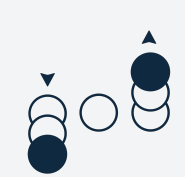


Quarterly Report

Matamata-Piako District

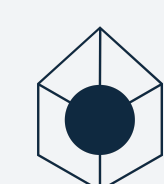
Summary

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

 Total tourism spend this quarter

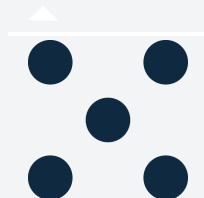
 **\$20.9M**

During the quarter to June 2023, \$20.9M was spent in Matamata-Piako District by New Zealanders living outside of the district and international tourists, with a decrease of 10.83% compared with March 2023.

 Years to save for a house deposit

 **12.0**

As of June 2023, it would take 12.0 years to save for a 20% home deposit in Matamata-Piako District, with a decrease of 4.25% compared with March 2023.

 Gambling spend per capita

 **\$59**

As of March 2023, an average of \$59.0 was spent by individuals over 18 years in Matamata-Piako District through electronic gaming machines, with a decrease of 6.98% compared with December 2022.

 Crime rate

 **44.0**

In June 2023, Matamata-Piako District had a crime rate of 44.0 incidents per 10,000 people, with an increase of 2% compared with March 2023.

 Deprivation Index

 **5.0**

As of June 2023, the deprivation within Matamata-Piako District is 5.0 and this is unchanged since May 2023.

 Job seeker support rate

 **5.1%**

In June 2023, 5.1% of the working population (15-64 years) in Matamata-Piako District claimed Job Seeker Support, with a decrease of 1.35% compared with June 2022.

 Trending Up  Trending Down  Improving  Worsening  No Change

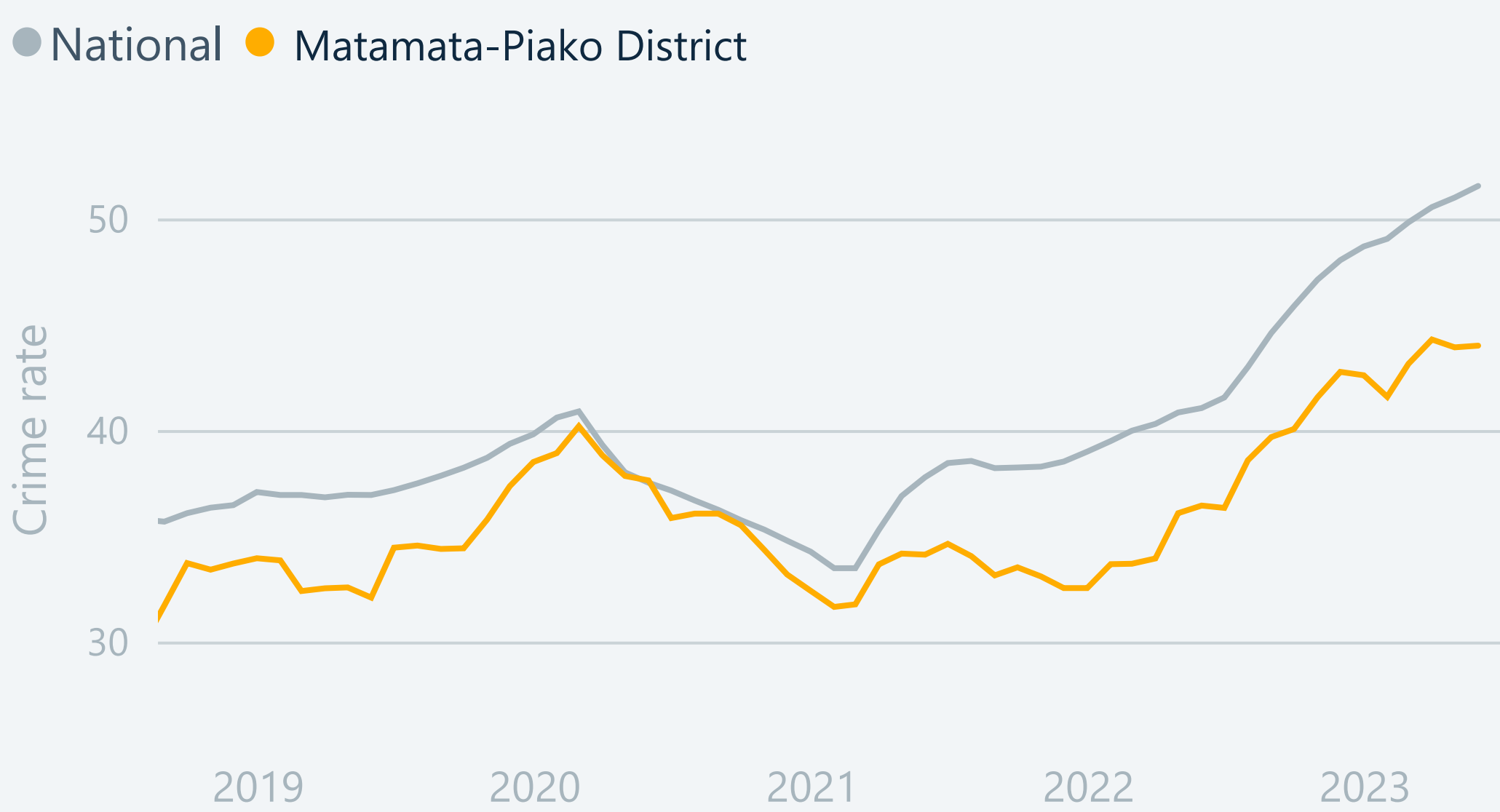
Key Pillar Changes

Crime rate Jun 2023 **44.0** ▲ 2% % change is from March 2023

Crime type with the greatest change in crime rate Jun 2023 **Theft From Retail Premises** ▲ 29.98% % change is from March 2023

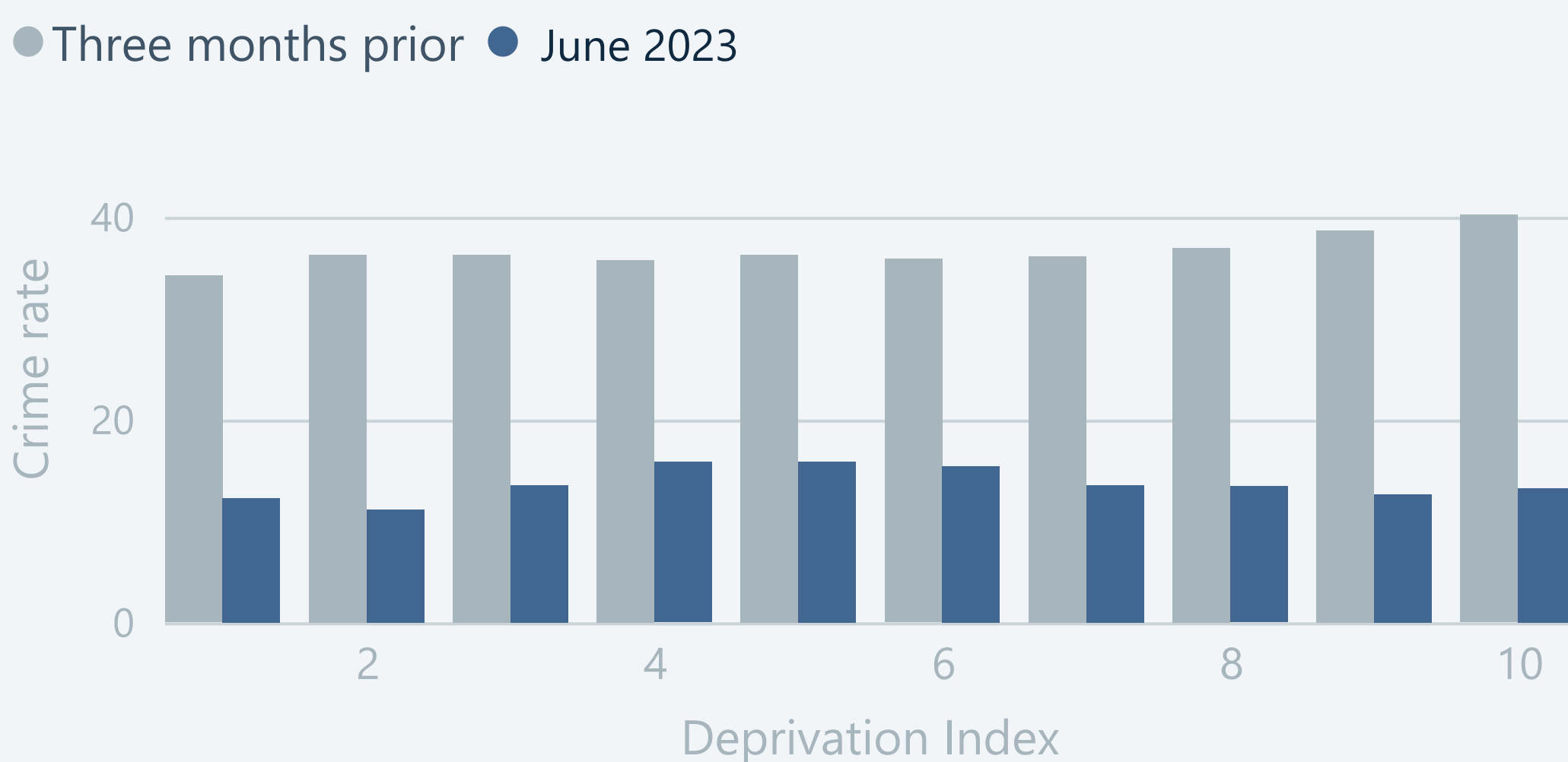
Community with greatest change in crime rate Jun 2023 **Te Poi** ▲ 37.71% % change is from March 2023

Comparison to National Crime Rate



Compared with the same time last year the crime rate in Matamata-Piako District has increased by 20.8%, and is now 44 as at June 2023. The crime rate is 14.6% below the national rate of 51.5.

