

Quarterly Report

Waitomo District

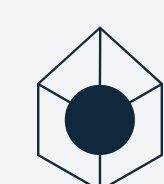
Summary

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

 New Business Registrations this month

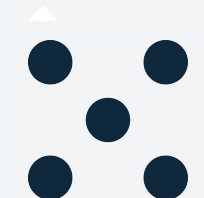
 **2.0**

As of June 2024, Waitomo District saw 2.0 new business registrations, a decrease of 60% compared with March 2024.

 Rental affordability (% of income spent on rent)

 **26.5%**

As of June 2024, residents of Waitomo District spent 26.5% of their household income on rent, an increase of 0.09% compared with March 2024.

 Gambling spend per capita

 **\$76**

As of March 2024, an average of \$76.0 was spent by individuals over 18 years in Waitomo District through electronic gaming machines, a decrease of 8.27% compared with December 2023.

 Crime rate

 **37.3**

In June 2024, Waitomo District had a crime rate of 37.3 incidents per 10,000 people, a decrease of 4.64% compared with March 2024.

 Deprivation Index

 **10.0**

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

 Job seeker support rate

 **7.8%**

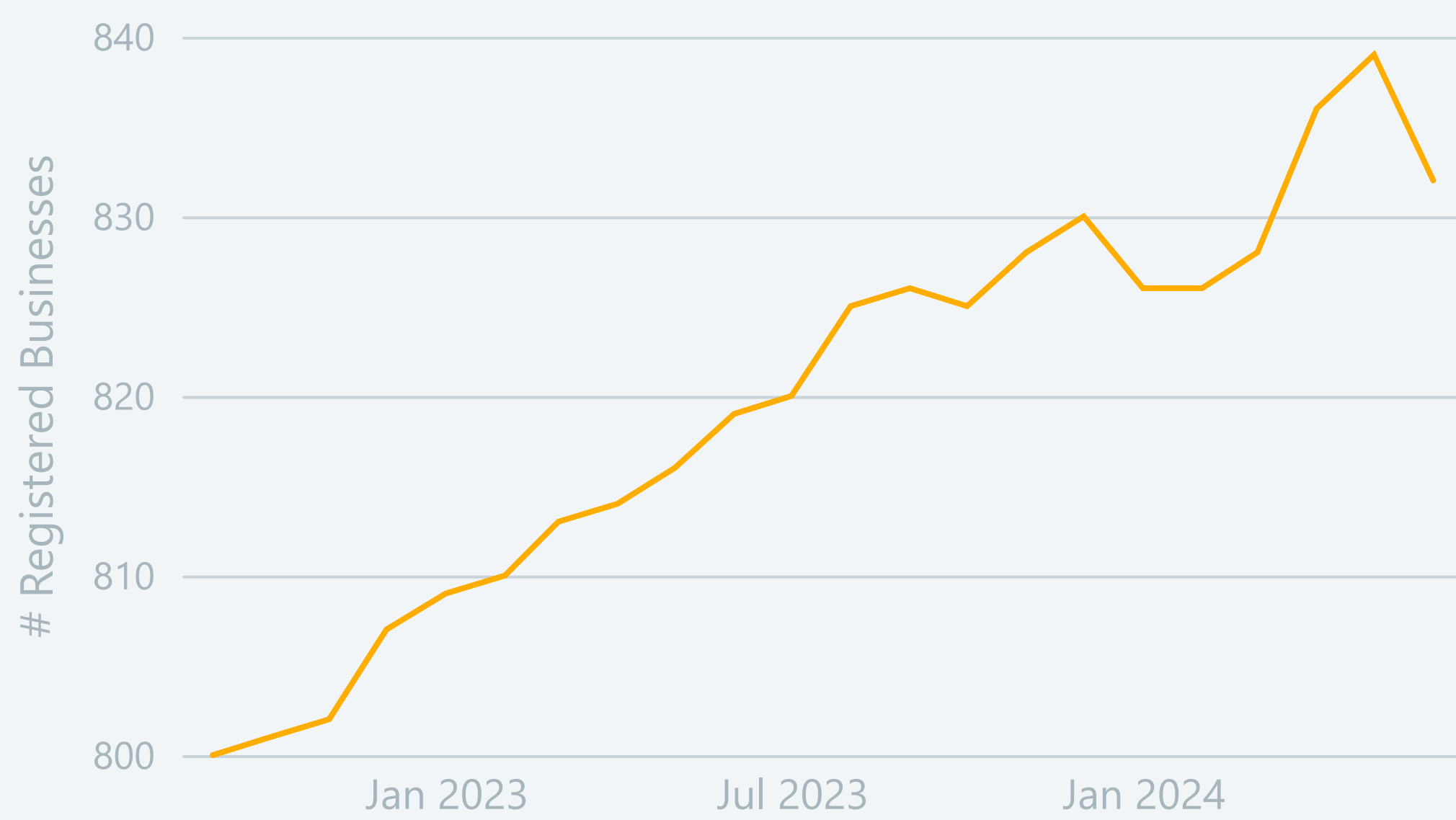
In June 2024, 7.8% of the working population (15-64 years) in Waitomo District claimed Job Seeker Support, an increase of 3.92% compared with June 2023.

 Trending Up  Trending Down  Improving  Worsening  No Change

Key Pillar Changes

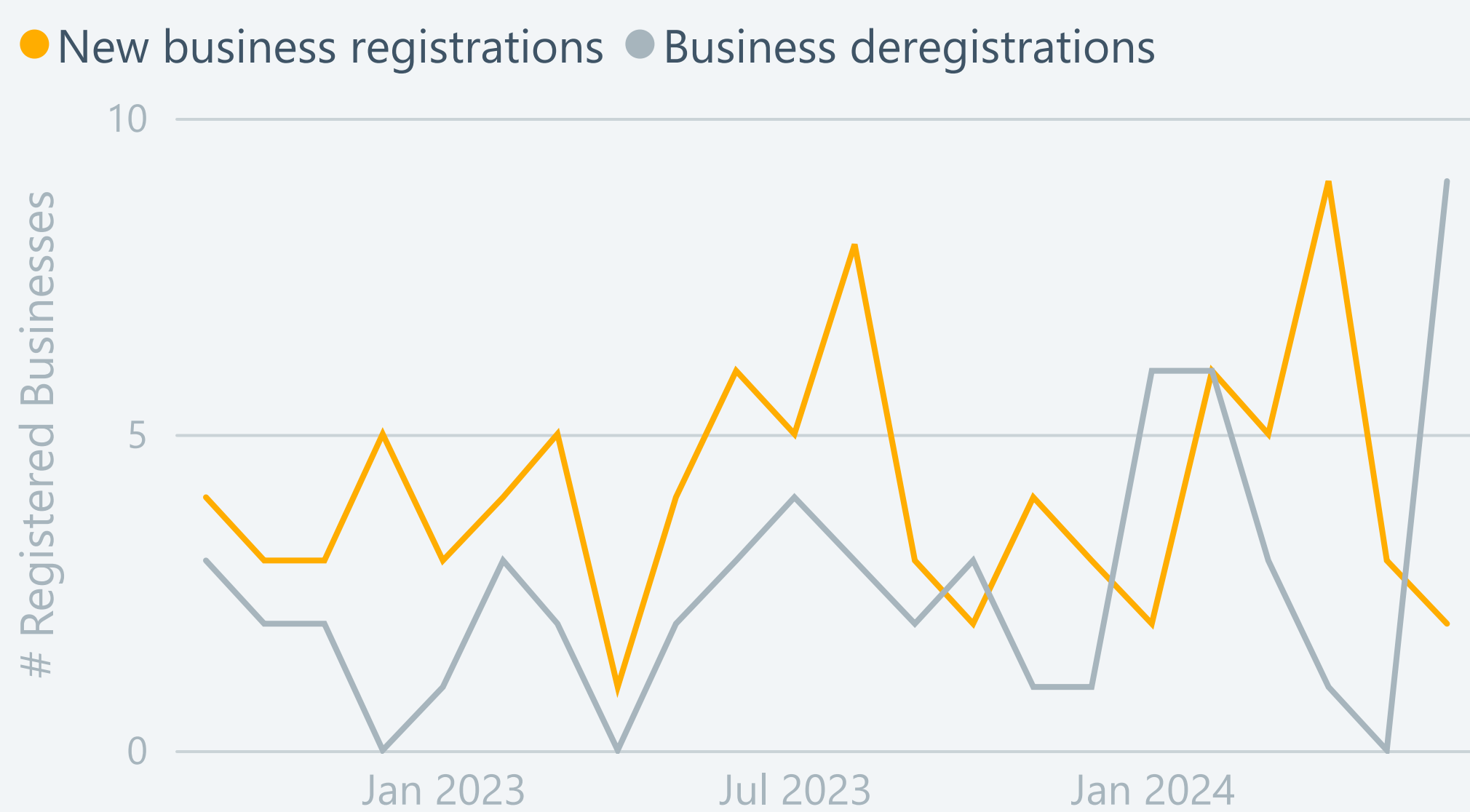
New Business Registrations this month	Jun 2024	2.0	▽ 60%	% change is from March 2024
Business Deregistrations this month	Jun 2024	9.0	▲ 200%	% change is from March 2024
Total tourism spend this quarter	May 2024	\$12.2M	▽ 20.16%	% change is from February 2024

