

Quarterly Report

South Waikato District

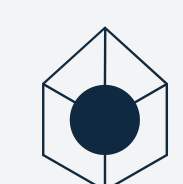
Summary

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

 New Business Registrations this month


 **15.0**

As of December 2023, South Waikato District saw 15.0 new business registrations, an increase of 114.29% compared with September 2023.

 Rental affordability (% of income spent on rent)

 **27.7%**

As of December 2023, residents of South Waikato District spent 27.7% of their household income on rent, an increase of 0.57% compared with September 2023.

 Gambling spend per capita

 **\$116**

As of September 2023, an average of \$116.0 was spent by individuals over 18 years in South Waikato District through electronic gaming machines, a decrease of 0.03% compared with June 2023.

 Crime rate

 **17.3**

In December 2023, South Waikato District had a crime rate of 17.3 incidents per 10,000 people, a decrease of 0.96% compared with September 2023.

 Deprivation Index


 **10.0**

As of December 2023, the deprivation within South Waikato District is 10.0 and this is unchanged since November 2023.

 Job seeker support rate

 **12.7%**

In December 2023, 12.7% of the working population (15-64 years) in South Waikato District claimed Job Seeker Support, an increase of 14.74% compared with December 2022.

 Trending Up  Trending Down  Improving  Worsening  No Change

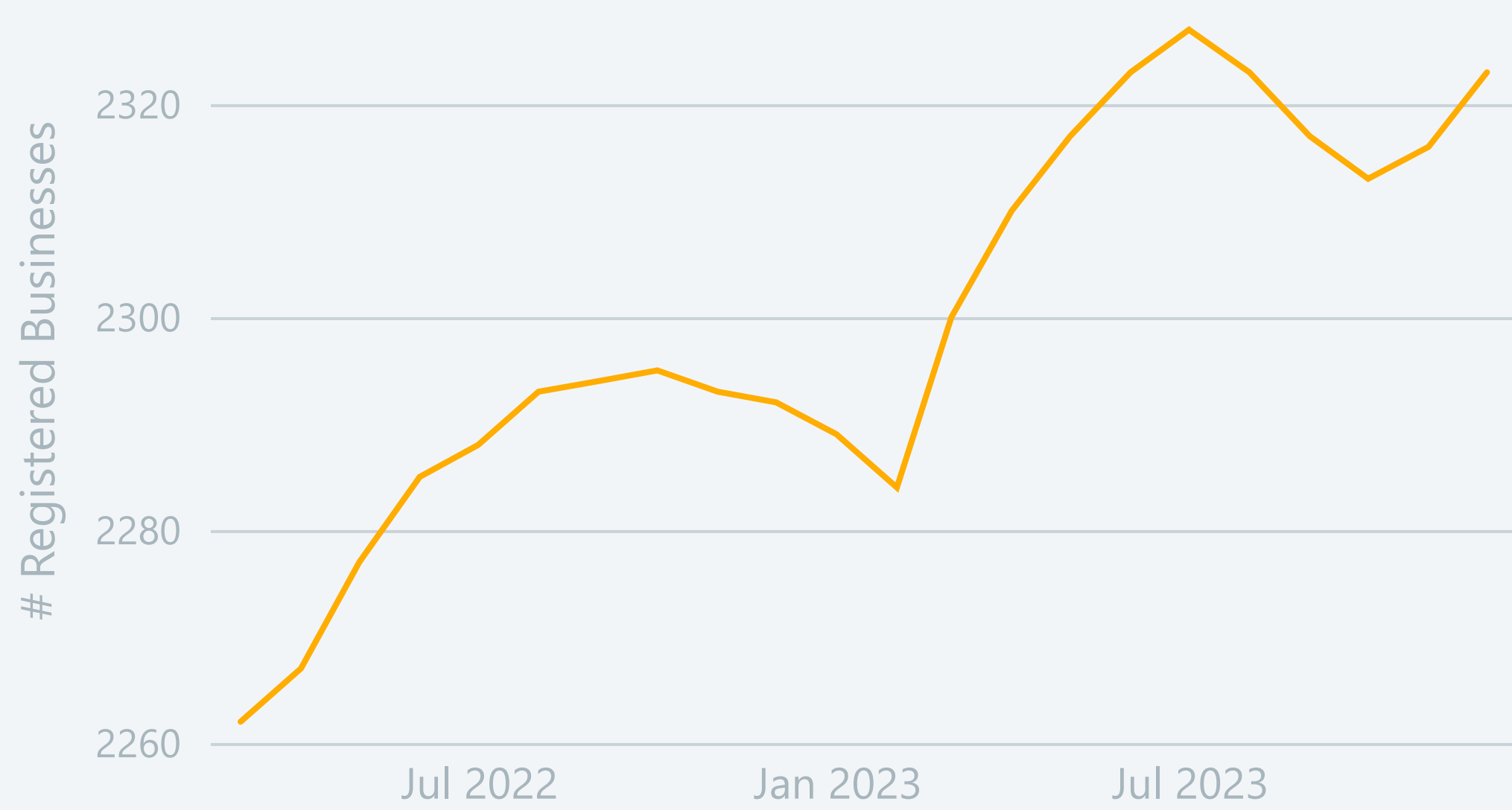
Key Pillar Changes

New Business Registrations this month (Dec 2023) **15.0** ▲ 114.29% % change is from September 2023

Business Deregistrations this month (Dec 2023) **8.0** ▼ 38.46% % change is from September 2023

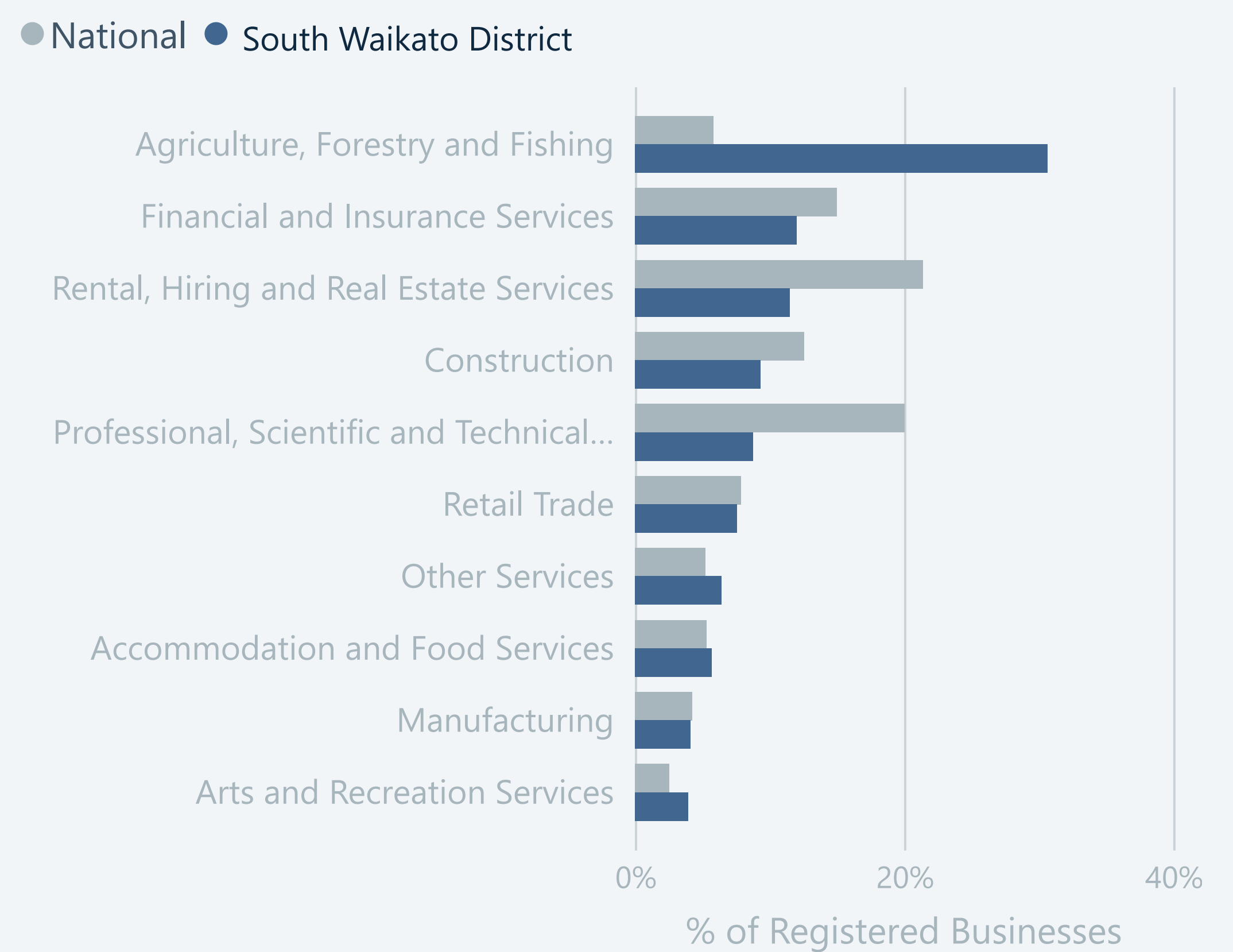
Total tourism spend this quarter (Jul 2023) **\$16.1M** ▼ 8.54% % change is from April 2023