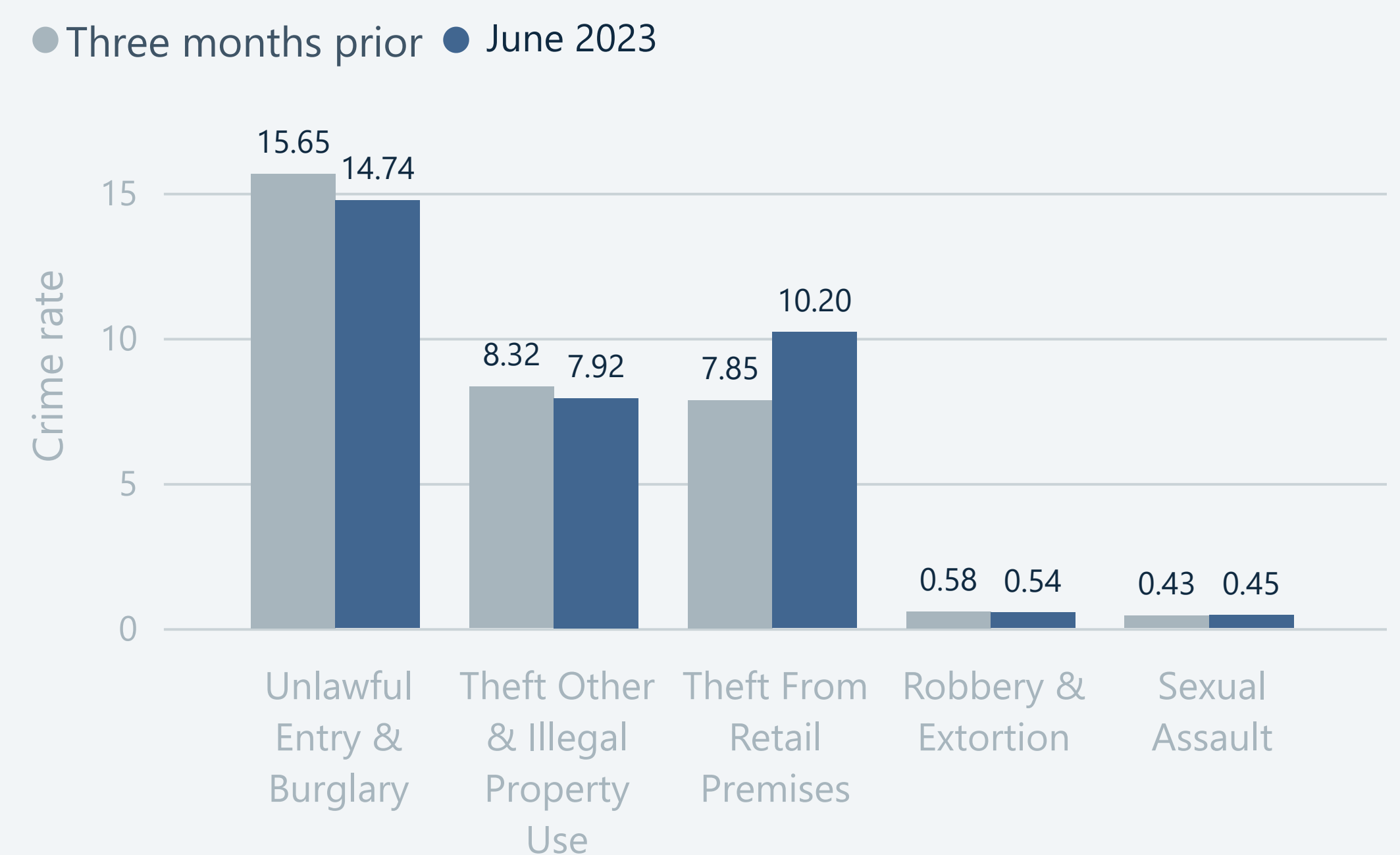
Crime Rate by Deprivation Index



In Matamata-Piako District, communities with a deprivation index of 5 have the highest crime rate. The crime rate in these communities is 1.4 times higher than those with a deprivation index of 2, 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 -55.7%.

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 2023 was 'Unlawful Entry/Burglary/Breaking & Entering'. The type of crime that had the greatest change in the last 3 months was 'Theft From Retail Premises', with an increase of 30%.

Communities with Greatest Change

Community	% Change	Crime rate
Te Poi	▲ 37.71	26.4
Waharoa-Peria	▽ 31.94	33.7
Richmond Downs-Wardville	▽ 23.30	18.3
Hinuera	▽ 21.70	27.5
Waitoa-Ngarua	▲ 19.89	20.4

Te Poi saw the greatest change in crime rate over the last 3 months in Matamata-Piako District, with an increase of 37.7%.

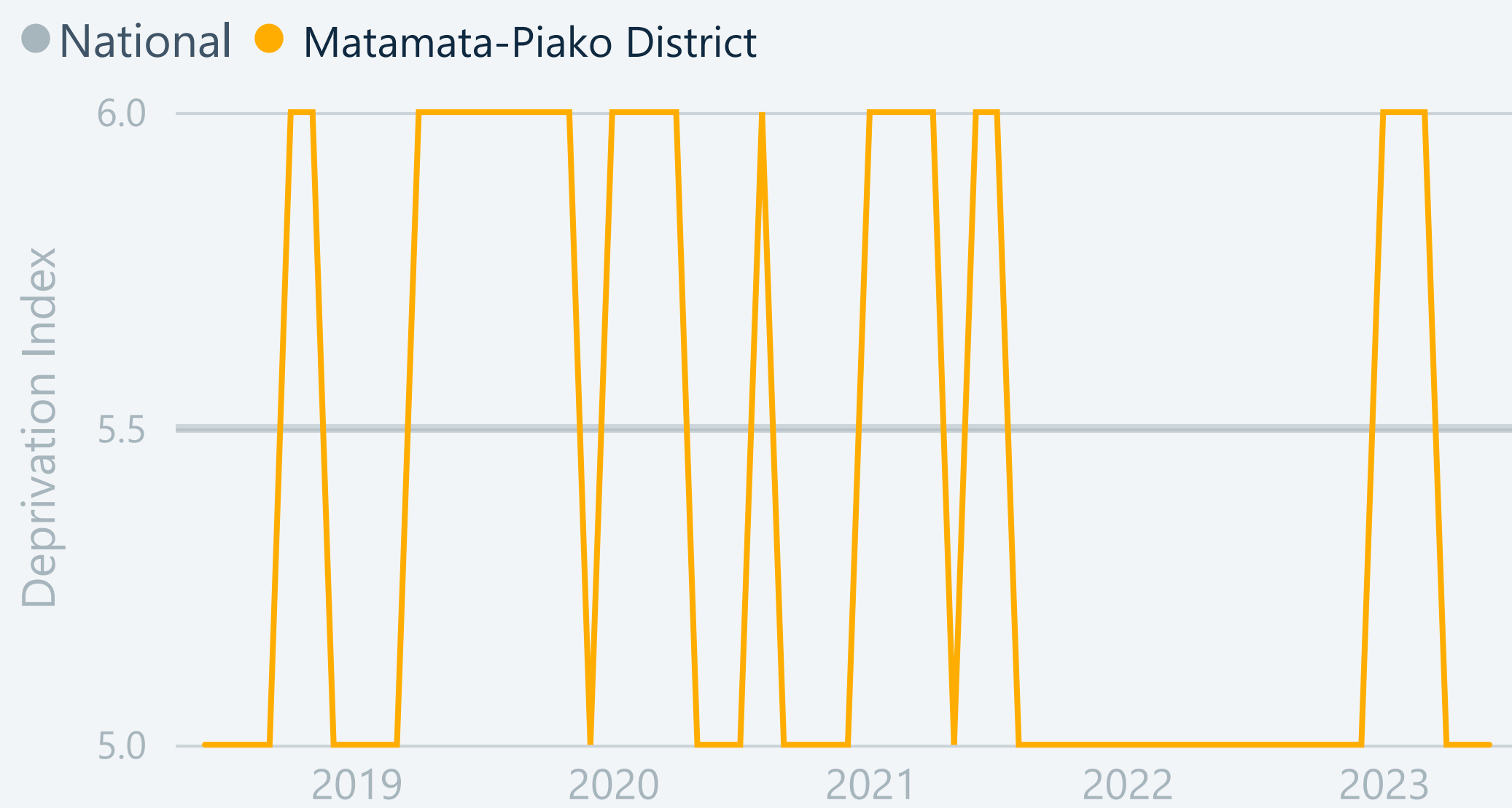
Key Pillar Changes

Deprivation Index Jun 2023 **5.0** — 0% % change is from May 2023

Community with greatest decrease in deprivation score Jun 2023 **Matamata South** ▽ 1.29% % change is from June 2022

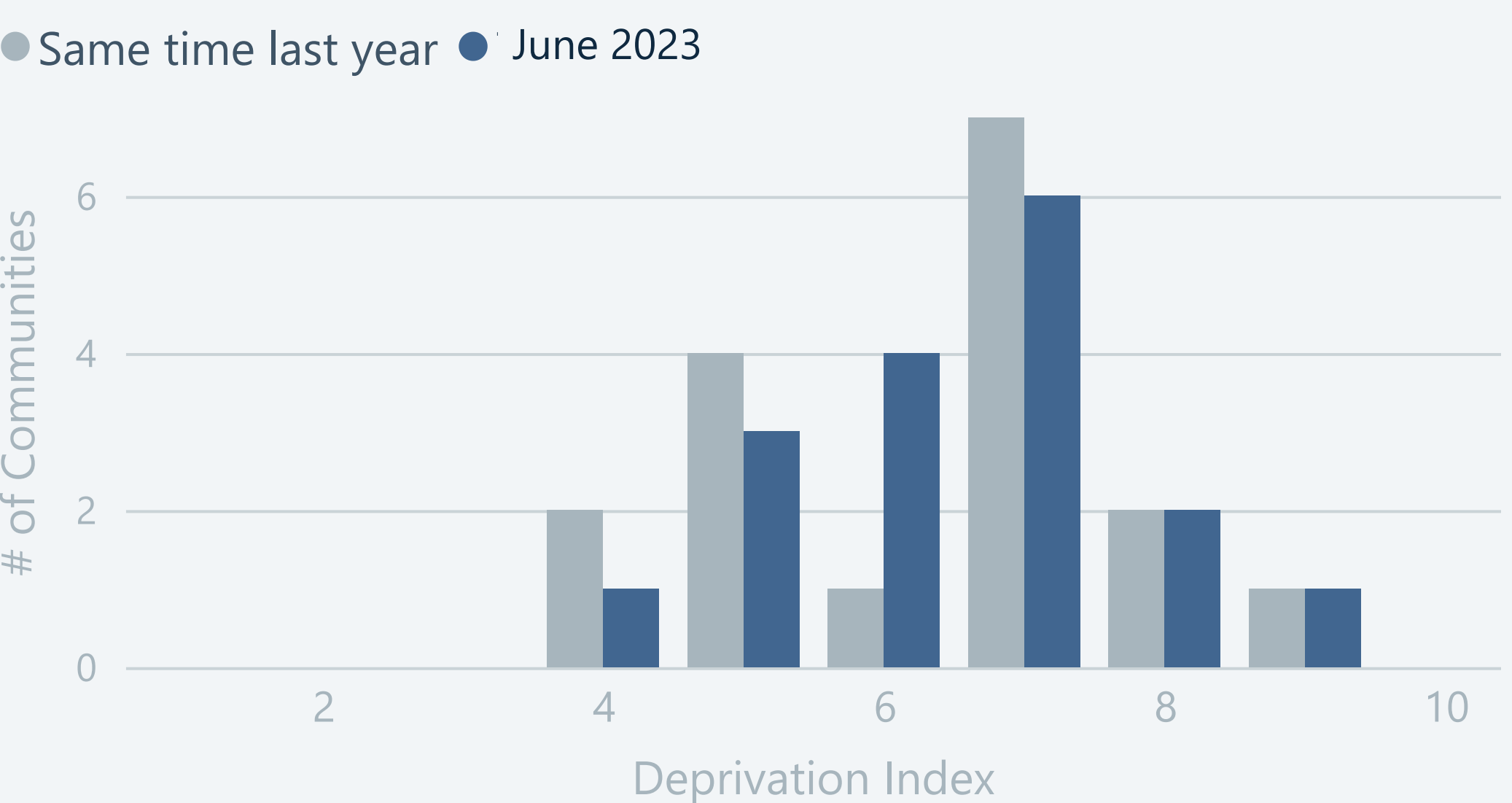
Community with greatest increase in deprivation score Jun 2023 **Tahuroa** ▲ 2.06% % change is from June 2022

Comparison to National Deprivation Index



Compared to the same time last year, the deprivation index of Matamata-Piako District has seen no change by 0%, and is now 5 in June 2023. The deprivation index is 9.1% below the national median index of 5.5.

Distribution of Deprivation Index



In Matamata-Piako District, 17.6% 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).

