

Quarterly Report

Waitomo District

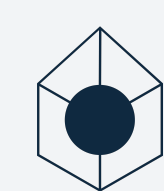
Summary

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

 New Business Registrations this month


 **3.0**

As of December 2023, Waitomo District saw 3.0 new business registrations, a decrease of 25% compared with September 2023.

 Rental affordability (% of income spent on rent)

 **26.5%**

As of December 2023, residents of Waitomo District spent 26.5% of their household income on rent, a decrease of 1.45% compared with September 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

 **14.1**

In December 2023, Waitomo District had a crime rate of 14.1 incidents per 10,000 people, a decrease of 4.17% compared with September 2023.

 Deprivation Index


 **10.0**

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

 Job seeker support rate

 **7.9%**

In December 2023, 7.9% of the working population (15-64 years) in Waitomo District claimed Job Seeker Support, an increase of 14.91% compared with December 2022.

 Trending Up  Trending Down  Improving  Worsening  No Change

Key Pillar Changes

New Business Registrations this month Dec 2023 **3.0** ▼ **25%** % change is from September 2023

Business Deregistrations this month Dec 2023 **1.0** ▼ **50%** % change is from September 2023

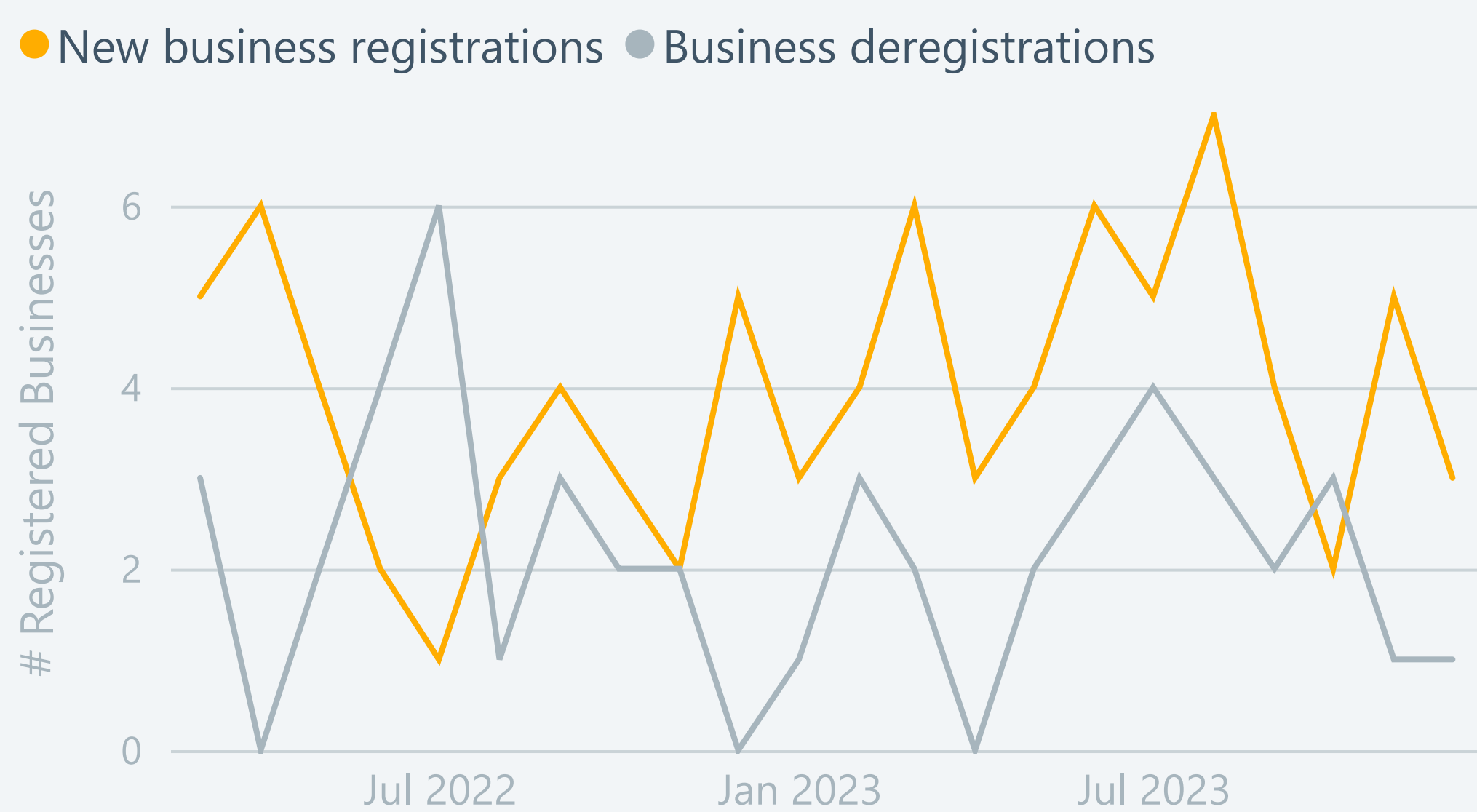
Total tourism spend this quarter Jul 2023 **\$8.8M** ▼ **21.17%** % change is from April 2023