Total number of businesses registered to date



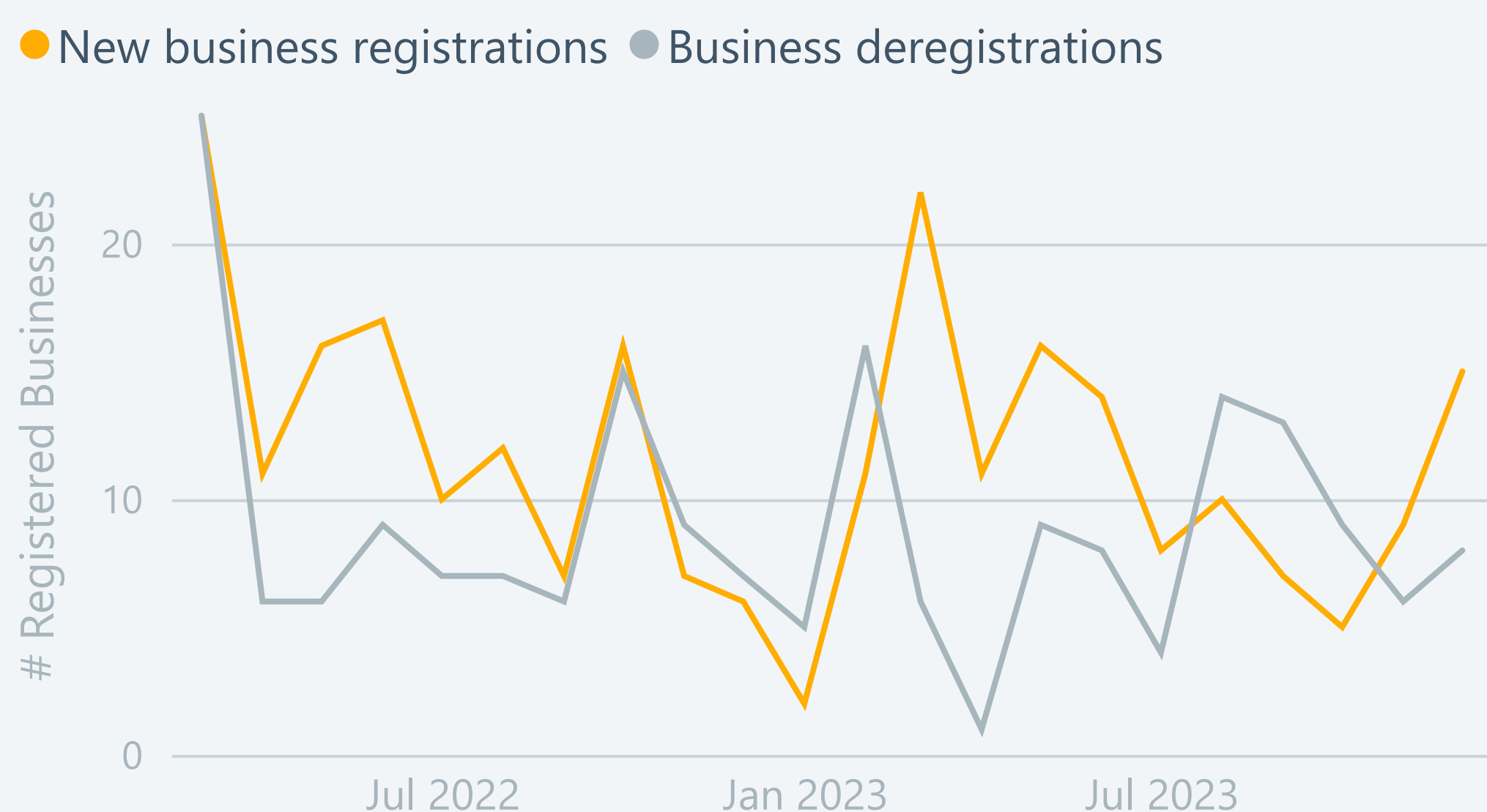
As of December 2023 there were 2323 registered businesses in South Waikato District. Over the last 12 months the number of registered businesses has increased by 31. Nationally, the number of registered businesses has increased by 1.65%.

Distribution of registered businesses by industry



Agriculture, Forestry and Fishing is the largest industry operating in South Waikato District and makes up 26.9% of all currently registered businesses.

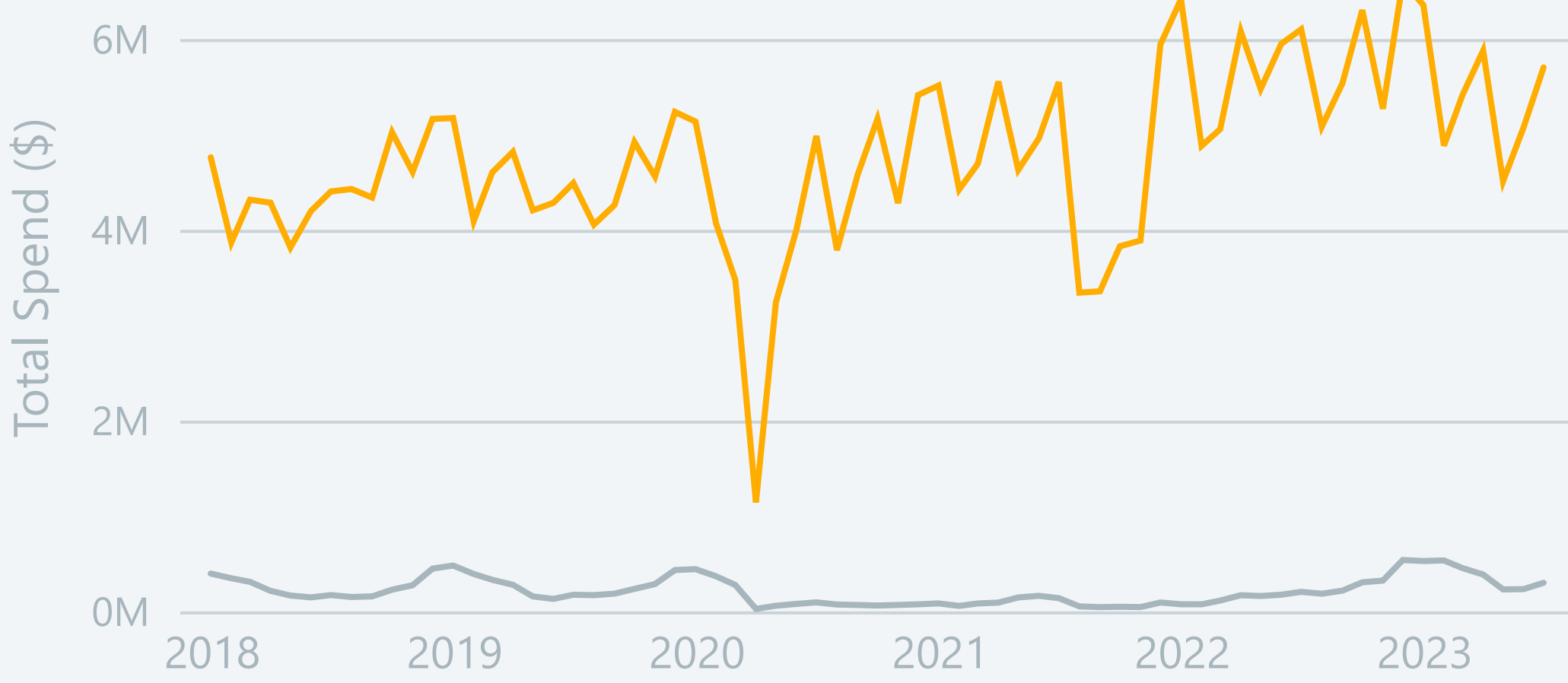
Business openings and closings in the last year



Comparing December 2023 with December 2022 South Waikato District has seen an increase in the number of new business registrations of 150% and an increase in the number of business deregistrations of 14.3%.

Tourism spend this quarter

● Domestic tourism ● International tourism



In July 2023, \$6M was spent in South Waikato District from domestic and international visitors to the district. Domestic tourism made up 95% of total tourism spend, and has decreased by 6.54% since the same time last year, whereas international tourism has increased by 46.35% in the same time period.

Visiting regions with the greatest spend

Visiting region	\$ Change	Spend
Bay of Plenty	▼ \$838K	\$2.5M
Auckland	▼ \$391K	\$3.6M
Waikato	▼ \$524K	\$5.4M
Manawatu-Wanganui	▼ \$306K	\$848K
Hawke's Bay	▲ \$17K	\$867K

This quarter, the largest spend from domestic tourists visiting South Waikato District came from the Waikato region, with tourists spending \$5.4M. This represents a decrease of \$524K since the same quarter last year.

Visiting regions with the greatest % change

Visiting region	\$ Change	Spend
Marlborough	▼ \$27K	\$16K
Otago	▼ \$197K	\$87K
Southland	▼ \$28K	\$31K

This quarter, South Waikato District saw the greatest % change in domestic tourism spend from those visiting from the Otago region since the same quarter last year, with a \$197K 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.

Visiting countries with the greatest spend

Visiting country	\$ Change	Spend
Africa and Middle East	▲ \$38K	\$43K
Australia	▼ \$10K	\$290K
Rest of Asia	▲ \$30K	\$62K
United Kingdom	▼ \$4K	\$72K
United States of America	▲ \$88K	\$162K

This quarter, the largest spend from international tourists visiting South Waikato District came from Australia, with tourists spending \$290K. This represents a decrease of \$10K since the same quarter last year.

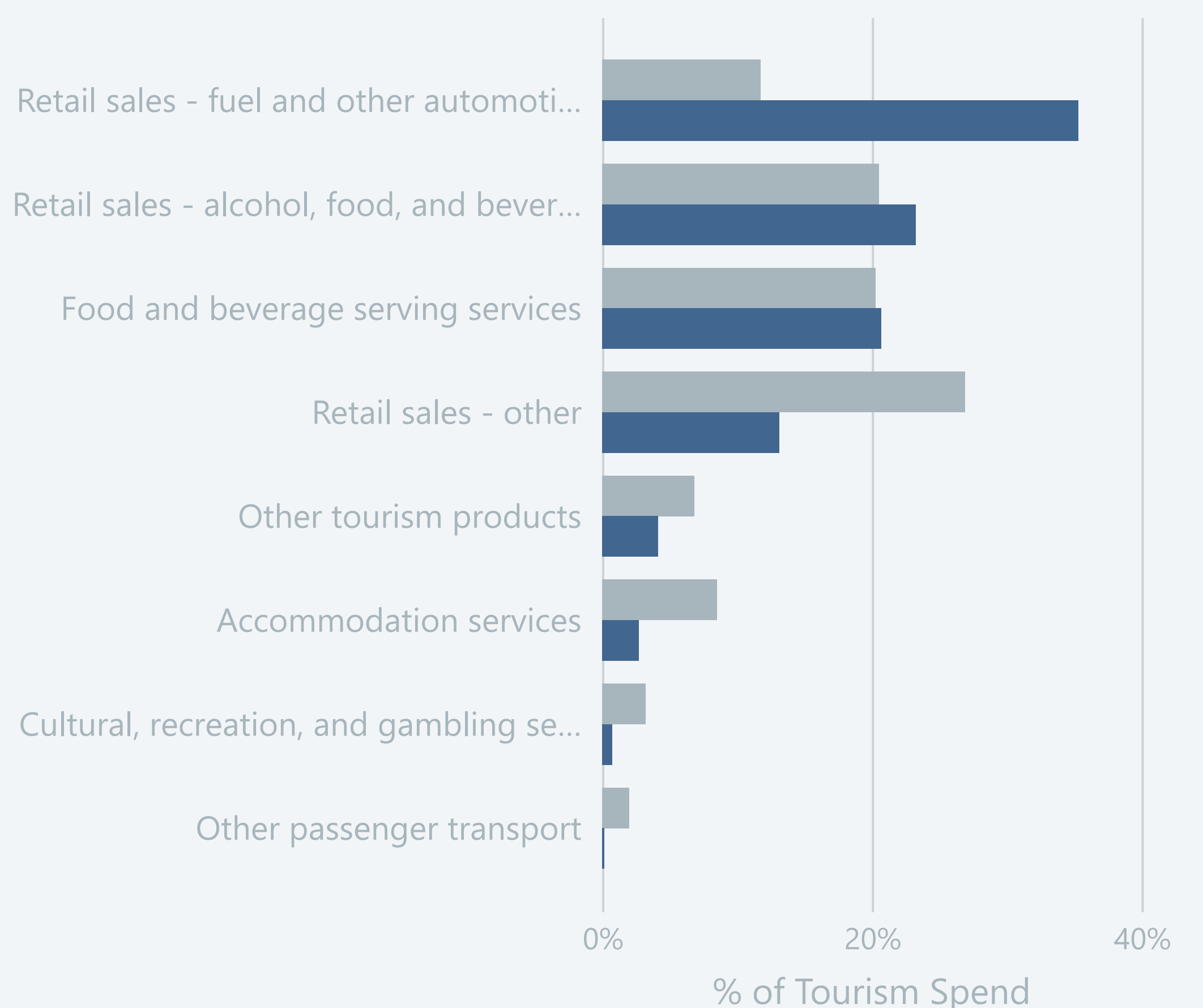
Visiting countries with the greatest % change

