

Quarterly Report

Waitomo District

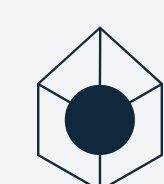
Summary

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

 New Business Registrations this month


 **5.0**

As of March 2024, Waitomo District saw 5.0 new business registrations, an increase of 66.67% compared with December 2023.

 Rental affordability (% of income spent on rent)

 **26.5%**

As of March 2024, residents of Waitomo District spent 26.5% of their household income on rent, an increase of 0.13% compared with December 2023.

 Gambling spend per capita

 **\$96**

As of September 2023, an average of \$96.0 was spent by individuals over 18 years in Waitomo District through electronic gaming machines, a decrease of 0.1% compared with June 2023.

 Crime rate

 **39.0**

In March 2024, Waitomo District had a crime rate of 39.0 incidents per 10,000 people, an increase of 1.06% compared with December 2023.

 Deprivation Index

 **10.0**

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

 Job seeker support rate

 **7.4%**

In March 2024, 7.4% of the working population (15-64 years) in Waitomo District claimed Job Seeker Support, an increase of 6.51% compared with March 2023.

 Trending Up  Trending Down  Improving  Worsening  No Change

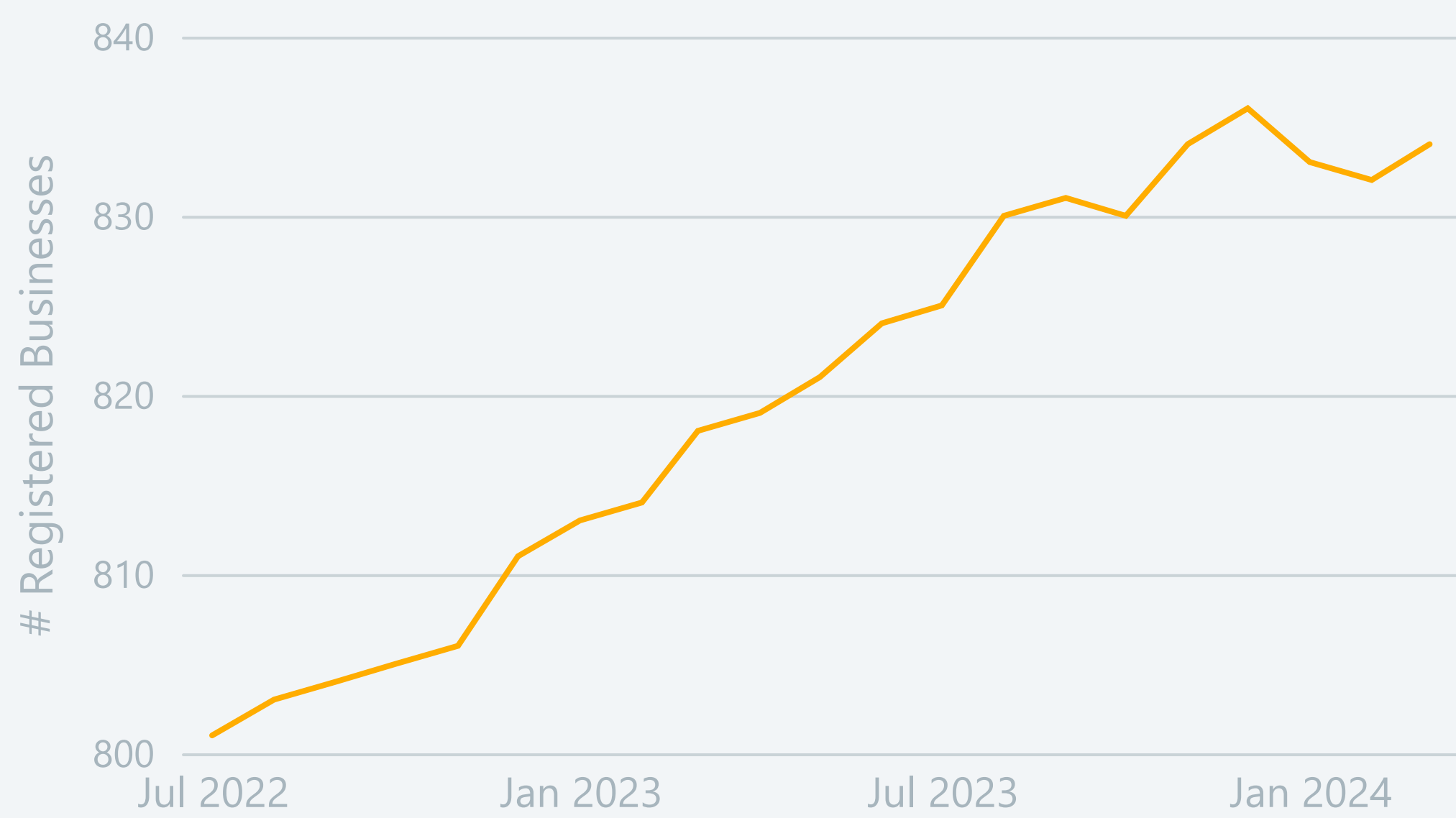
Key Pillar Changes

New Business Registrations this month (Mar 2024) **5.0** ▲ **66.67%** % change is from December 2023

Business Deregistrations this month (Mar 2024) **3.0** ▲ **200%** % change is from December 2023

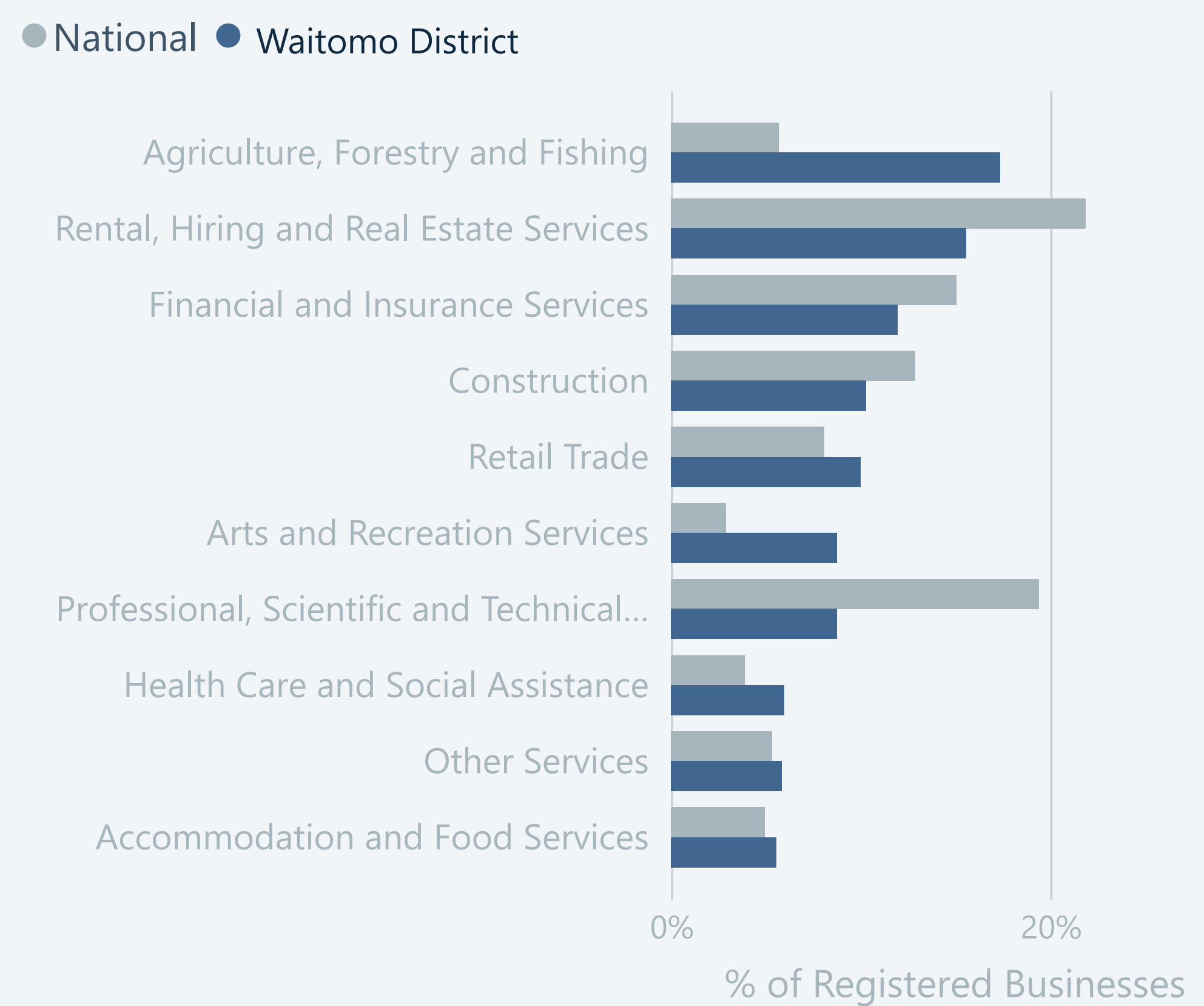
Total tourism spend this quarter (Jul 2023) **\$8.8M** ▼ **21.17%** % change is from April 2023