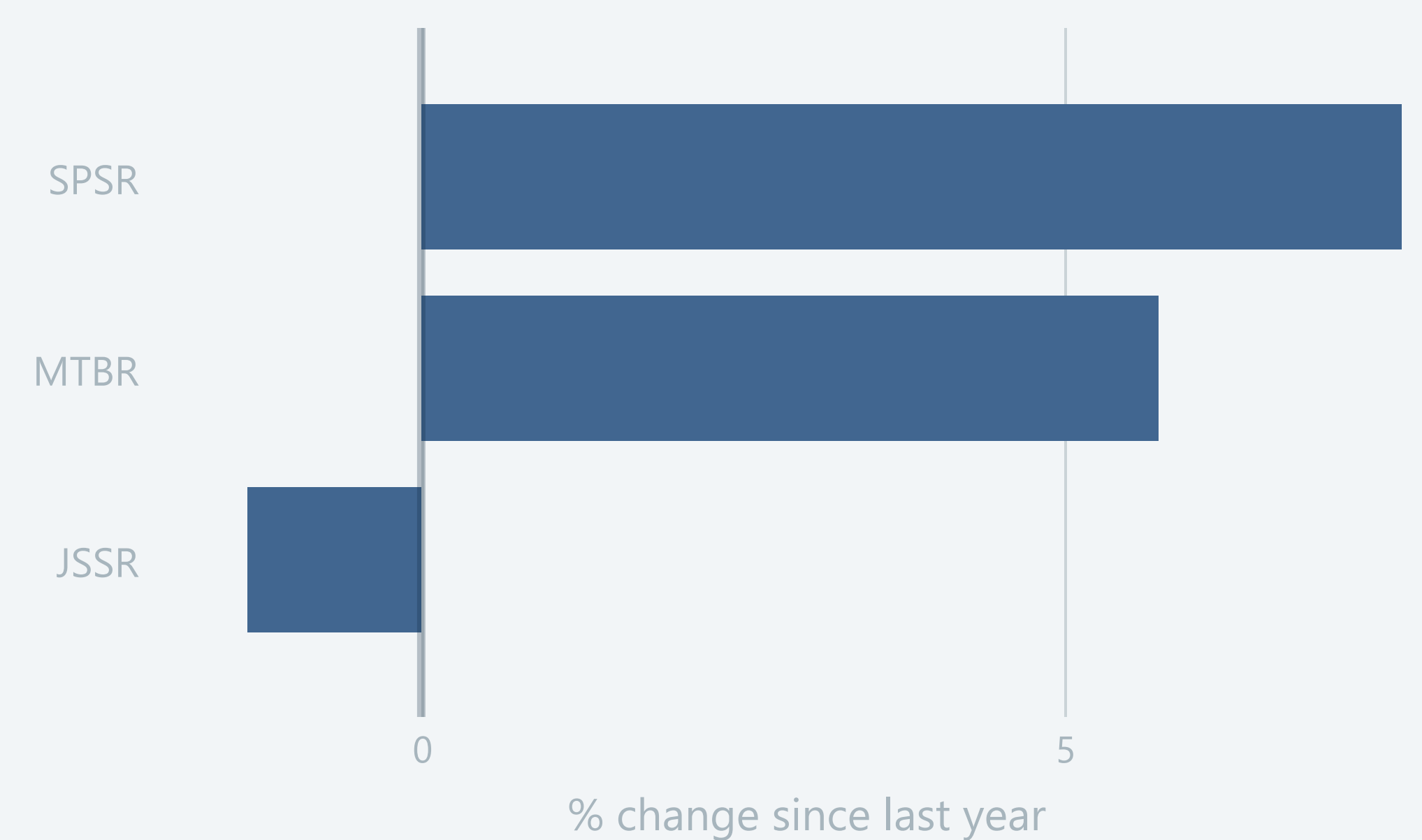
i Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

Communities with the Greatest Change

Community	% Change	Depr. score
Tahuroa	▲ 2.06	985.71
Matamata South	▽ 1.29	1,002.25
Tahuna-Mangateparu	▲ 1.17	983.07
Morrinsville East	▲ 0.97	958.04
Morrinsville West	▽ 0.95	1,049.17

The community with the greatest change in deprivation score since the same time last year was Tahuroa, with a 2.1% increase.

Benefit Deprivation Indicators

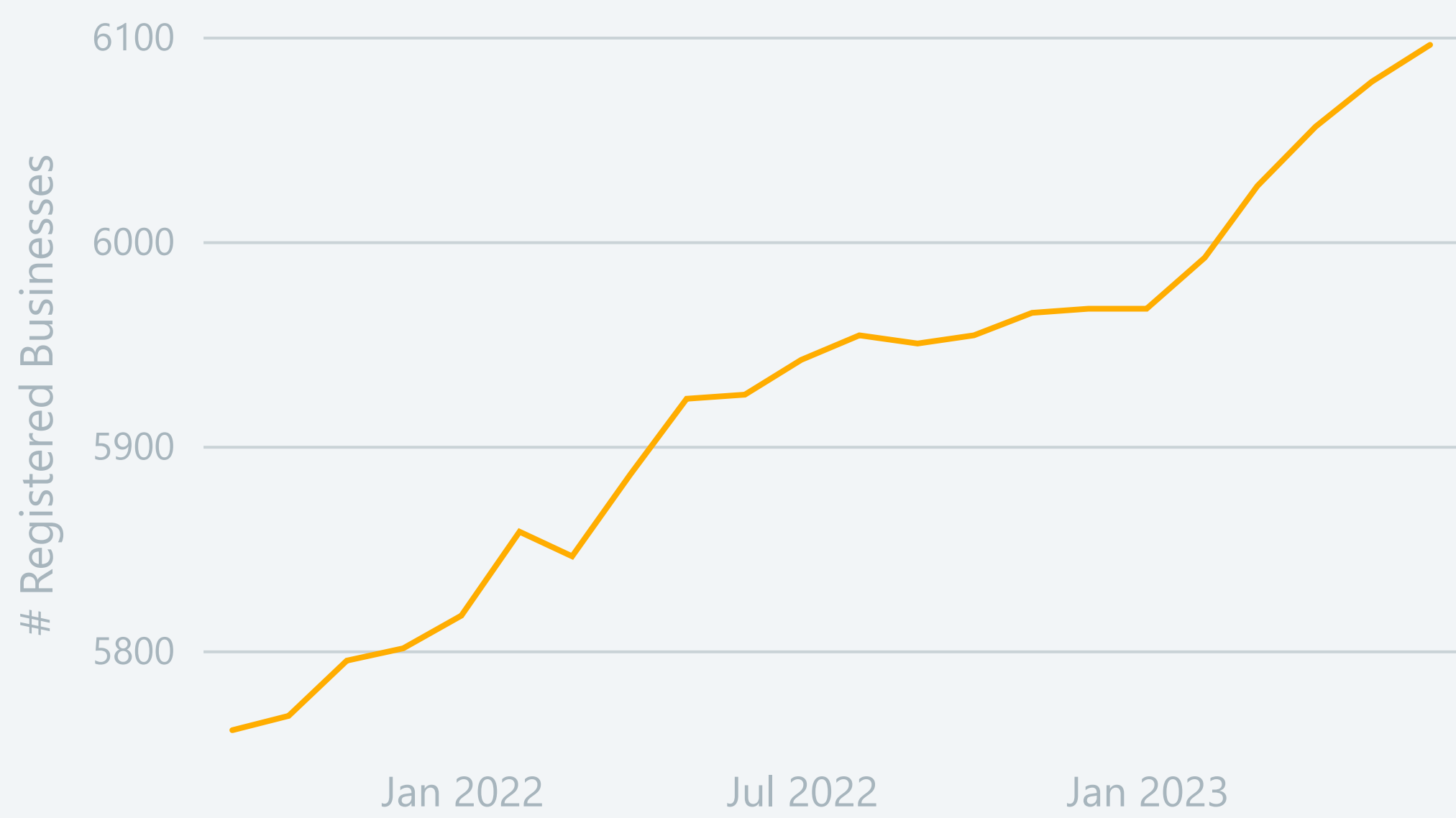


The benefit deprivation indicator that has changed the most in the last year is Single Parent Support Rate (SPSR) which saw a 7.62% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

Key Pillar Changes

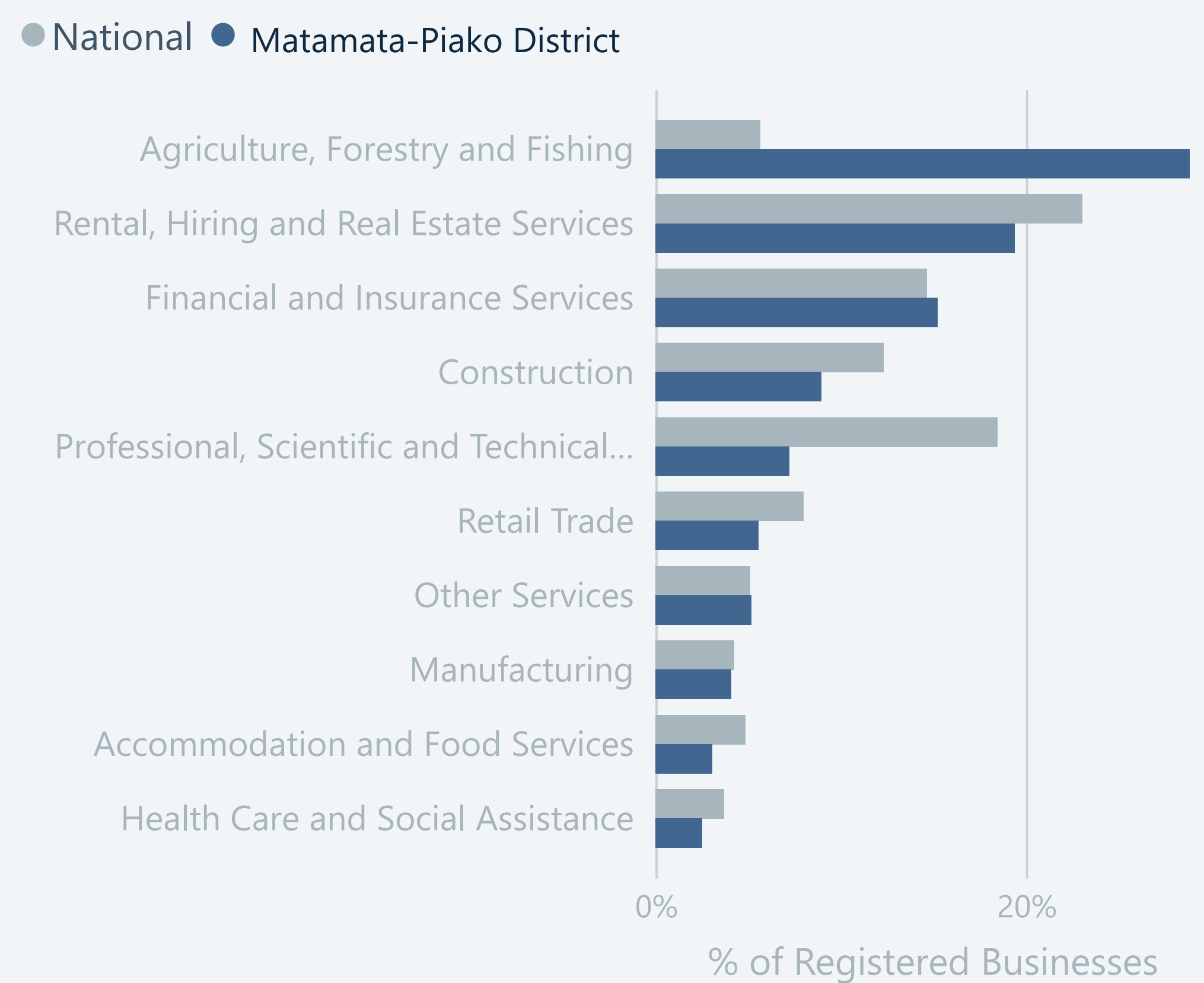
New Business Registrations this month	Jun 2023	27.0	▼ 42.55%	% change is from March 2023
Business Deregistrations this month	Jun 2023	9.0	▼ 25%	% change is from March 2023
Total tourism spend this quarter	Jun 2023	\$20.9M	▼ 10.83%	% change is from March 2023