Visiting country	\$ Change	Spend
Africa and Middle East	▲ \$38K	\$43K
Japan	▲ \$3K	\$3K
Rest of Americas	▲ \$8K	\$10K

This quarter, South Waikato District saw the greatest % change in international tourism spend from those visiting from Africa and Middle East since the same quarter last year, with a \$38K 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 35.3% of all tourism spend. This is 199.2% larger than the national proportion.

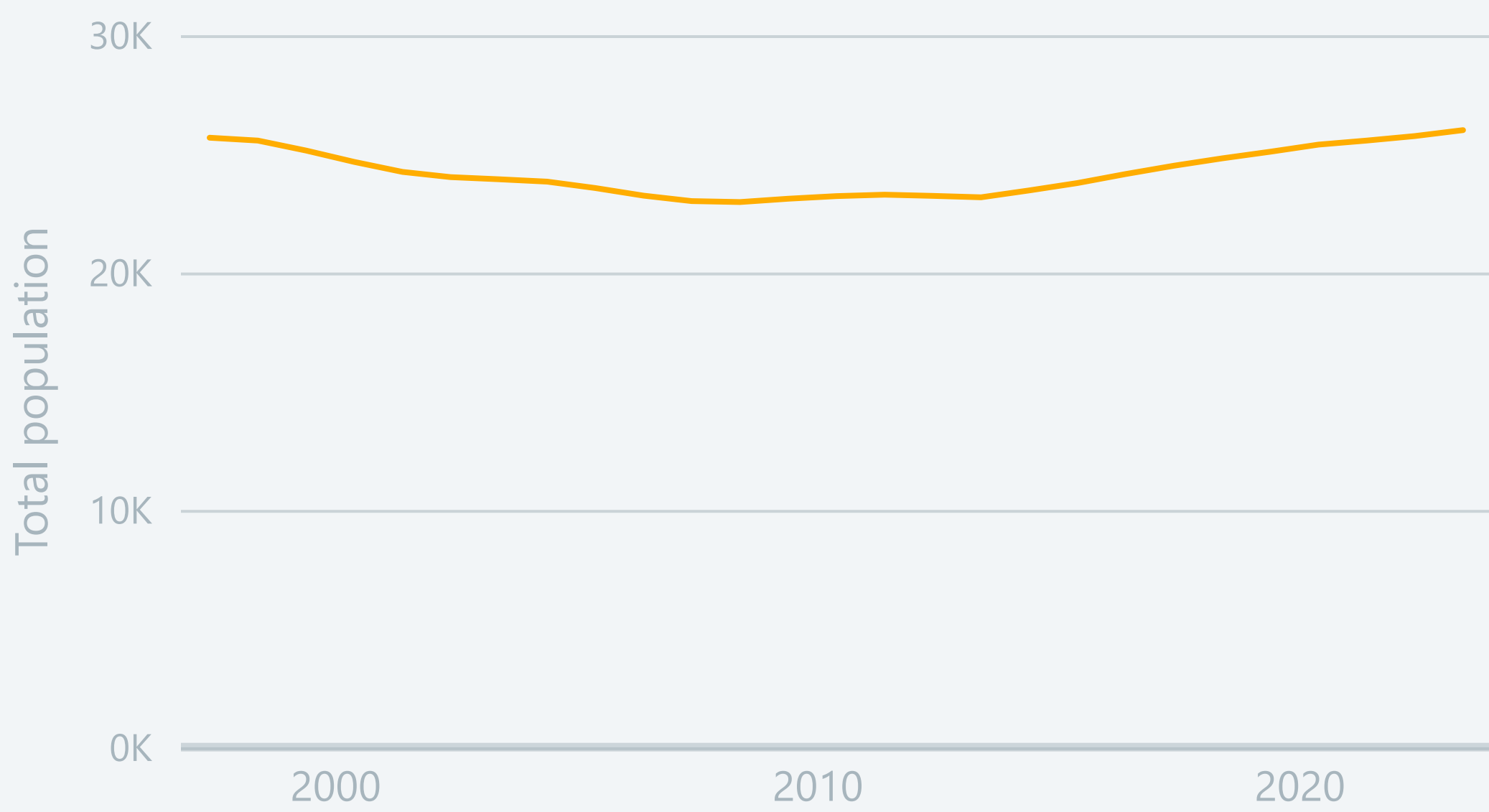


Demographics

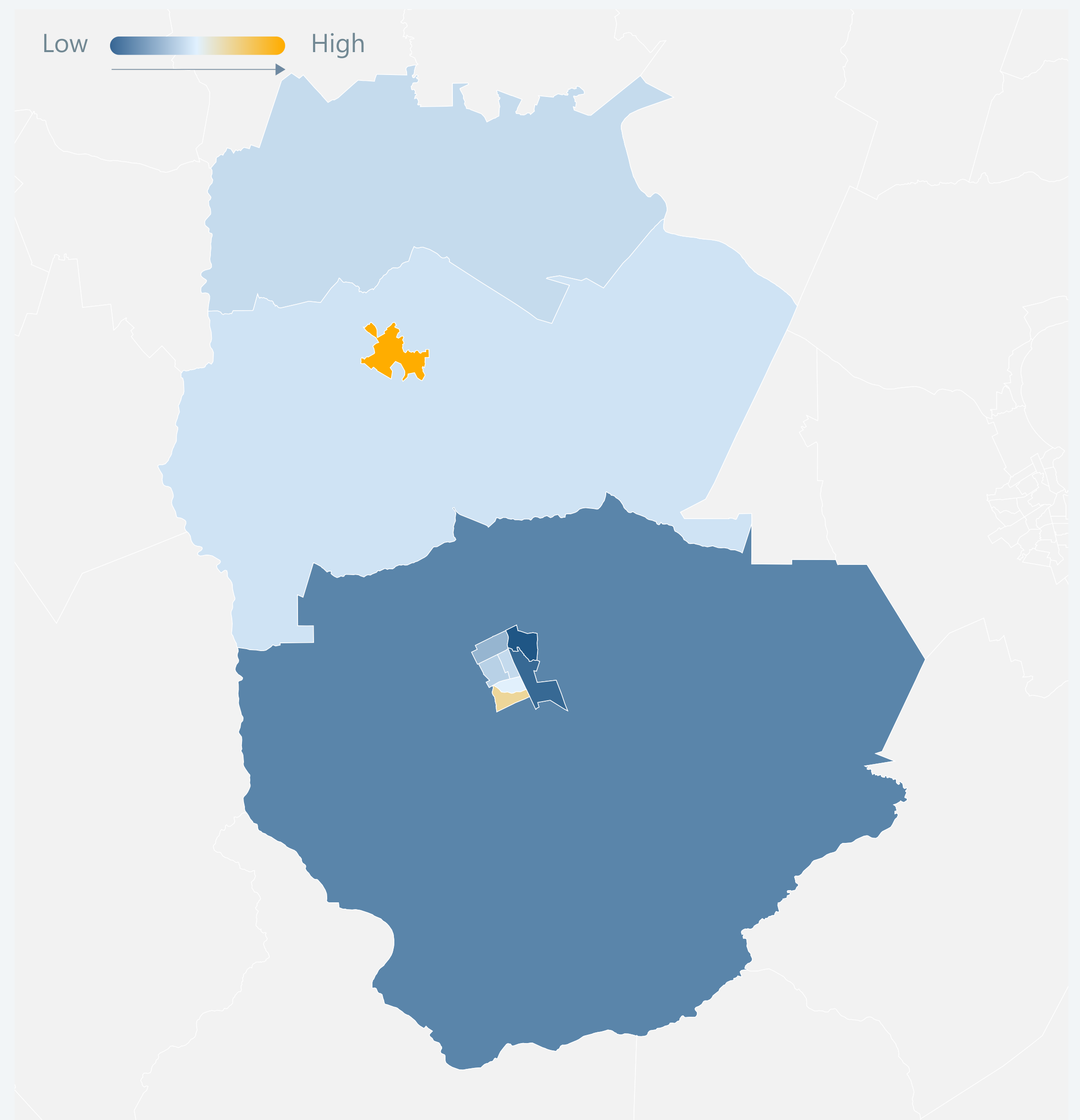
Estimated population

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.