Total number of businesses registered to date



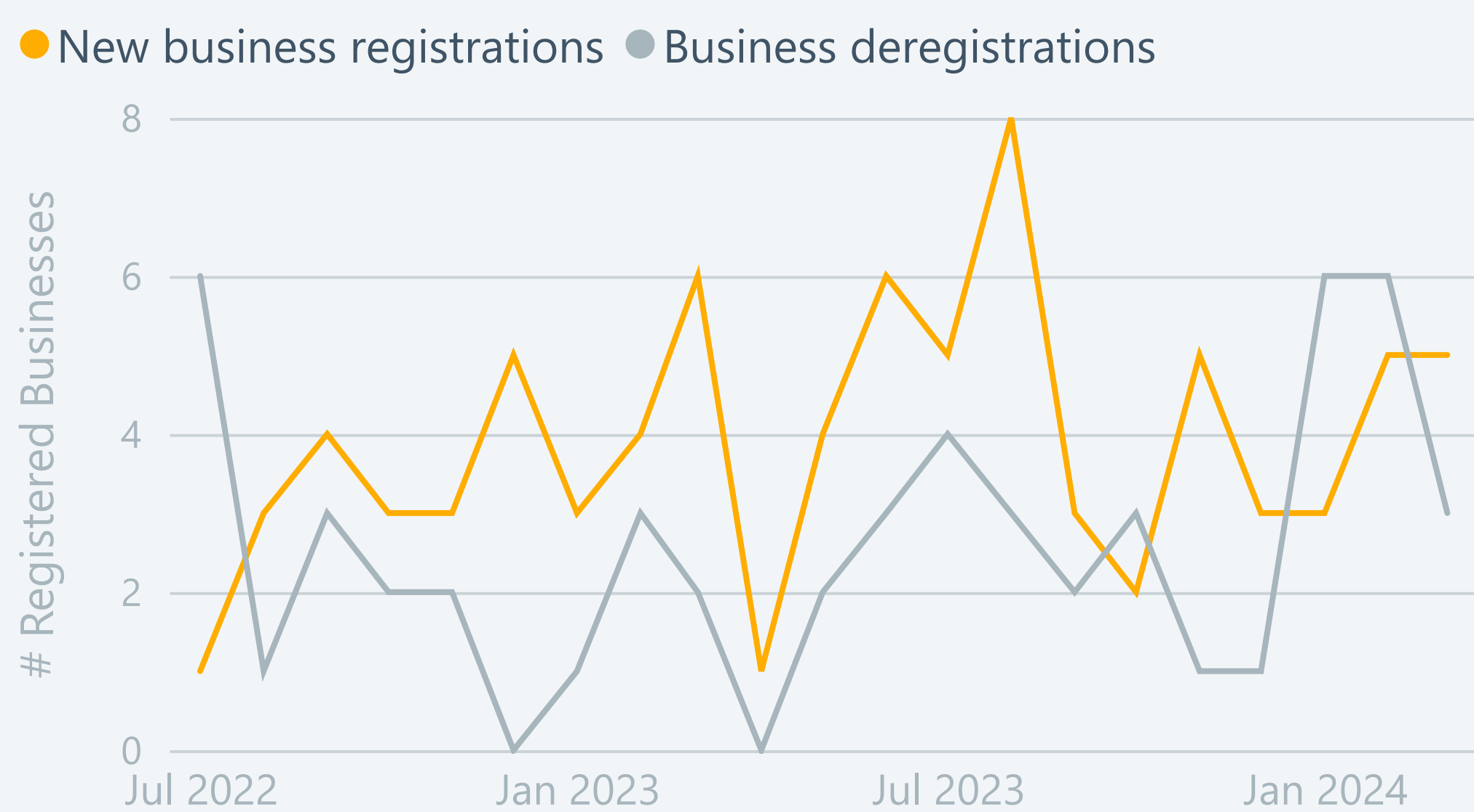
As of March 2024 there were 834 registered businesses in Waitomo District. Over the last 12 months the number of registered businesses has increased by 16. Nationally, the number of registered businesses has increased by 1.29%.

Distribution of registered businesses by industry



Agriculture, Forestry and Fishing is the largest industry operating in Waitomo District and makes up 15% of all currently registered businesses.

Business openings and closings in the last year



Comparing March 2024 with March 2023 Waitomo District has seen a decrease in the number of new business registrations of 16.7% and an increase in the number of business deregistrations of 50%.

Tourism spend this quarter



In July 2023, \$3.4M was spent in Waitomo District from domestic and international visitors to the district. Domestic tourism made up 80.5% of total tourism spend, and has decreased by 9.2% since the same time last year, whereas international tourism has increased by 191.42% in the same time period.

Visiting regions with the greatest spend

Visiting region	\$ Change	Spend
Taranaki	▼ \$127K	\$1.4M
Auckland	▼ \$293K	\$1.5M
Waikato	▼ \$530K	\$2.2M
Bay of Plenty	▼ \$96K	\$399K
Manawatu-Wanganui	▼ \$143K	\$963K

This quarter, the largest spend from domestic tourists visiting Waitomo District came from the Waikato region, with tourists spending \$2.2M. This represents a decrease of \$530K since the same quarter last year.

Visiting regions with the greatest % change

Visiting region	\$ Change	Spend
Gisborne	▲ \$21K	\$64K
Nelson	▲ \$4K	\$13K
Tasman	▼ \$6K	\$9K

This quarter, Waitomo District saw the greatest % change in domestic tourism spend from those visiting from the Gisborne region since the same quarter last year, with a \$21K 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	▲ \$132K	\$349K
Rest of Asia	▲ \$96K	\$124K
Rest of Europe	▲ \$90K	\$126K
United Kingdom	▲ \$55K	\$88K
United States of America	▲ \$427K	\$538K

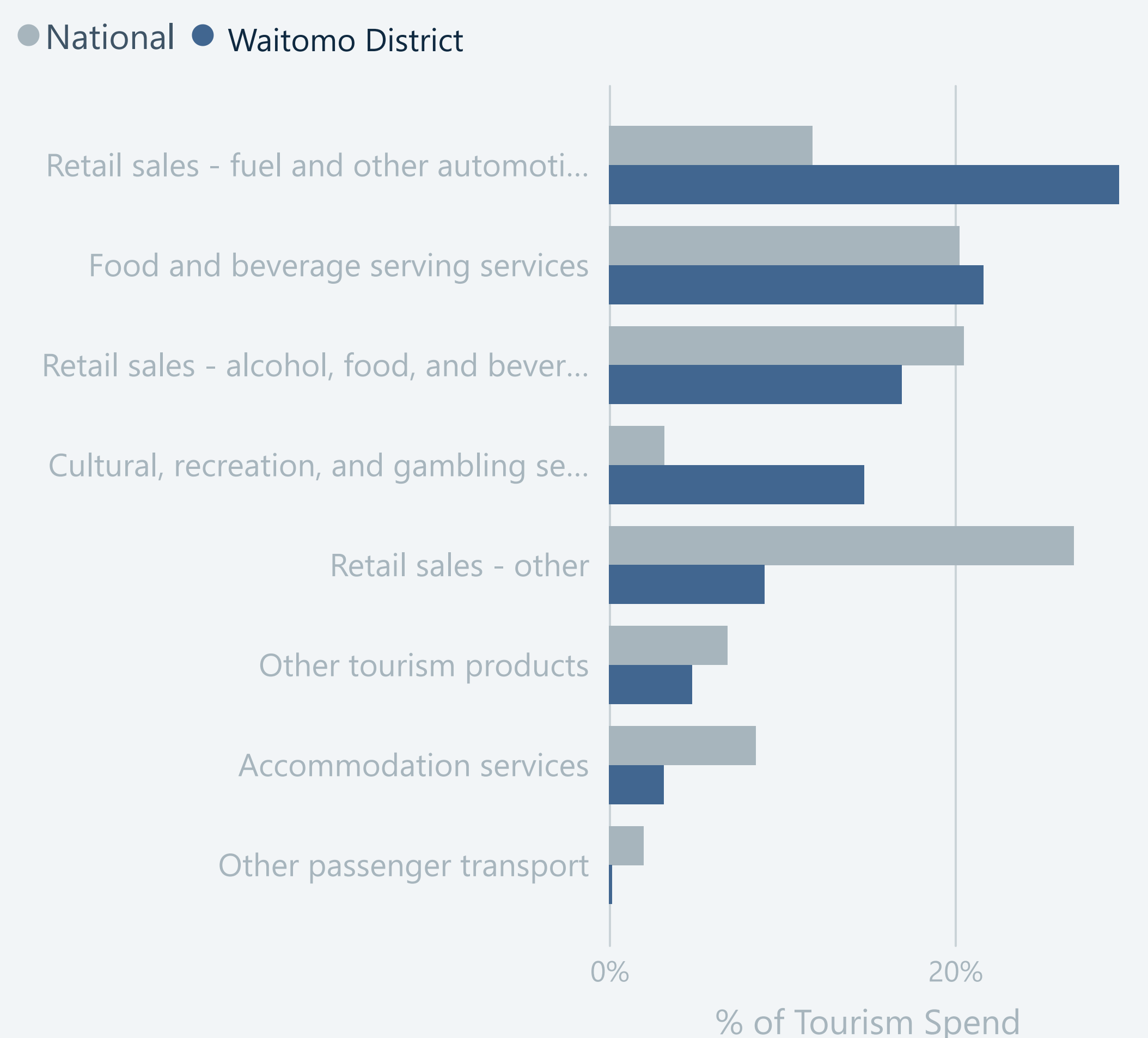
This quarter, the largest spend from international tourists visiting Waitomo District came from United States of America, with tourists spending \$538K. This represents an increase of \$427K since the same quarter last year.

Visiting countries with the greatest % change

Visiting country	\$ Change	Spend
China	▲ \$63K	\$69K
Rest of Americas	▲ \$33K	\$38K
Japan	▲ \$21K	\$23K

This quarter, Waitomo District saw the greatest % change in international tourism spend from those visiting from Japan since the same quarter last year, with a \$21K increase in spend.

Tourism spend by industry



In Waitomo District tourists spent the most on Retail sales - fuel and other automotive products this quarter, which was 29.5% of all tourism spend. This is 150% larger than the national proportion.