Total number of businesses registered to date



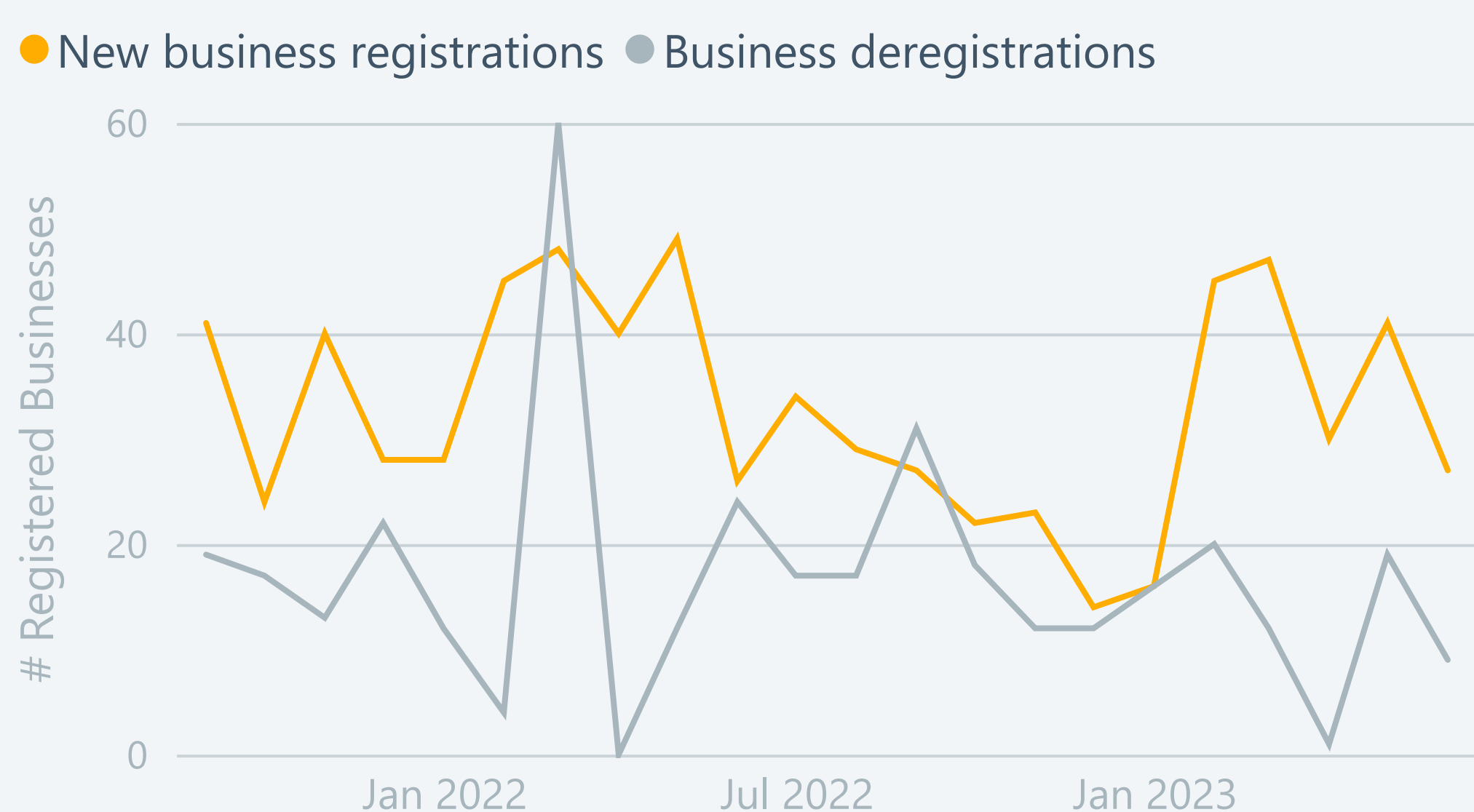
As of June 2023 there were 6096 registered businesses in Matamata-Piako District. Over the last 12 months the number of registered businesses has increased by 171. Nationally, the number of registered businesses has increased by 1.7%.

Distribution of registered businesses by industry



Agriculture, Forestry and Fishing is the largest industry operating in Matamata-Piako District and makes up 25.9% of all currently registered businesses.

Business openings and closings in the last year



Comparing June 2023 with June 2022 Matamata-Piako District has seen an increase in the number of new business registrations of 3.8% and a decrease in the number of business deregistrations of 62.5%.

Tourism spend this quarter



In June 2023, \$6.9M was spent in Matamata-Piako District from domestic and international visitors to the district. Domestic tourism made up 89.1% of total tourism spend, and has decreased by 17.29% since the same time last year, whereas international tourism has increased by 101.08% in the same time period.

Visiting regions with the greatest spend

Visiting region	\$ Change	Spend
Bay of Plenty	▼ \$1.1M	\$3.6M
Auckland	▼ \$2.2M	\$5.1M
Wellington	▲ \$52K	\$580K
Waikato	▼ \$378K	\$6.4M
Northland	▼ \$205K	\$635K

This quarter, the largest spend from domestic tourists visiting Matamata-Piako District came from the Waikato region, with tourists spending \$6.4M. This represents a decrease of \$378K since the same quarter last year.

Visiting regions with the greatest % change

Visiting region	\$ Change	Spend
Gisborne	▼ \$73K	\$153K
Marlborough	▼ \$25K	\$30K
Nelson	▼ \$12K	\$25K

This quarter, Matamata-Piako District saw the greatest % change in domestic tourism spend from those visiting from the Marlborough region since the same quarter last year, with a \$25K 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.

Visiting countries with the greatest spend

Visiting country	\$ Change	Spend
Australia	▲ \$286K	\$728K
Rest of Asia	▲ \$123K	\$170K
Rest of Europe	▲ \$150K	\$203K
United Kingdom	▲ \$105K	\$202K
United States of America	▲ \$553K	\$731K

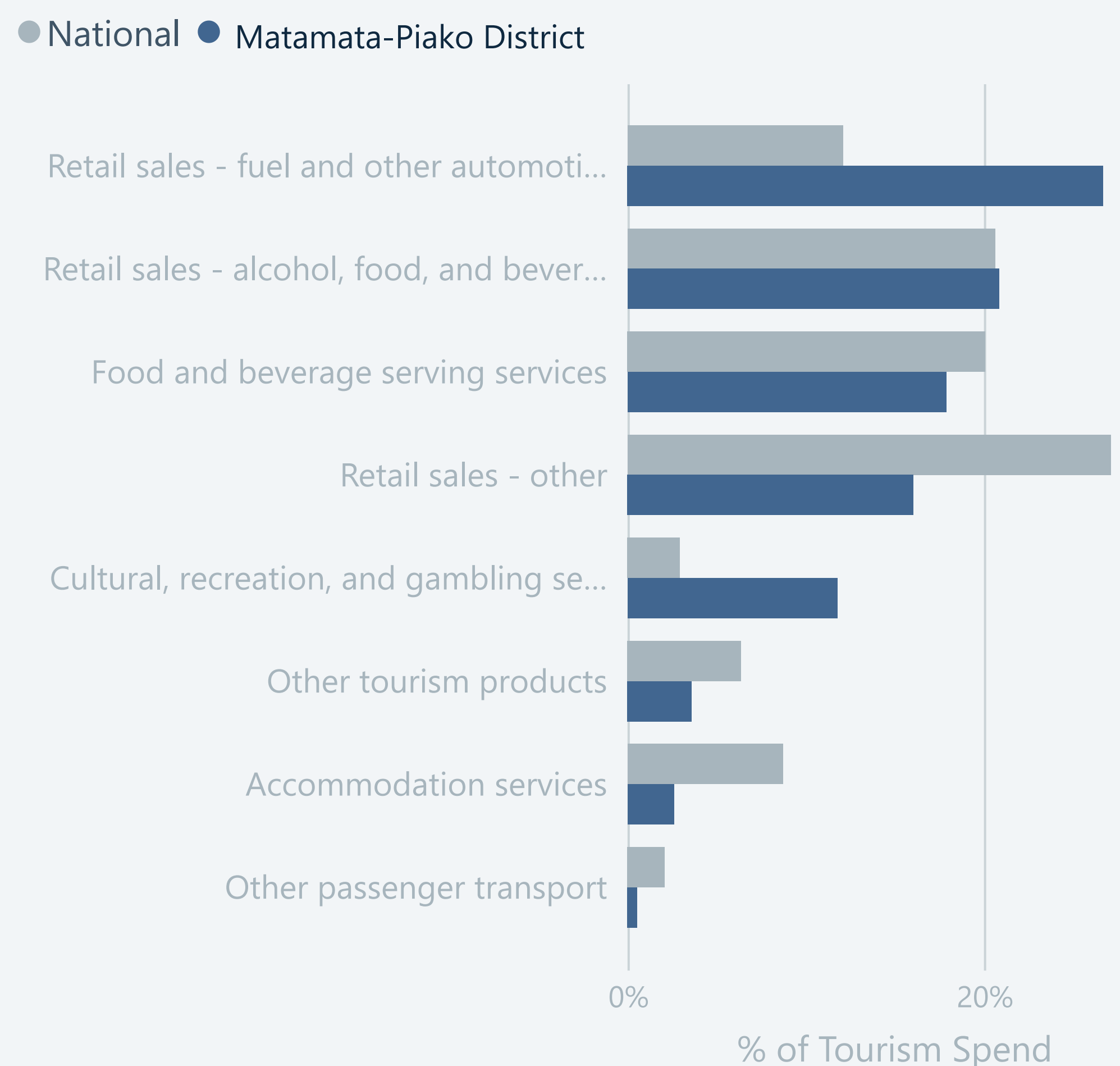
This quarter, the largest spend from international tourists visiting Matamata-Piako District came from United States of America, with tourists spending \$731K. This represents an increase of \$553K since the same quarter last year.

Visiting countries with the greatest % change

Visiting country	\$ Change	Spend
China	▲ \$53K	\$62K
Rest of Americas	▲ \$52K	\$58K
Japan	▲ \$15K	\$16K

This quarter, Matamata-Piako District saw the greatest % change in international tourism spend from those visiting from Japan since the same quarter last year, with a \$15K 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 26.7% of all tourism spend. This is 120.7% larger than the national proportion.

