

Job seeker support rate	Jun 2024	<b>12.4%</b>	<span>▲</span> 7.77%	% change is from June 2023
Means tested benefit rate	Jun 2024	<b>5.0%</b>	<span>▲</span> 6.53%	% change is from June 2023
Sole parent support rate	Jun 2024	<b>5.5%</b>	<span>▲</span> 7.53%	% change is from June 2023

## Change in benefit rates by Ethnicity



## Median Household Income over time



As of June 2024, the median household income (adjusted for inflation) in South Waikato District was \$76,336. This is 24.7% less than the national median.

Within South Waikato District, the benefit rate by ethnicity with the greatest increase in the last 12 months was Single Parent Support for Māori, up 15.14% to a value of 9.64 claimants per 100 working adults (15-64yrs). Comparatively, Means Tested Benefit and Single Parent Support for Other ethnicities (Asian, MELAA and other) saw the greatest decrease over the last 12 months, down 0.36% to 4.85 claimants per 100 working adults.

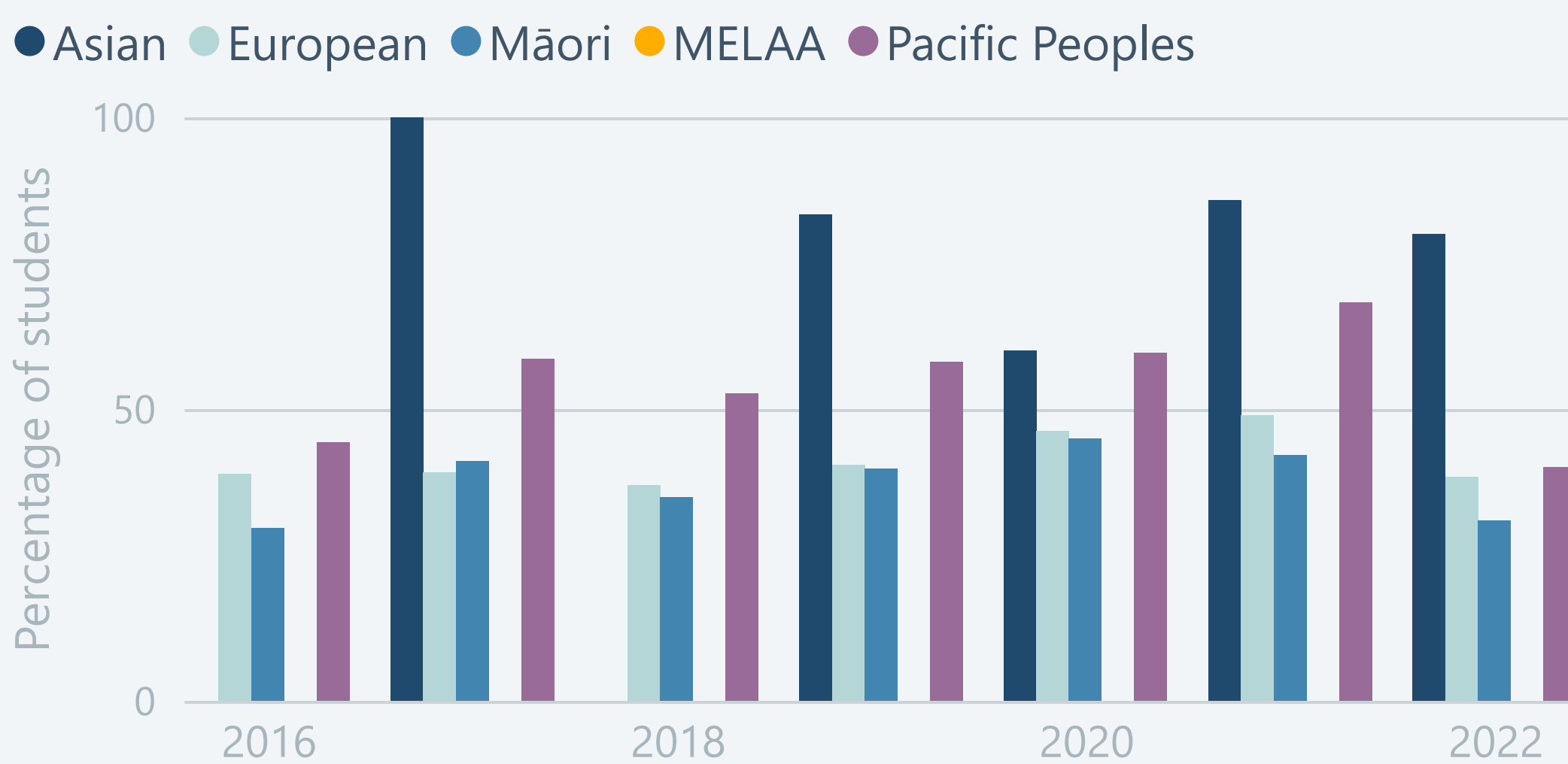
## Key Pillar Changes

Secondary school retention Jan 2022 **67.0%** ▽ 6.91% % change is from January 2021

Secondary school with highest proportion of students leaving with NCEA level 3 Jan 2022 **Tokoroa High School**