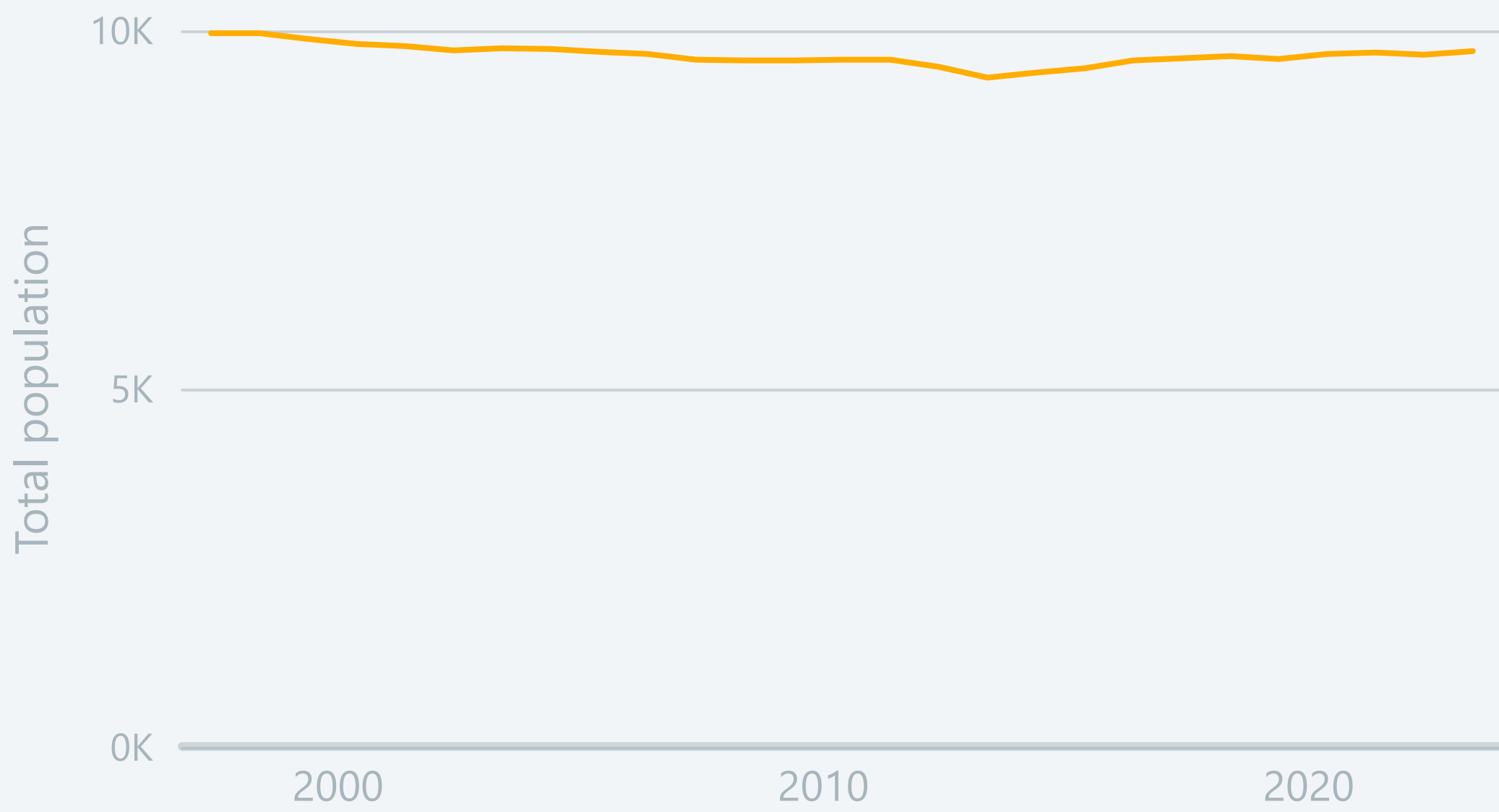


Demographics

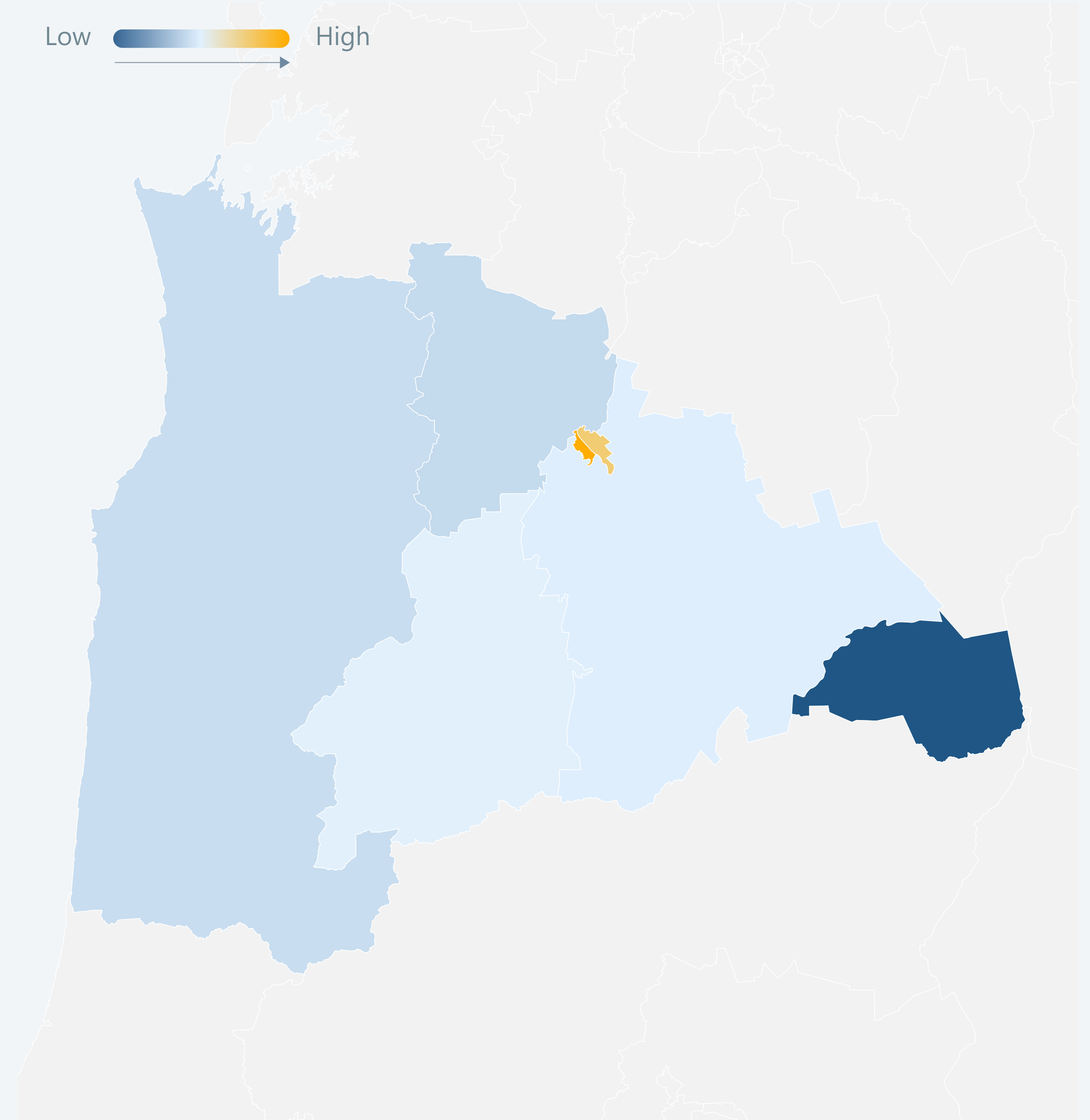
Estimated population

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.