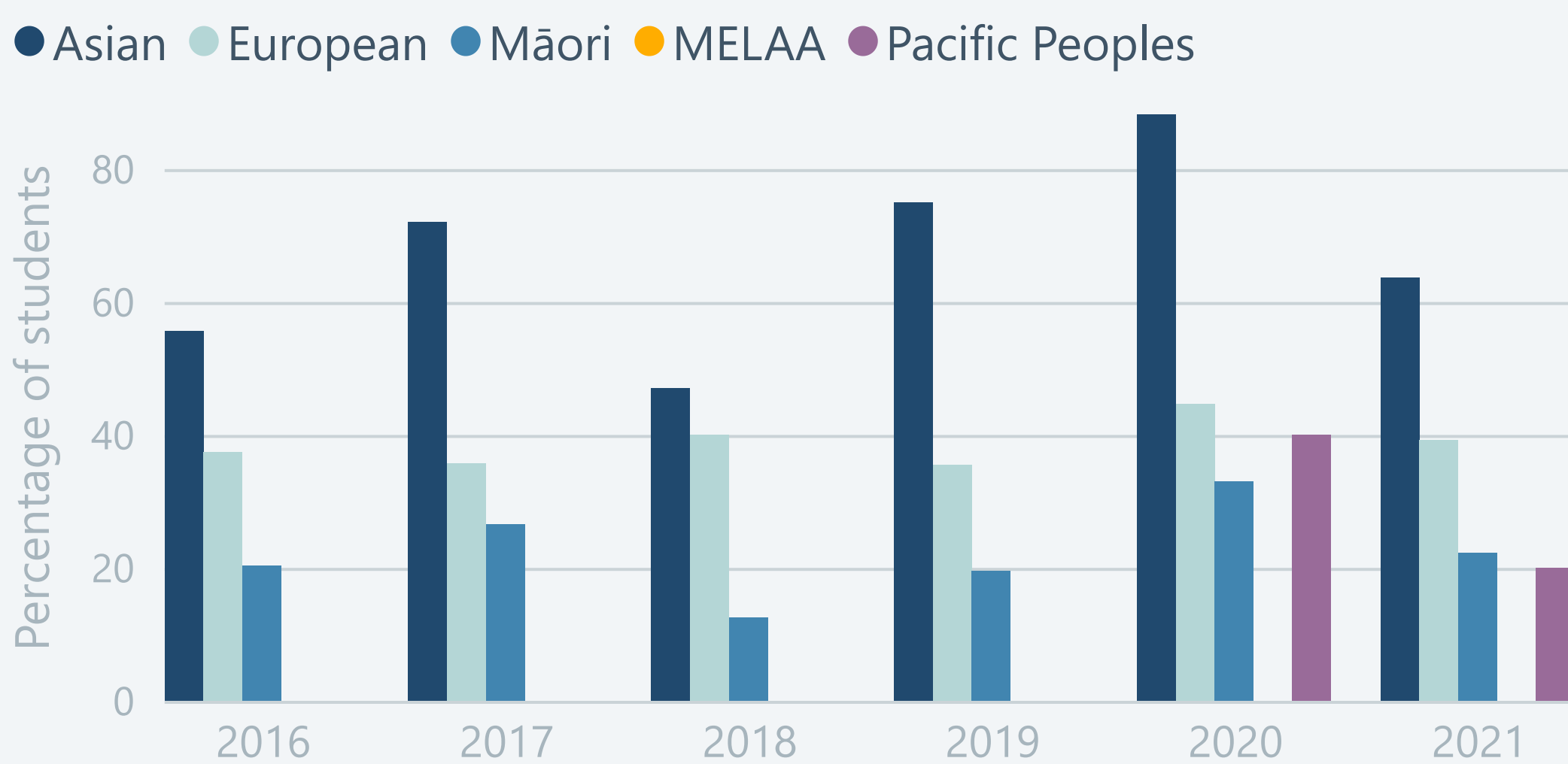
Key Pillar Changes

Secondary school retention Jan 2021 **71.0%** ▽ 1.9% % change is from January 2020

Secondary school with highest proportion of students leaving with NCEA level 3 Jan 2021 **Morrinsville College**

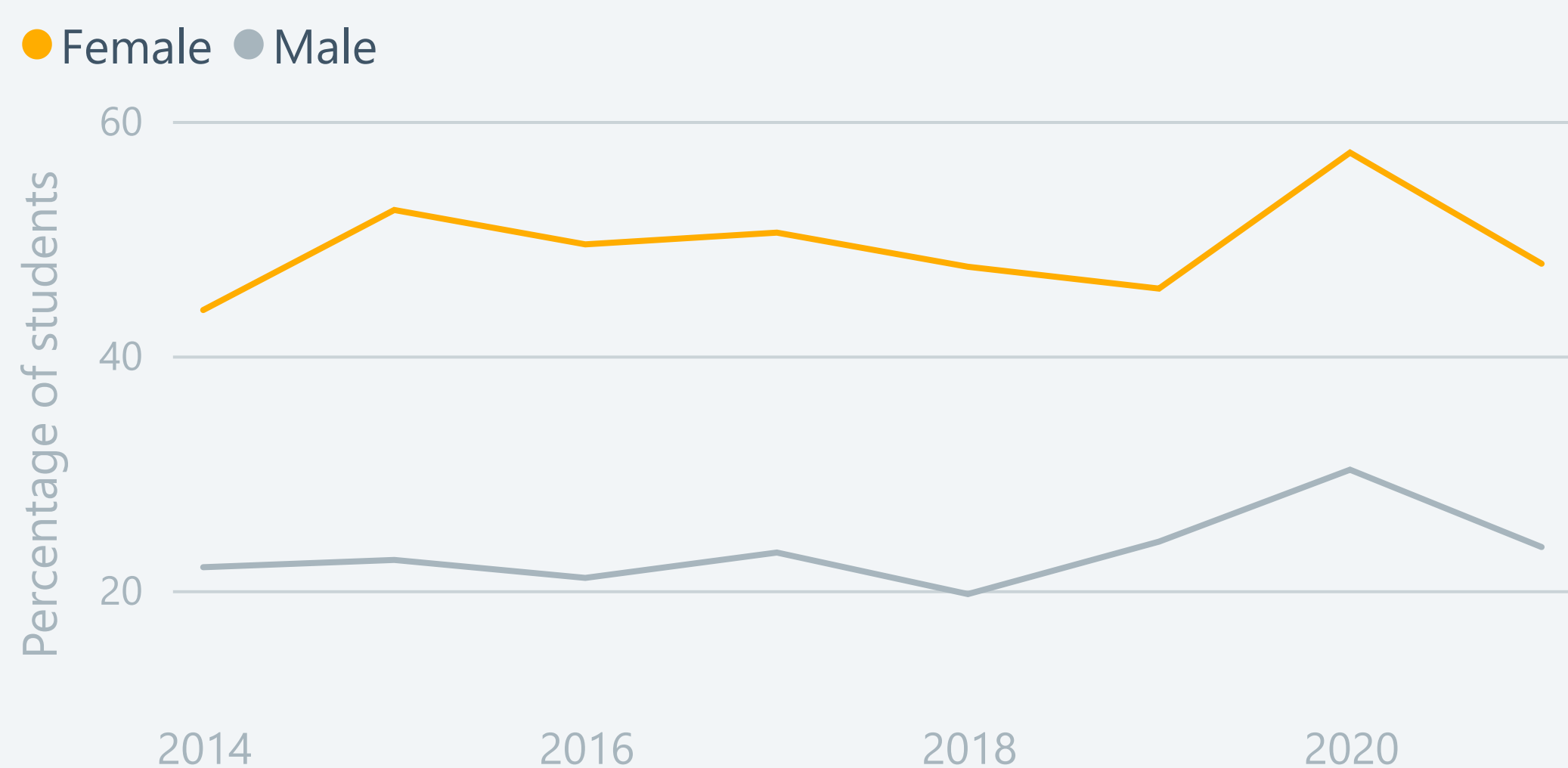
Ethnicity with greatest change in secondary school retention Jan 2021 **Pacific Peoples** ▽ 10% % change is from January 2020

School leavers with NCEA3 level by ethnicity



In 2021, Asian students in Matamata-Piako District had the greatest proportion of students leaving with NCEA3. This is 3.18 times larger than Pacific Peoples 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 68.8%. Māori NCEA Level 3 pass rates in Matamata-Piako District are 56% of National Māori rates.

School leavers with NCEA3 level by gender



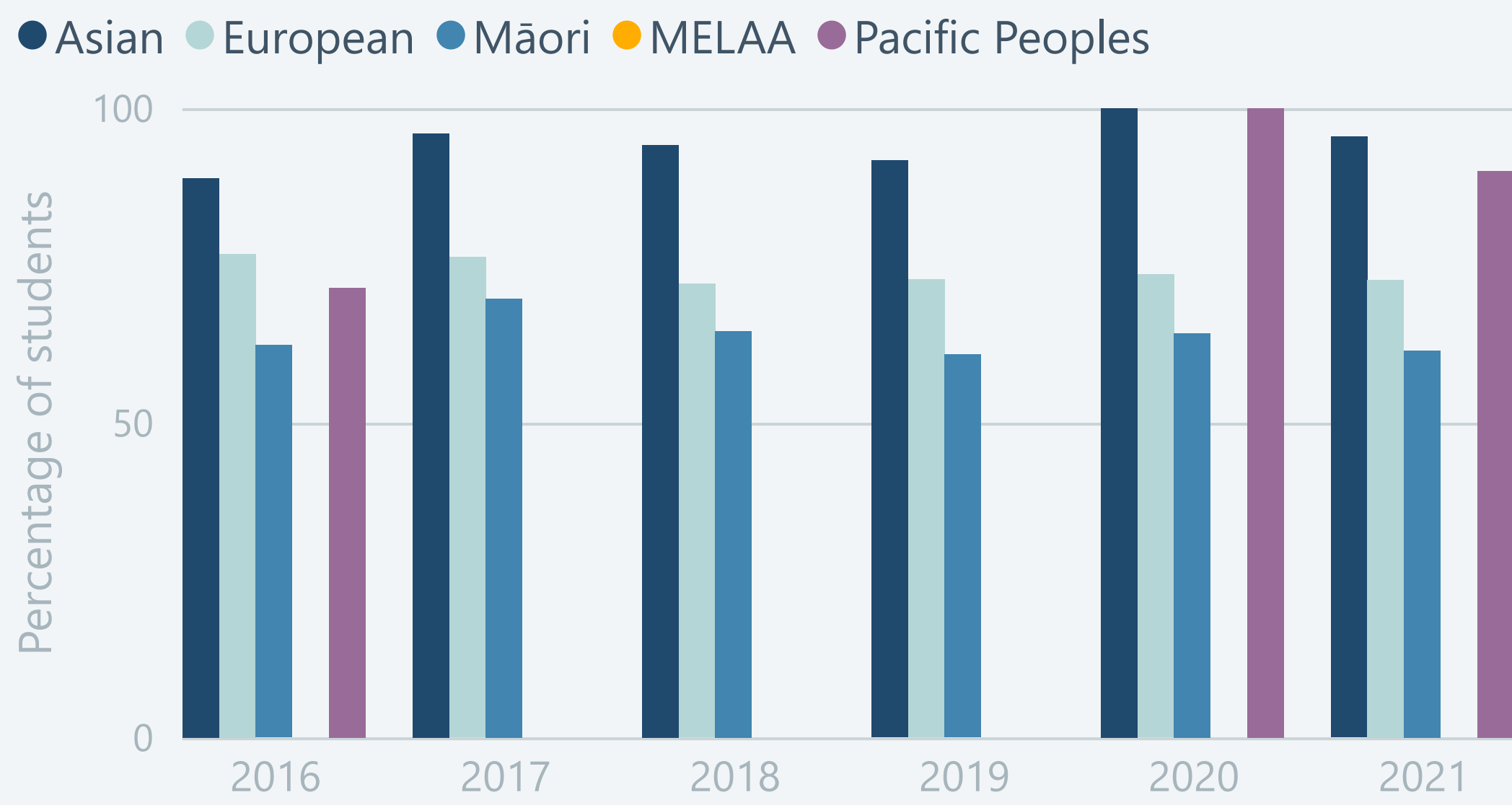
Since 2014, on average the percentage of students leaving with NCEA Level 3 in Matamata-Piako District for female students has been 2.12 times larger than male students. In 2021, the percentage of students leaving with NCEA Level 3 for female students compared with male students was less than average. Compared to national figures, in 2021 the pass rate in Matamata-Piako District were lower for both females and males.

Schools with greatest change in NCEA3 pass rate

In 2021, the school with the greatest change in the percentage of students leaving with NCEA Level 3 (pass rate) since 2020 was Te Aroha College, with a 14.52% decrease. Note that the table includes only those schools with more than 50 students.