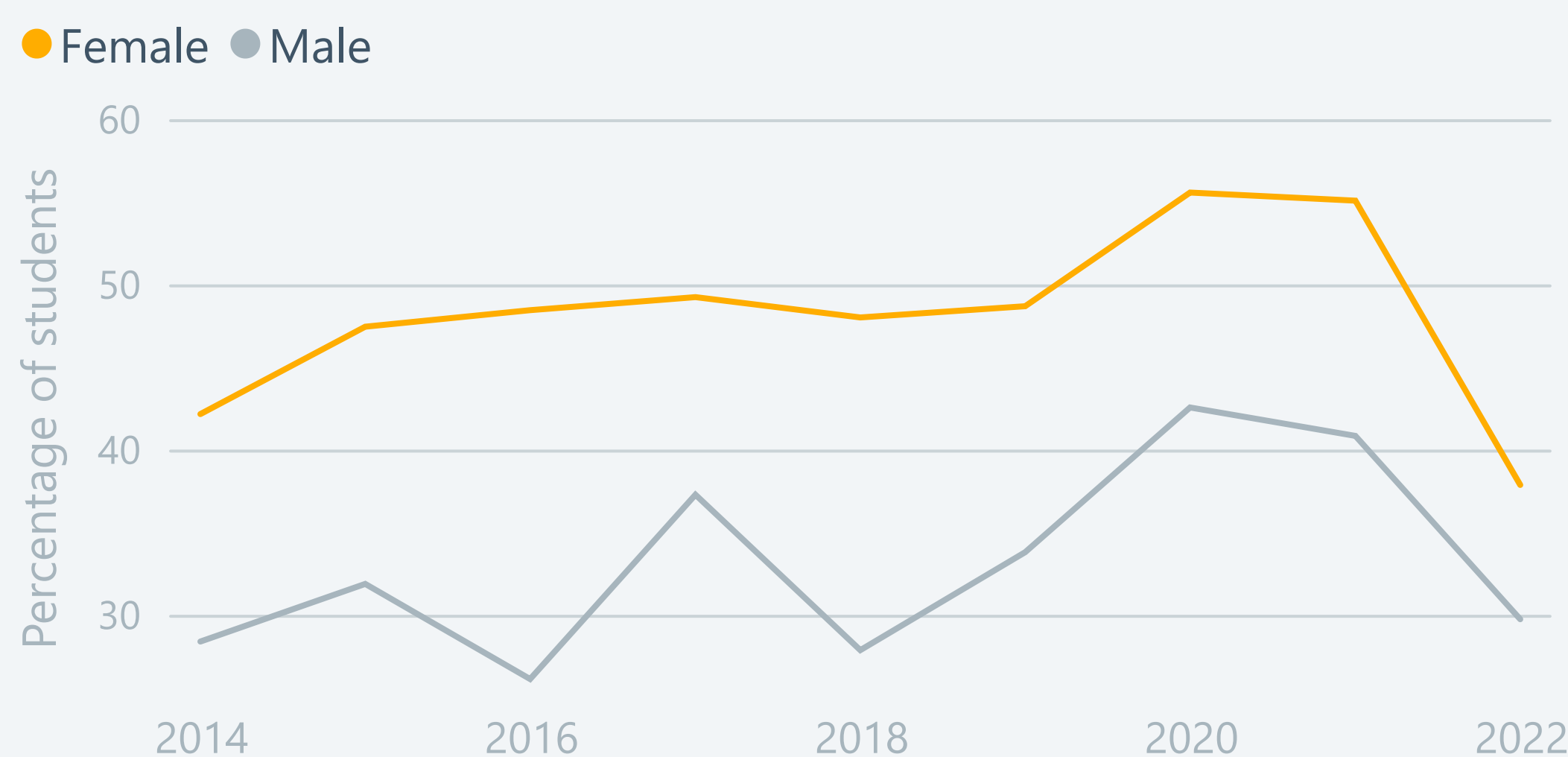
Ethnicity with greatest change in secondary school retention Jan 2022 **Asian** ▲ 16.67% % change is from January 2021

### School leavers with NCEA3 level by ethnicity



In 2022, Asian students in South Waikato District had the greatest proportion of students leaving with NCEA3. This is 2.59 times larger than Māori students, who have the lowest proportion of students leaving with NCEA Level 3. Asian students have seen the greatest change in NCEA Level 3 pass rates, with an increase of 42.9%. Māori NCEA Level 3 pass rates in South Waikato District are 87% of National Māori rates.