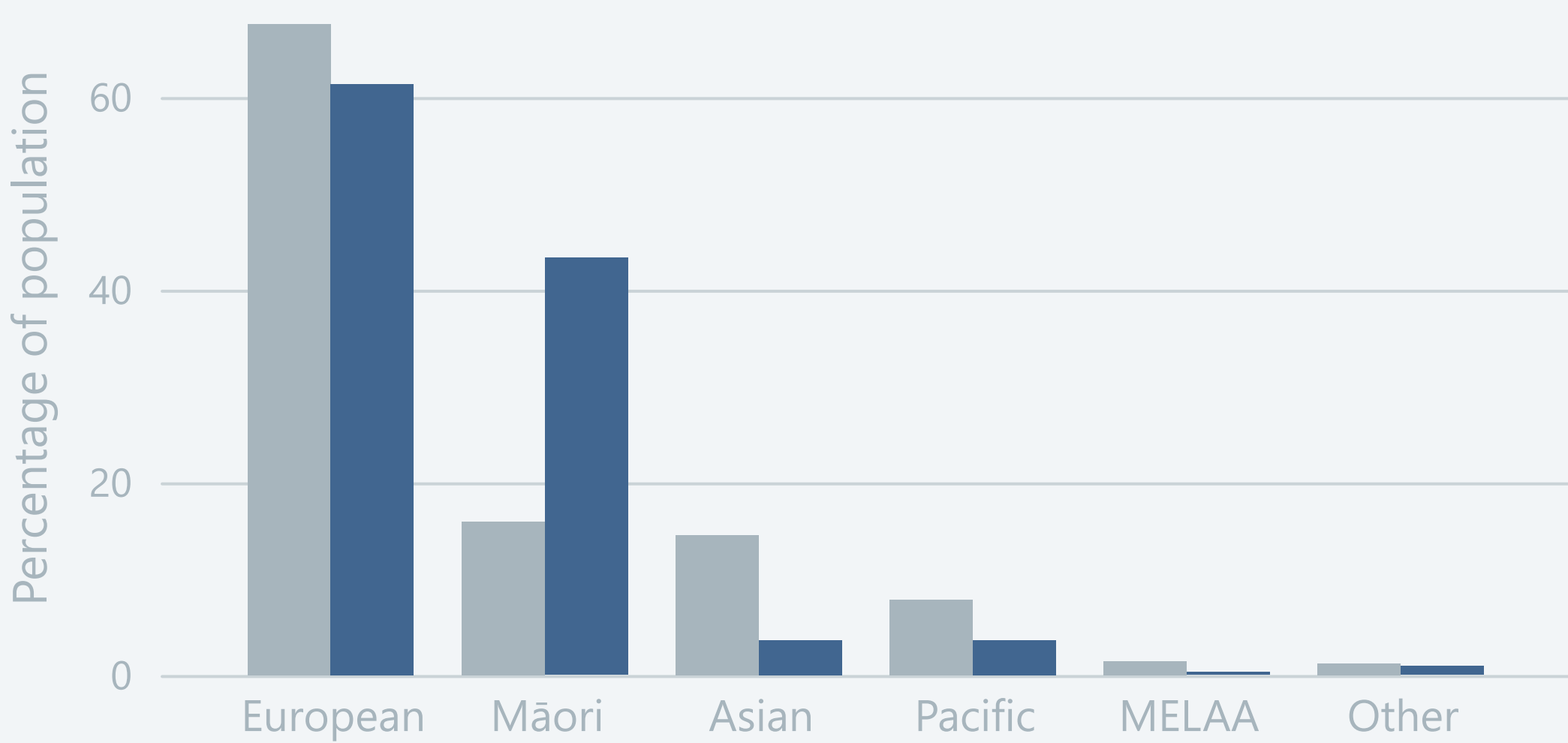
Population distribution



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

Ethnic distribution

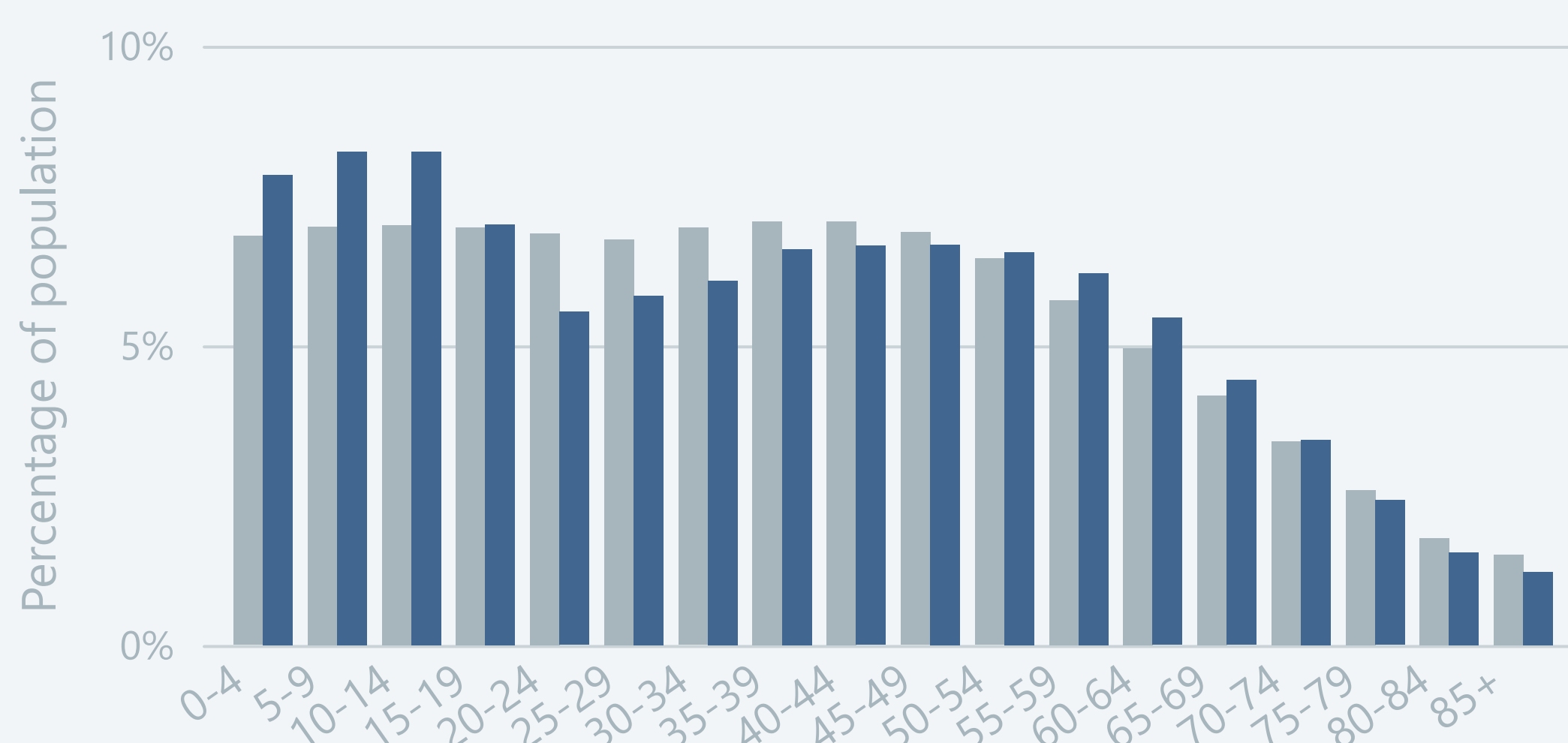
● National ● Waitomo District



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



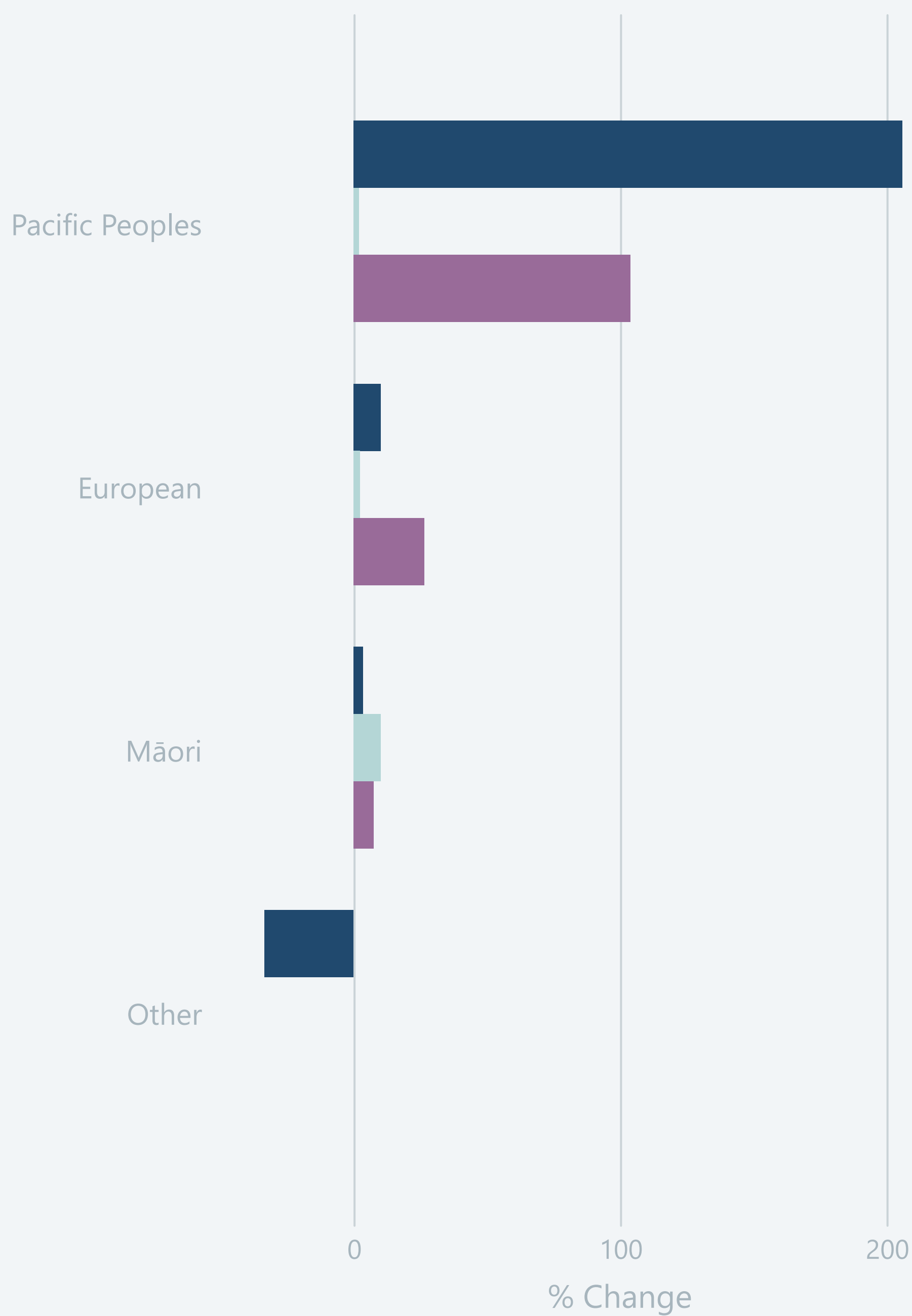
As of June 2023 the largest age band in Waitomo District is 55-59 (7.2%), 17.8% larger than the national distribution. The age band that has had the greatest change since June 2022 is 75-79, increasing by 14.86%.

Key Pillar Changes

Job seeker support rate	Mar 2024	7.4%	▲ 6.51%	% change is from March 2023
Means tested benefit rate	Mar 2024	6.1%	▲ 5.91%	% change is from March 2023
Sole parent support rate	Mar 2024	4.3%	▲ 11.43%	% change is from March 2023

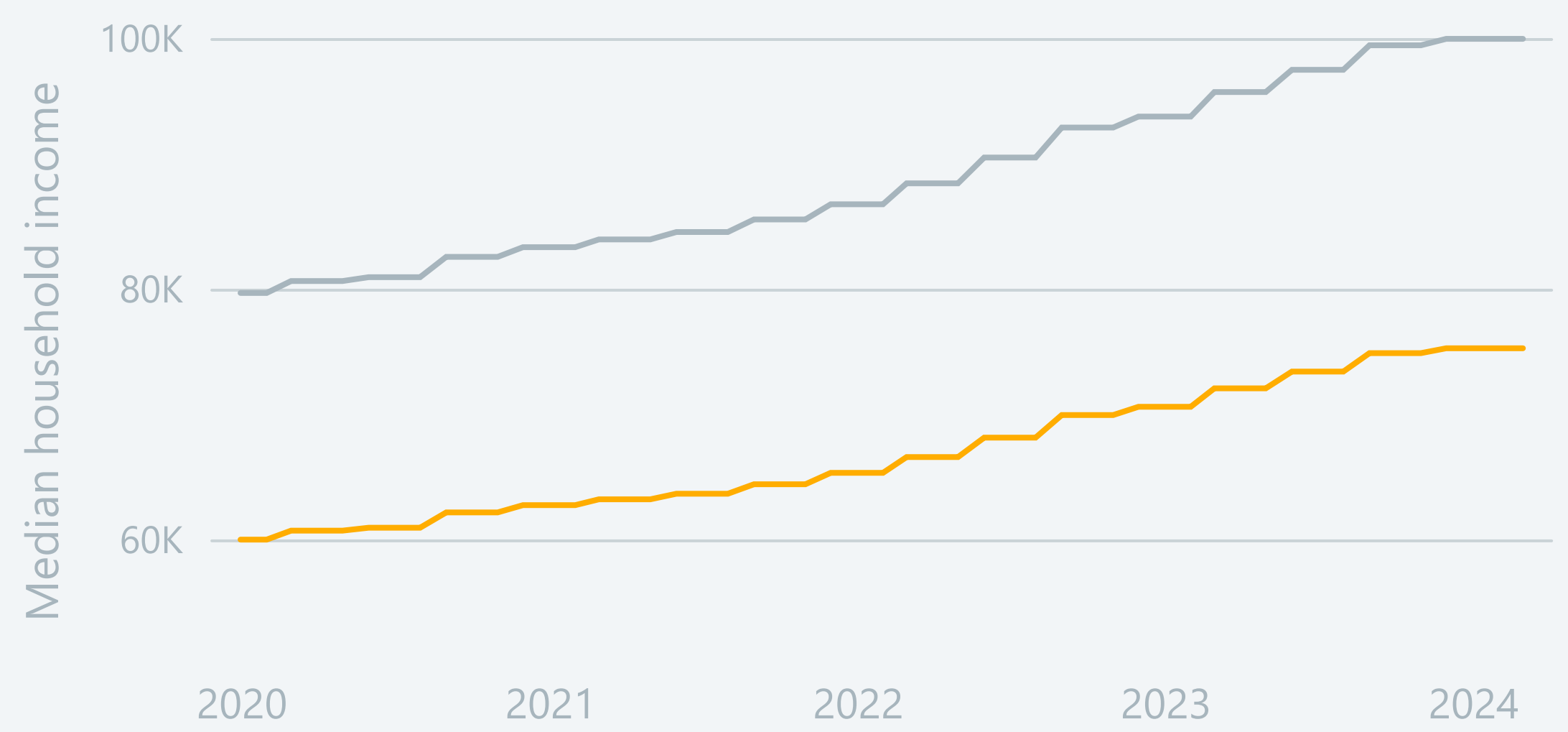
Change in benefit rates by Ethnicity

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



Median Household Income over time

● National ● Waitomo District



As of March 2024, the median household income (adjusted for inflation) in Waitomo District was \$75,251. 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 205.91% to a value of 4.43 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 33.33% to 2.2 claimants per 100 working adults.