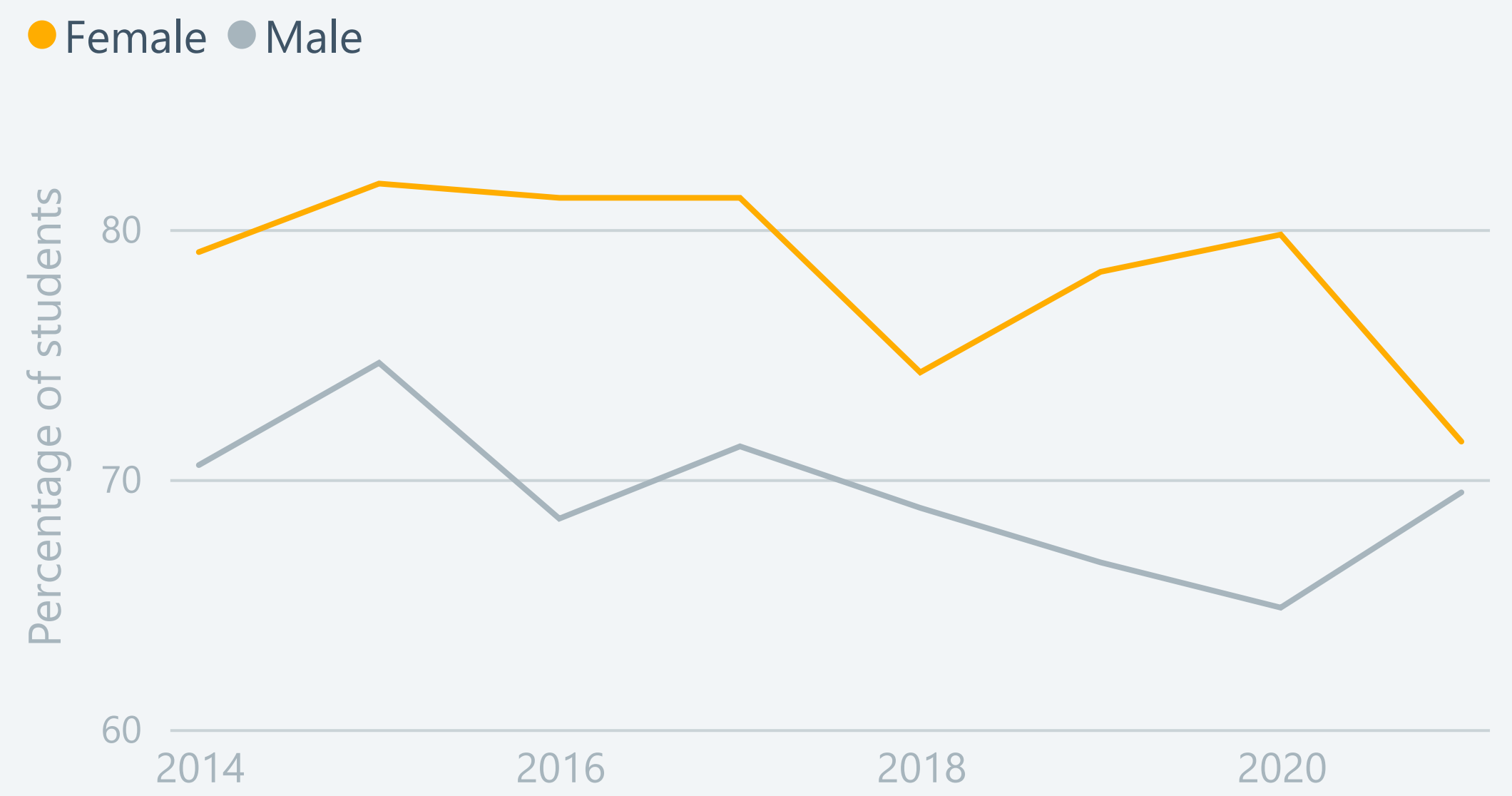
School	% Change	Pass Rate
Te Aroha College	▽ 14.52	34.29
Morrinsville College	▽ 7.19	43.17
Matamata College	▽ 1.42	31.91

Secondary school retention by ethnicity



In 2021, Asian students in Matamata-Piako District had the greatest retention rate. This is 1.55 times larger than Māori students, who have the lowest retention rate. Asian students have seen the greatest change in retention, with an increase of 9.1%. Māori retention rates in Matamata-Piako District are 89% 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 1.13 times larger than male students. In 2021, the retention rates of female students compared with male students was less than average. Compared to national figures, in 2021 the retention rates in Matamata-Piako District were lower for both females and males.

Schools with greatest change in retention

In 2021, the school with the greatest change in retention rate since 2020 was Morrinsville College, with a 3.92% decrease. Note that the table includes only those schools with more than 50 students.

Community	% Change	Retention rate
Morrinsville College	▼ 3.92	73
Te Aroha College	▼ 2.86	69
Matamata College	▲ 1.76	69

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

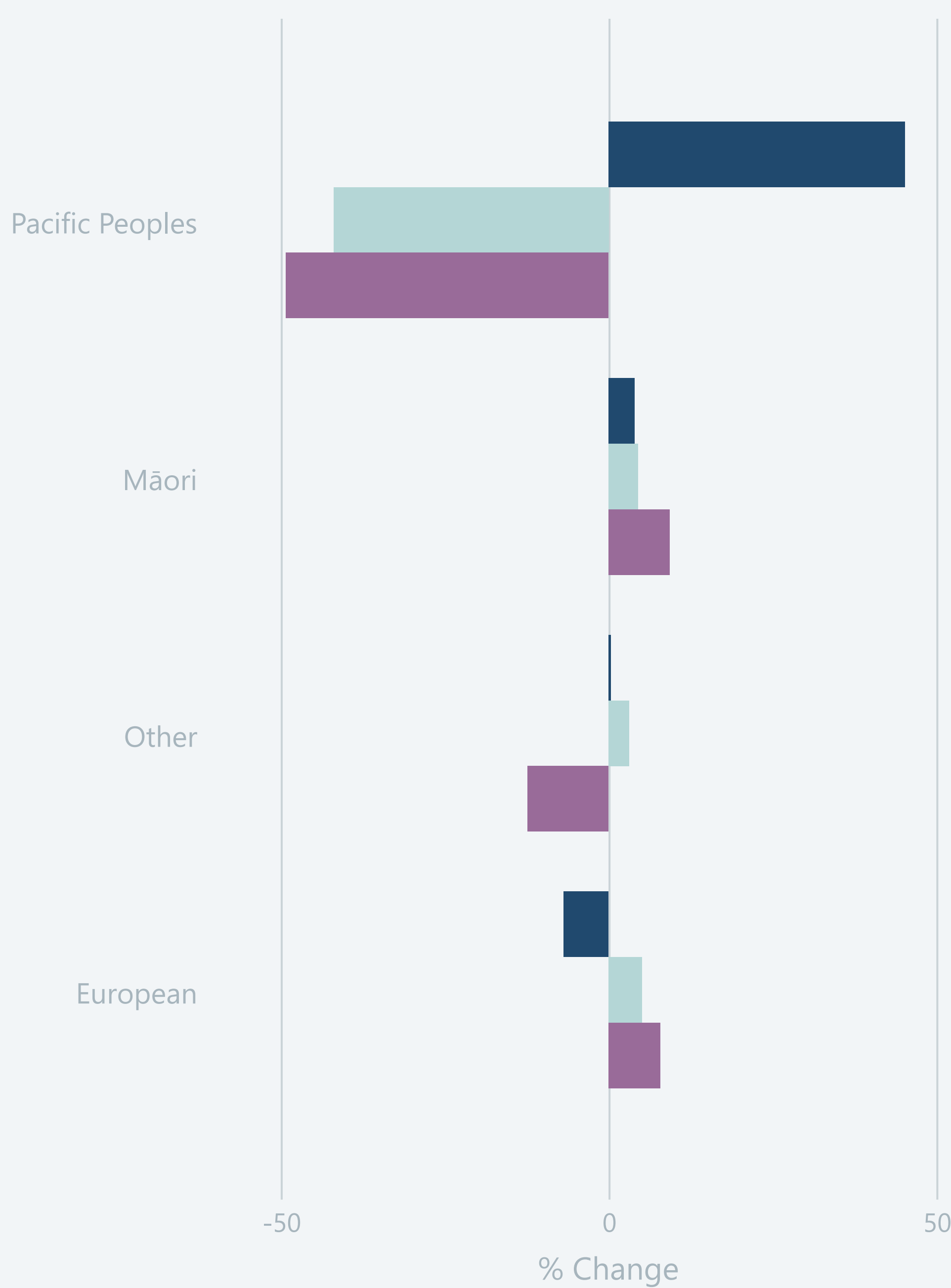
i Secondary school retention is defined as the percentage of secondary school leavers who are at least 17 years of age.

Key Pillar Changes

Job seeker support rate	Jun 2023	5.1%	▽ 1.35%	% change is from June 2022
Means tested benefit rate	Jun 2023	3.0%	▲ 5.73%	% change is from June 2022
Sole parent support rate	Jun 2023	2.7%	▲ 7.62%	% change is from June 2022

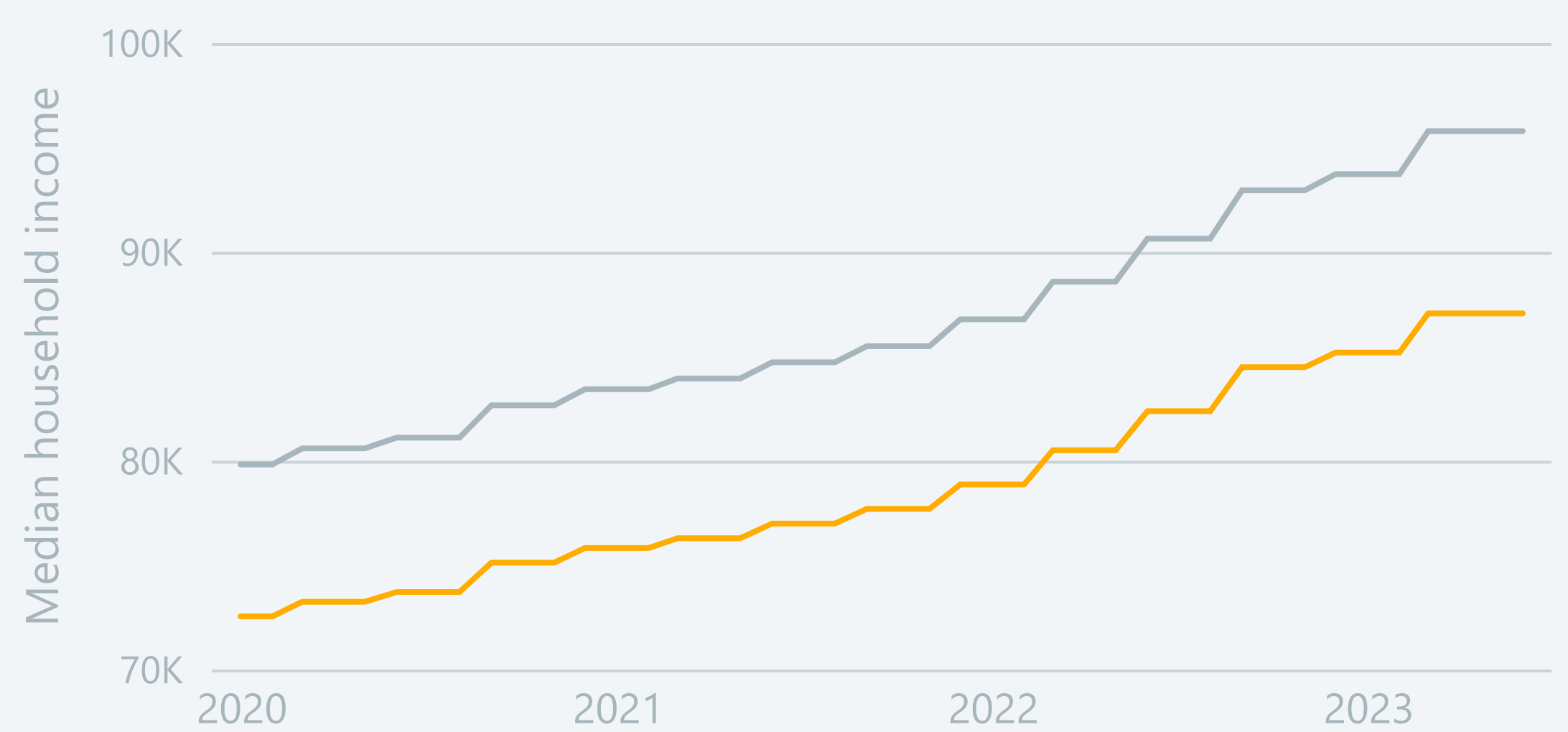
Change in benefit rates by Ethnicity

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



Median Household Income over time

● National ● Matamata-Piako District



As of June 2023, the median household income (adjusted for inflation) in Matamata-Piako District was \$87,053. 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 Job Seeker Support for Pacific Peoples, up 45.18% to a value of 6.98 claimants per 100 working adults (15-64yrs). Comparatively, Single Parent Support for Pacific Peoples saw the greatest decrease over the last 12 months, down 49.19% to 2.79 claimants per 100 working adults.