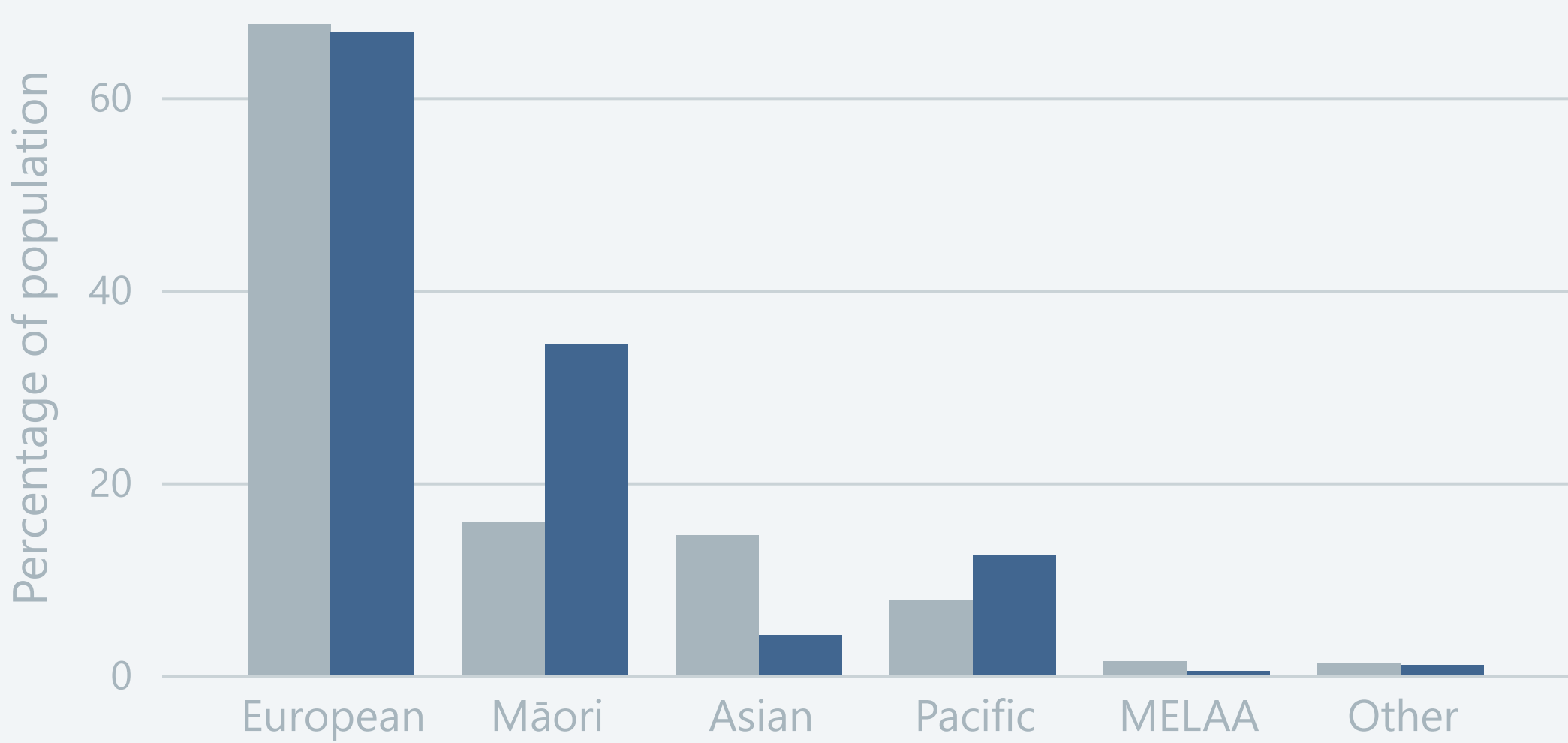
Population distribution



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

Ethnic distribution

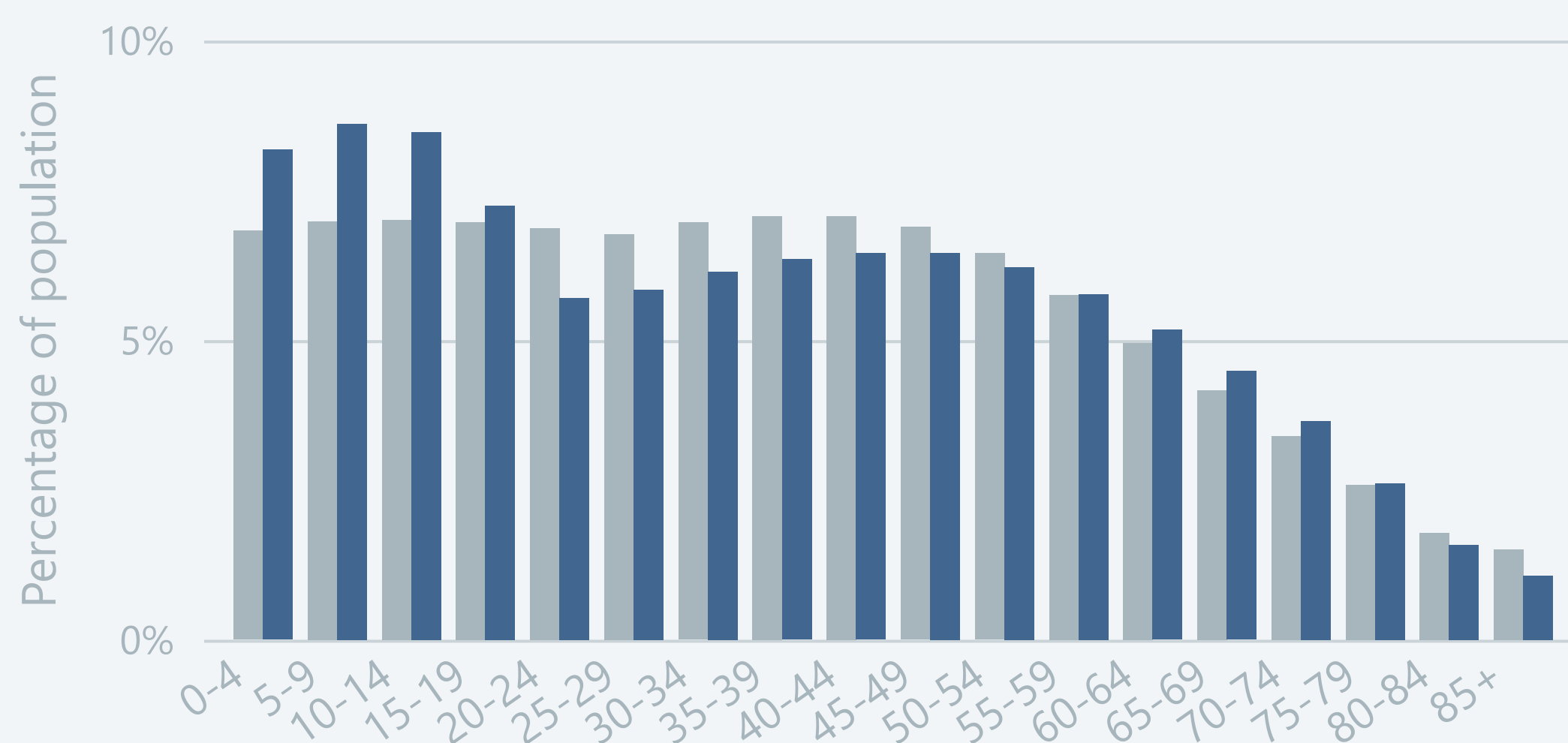
● National ● South Waikato District



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

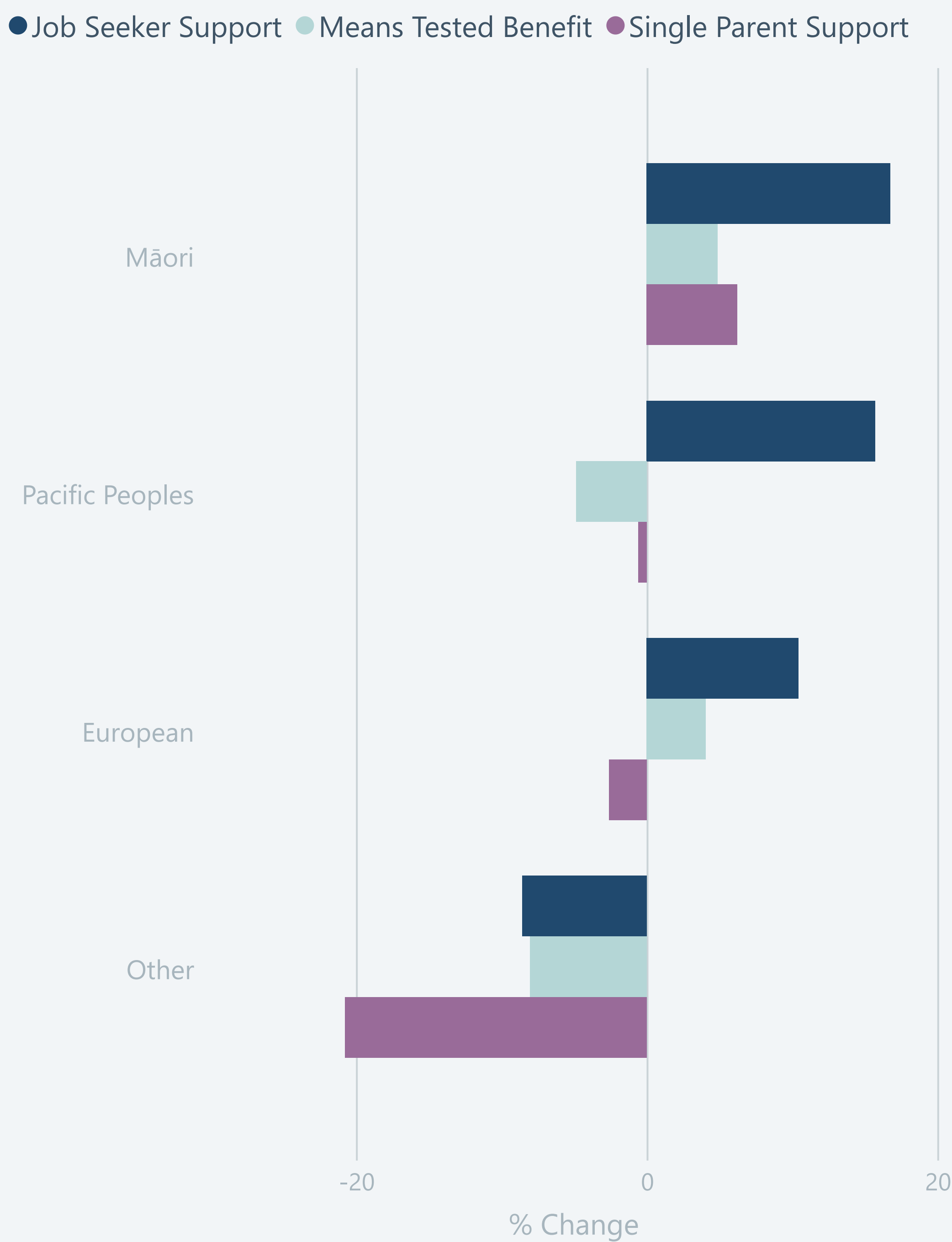


As of June 2023 the largest age band in South Waikato District is 10-14 (7.6%), 15.4% larger than the national distribution. The age band that has had the greatest change since June 2022 is 35-39, increasing by 5.89%.