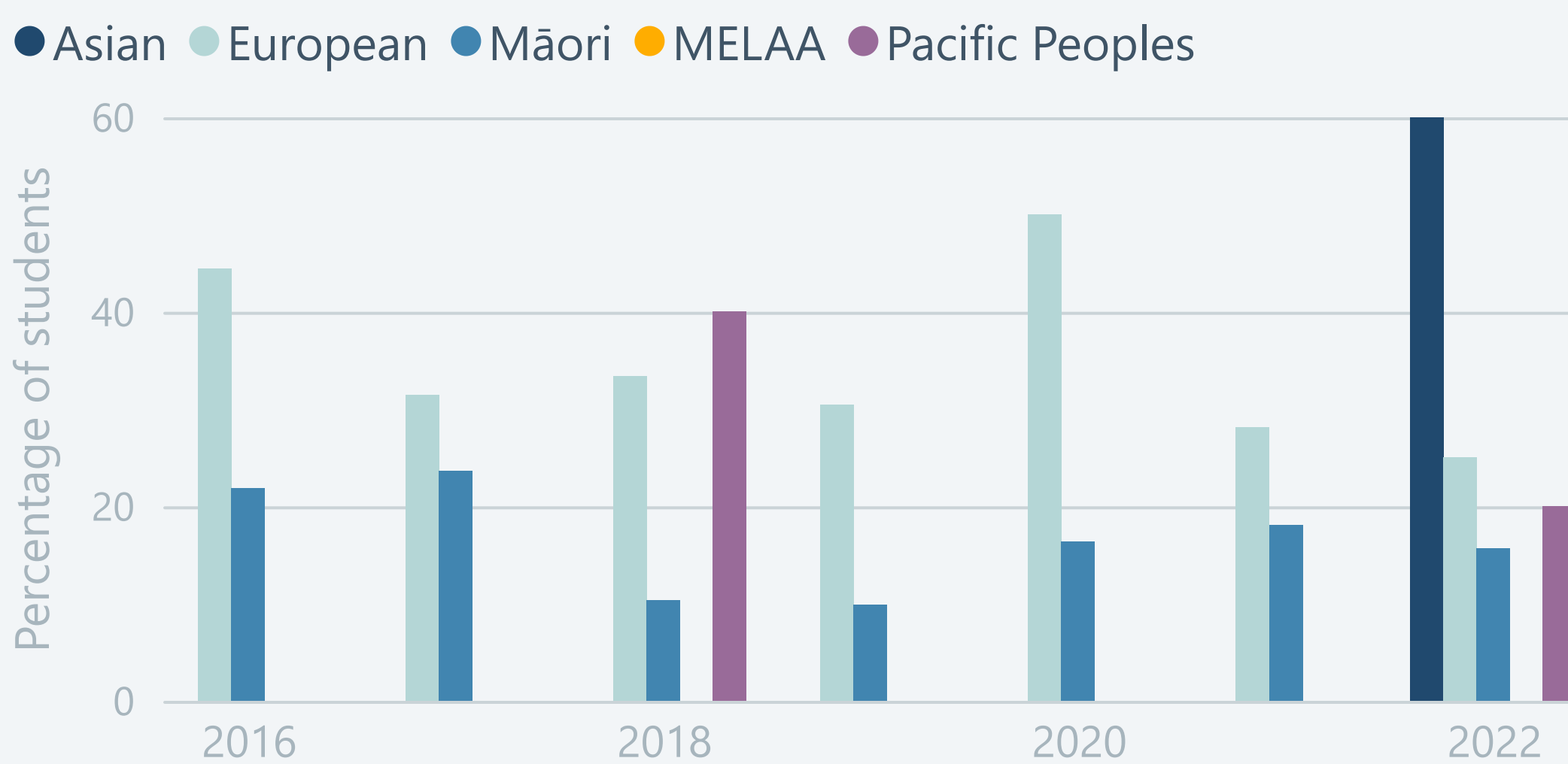
Key Pillar Changes

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**

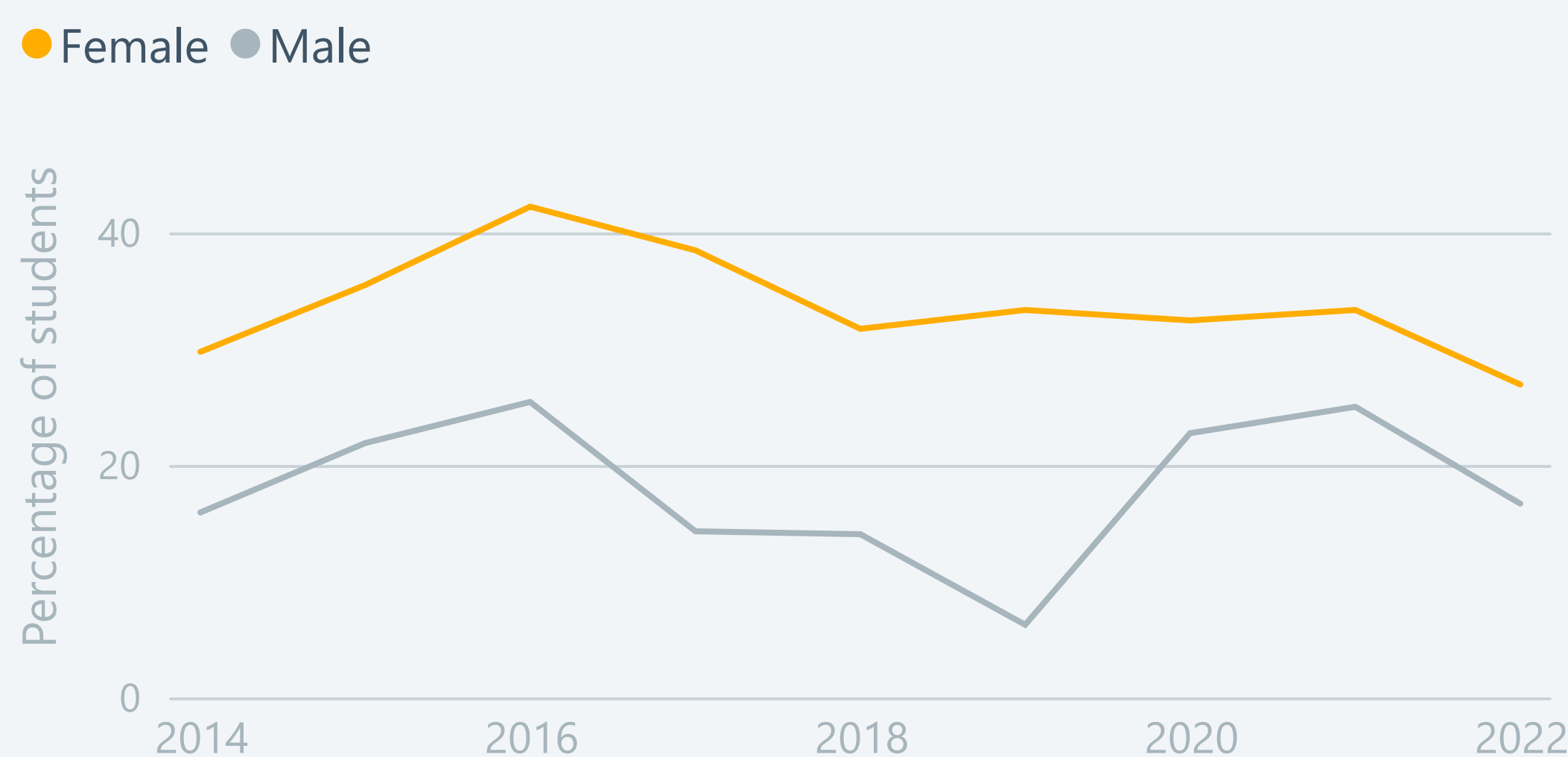
Ethnicity with greatest change in secondary school retention Jan 2022 **Māori** ▲ 15.75% % change is from January 2021