Total number of businesses registered to date



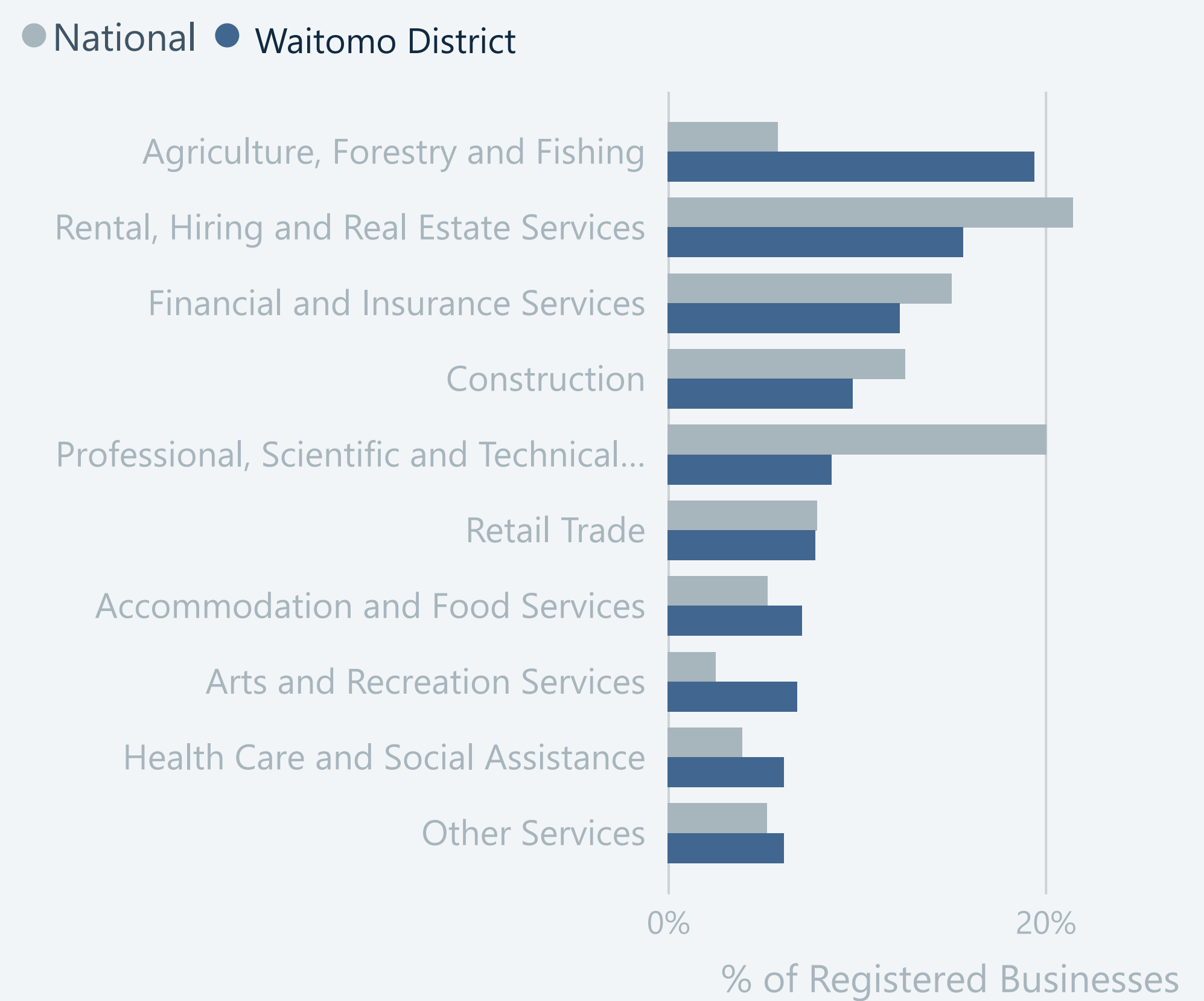
As of December 2023 there were 836 registered businesses in Waitomo District. Over the last 12 months the number of registered businesses has increased by 27. Nationally, the number of registered businesses has increased by 1.65%.