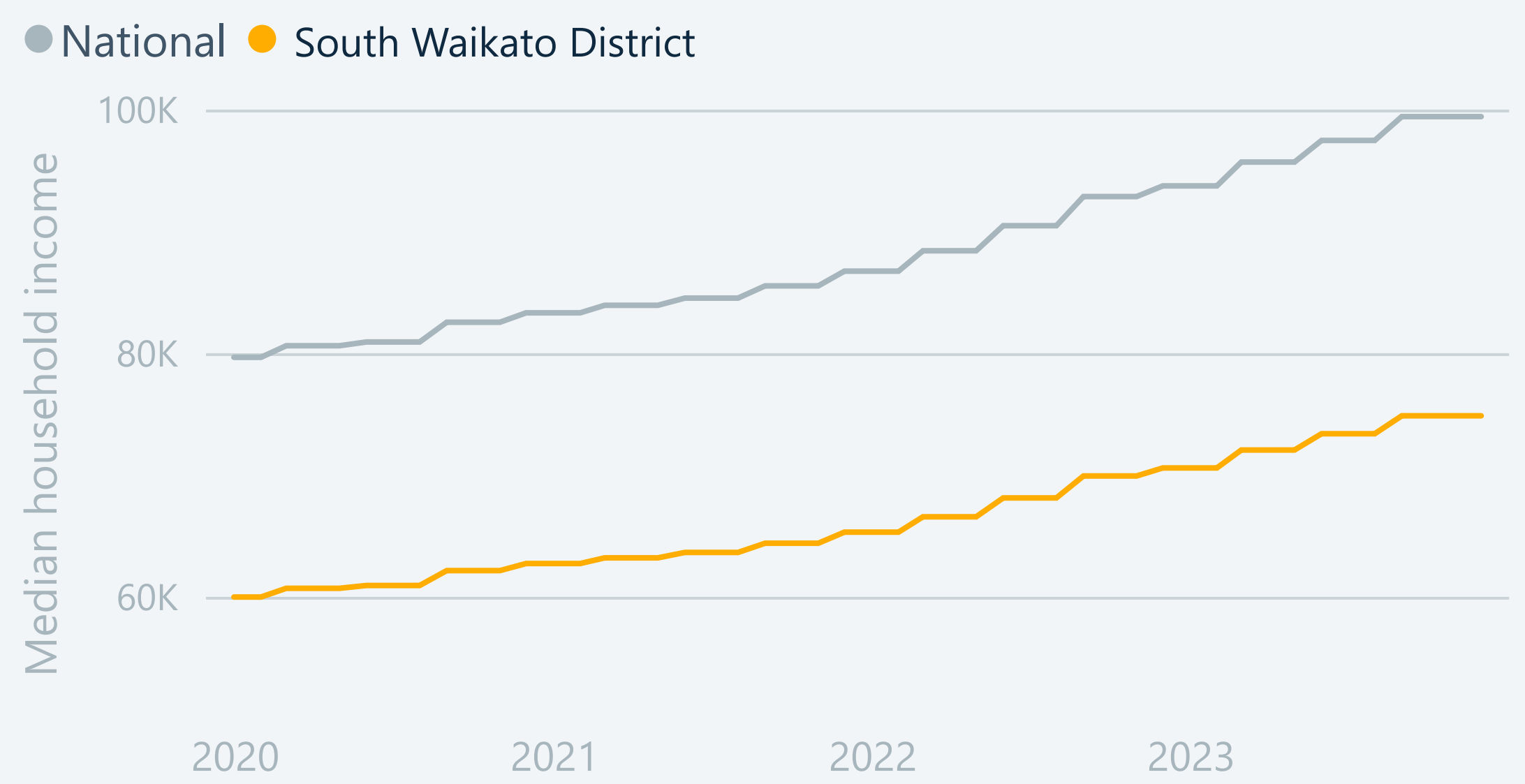
Key Pillar Changes

Job seeker support rate	Dec 2023	12.7%	▲ 14.74%	% change is from December 2022
Means tested benefit rate	Dec 2023	5.0%	▲ 3.09%	% change is from December 2022
Sole parent support rate	Dec 2023	5.3%	▼ 0.35%	% change is from December 2022

Change in benefit rates by Ethnicity



Median Household Income over time



As of December 2023, the median household income (adjusted for inflation) in South Waikato District was \$74,863. 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 Job Seeker Support for Māori, up 16.76% to a value of 18.42 claimants per 100 working adults (15-64yrs). Comparatively, Single Parent Support for Other ethnicities (Asian, MELAA and other) saw the greatest decrease over the last 12 months, down 20.76% to 1.42 claimants per 100 working adults.

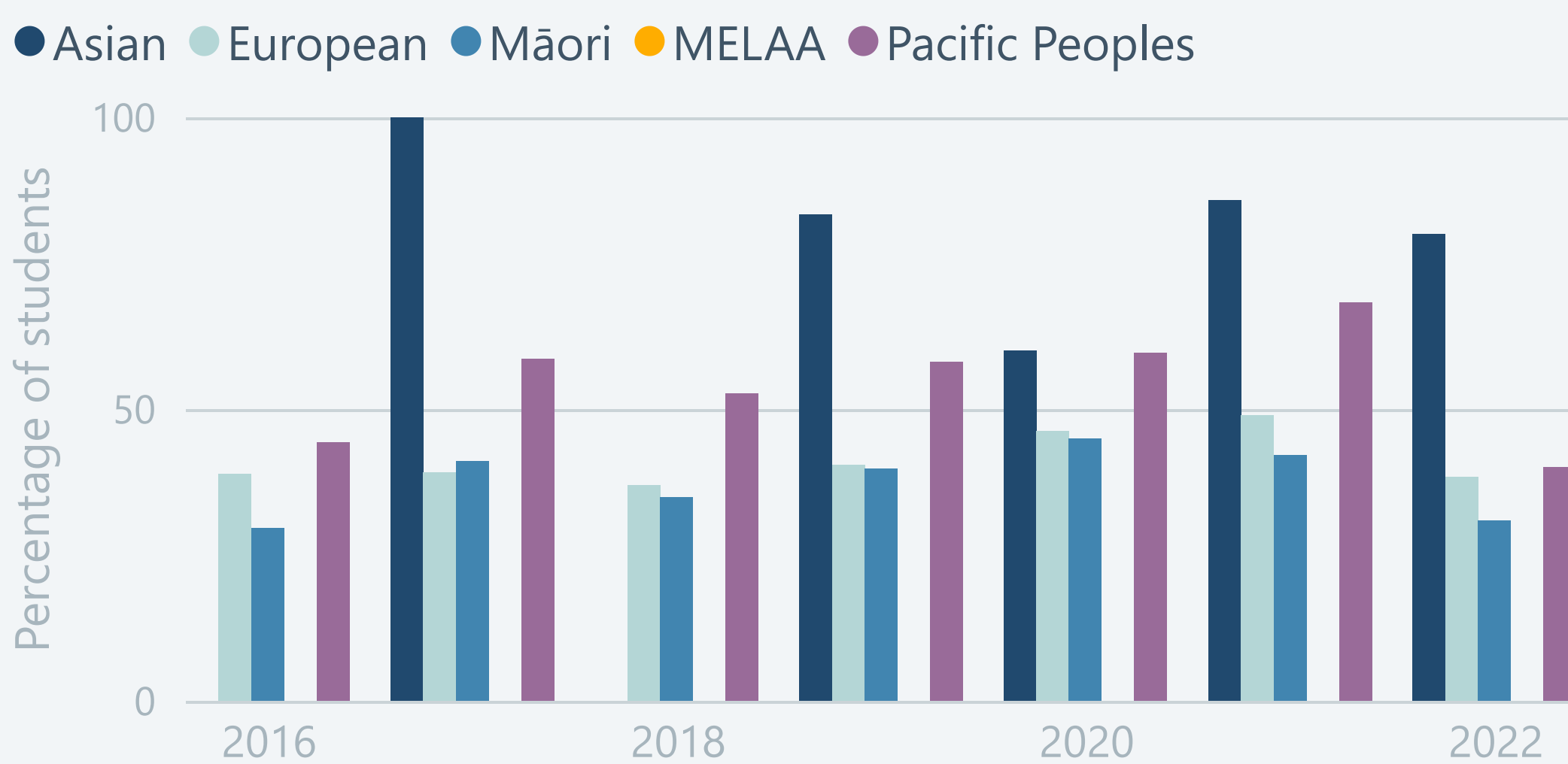
Key Pillar Changes

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**

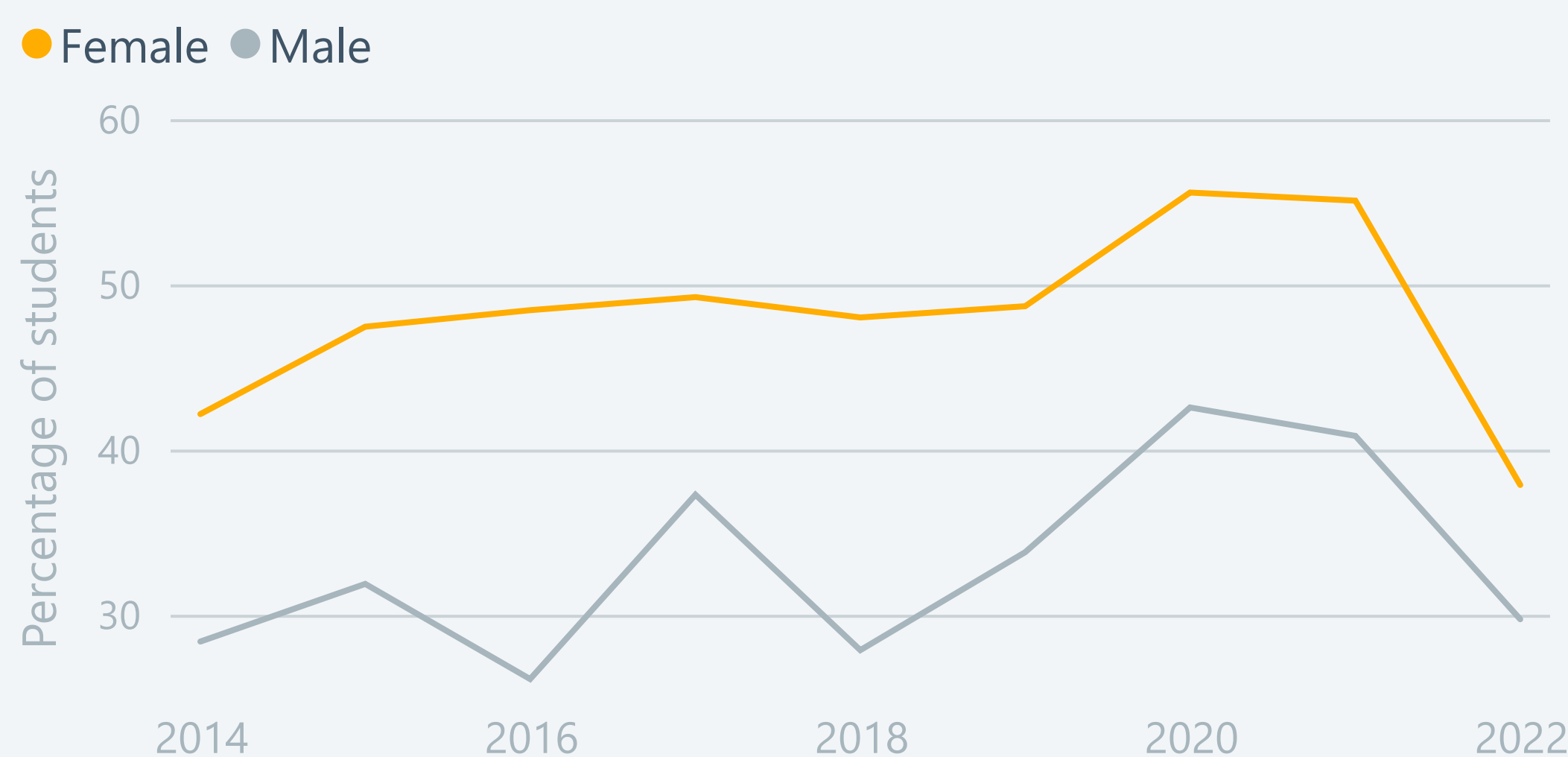
Ethnicity with greatest change in secondary school retention Jan 2022 **Asian** ▲ **16.67%** % change is from January 2021