### School leavers with NCEA3 level by gender



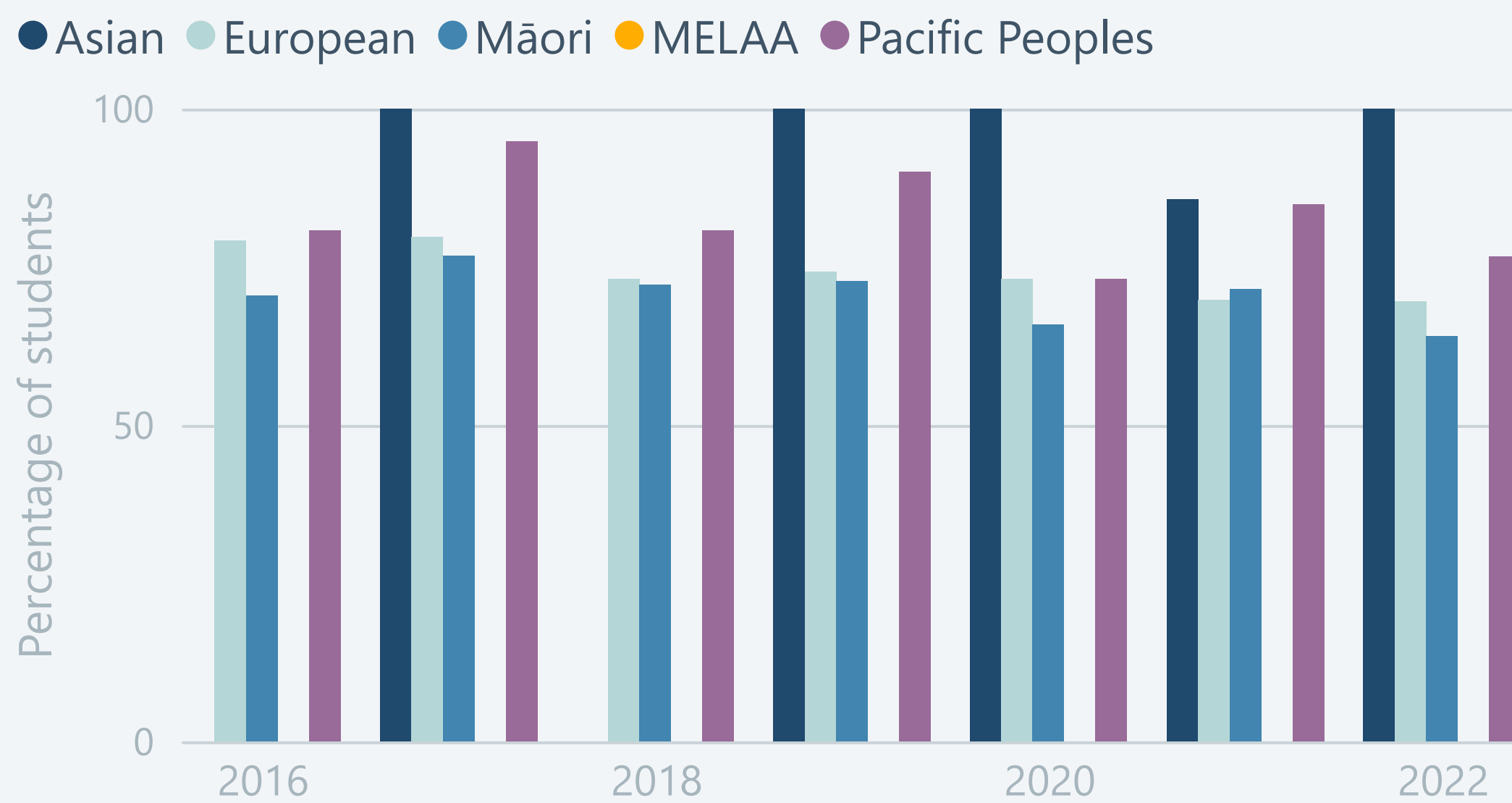
Since 2014, on average the percentage of students leaving with NCEA Level 3 in South Waikato District for female students has been 1.45 times larger than male students. In 2022, the percentage of students leaving with NCEA Level 3 for female students compared with male students was less than average. Compared to national figures, in 2022 the pass rate in South Waikato 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 Forest View High School, with a 15.8% decrease. Note that the table includes only those schools with more than 50 students.

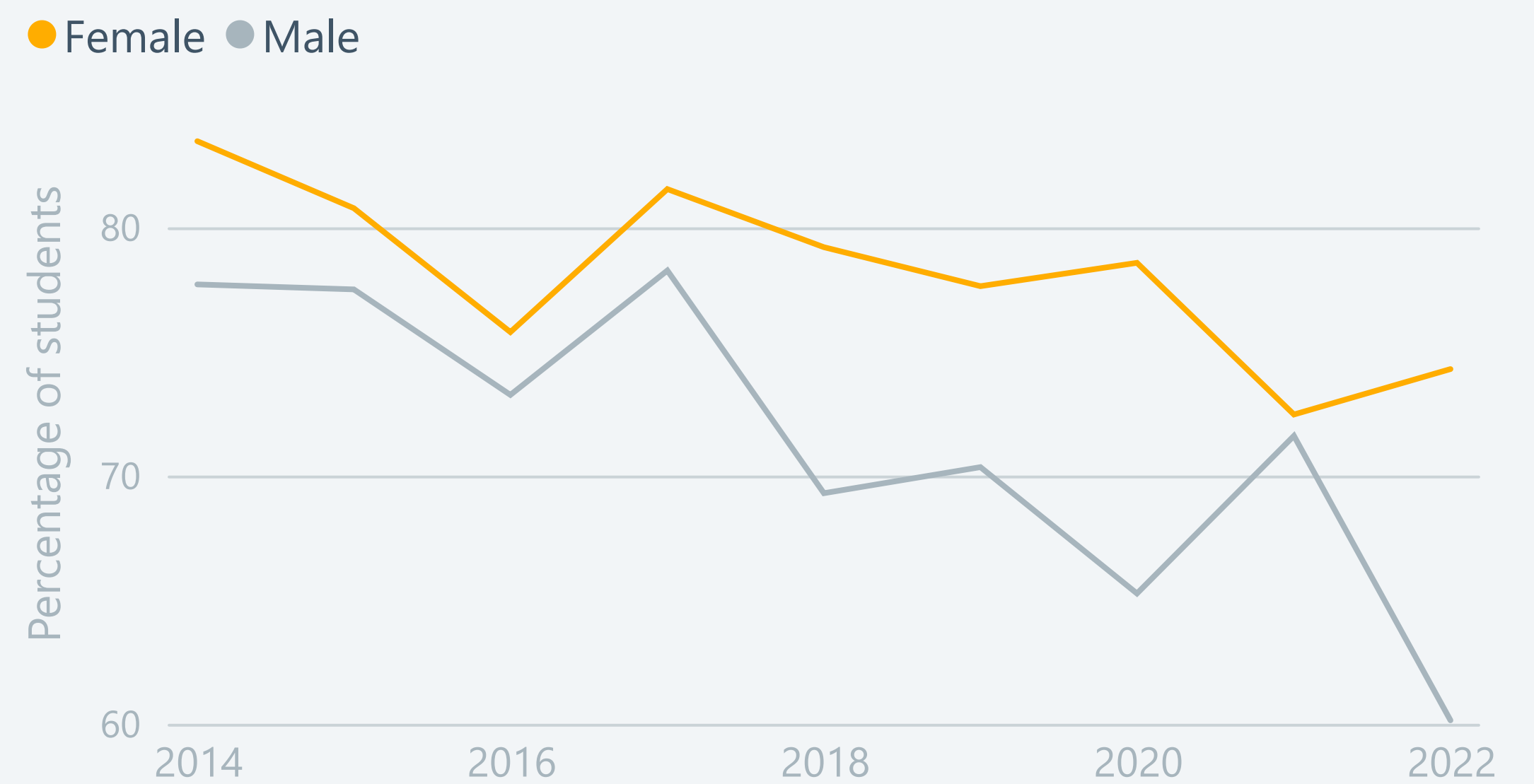
School	% Change	Pass Rate
Forest View High School	▽ 15.80	31.82
Putaruru College	▽ 15.29	20.00
Tokoroa High School	▽ 4.55	45.45