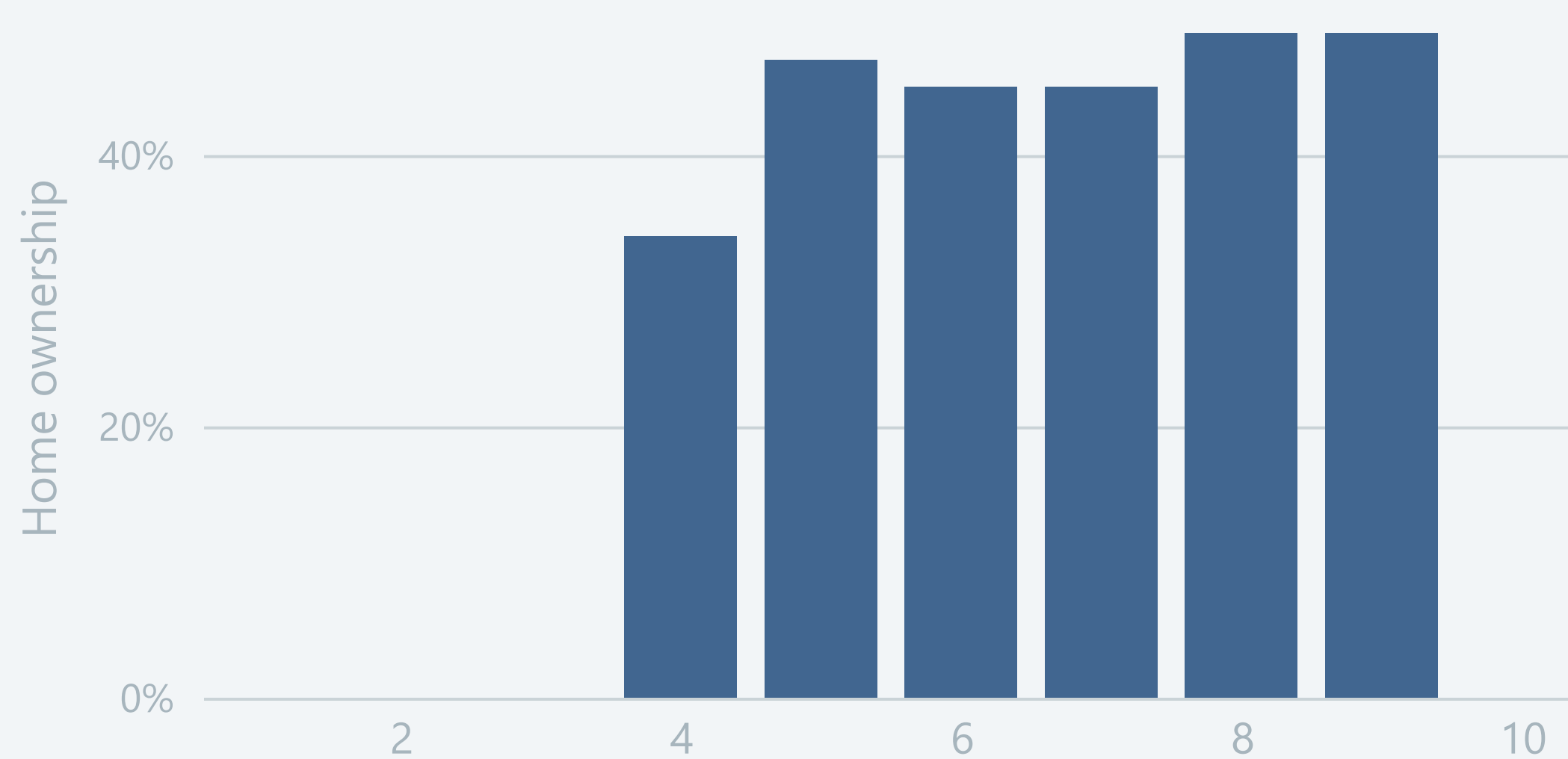
Key Pillar Changes

Years to save for a house deposit Jun 2023 **12.0** ▽ 4.25% % change is from March 2023

Rental affordability (% of income spent on rent) Jun 2023 **27.5%** ▲ 0.24% % change is from March 2023

Purchasing affordability (% of income spent on mortgage repayments) Jun 2023 **9.6%** ▽ 4.34% % change is from March 2023

Home Ownership by Deprivation Index



In Matamata-Piako District, multiple communities have the highest rates of home ownership. The home ownership rate in these communities is 1.4 times greater than those communities with a deprivation index of 4 (the deprivation decile with the lowest home ownership rate). Deprivation and home ownership are as at March 2018.

Greatest Change in Rental Affordability

Multiple communities saw the greatest change in the percentage of income spent on rent over the last 3 months, with a 0% unchanged. Of these communities, Morrinsville East was the most unaffordable in June 2023, with 27% of annual household income spent on rent.

Community	% Change	Rental Affordability
Mangaiti	— 0.00	19.60
Morrinsville East	— 0.00	27.00
Tahuna-Mangateparu	— 0.00	24.00
Tahuroa	— 0.00	23.00
Tatuanui	— 0.00	12.60

Greatest Change in Purchasing Affordability

Matamata North saw the greatest change in the percentage of income spent on mortgage repayments, with a 2.5% decrease over the last 3 months. Of these communities, Te Aroha East was the most unaffordable in June 2023, with 12% of annual household income spent on mortgage repayments.

Community	% Change	Purchasing Affordability
Mangaiti	▽ 1.94	10.10
Matamata North	▽ 2.48	11.80
Te Aroha East	▽ 2.44	12.00
Te Aroha West	▽ 1.92	10.20
Waihou-Manawaru	▽ 2.11	9.30

i Purchasing affordability is the percentage of annual median household income that would be spent on mortgage repayment (based on purchasing at the median house price with a 20% deposit over 30 years assuming a fixed interest rate of 4%). Rental affordability is also based on the median annual household income.