Total number of businesses registered to date



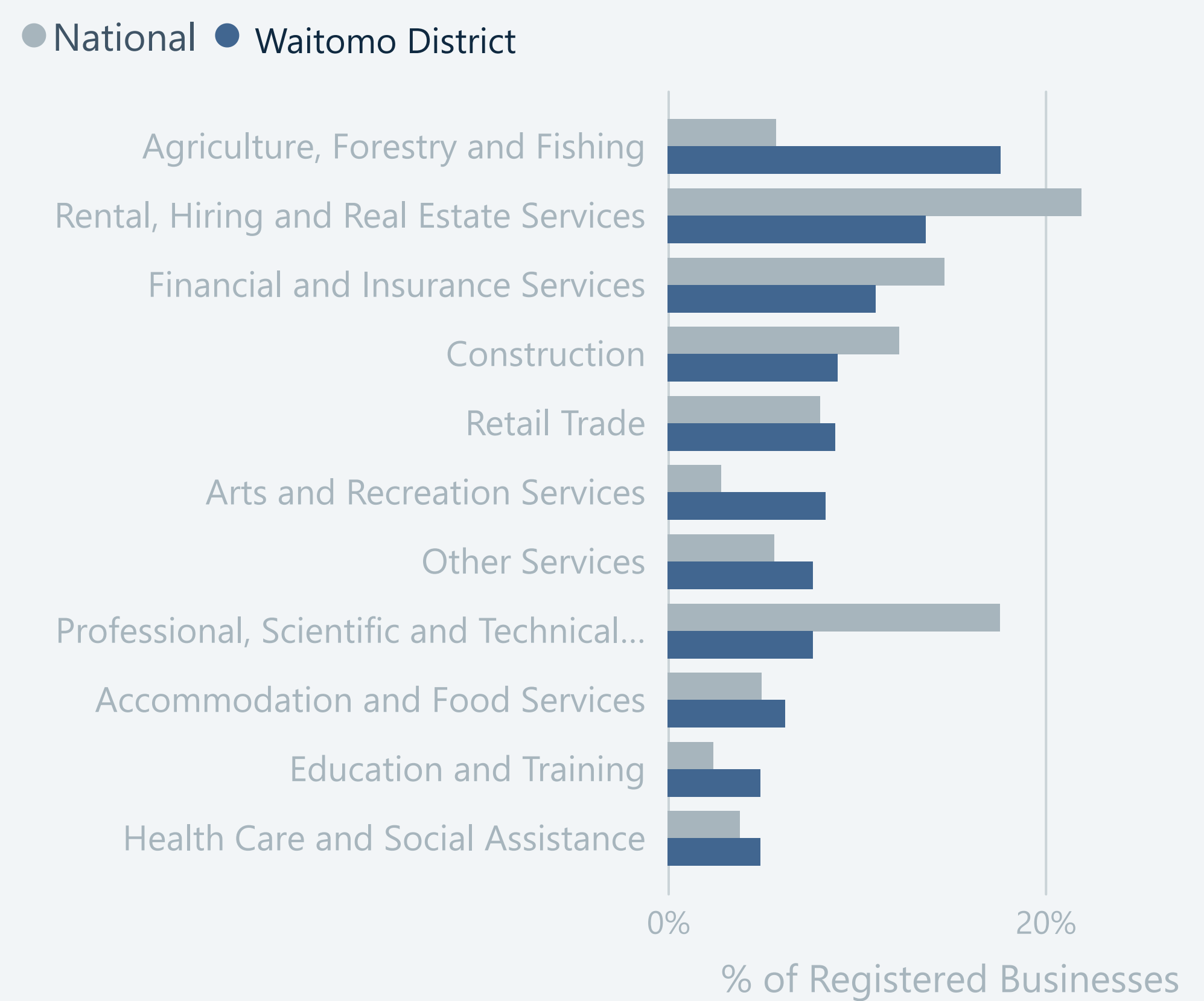
As of June 2024 there were 832 registered businesses in Waitomo District. Over the last 12 months the number of registered businesses has increased by 13. Nationally, the number of registered businesses has increased by 0.94%.

Business openings and closings in the last year



Comparing June 2024 with June 2023 Waitomo District has seen a decrease in the number of new business registrations of 66.7% and an increase in the number of business deregistrations of 200%.

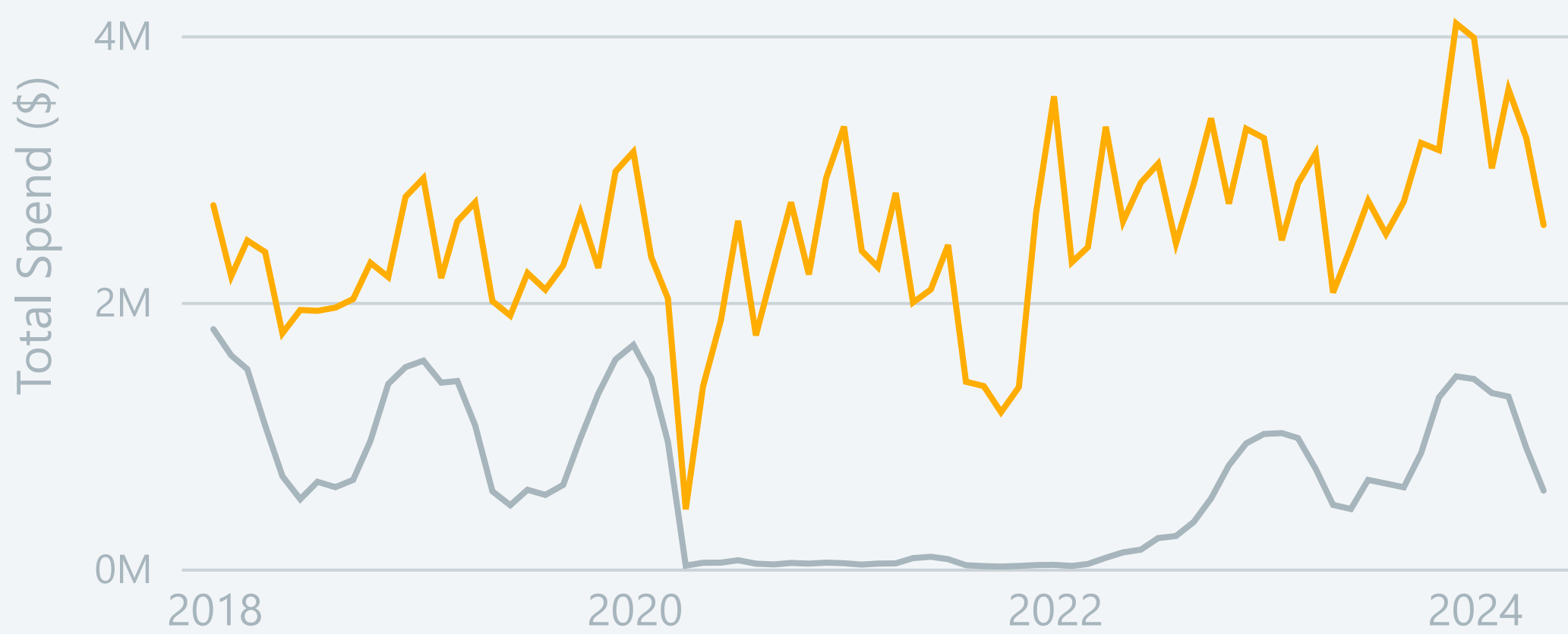
Distribution of registered businesses by industry



Agriculture, Forestry and Fishing is the largest industry operating in Waitomo District and makes up 16% of all currently registered businesses.

Tourism spend this quarter

● Domestic tourism ● International tourism



In May 2024, \$3.2M was spent in Waitomo District from domestic and international visitors to the district. Domestic tourism made up 81.5% of total tourism spend, and has increased by 24.47% since the same time last year, whereas international tourism has increased by 22.37% in the same time period.

Visiting regions with the greatest spend

Visiting region	\$ Change	Spend
Manawatu-Wanganui	▲ \$238K	\$1.3M
Auckland	▲ \$86K	\$1.7M
Taranaki	▲ \$340K	\$1.9M
Waikato	▲ \$395K	\$2.8M
Bay of Plenty	▲ \$173K	\$683K

This quarter, the largest spend from domestic tourists visiting Waitomo District came from the Waikato region, with tourists spending \$2.8M. This represents an increase of \$395K since the same quarter last year.

Visiting regions with the greatest % change

Visiting region	\$ Change	Spend
Bay of Plenty	▲ \$173K	\$683K
Otago	▲ \$80K	\$126K
West Coast	▲ \$3K	\$6K

This quarter, Waitomo District saw the greatest % change in domestic tourism spend from those visiting from the Otago region since the same quarter last year, with a \$80K 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	▼ \$53K	\$441K
Rest of Asia	▲ \$153K	\$252K
Rest of Europe	▲ \$74K	\$314K
United Kingdom	▲ \$37K	\$248K
United States of America	▲ \$398K	\$936K

This quarter, the largest spend from international tourists visiting Waitomo District came from United States of America, with tourists spending \$936K. This represents an increase of \$398K since the same quarter last year.

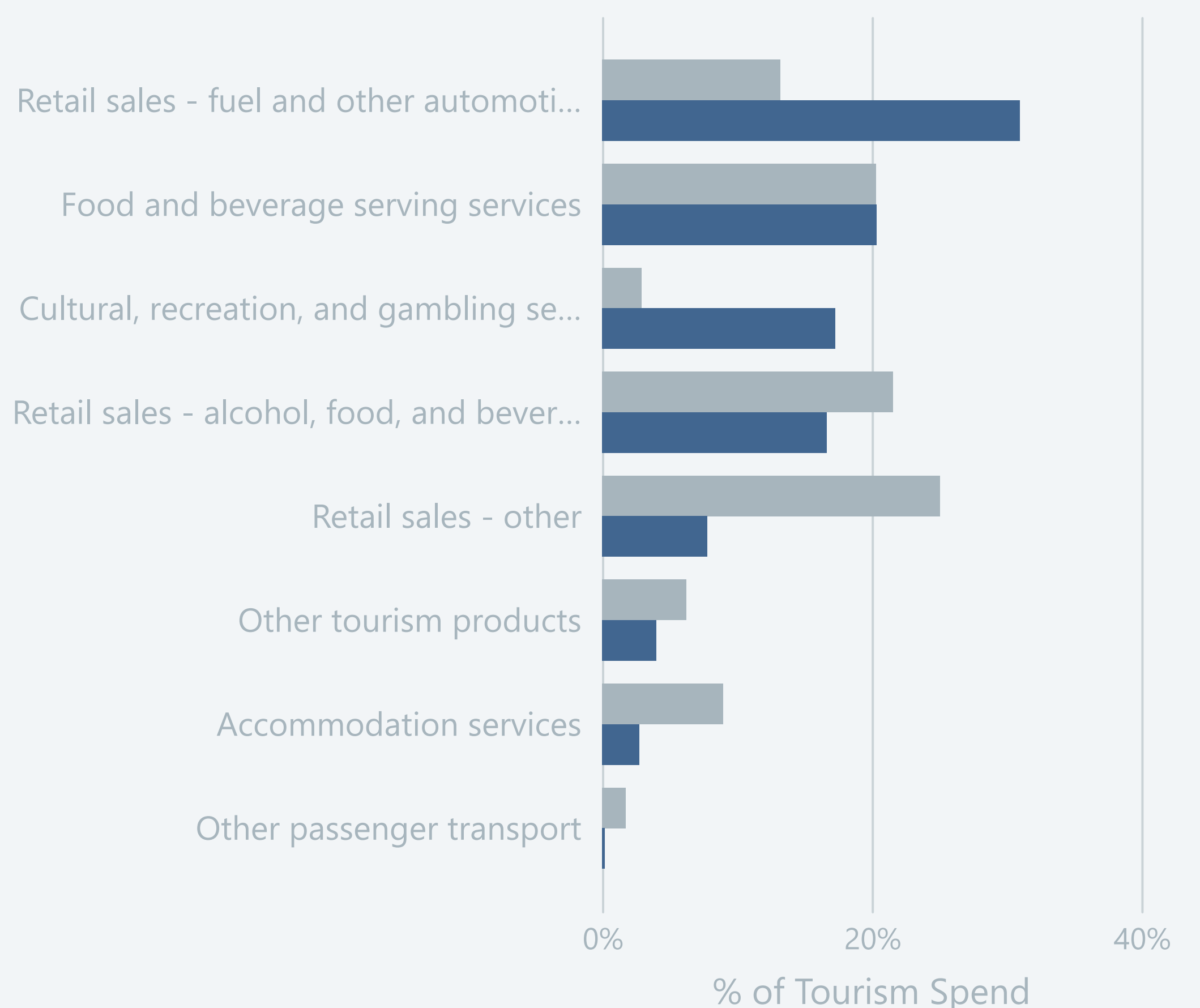
Visiting countries with the greatest % change

Visiting country	\$ Change	Spend
Rest of Oceania	▲ \$3K	\$5K
Rest of Americas	▲ \$87K	\$117K
China	▲ \$63K	\$102K

This quarter, Waitomo District saw the greatest % change in international tourism spend from those visiting from Rest of Americas since the same quarter last year, with a \$87K increase in spend.