## Secondary school retention by ethnicity



In 2022, Asian students in South Waikato District had the greatest retention rate. This is 1.56 times larger than Māori students, who have the lowest retention rate. Pacific Peoples students have seen the greatest change in retention, with an increase of 16.1%. Māori retention rates in South Waikato District are 99% of National Māori rates.

## Secondary school retention by gender



On average, since 2014, the retention rate in South Waikato District of female students has been 1.09 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 South Waikato 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 Forest View High School, with a 12.5% decrease. Note that the table includes only those schools with more than 50 students.

Community	% Change	Retention rate
Forest View High School	▼ 12.50	63
Putaruru College	▲ 3.68	63
Tokoroa High School	▲ 0.25	74

! 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.



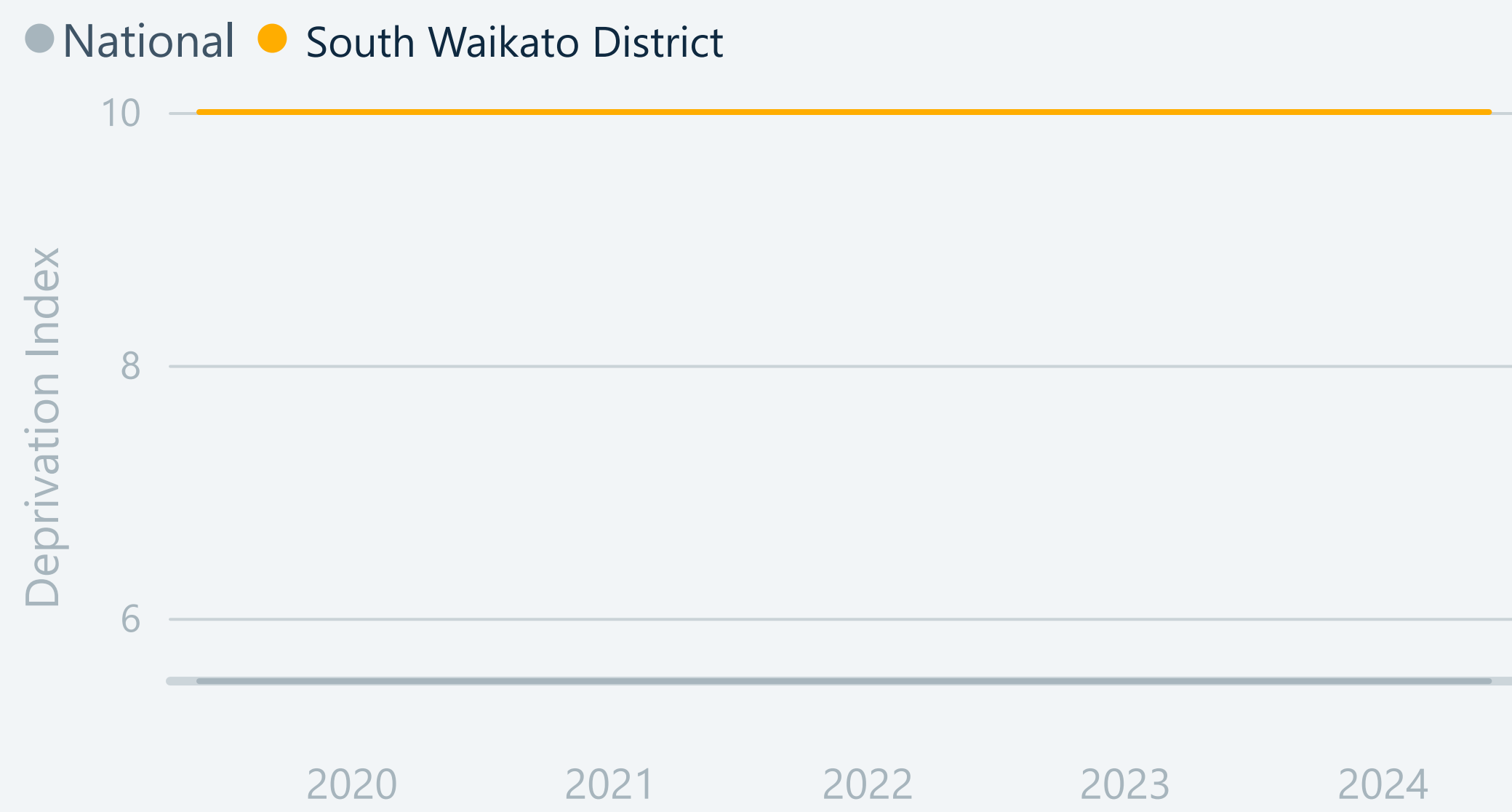
## Key Pillar Changes

Deprivation Index Jun 2024 **10.0** — 0% % change is from May 2024

Community with greatest decrease in deprivation score Jun 2024 **Kinleith** ▽ 1.06% % change is from June 2023