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



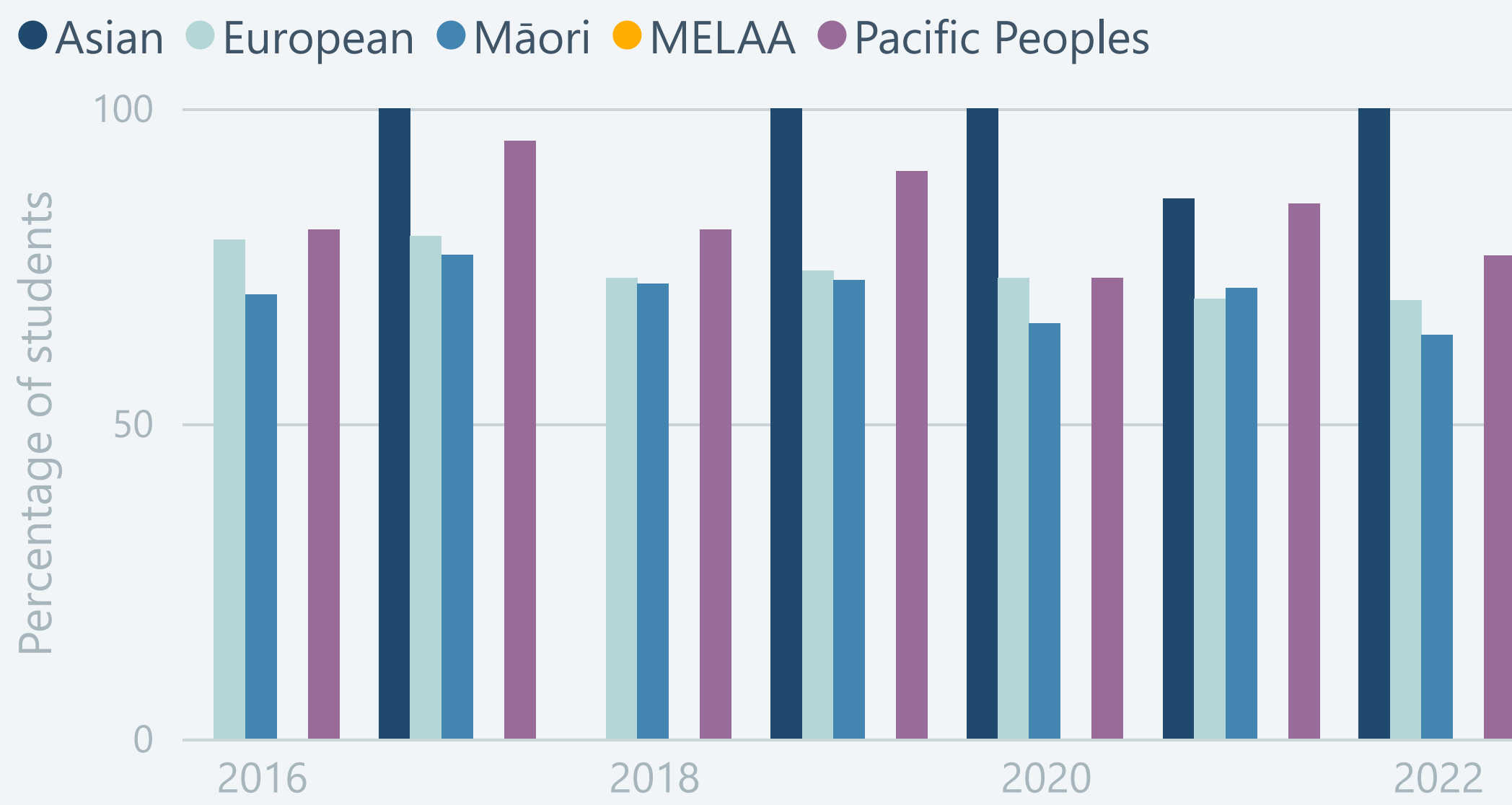
Since 2014, on average the percentage of students leaving with NCEA Level 3 in South Waikato District for female students has been 1.45 times larger than male students. In 2022, the percentage of students leaving with NCEA Level 3 for female students compared with male students was less than average. 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.

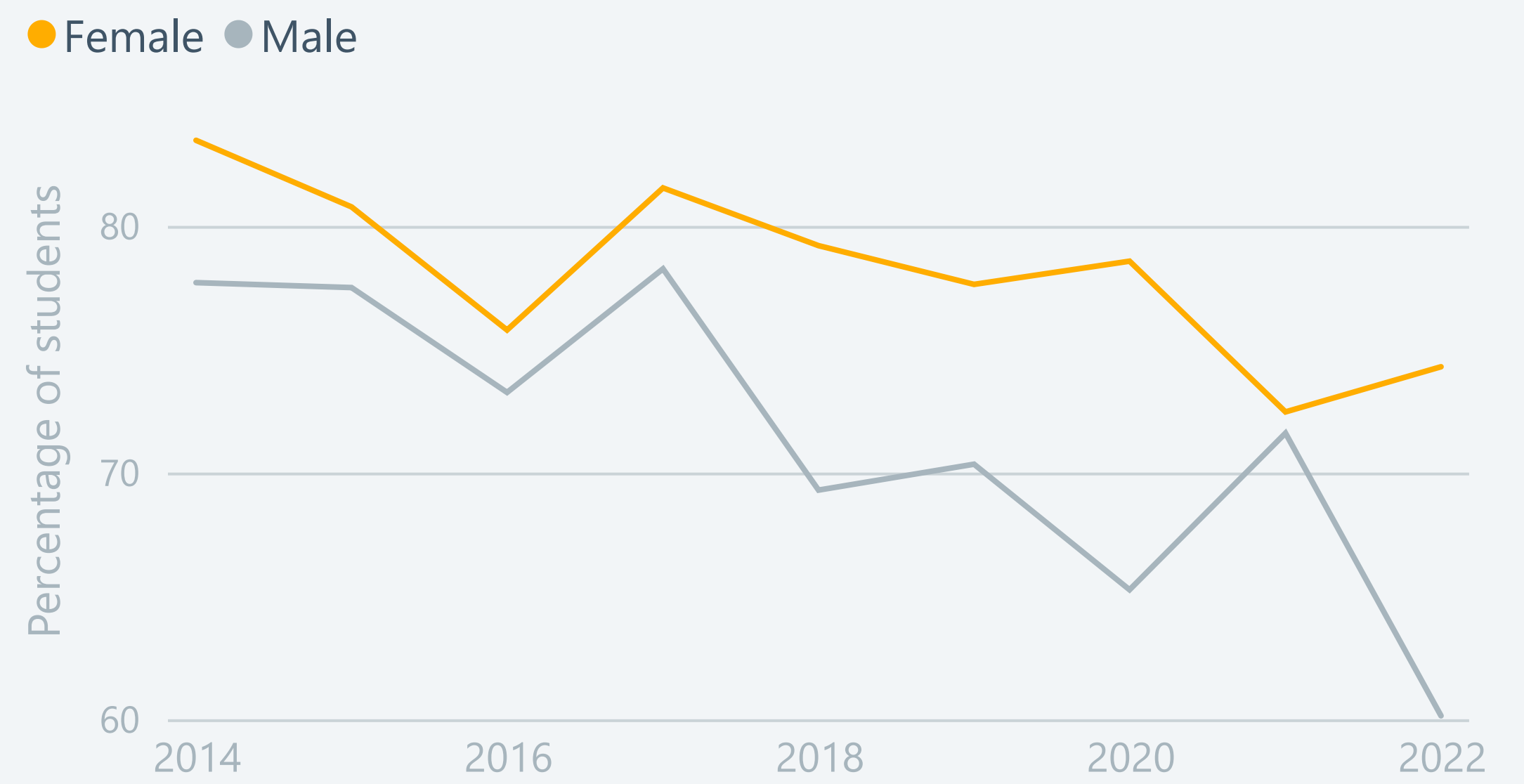
School	% Change	Pass Rate
Forest View High School	▼ 15.80	31.82
Putaruru College	▼ 15.29	20.00
Tokoroa High School	▼ 4.55	45.45

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.