Tourism spend by industry

● National ● Waitomo District



In Waitomo District tourists spent the most on Retail sales - fuel and other automotive products this quarter, which was 31% of all tourism spend. This is 134.8% larger than the national proportion.

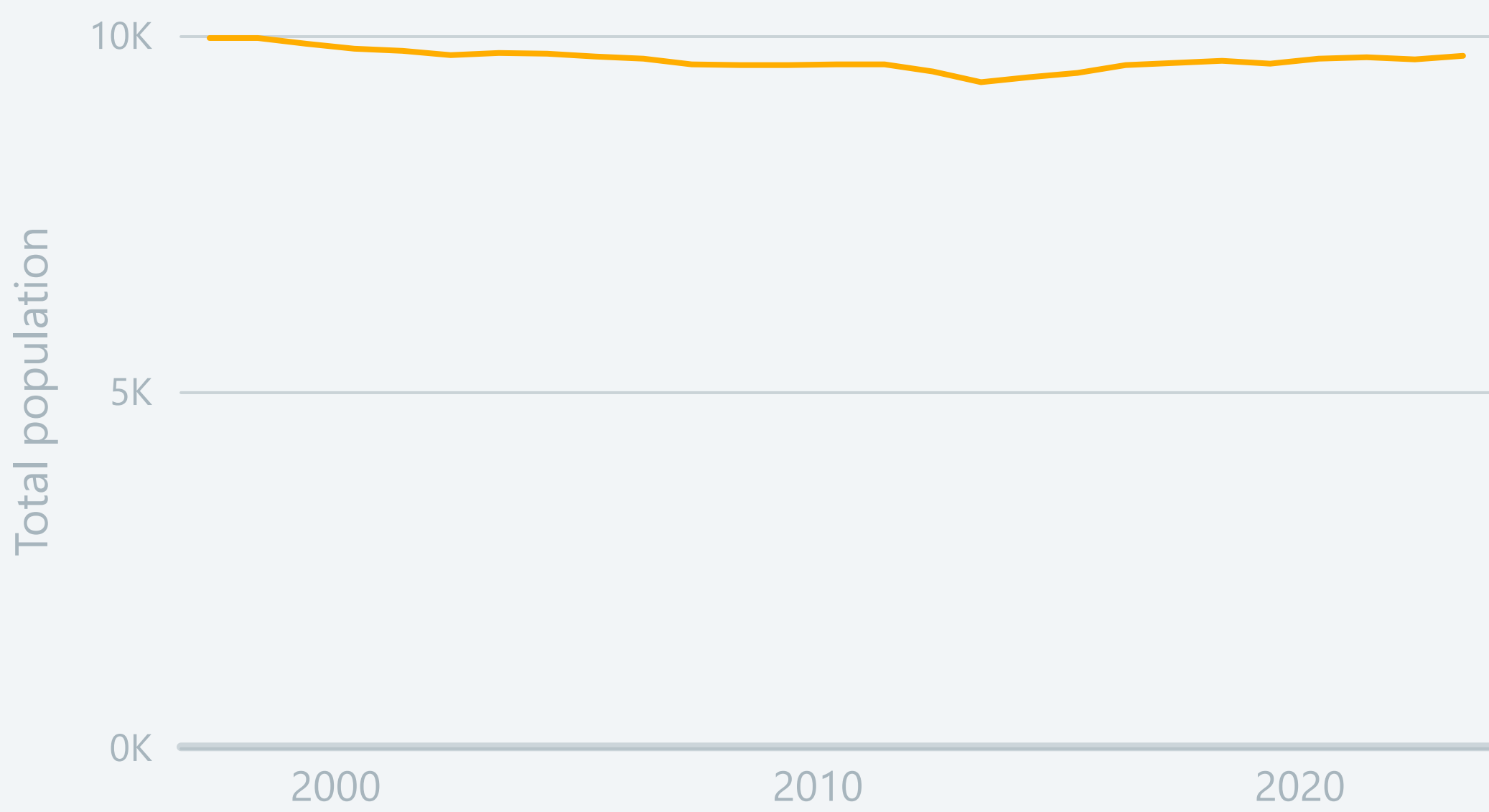


Demographics

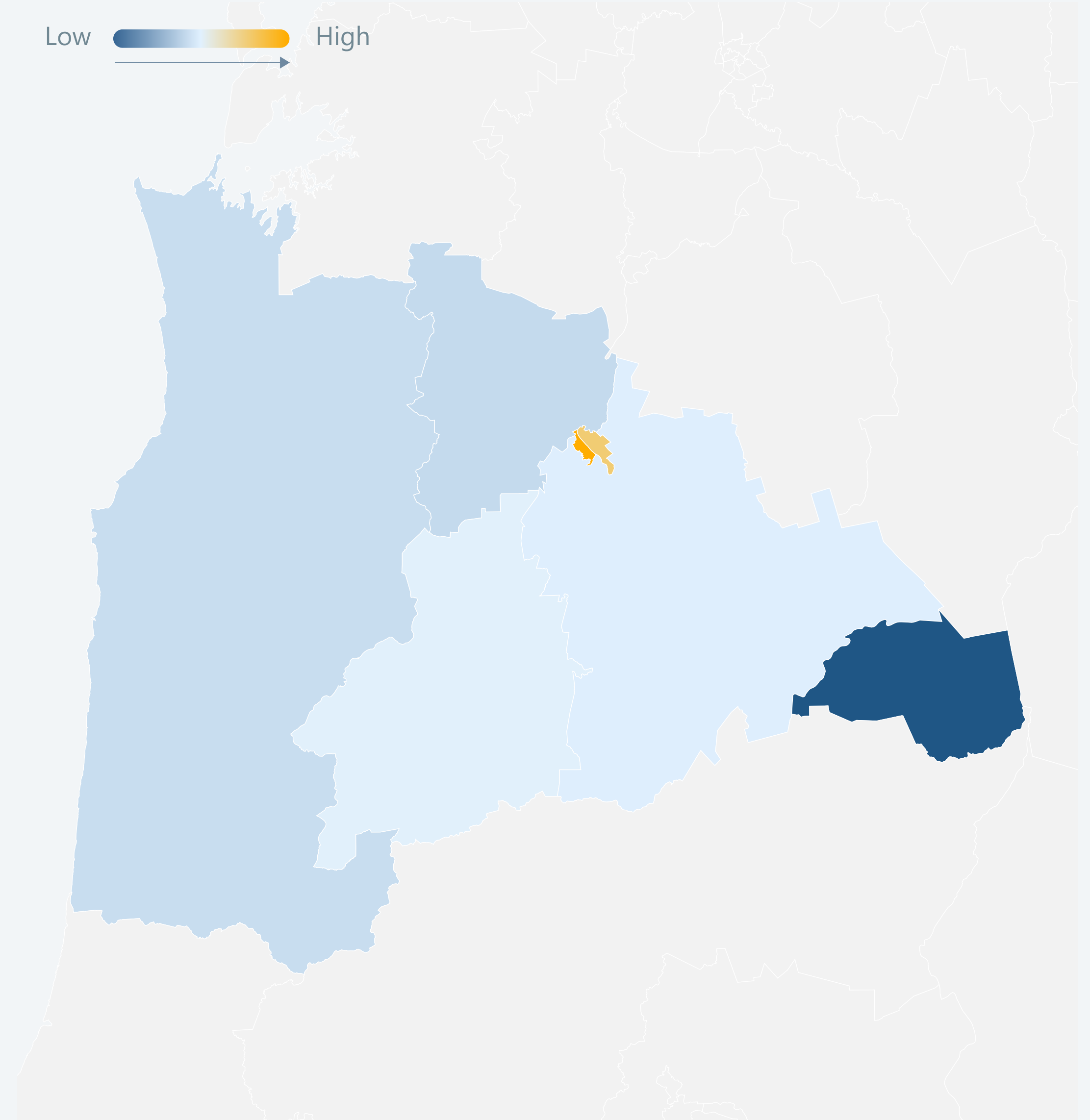
Estimated population

9710

Is the estimated total population in Waitomo District in 2023. The population in the area has increased by 0.52% or 50 people since 2022.



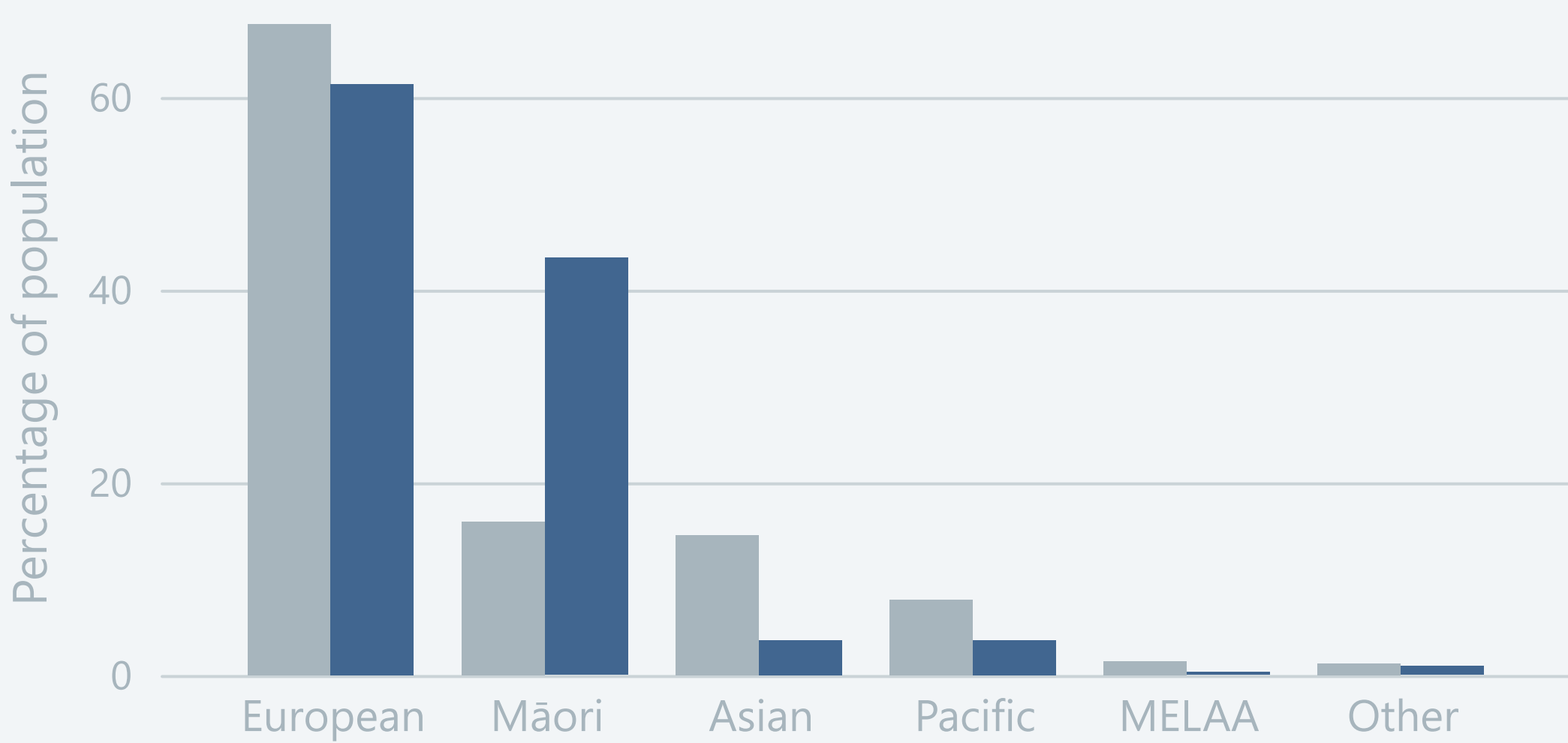
Population distribution



In June 2023, Tiroa saw the greatest change in population, with an increase of 25% since June 2022.