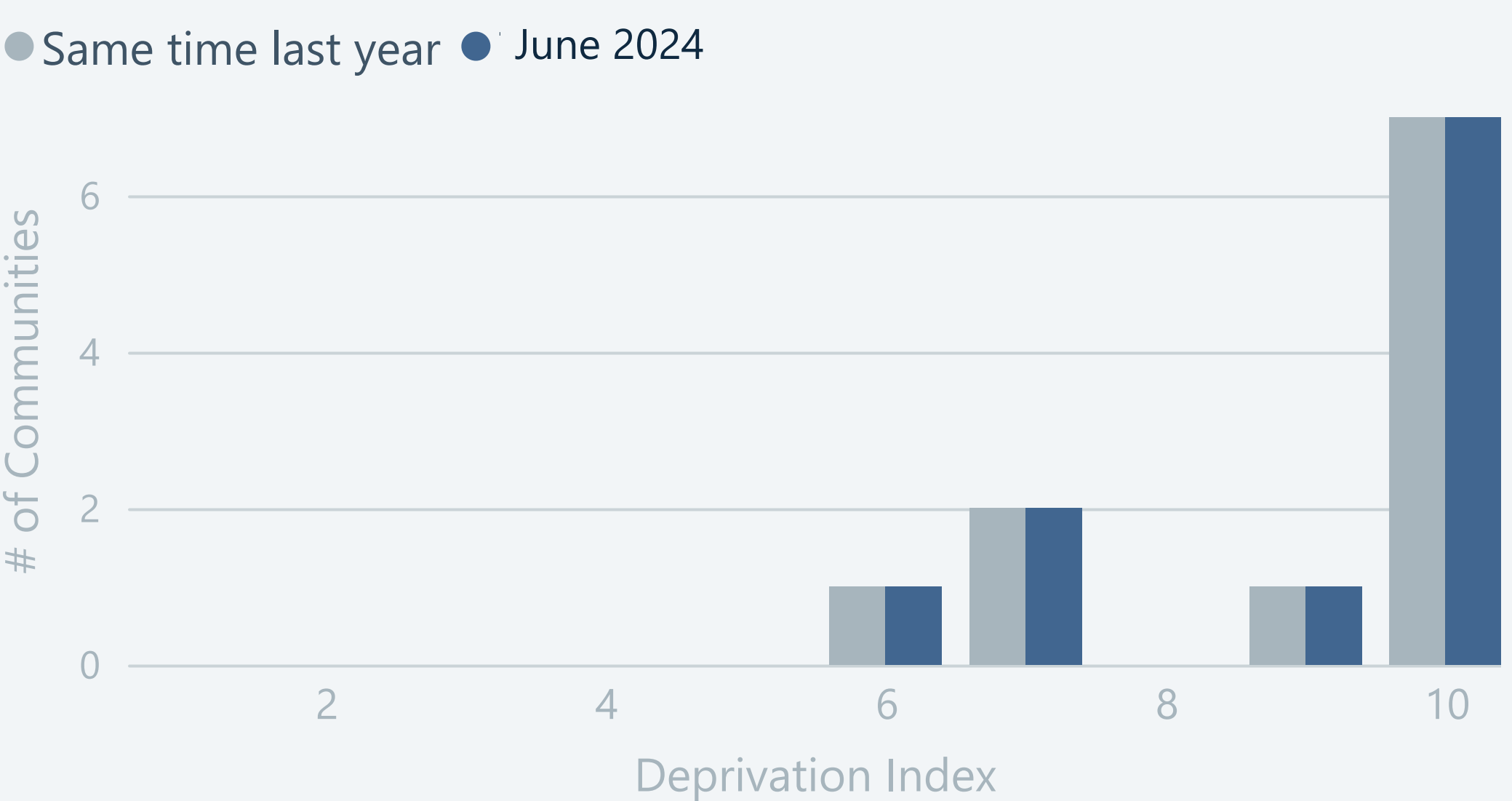
Community with greatest increase in deprivation score Jun 2024 **Tokoroa Central** ▲ 4.89% % change is from June 2023

## Comparison to National Deprivation Index



Compared to the same time last year, the deprivation index of South Waikato District has seen no change, and is 10 as of June 2024. The deprivation index is 81.8% above the national median index of 5.5.

## Distribution of Deprivation Index



In South Waikato District, 72.7% 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).