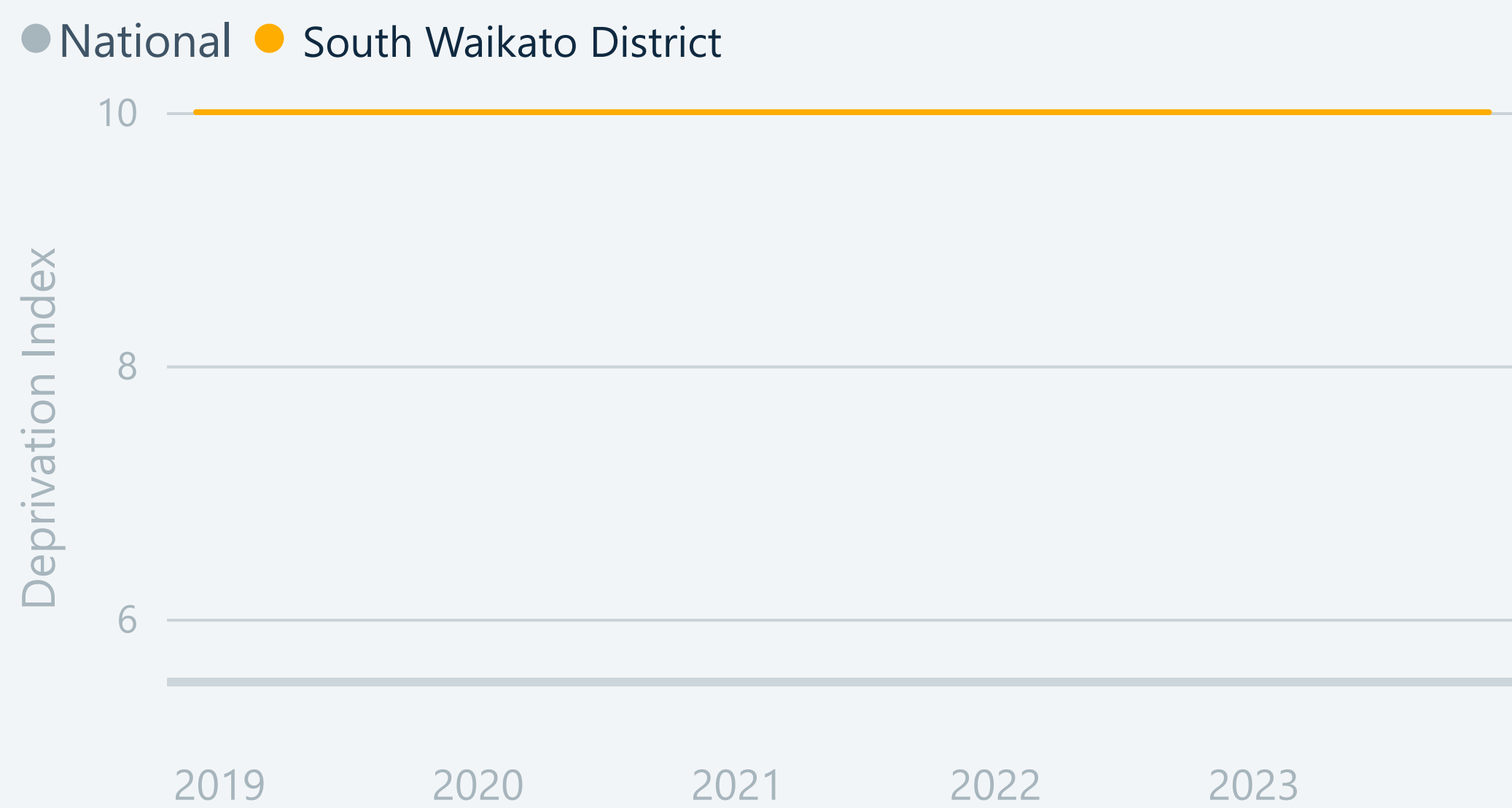
Key Pillar Changes

Deprivation Index Dec 2023 **10.0** — 0% % change is from November 2023

Community with greatest decrease in deprivation score Dec 2023 **Paraonui** ▽ 2.32% % change is from December 2022

Community with greatest increase in deprivation score Dec 2023 **Tokoroa Central** ▲ 1.99% % change is from December 2022

Comparison to National Deprivation Index



Compared to the same time last year, the deprivation index of South Waikato District has seen no change by 0%, and is now 10 in December 2023. 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).

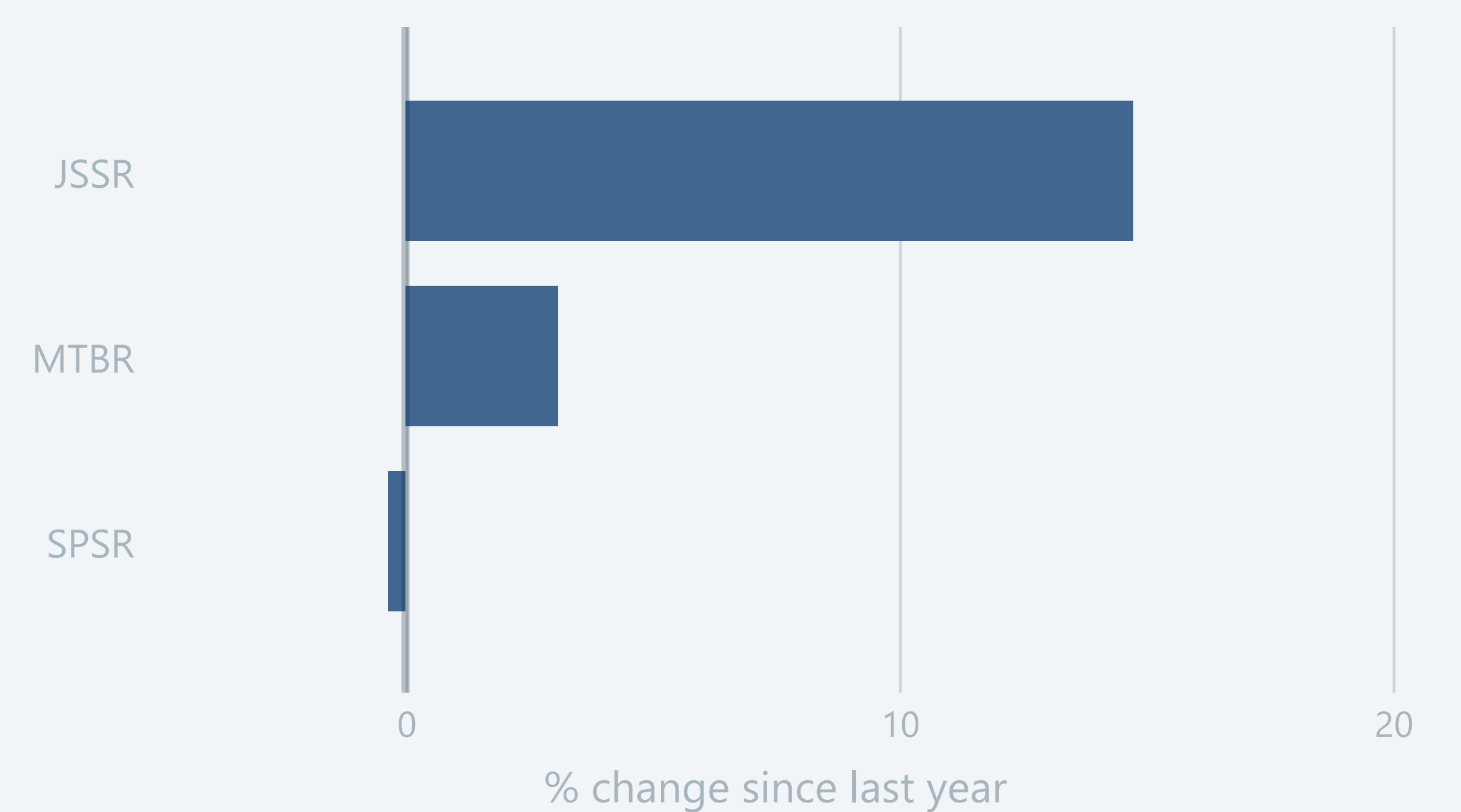
i Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

Communities with the Greatest Change

Community	% Change	Depr. score
Paraonui	▽ 2.32	1,078.09
Stanley Park	▽ 2.22	1,244.56
Tokoroa Central	▲ 1.99	1,286.68
Parkdale	▽ 1.71	1,123.45
Putāruru	▲ 1.44	1,154.69

The community with the greatest change in deprivation score since the same time last year was Paraonui, with a 2.3% decrease.

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 14.74% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