Ethnic distribution

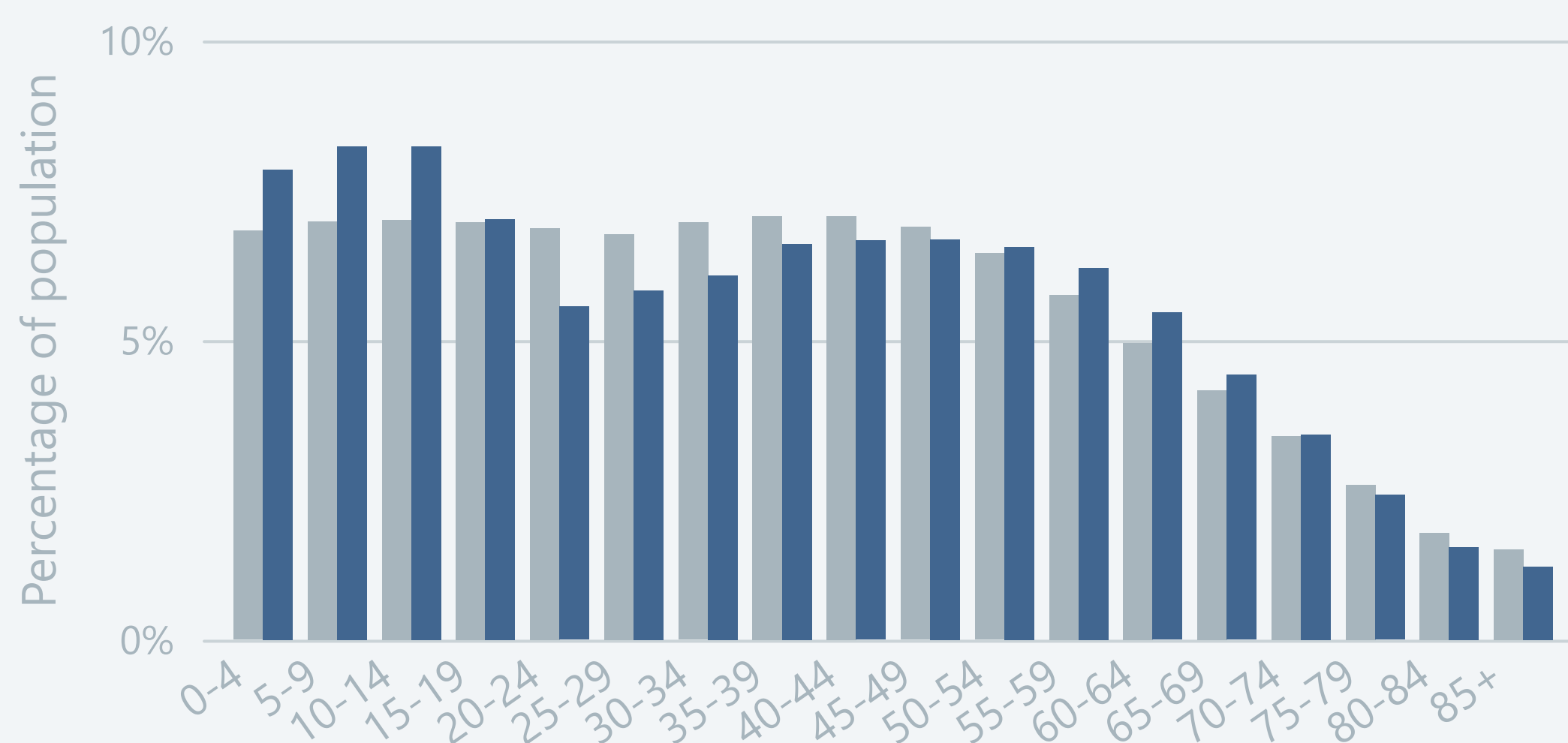
● National ● Waitomo District



As of March 2018 the largest ethnic group in Waitomo District is European (61.3%), 9.3% less than the national percentage. The ethnicity that has had the greatest change since March 2013 is Asian, increasing by 60.44%.

Age distribution

● National ● Waitomo District



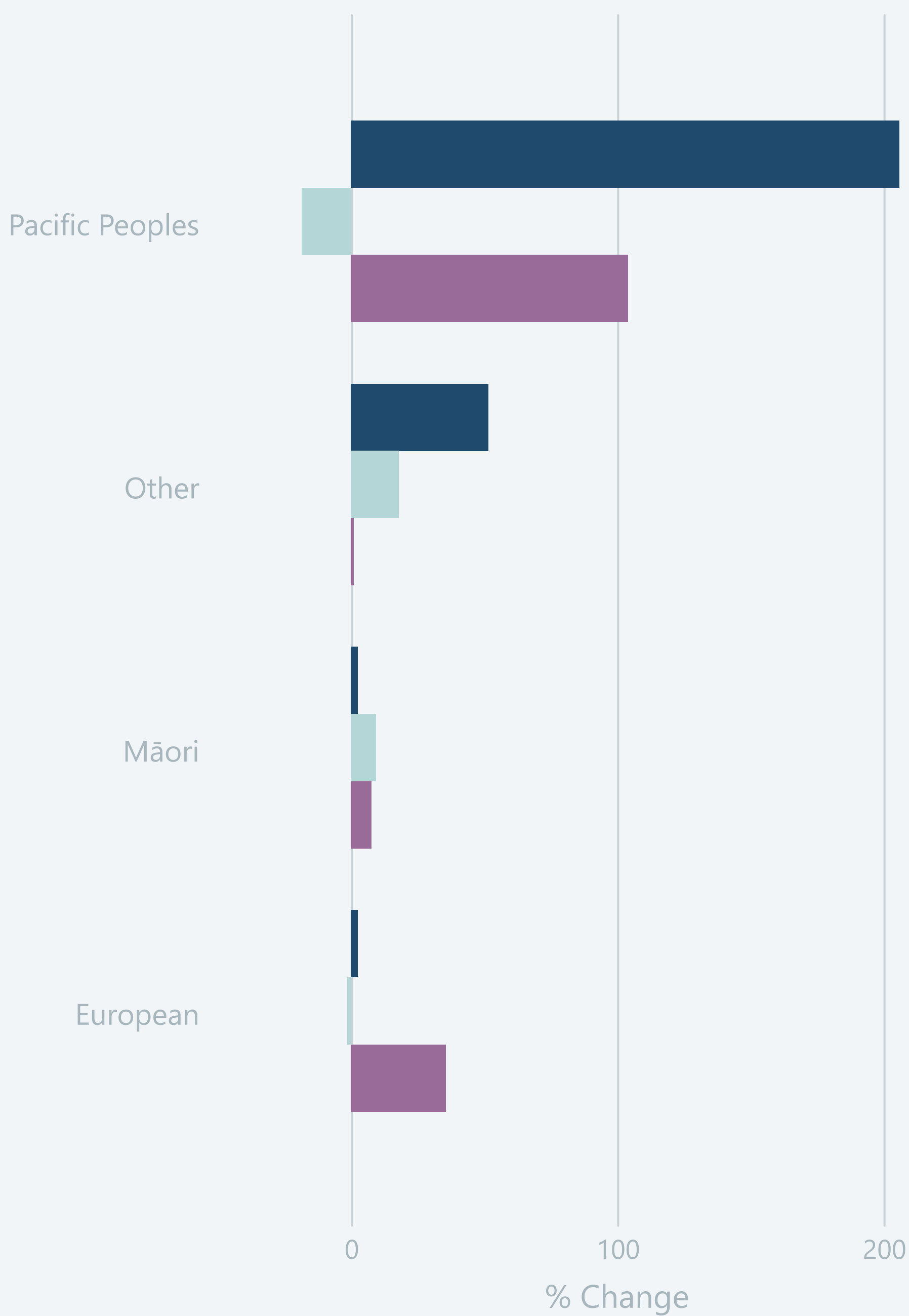
As of June 2023 the largest age band in Waitomo District is 55-59 (7.2%), 17.8% larger than the national distribution. The age band that has had the greatest change since June 2022 is 75-79, increasing by 14.86%.

Key Pillar Changes

Job seeker support rate	Jun 2024	7.8%	▲ 3.92%	% change is from June 2023
Means tested benefit rate	Jun 2024	6.1%	▲ 3.08%	% change is from June 2023
Sole parent support rate	Jun 2024	4.2%	▲ 15.1%	% change is from June 2023