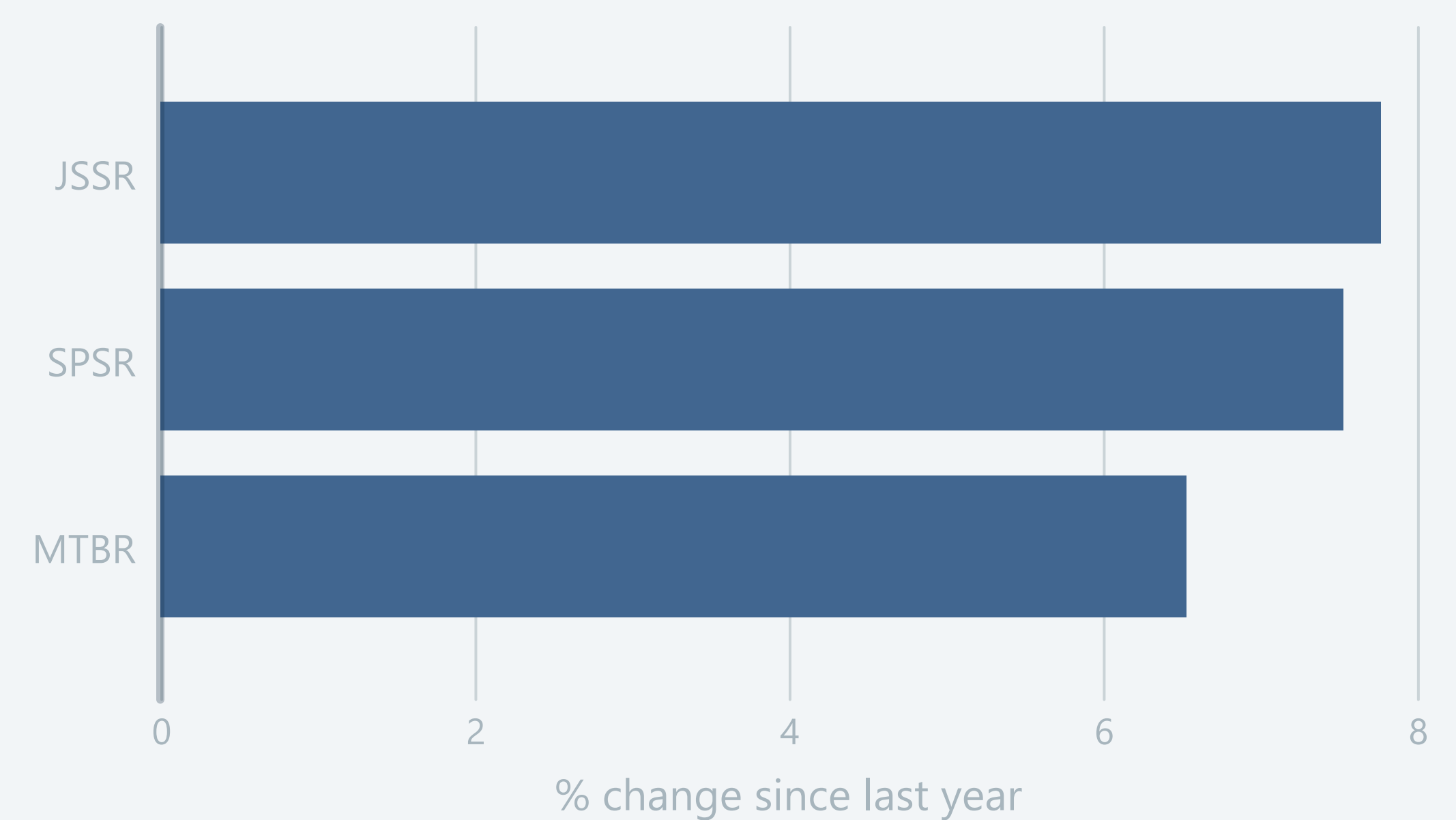
**i** Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

## Communities with the Greatest Change

Community	% Change	Depr. score
Tokoroa Central	▲ 4.89	1,305.19
Parkdale	▲ 1.92	1,159.85
Paraonui	▲ 1.46	1,121.43
Kinleith	▽ 1.06	1,009.17
Stanley Park	▲ 0.76	1,255.21

The community with the greatest change in deprivation score since the same time last year was Tokoroa Central, with a 4.9% 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 7.77% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