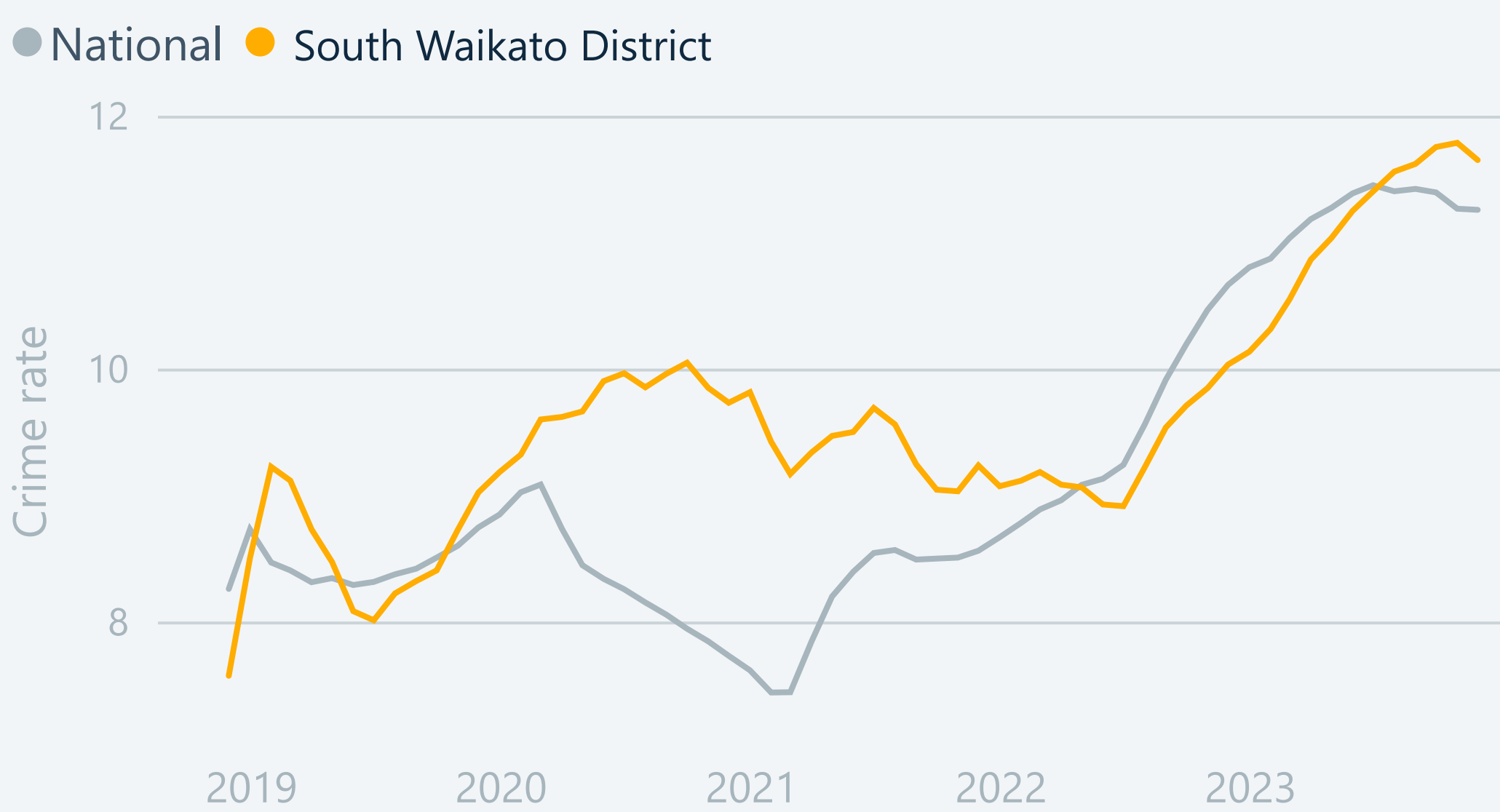
Key Pillar Changes

Crime rate Dec 2023 **17.3** ▽ 0.96% % change is from September 2023

Crime type with the greatest change in crime rate Dec 2023 **Theft From Retail Premises** ▽ 13.17% % change is from September 2023

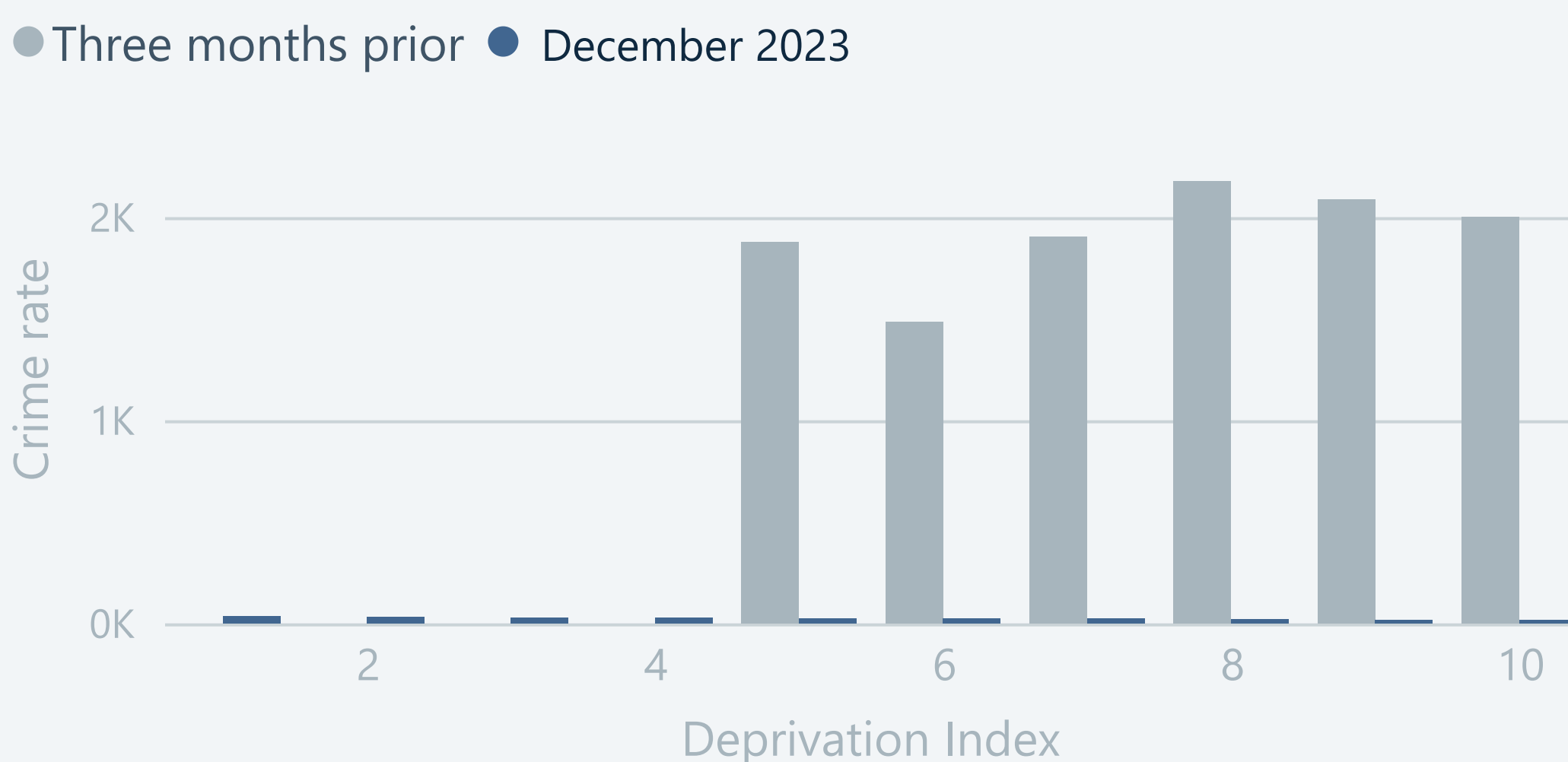
Community with greatest change in crime rate Dec 2023 **Parkdale** ▲ 21.81% % change is from September 2023

Comparison to National Crime Rate



Compared with the same time last year the crime rate in South Waikato District has seen no change by %, and is now as at December 2023. The crime rate is % same as the national rate of .

Crime Rate by Deprivation Index

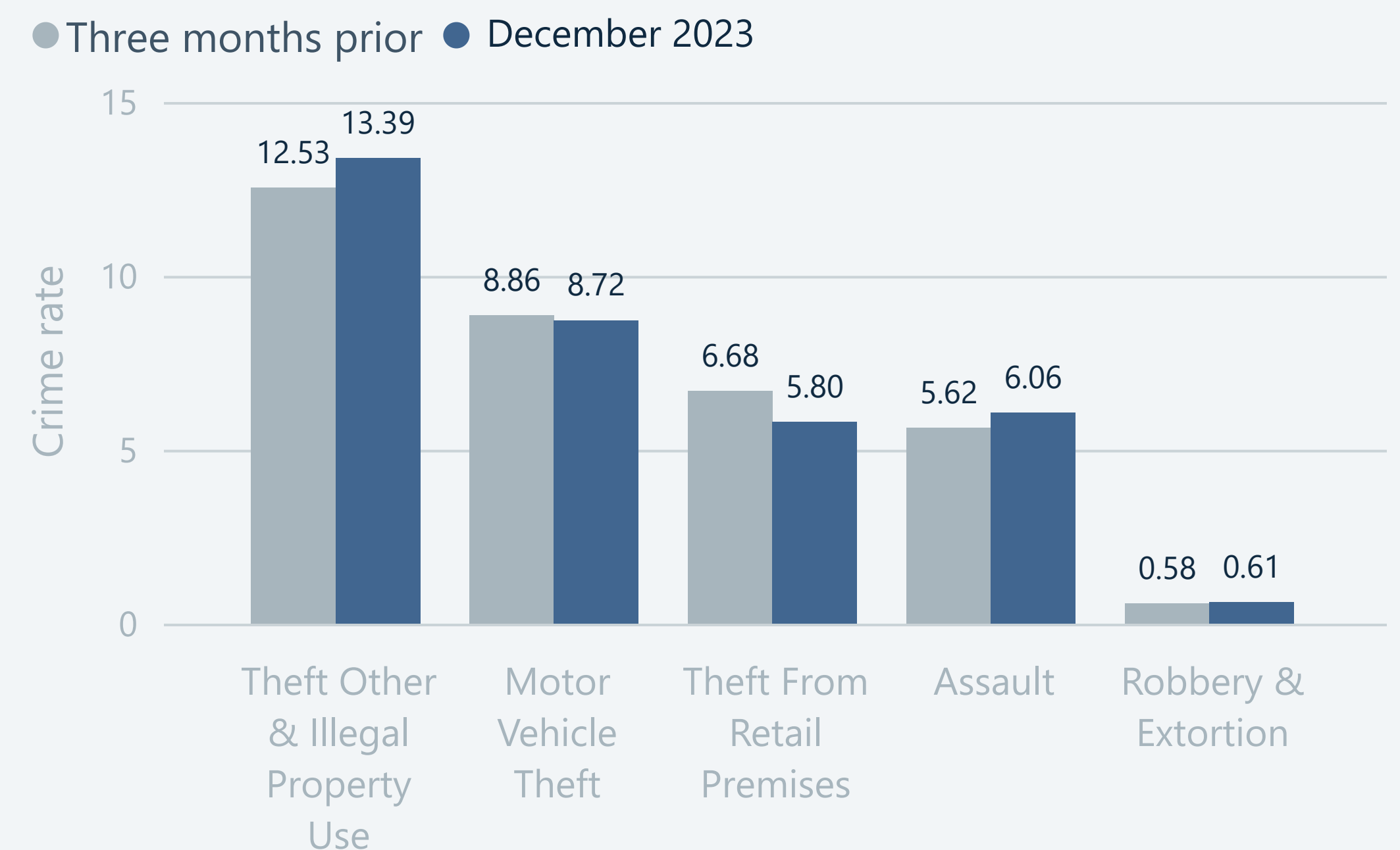


In South Waikato District, communities with a deprivation index of 1 have the highest crime rate. The crime rate in these communities is 2 times higher than those with a deprivation index of 10, the group with the lowest crime rate.

Communities with a deprivation index of 6 have seen the greatest change in their crime rate over the last 3 months, with an increase of -98.3%.

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 December 2023 was 'Theft (Except Motor VehiclesRetail) & Illegal Use of Property. The type of crime that had the greatest change in the last 3 months was 'Assault', with an increase of 7.8%.

Communities with Greatest Change

Community	% Change	Crime rate
Parkdale	▲ 21.81	20.1
Putararu	▲ 10.94	61.6
Putararu Rural	▲ 9.74	34.3
Kinleith	▽ 9.58	51.0
Matarawa	▽ 9.58	31.6

Parkdale saw the greatest change in crime rate over the last 3 months in South Waikato District, with an increase of 21.8%.

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