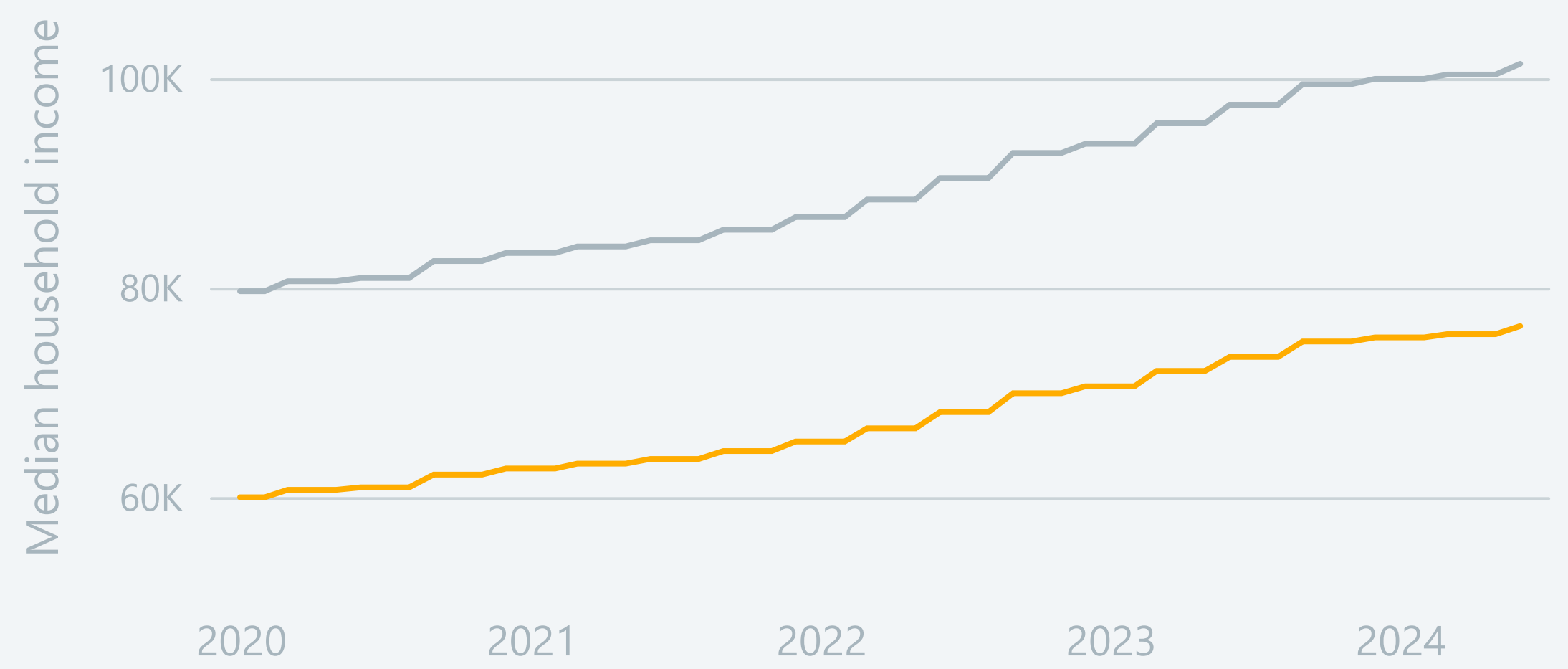
Change in benefit rates by Ethnicity

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



Median Household Income over time

● National ● Waitomo District



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

Within Waitomo District, the benefit rate by ethnicity with the greatest increase in the last 12 months was Job Seeker Support for Pacific Peoples, up 205.94% to a value of 4.46 claimants per 100 working adults (15-64yrs). Comparatively, Means Tested Benefit for Pacific Peoples saw the greatest decrease over the last 12 months, down 18.42% to 3.96 claimants per 100 working adults.

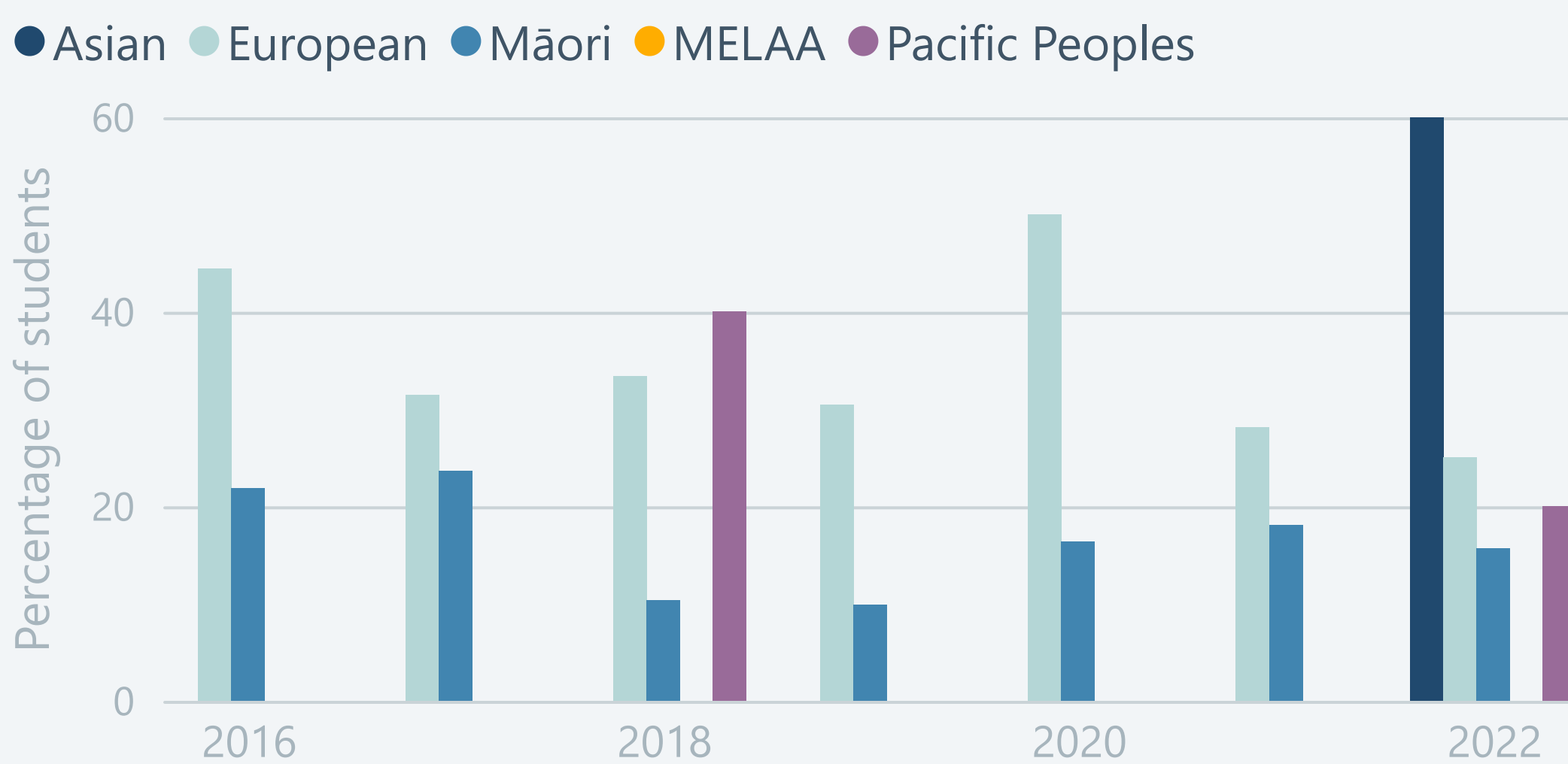
Key Pillar Changes

Secondary school retention Jan 2022 **65.0%** ▲ 7.48% % change is from January 2021

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

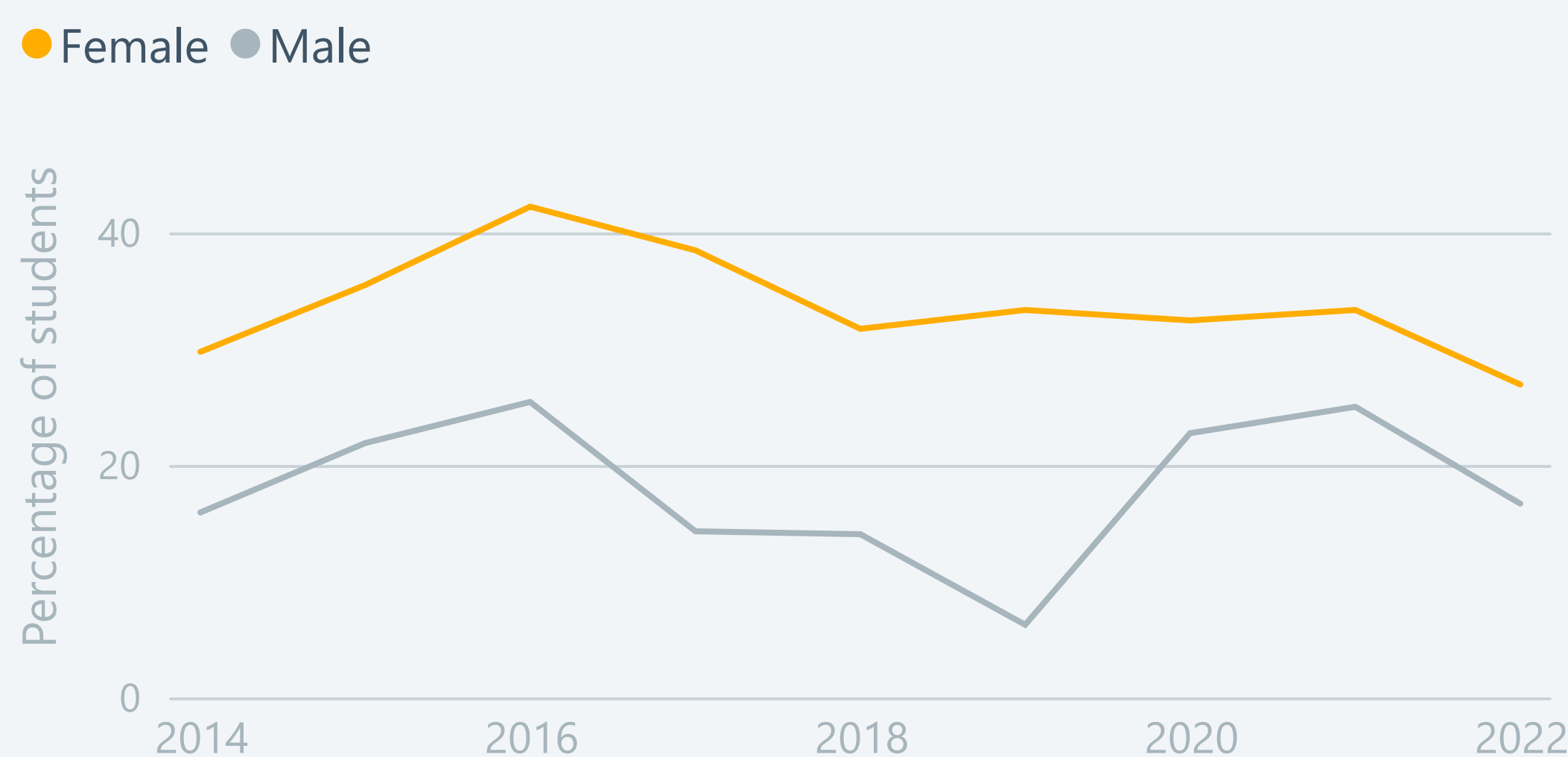
Ethnicity with greatest change in secondary school retention Jan 2022 **Māori** ▲ 15.75% % change is from January 2021

School leavers with NCEA3 level by ethnicity



In 2022, Asian students in Waitomo District had the greatest proportion of students leaving with NCEA3. This is 3.82 times larger than Māori students, who have the lowest proportion of students leaving with NCEA Level 3. Māori students have seen the greatest change in NCEA Level 3 pass rates, with an increase of 10.4%. Māori NCEA Level 3 pass rates in Waitomo District are 44% of National Māori rates.