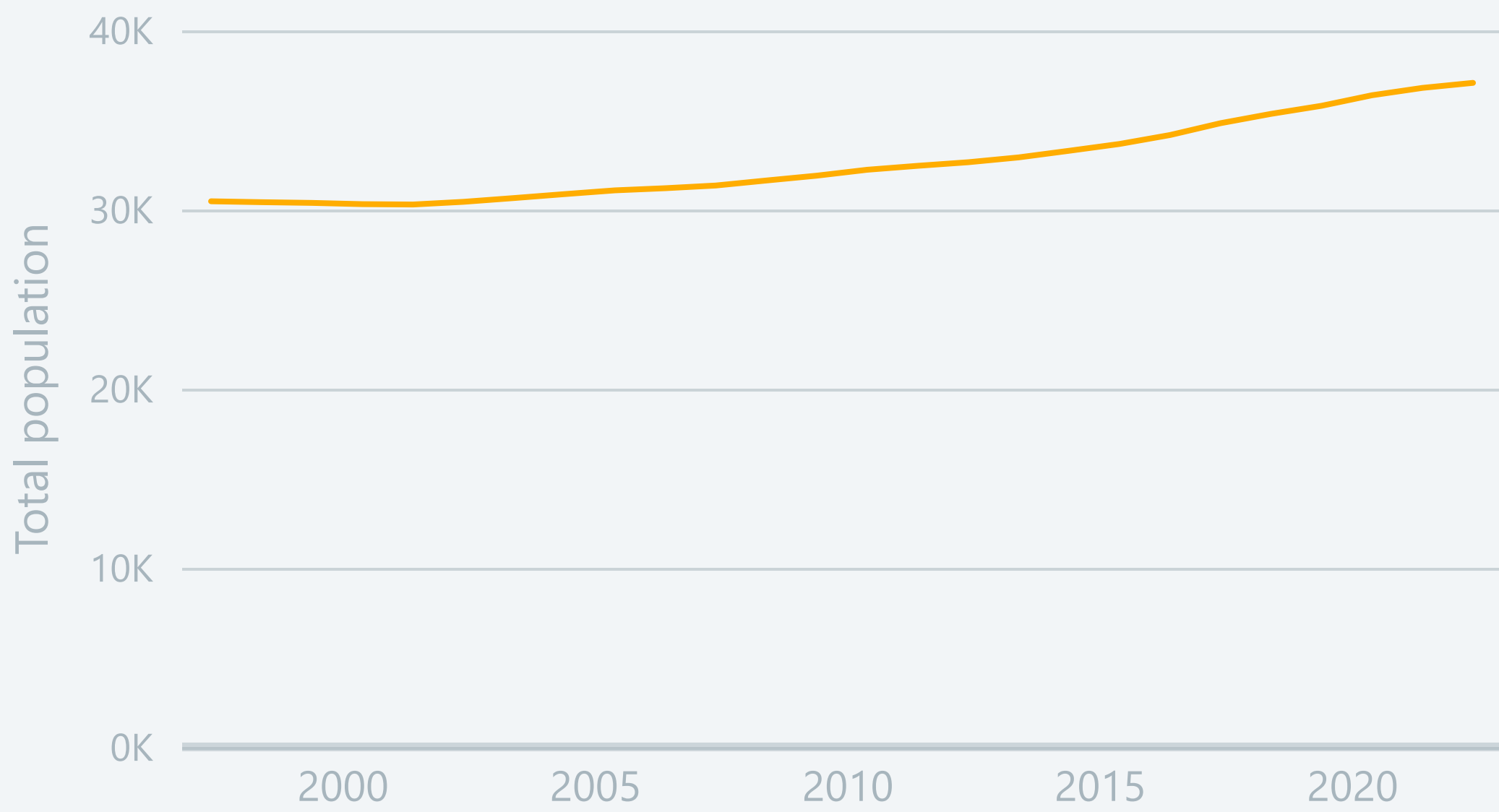


Demographics

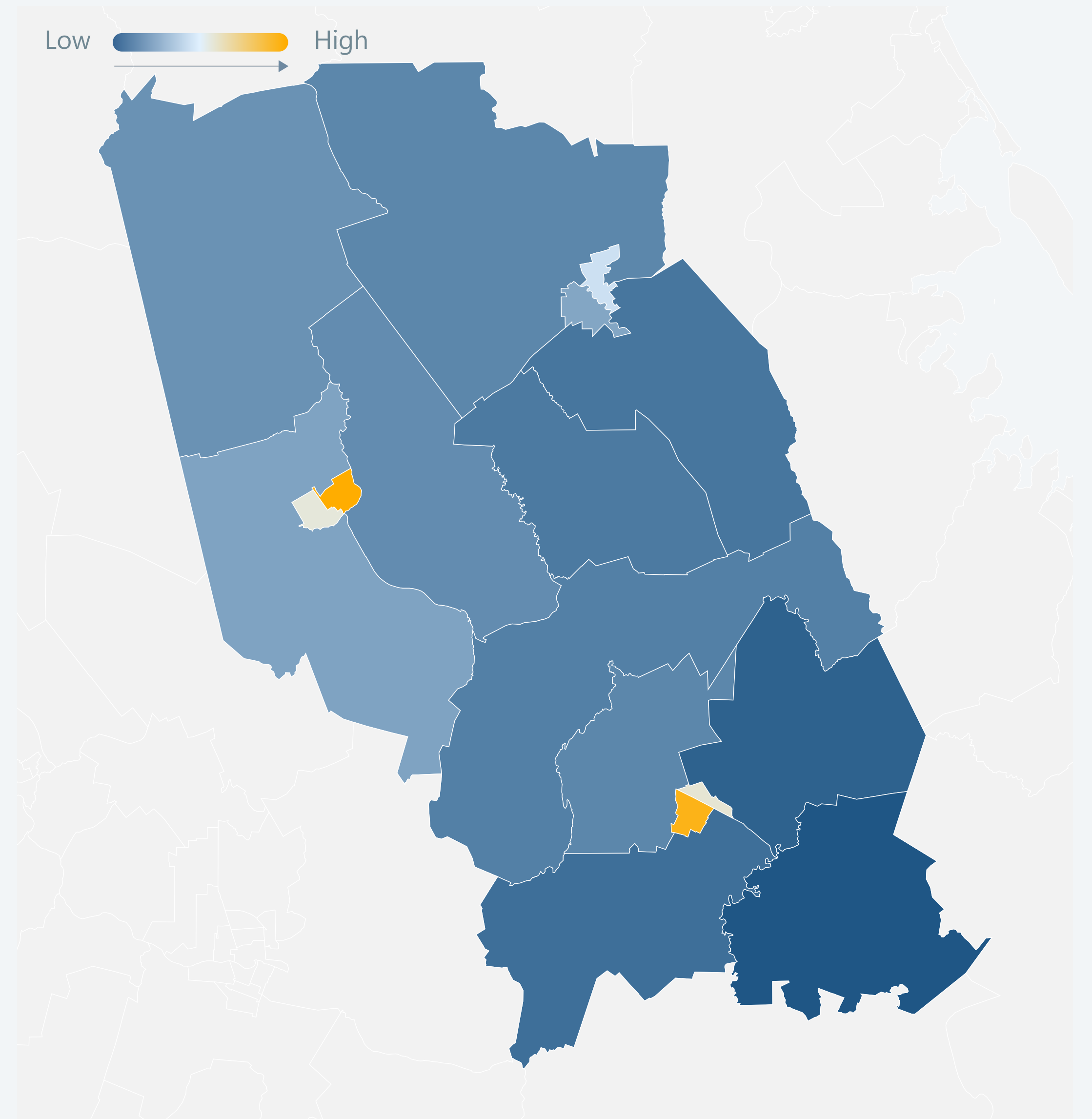
Estimated population

37.07K

Is the estimated total population in Matamata-Piako District in 2022. The population in the area has increased by 0.76% or 280 people since 2021.

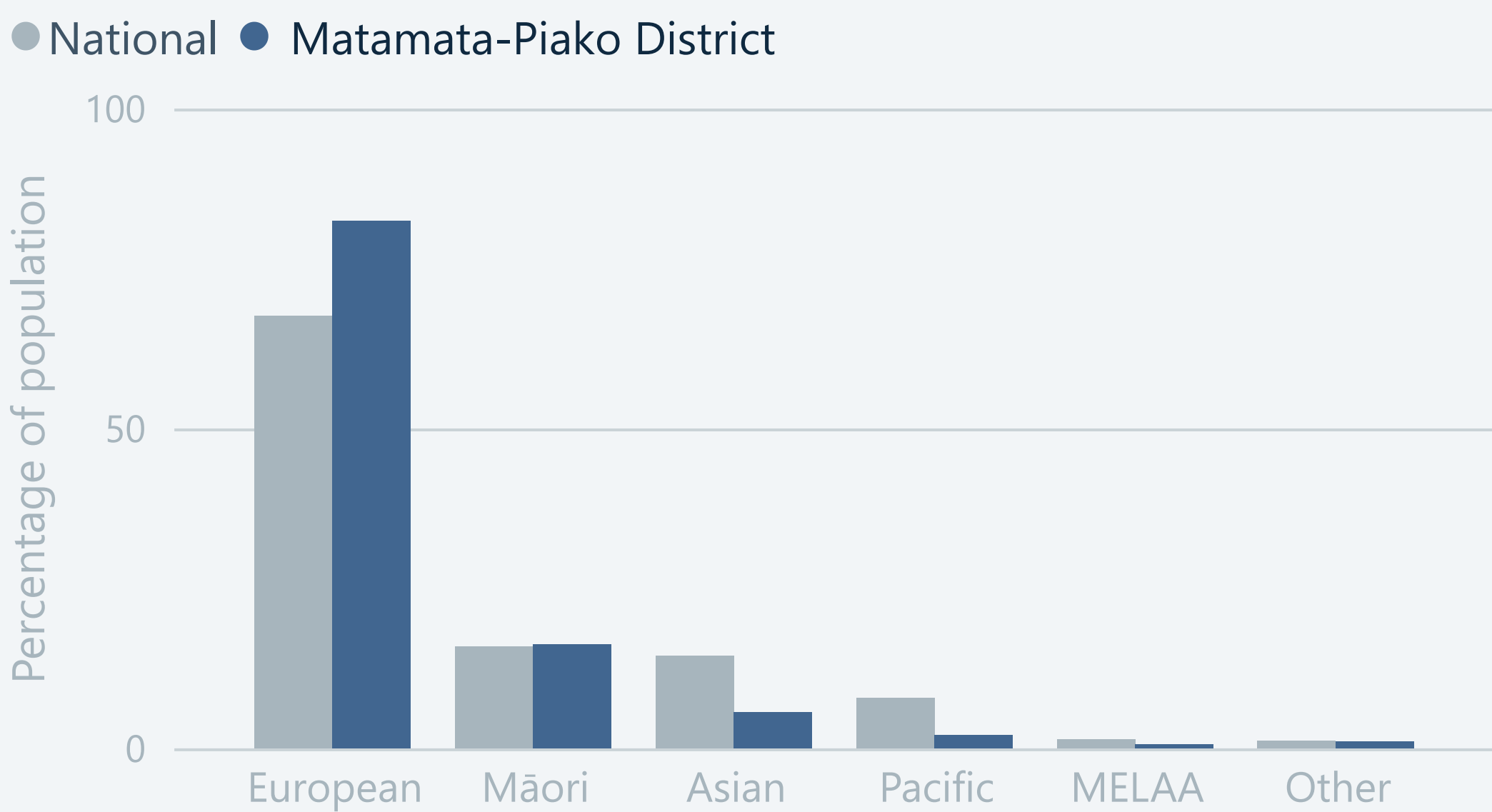


Population distribution



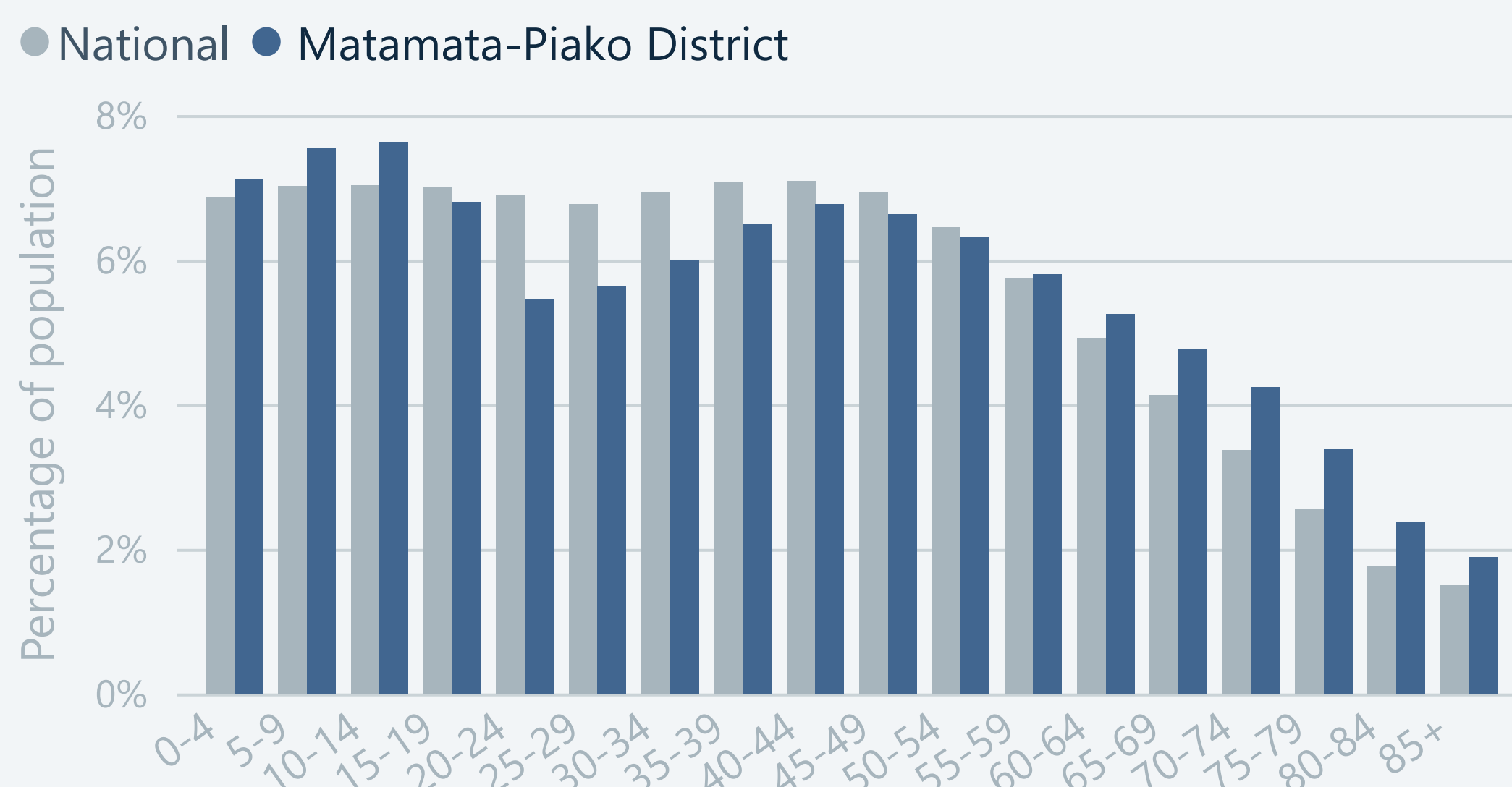
In June 2022, Hinuera saw the greatest change in population, with an increase of 2.5% since June 2021.

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 2022 the largest age band in Matamata-Piako District is 60-64 (6.6%), 10.8% larger than the national distribution. The age band that has had the greatest change since June 2021 is 45-49, decreasing by 4.81%.