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



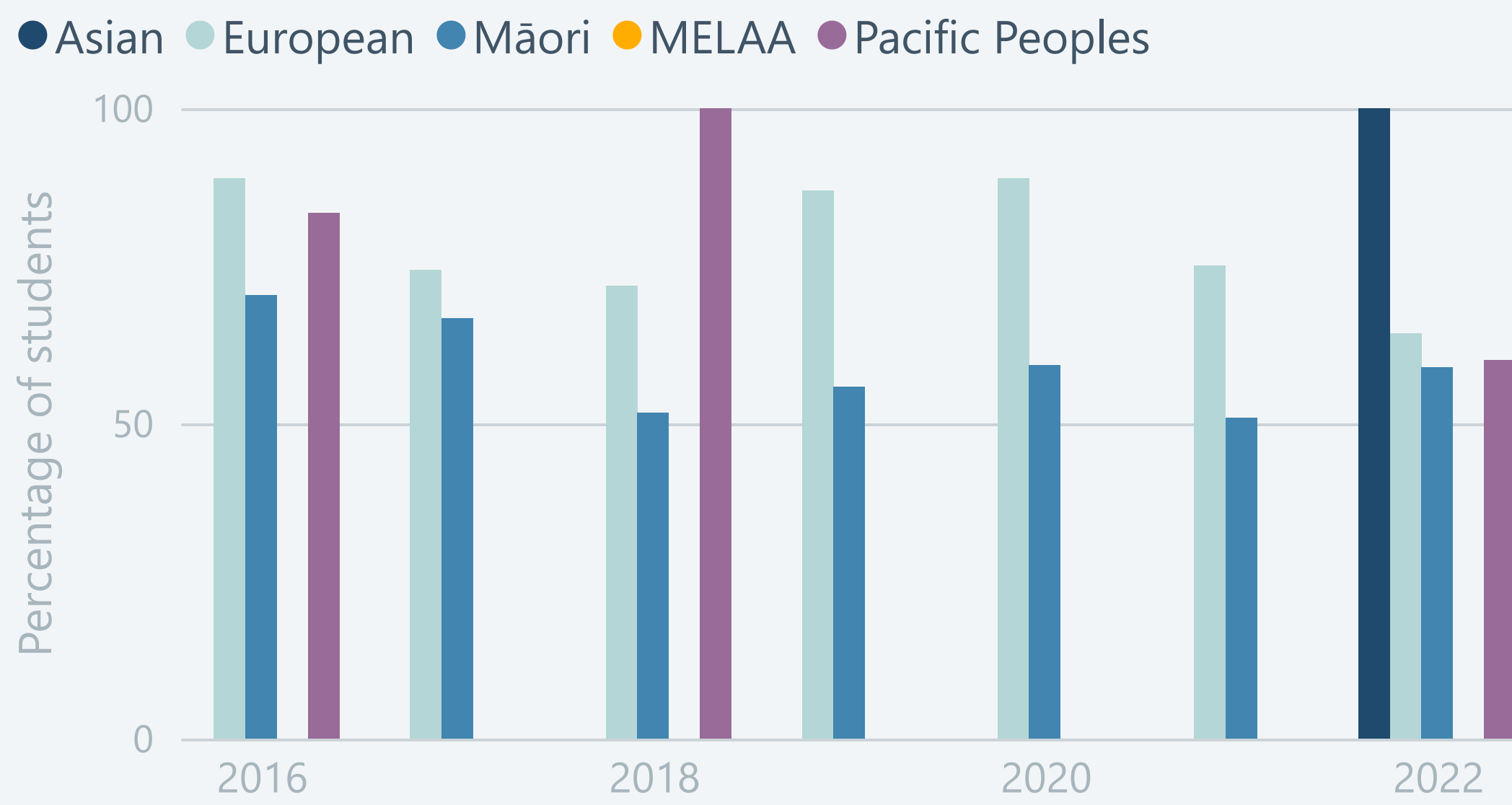
Since 2014, on average the percentage of students leaving with NCEA Level 3 in Waitomo District for female students has been 1.87 times larger than male students. In 2022, the percentage of students leaving with NCEA Level 3 for female students compared with male students was less than average. Compared 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.

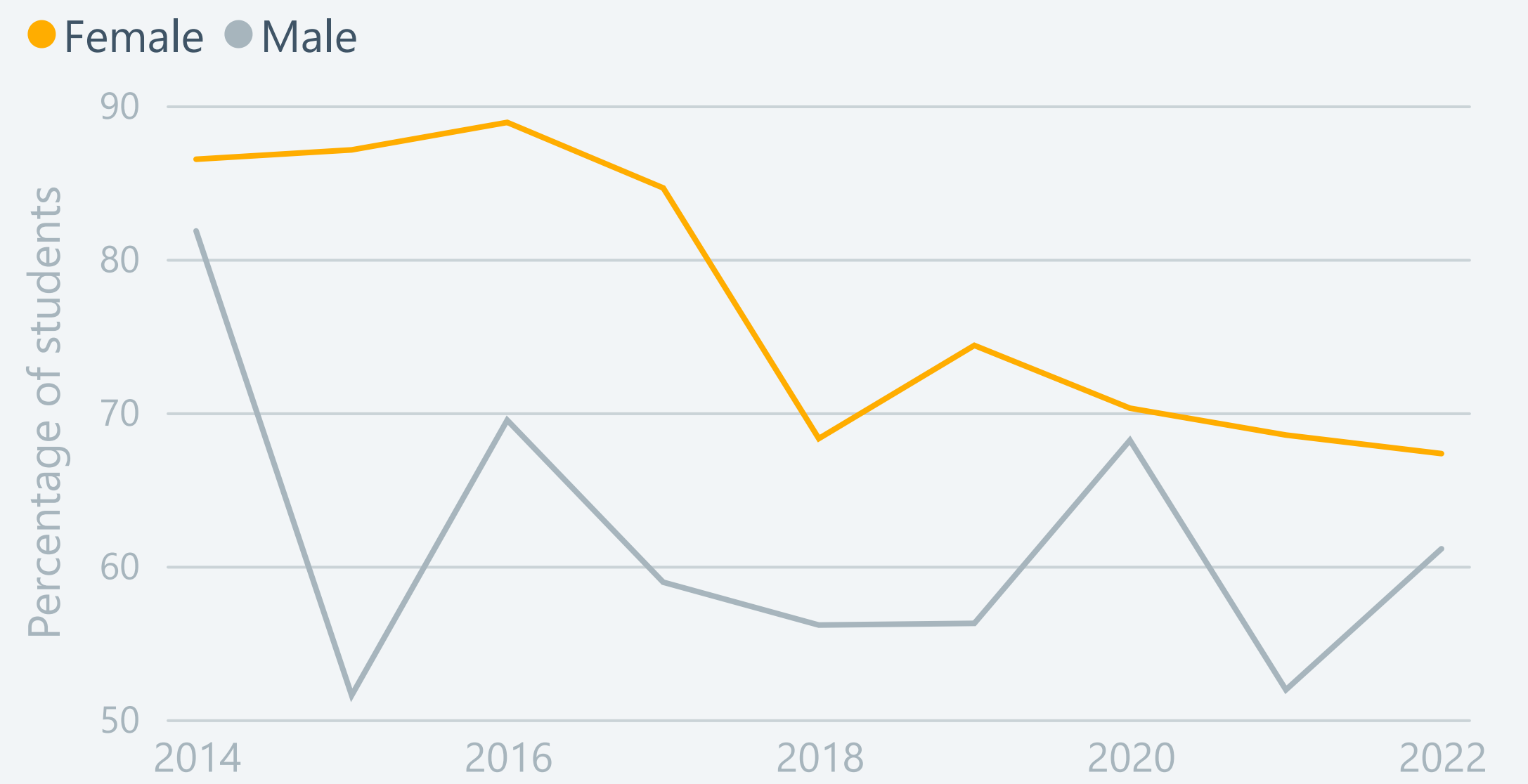
School	% Change	Pass Rate
Te Kuiti High School	▼ 11.12	22.73

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.

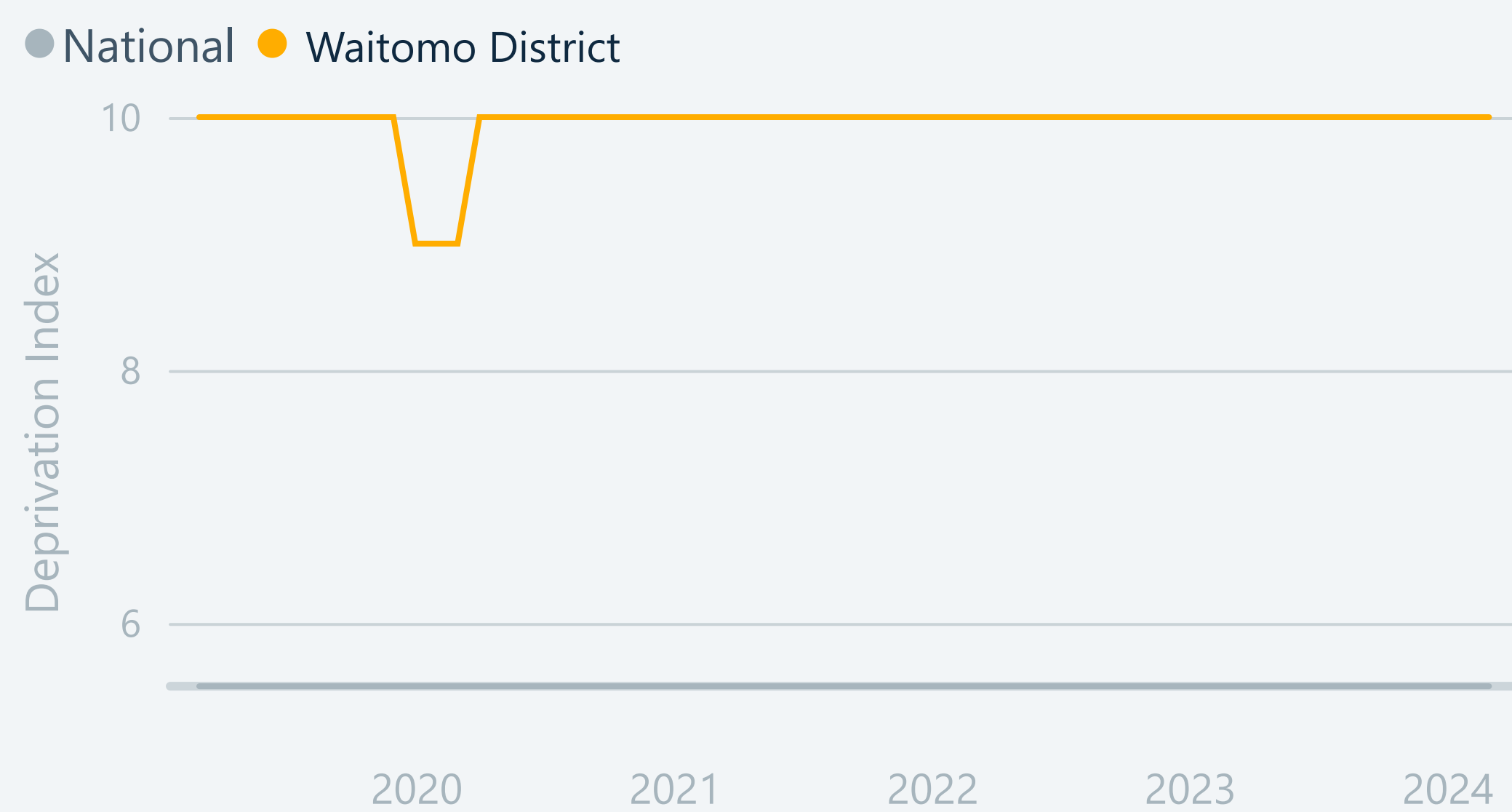
Key Pillar Changes

Deprivation Index Mar 2024 **10.0** — 0% % change is from February 2024

Community with greatest decrease in deprivation score Mar 2024 **Tiroa** ▽ 0.45% % change is from March 2023