School leavers with NCEA3 level by gender



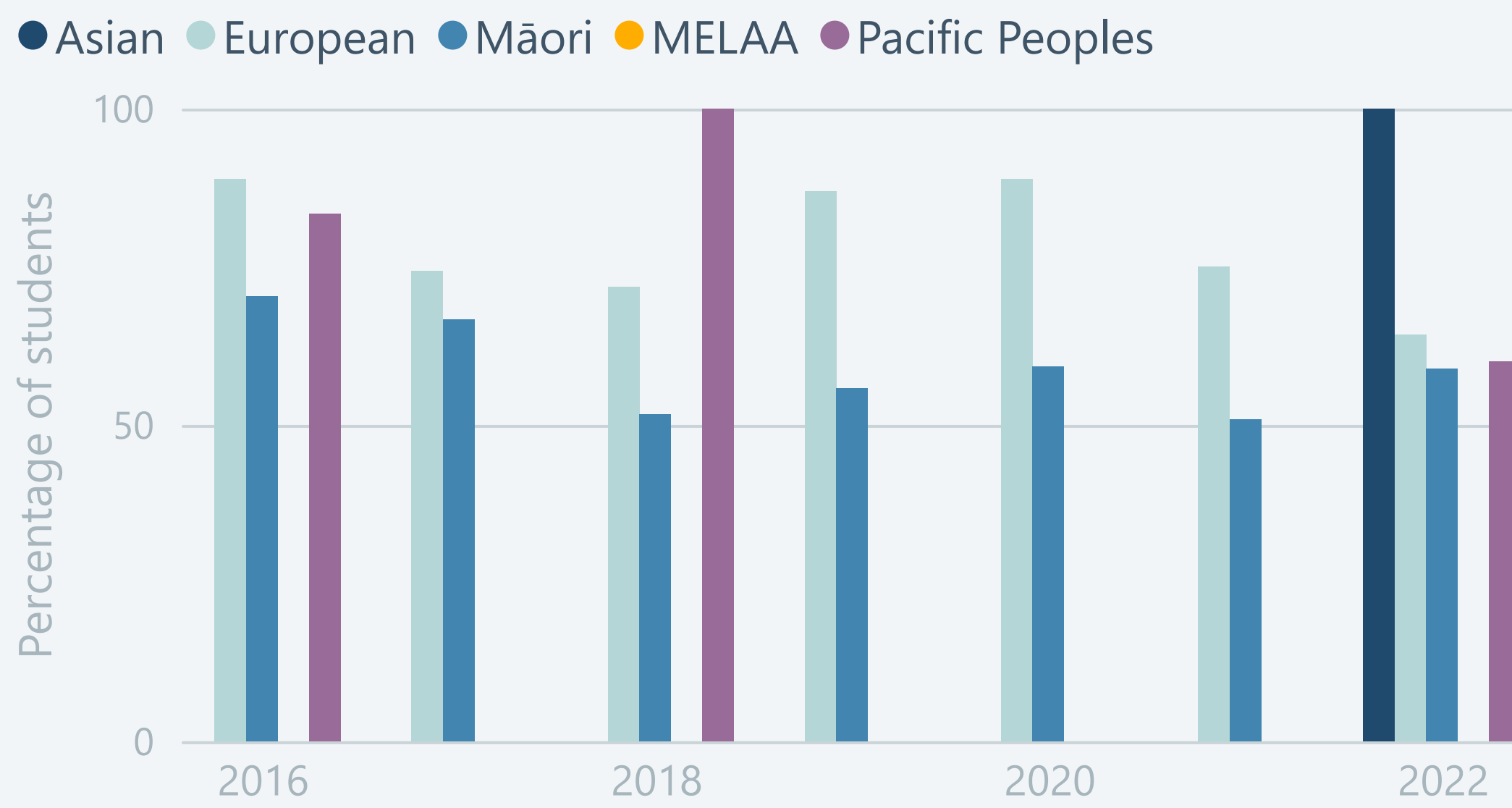
Since 2014, on average the percentage of students leaving with NCEA Level 3 in Waitomo District for female students has been 1.87 times larger than male students. In 2022, the percentage of students leaving with NCEA Level 3 for female students compared with male students was less than average. Compared to national figures, in 2022 the pass rate in Waitomo 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 Kuiti High School, with a 11.12% decrease. Note that the table includes only those schools with more than 50 students.

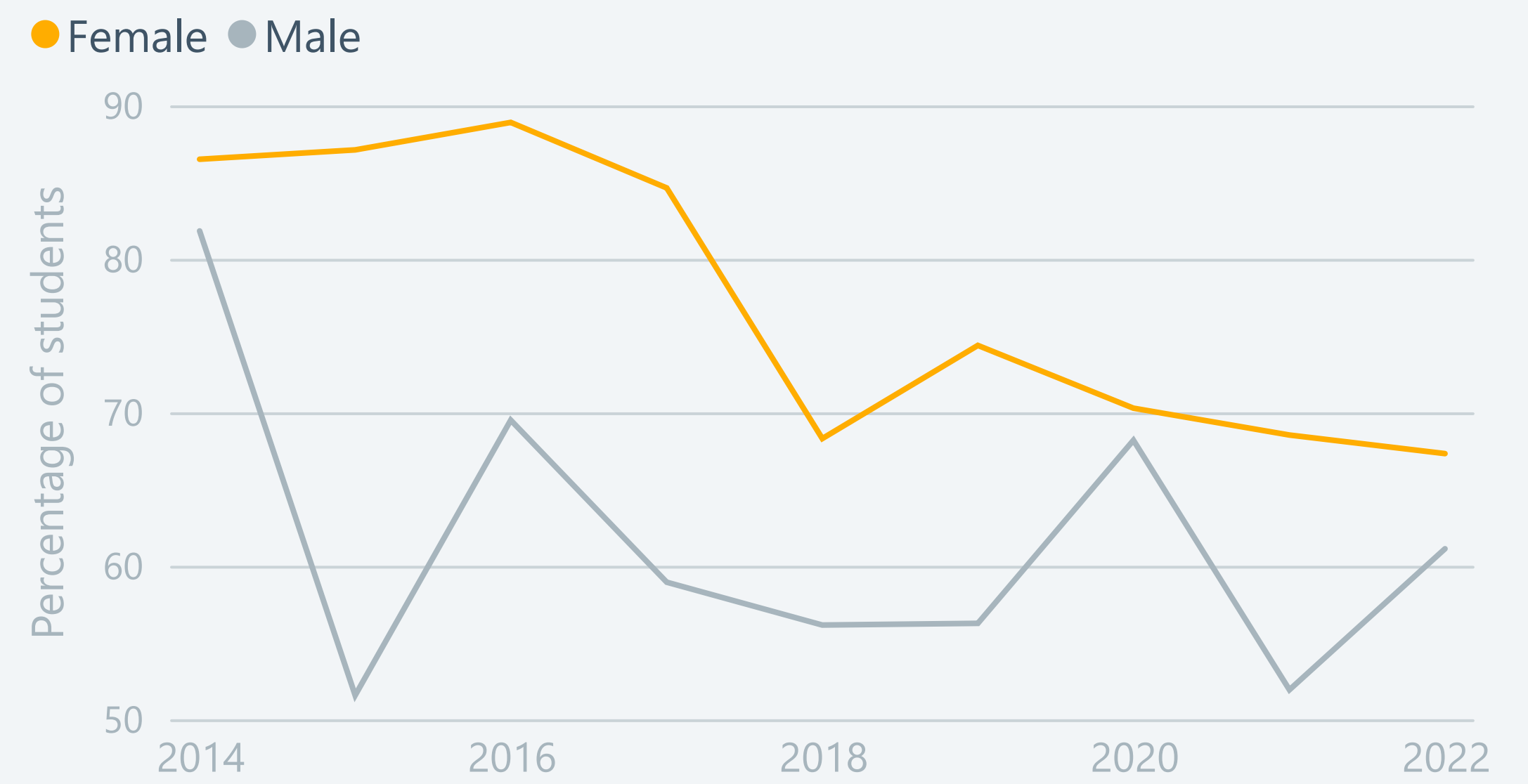
School	% Change	Pass Rate
Te Kuiti High School	▼ 11.12	22.73

Secondary school retention by ethnicity



In 2022, Asian students in Waitomo District had the greatest retention rate. This is 1.7 times larger than Māori students, who have the lowest retention rate. Māori students have seen the greatest change in retention, with a decrease of 14.1%. Māori retention rates in Waitomo District are 91% of National Māori rates.

Secondary school retention by gender



On average, since 2014, the retention rate in Waitomo District of female students has been 1.25 times larger than male students. In 2022, the retention rates of female students compared with male students was less than average. Compared to national figures, in 2022 the retention rates in Waitomo 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 Te Kuiti High School, with a 5.13% increase. Note that the table includes only those schools with more than 50 students.

Community	% Change	Retention rate
Te Kuiti High School	5.13	67

! 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.

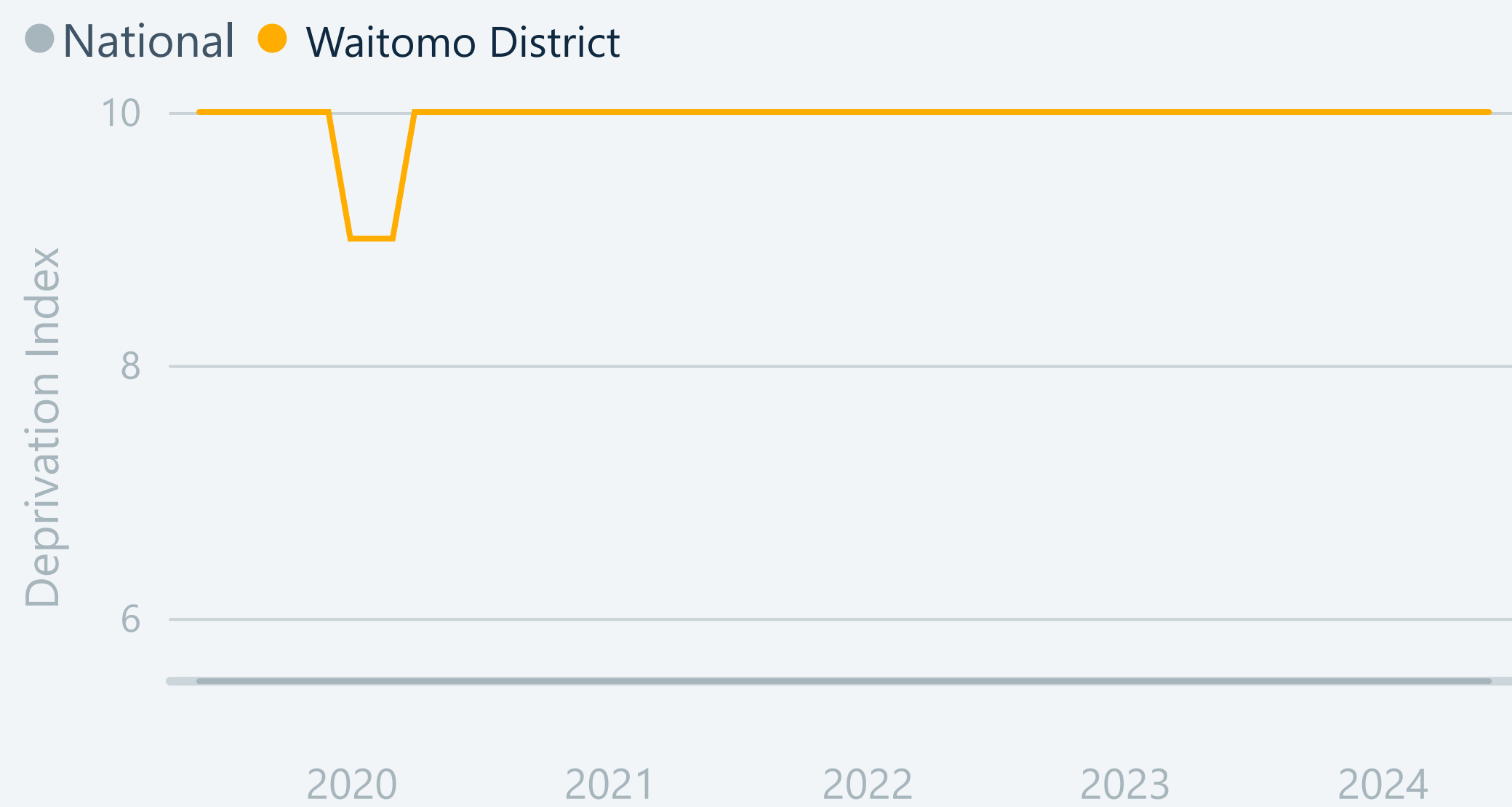
Key Pillar Changes

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

Community with greatest decrease in deprivation score Jun 2024 **Herangi** ▽ 1.19% % change is from June 2023