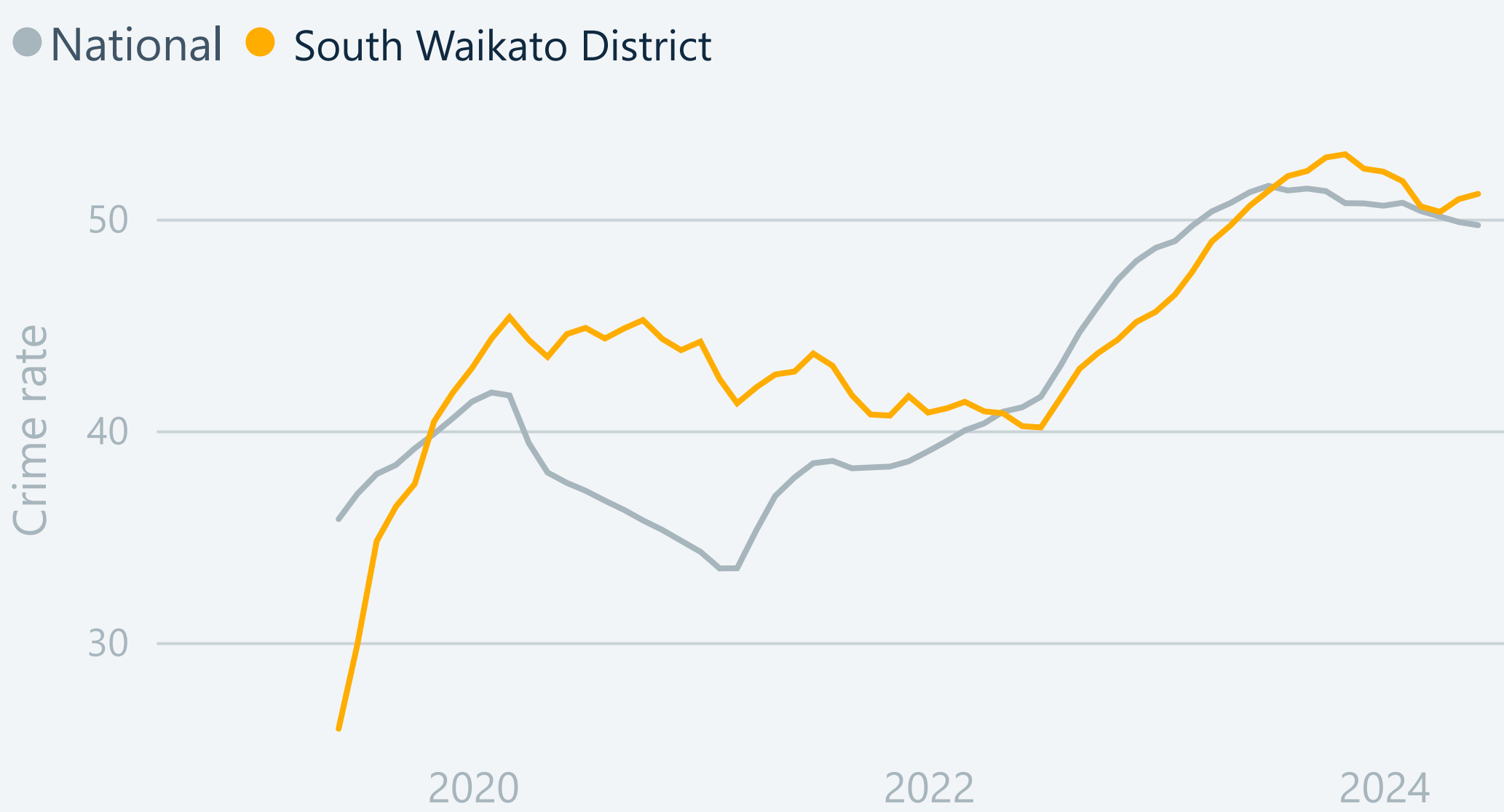
## Key Pillar Changes

**Crime rate** Jun 2024 **51.2** ▲ 1.17% % change is from March 2024

**Crime type with the greatest change in crime rate** Jun 2024 **Theft From Retail Premises** ▲ 30.48% % change is from March 2024

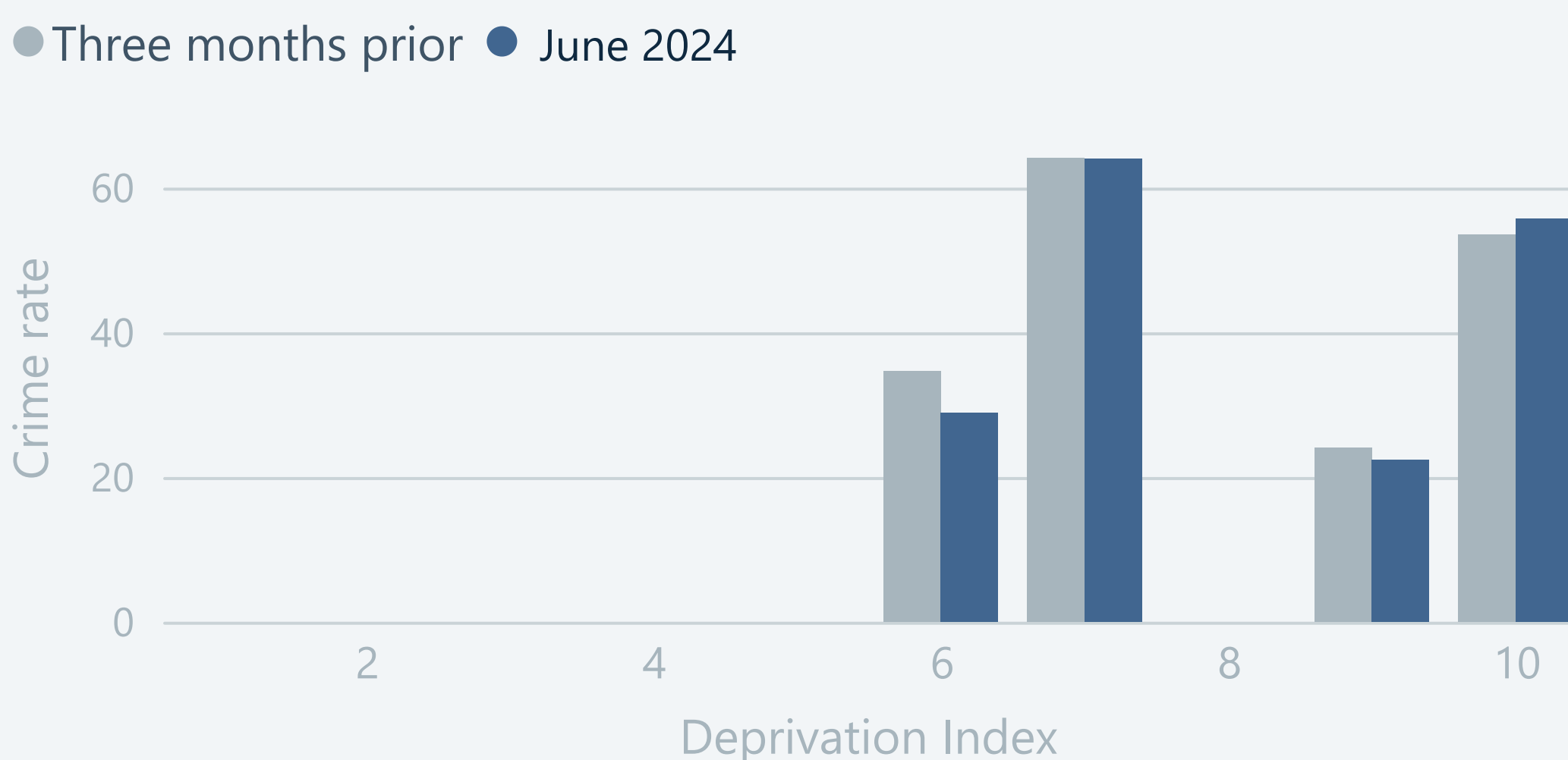
**Community with greatest change in crime rate** Jun 2024 **Parkdale** ▲ 25.57% % change is from March 2024

## Comparison to National Crime Rate



Compared with the same time last year the crime rate in South Waikato District has increased by 1.1%, and is 51.2 as at June 2024. The crime rate is 3% above the national rate of 49.7.