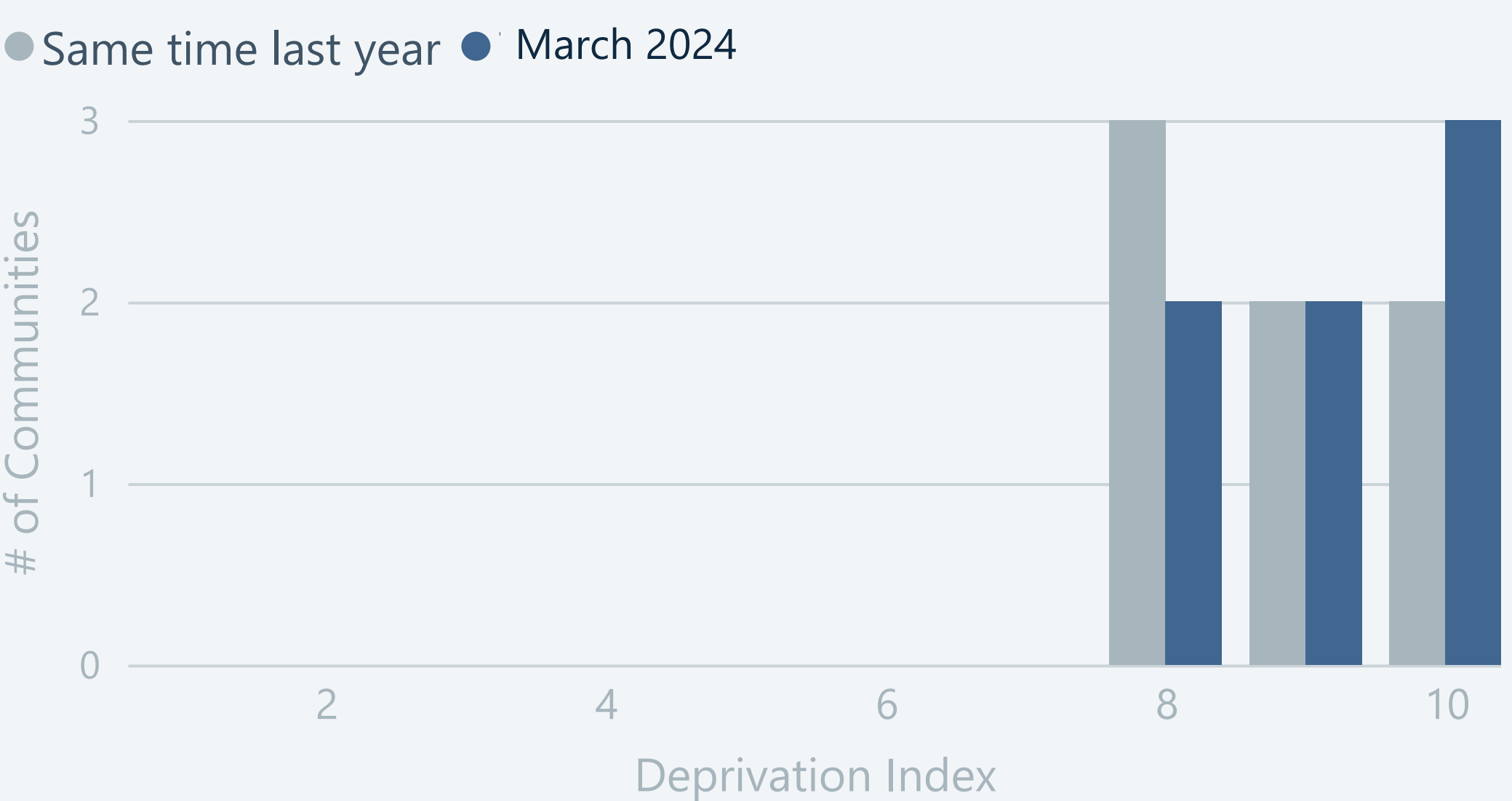
Community with greatest increase in deprivation score Mar 2024 **Aria** ▲ 1.25% % change is from March 2023

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 March 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).

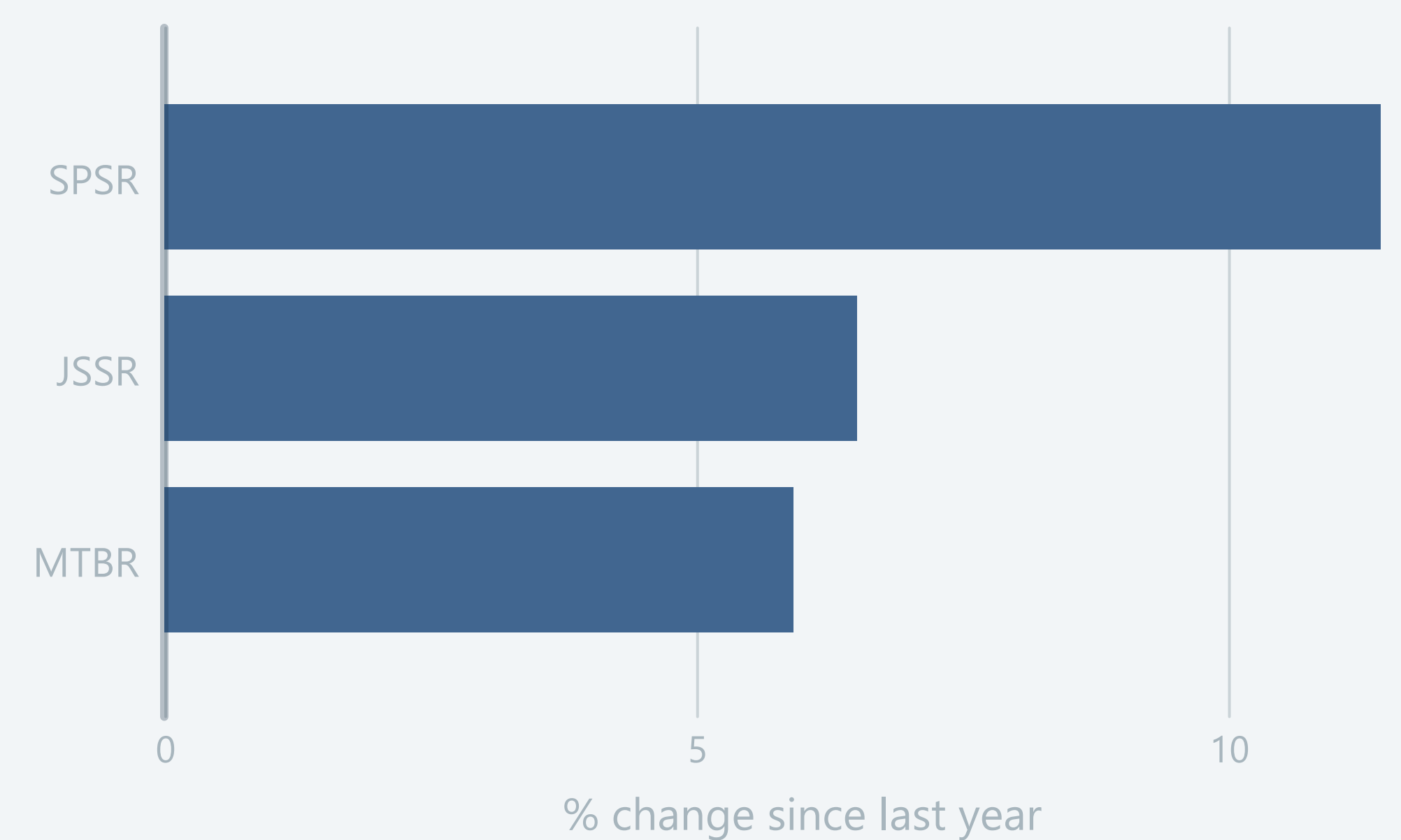
i Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

Communities with the Greatest Change

Community	% Change	Depr. score
Aria	▲ 1.25	1,074.29
Te Kuiti East	▲ 1.17	1,218.30
Te Kuiti West	▲ 1.15	1,140.45
Waipa Valley	▲ 0.55	1,078.92
Tiroa	▽ 0.45	1,207.32

The community with the greatest change in deprivation score since the same time last year was Aria, with a 1.3% 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 11.43% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