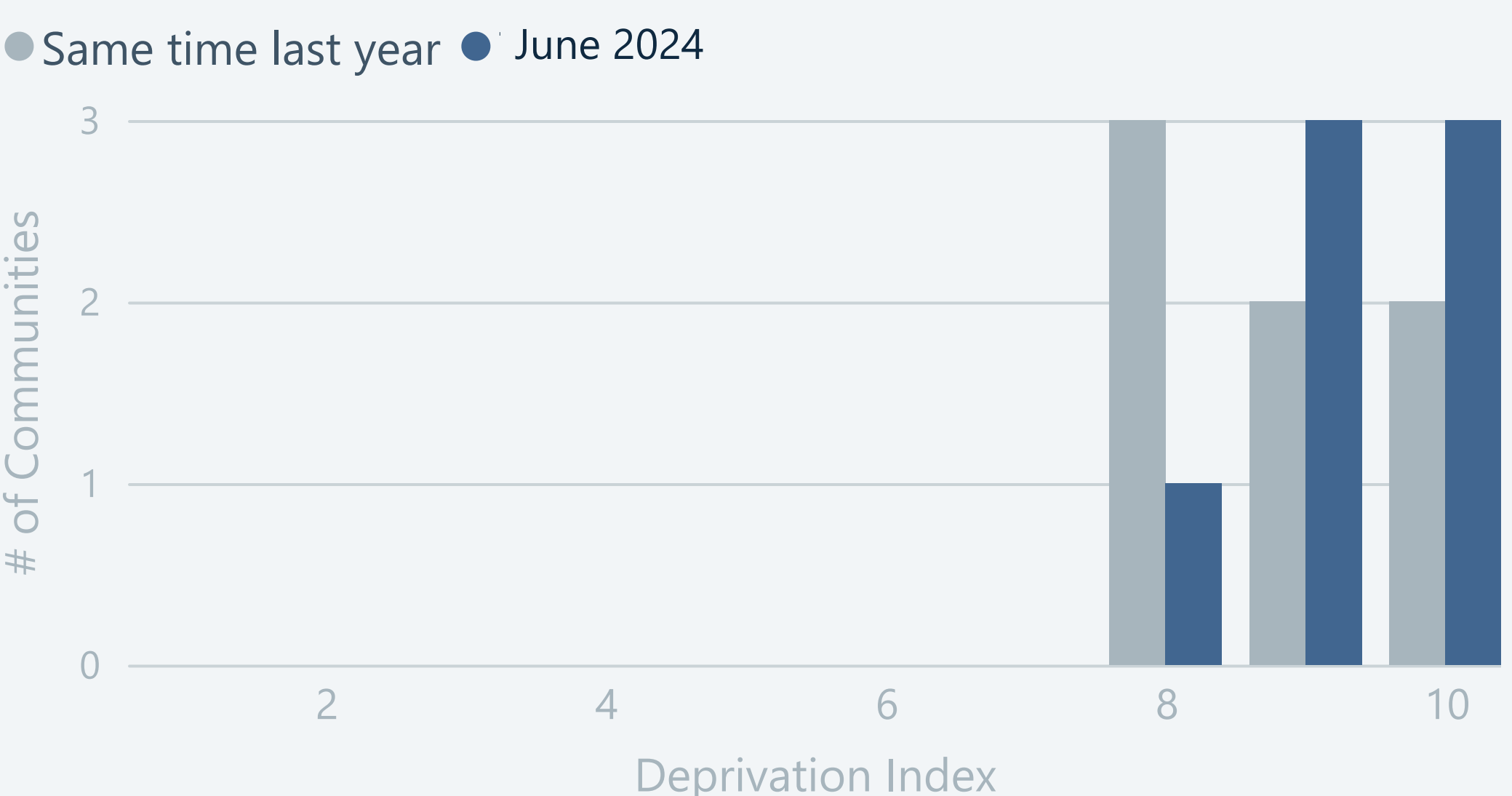
Community with greatest increase in deprivation score Jun 2024 **Waipa Valley** ▲ 1.24% % change is from June 2023

Comparison to National Deprivation Index



Compared to the same time last year, the deprivation index of Waitomo 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 Waitomo District, 100% 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).

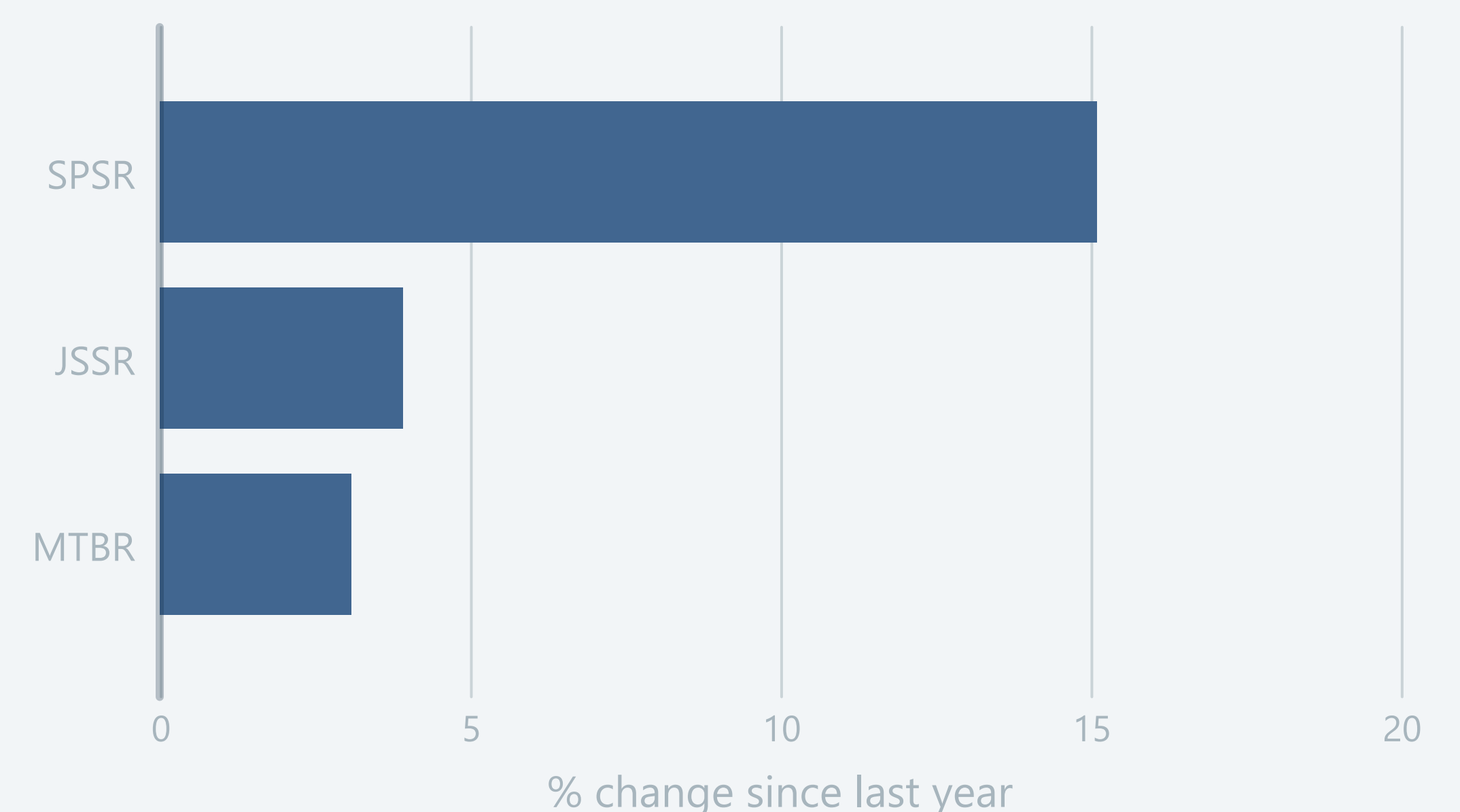
i Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

Communities with the Greatest Change

Community	% Change	Depr. score
Waipa Valley	▲ 1.24	1,079.46
Herangi	▽ 1.19	1,093.52
Aria	▲ 0.94	1,077.53
Te Kuiti East	▲ 0.63	1,217.60
Te Kuiti West	▲ 0.60	1,139.73

The community with the greatest change in deprivation score since the same time last year was Waipa Valley, with a 1.2% increase.

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 15.1% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