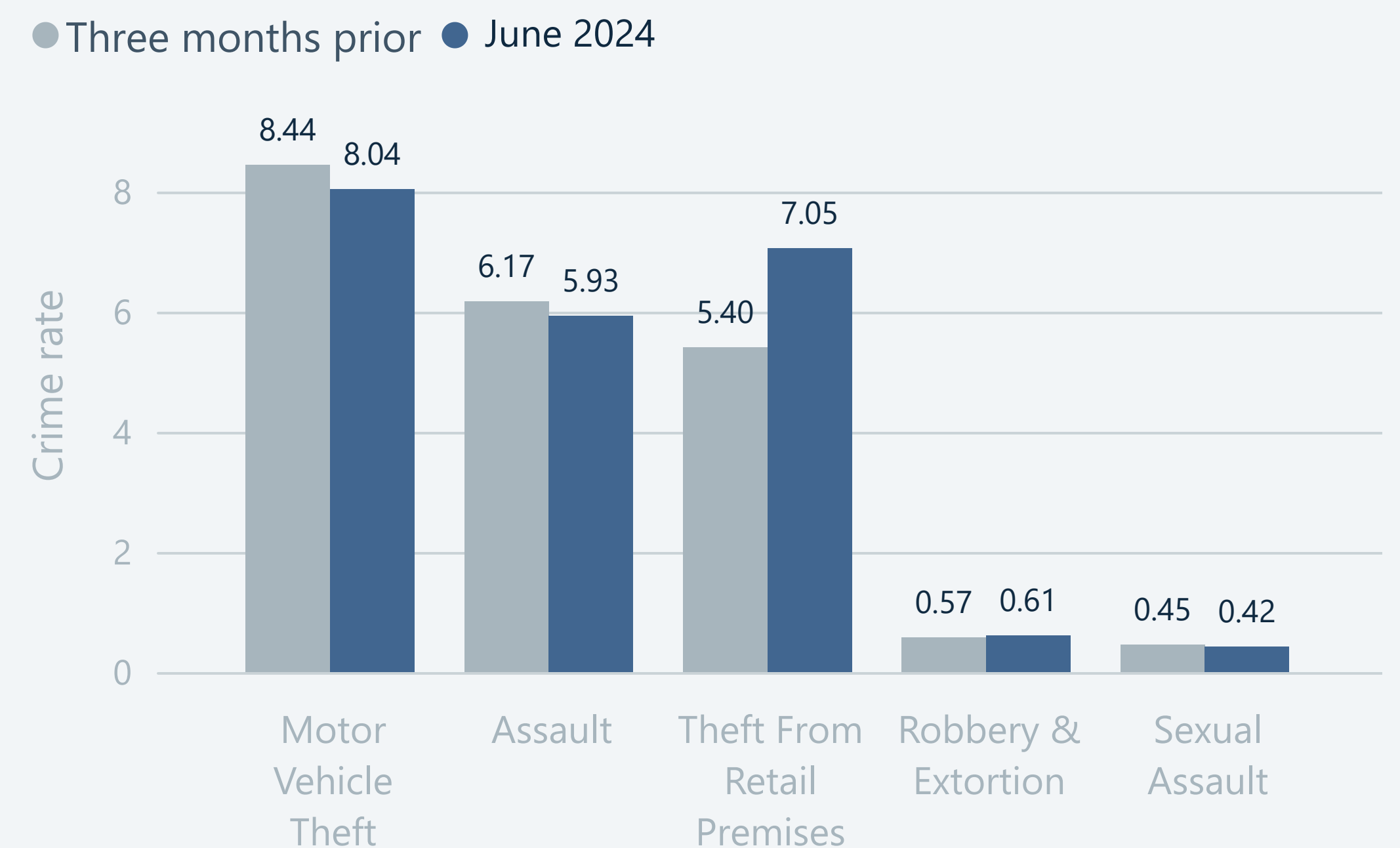
## Crime Rate by Deprivation Index



In South Waikato District, communities with a deprivation index of 7 have the highest crime rate. The crime rate in these communities is 2.9 times higher than those with a deprivation index of 9, the group with the lowest crime rate. Communities with a deprivation index of 10 have seen the greatest change in their crime rate over the last 3 months, with an increase of 4.1%.

**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 South Waikato District, the most prevalent type of crime in June 2024 was 'Motor Vehicle Theft and Related Offences'. The type of crime that had the greatest change in the last 3 months was 'Theft From Retail Premises', with an increase of 30.5%.

## Communities with Greatest Change

Community	% Change	Crime rate
Parkdale	▲ 25.57	26.3
Putaruru Rural	▼ 19.29	28.0
Matarawa	▼ 14.08	22.5
Kinleith	▲ 8.53	52.9
Moananui	▲ 8.02	16.7

Parkdale saw the greatest change in crime rate over the last 3 months in South Waikato District, with an increase of 25.6%.

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