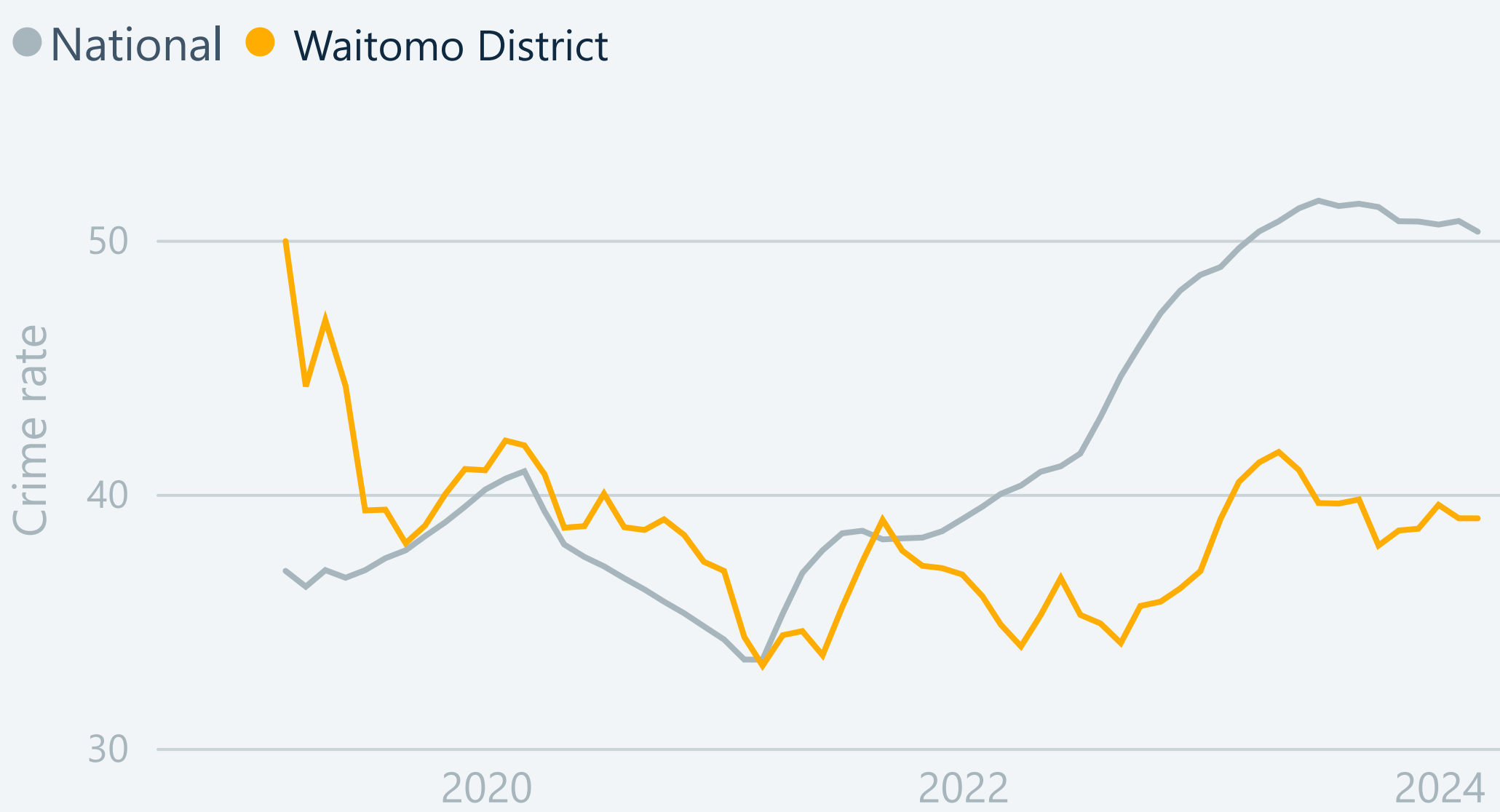
Key Pillar Changes

Crime rate Mar 2024 **39.0** ▲ 1.06% % change is from December 2023

Crime type with the greatest change in crime rate Mar 2024 **Sexual Assault** ▼ 25.07% % change is from December 2023

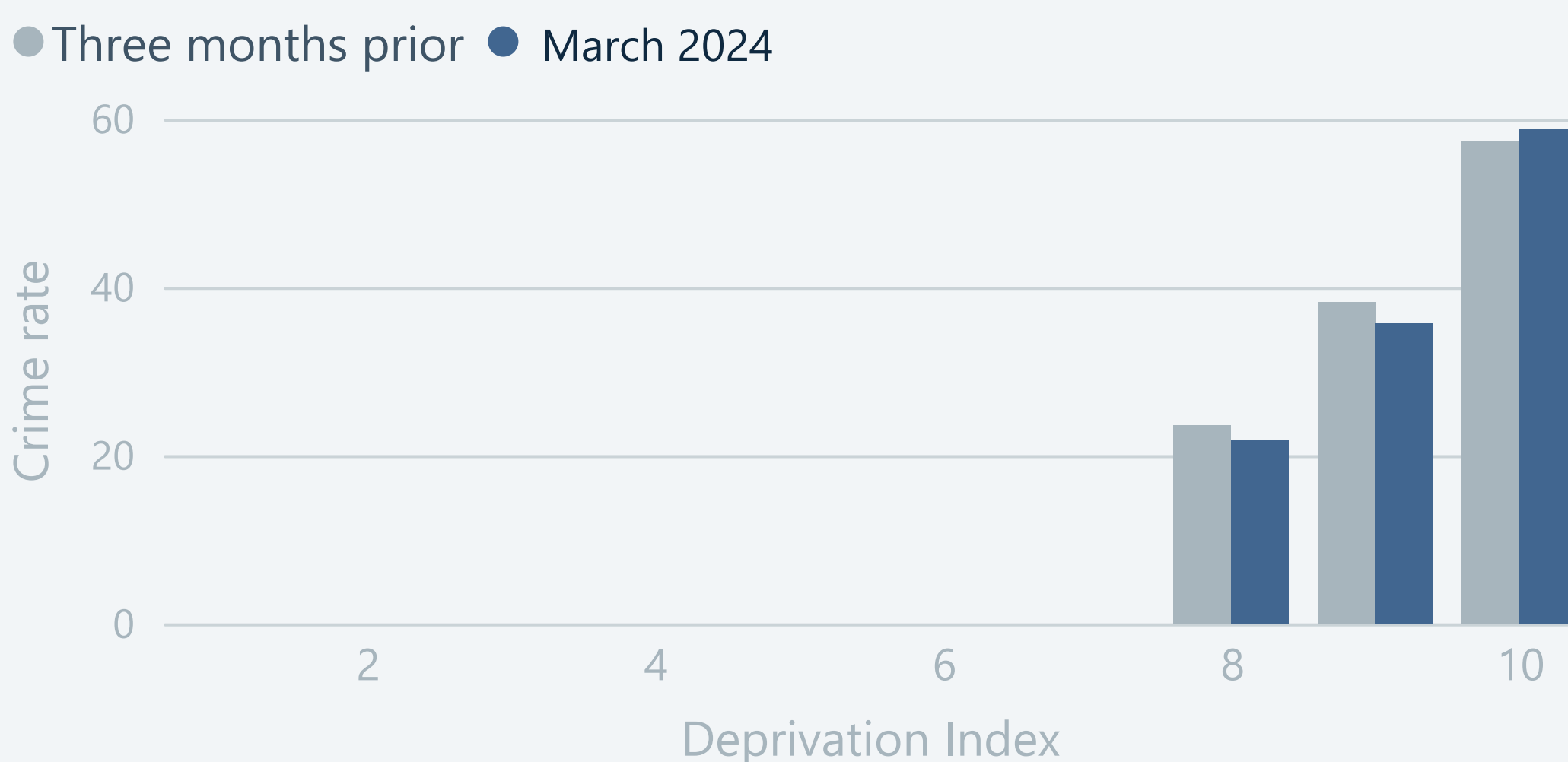
Community with greatest change in crime rate Mar 2024 **Tiroa** ▼ 80.3% % change is from December 2023

Comparison to National Crime Rate



Compared with the same time last year the crime rate in Waitomo District has decreased by -3.5%, and is 39 as at March 2024. The crime rate is 22.4% below the national rate of 50.3.

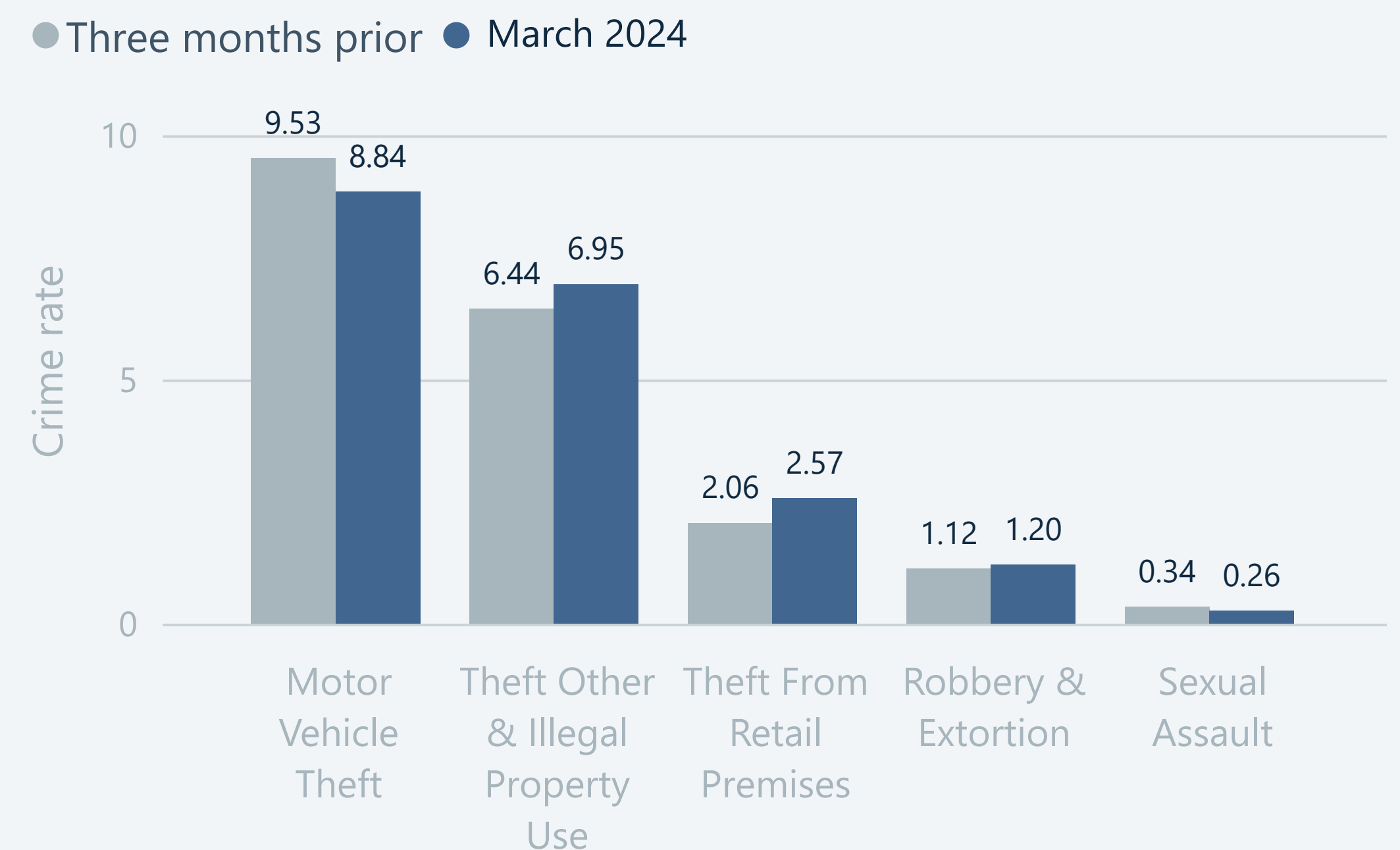
Crime Rate by Deprivation Index



In Waitomo District, communities with a deprivation index of 10 have the highest crime rate. The crime rate in these communities is 2.7 times higher than those with a deprivation index of 8, 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 2.7%.

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 Waitomo District, the most prevalent type of crime in March 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 25%.

Communities with Greatest Change

Community	% Change	Crime rate
Tiroa	▼ 80.30	16.8
Hangatiki	▼ 17.83	23.5
Waipa Valley	▼ 11.79	13.8
Te Kuiti East	▲ 10.41	67.8
Aria	▲ 6.45	21.0

Tiroa saw the greatest change in crime rate over the last 3 months in Waitomo District, with a decrease of -80.3%.

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