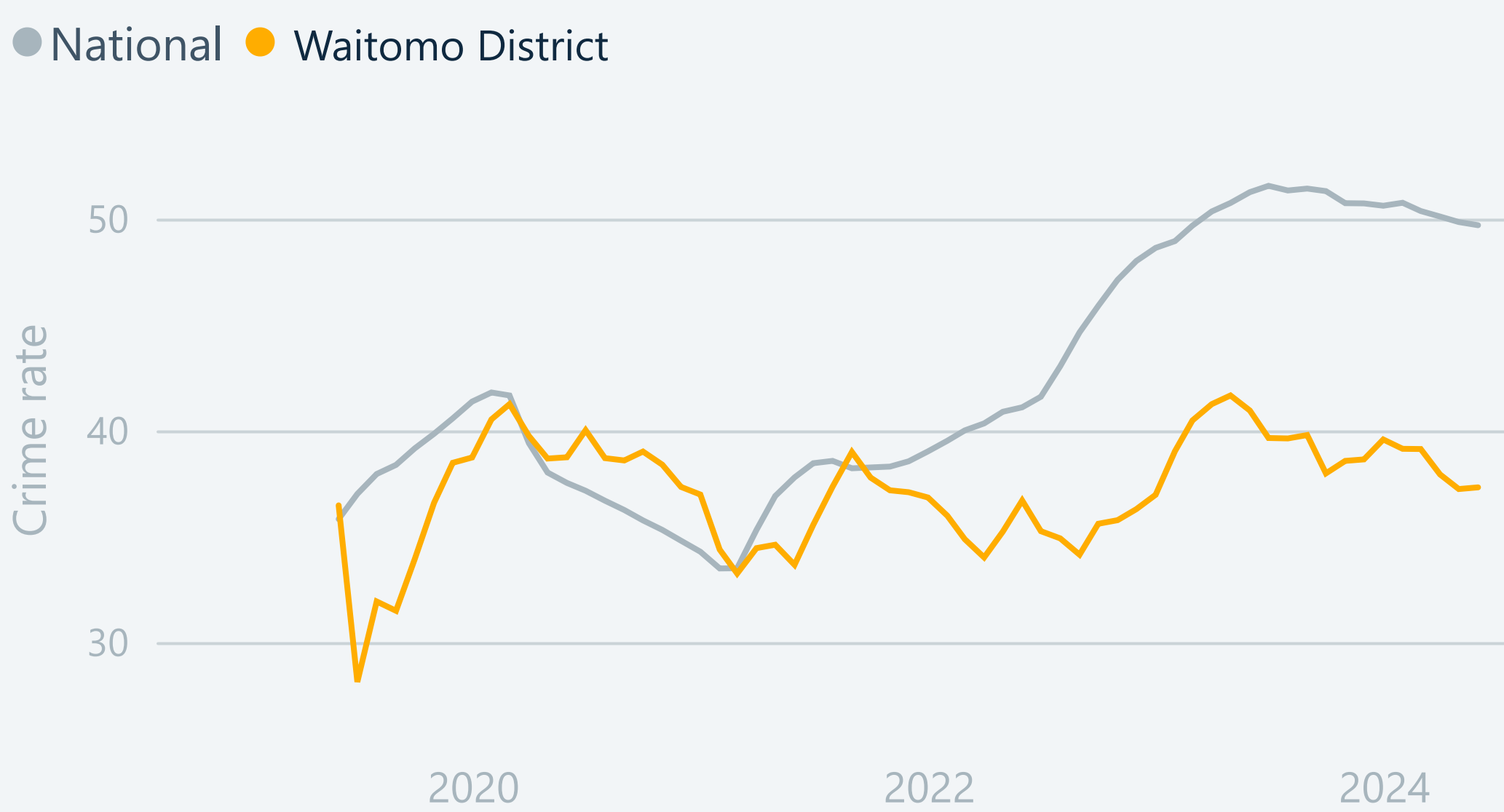
Key Pillar Changes

Crime rate Jun 2024 **37.3** ▽ 4.64% % change is from March 2024

Crime type with the greatest change in crime rate Jun 2024 **Robbery, Extortion and Related Offences** ▽ 46.7% % change is from March 2024

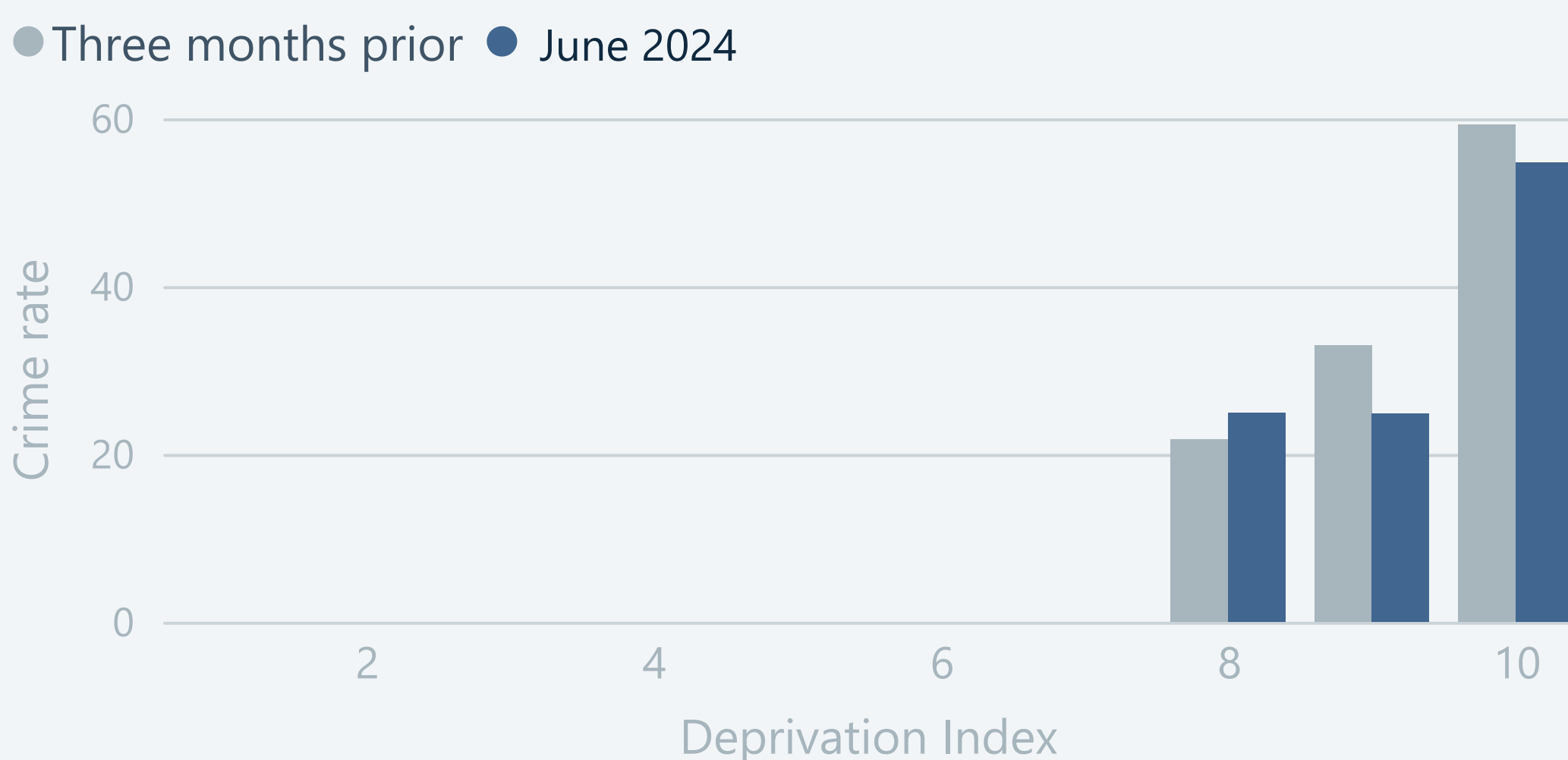
Community with greatest change in crime rate Jun 2024 **Herangi** ▽ 18.06% % change is from March 2024

Comparison to National Crime Rate



Compared with the same time last year the crime rate in Waitomo District has decreased by -8.9%, and is 37.3 as at June 2024. The crime rate is 24.9% below the national rate of 49.7.

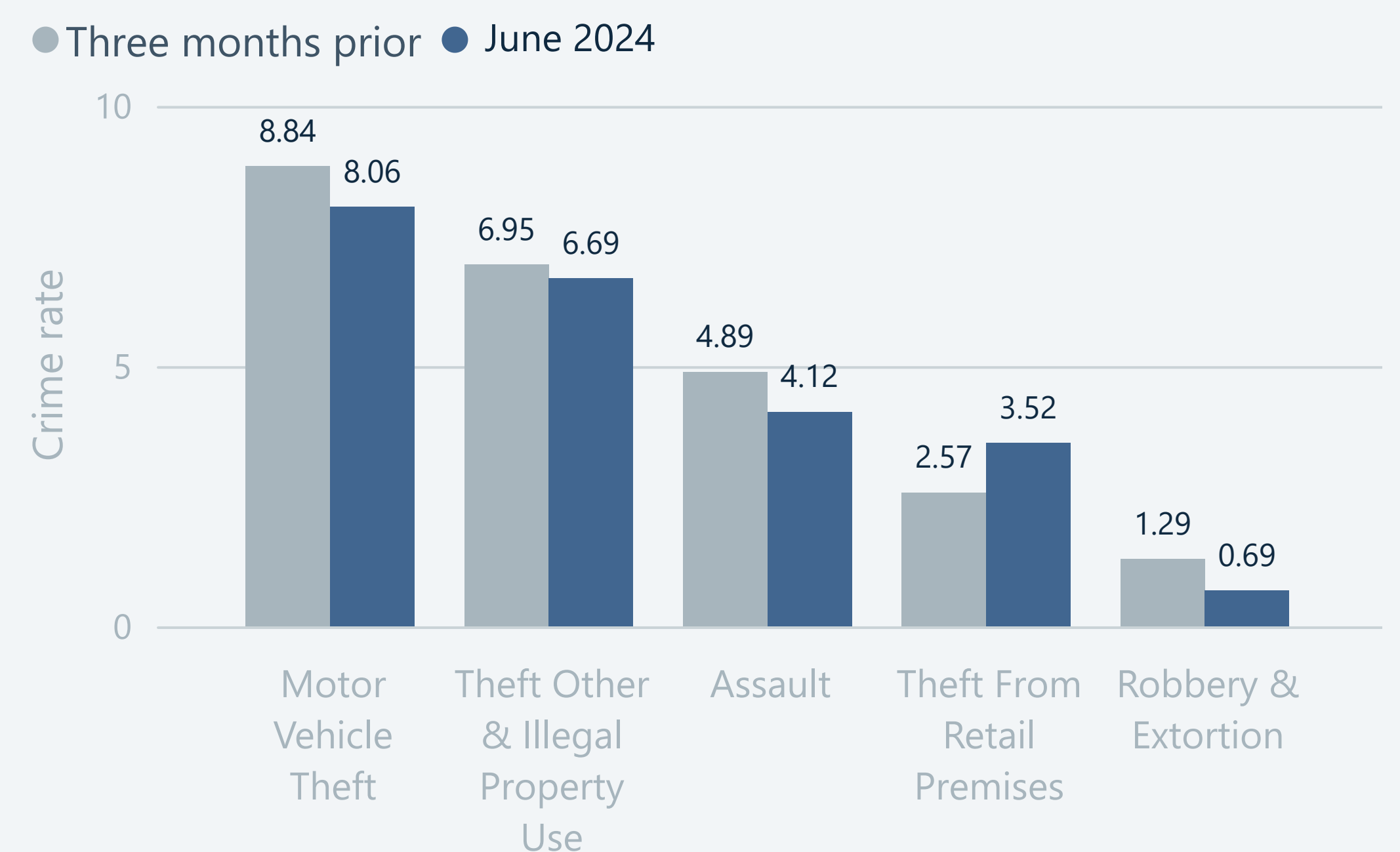
Crime Rate by Deprivation Index



In Waitomo District, communities with a deprivation index of 10 have the highest crime rate. The crime rate in these communities is 2.2 times higher than those with a deprivation index of 9, the group with the lowest crime rate. Communities with a deprivation index of 8 have seen the greatest change in their crime rate over the last 3 months, with an increase of 14.6%.

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 Waitomo 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 36.6%.

Communities with Greatest Change

Community	% Change	Crime rate
Herangi	▽ 18.06	28.6
Waipa Valley	▲ 17.84	16.3
Te Kuiti West	▽ 6.31	45.2
Aria	▽ 6.06	19.7
Hangatiki	▲ 4.61	24.6

Herangi saw the greatest change in crime rate over the last 3 months in Waitomo District, with a decrease of -18.1%.

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