Business openings and closings in the last year



Comparing December 2023 with December 2022 Waitomo District has seen a decrease in the number of new business registrations of 40% and an nominal increase in the number of business deregistrations of 1.

Distribution of registered businesses by industry



Agriculture, Forestry and Fishing is the largest industry operating in Waitomo District and makes up 16.6% of all currently registered businesses.

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 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 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 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.

Visiting regions with the greatest % change

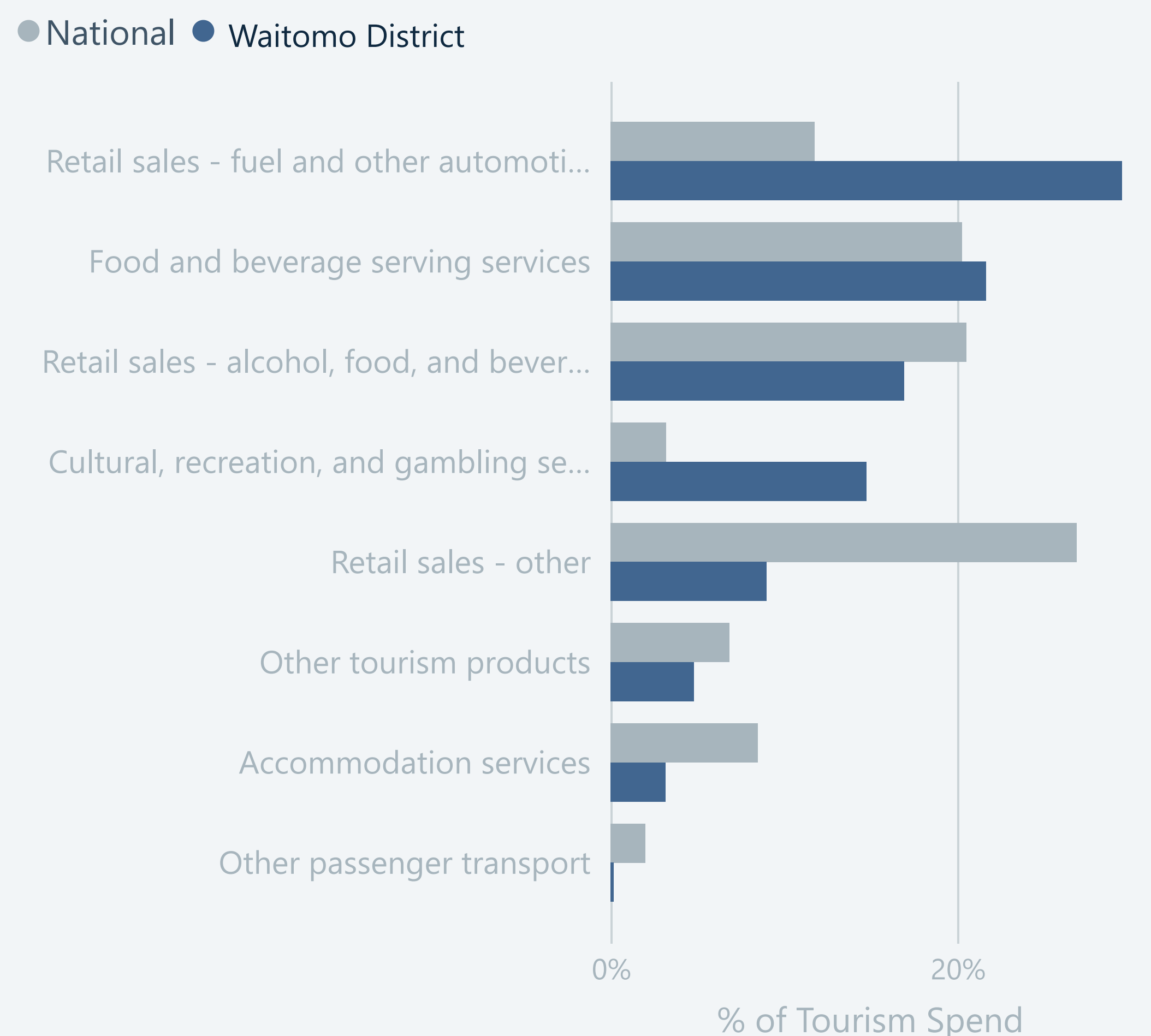
Visiting region	\$ Change	Spend
Gisborne	▲ \$21K	\$64K
Nelson	▲ \$4K	\$13K
Tasman	▼ \$6K	\$9K

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.

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.

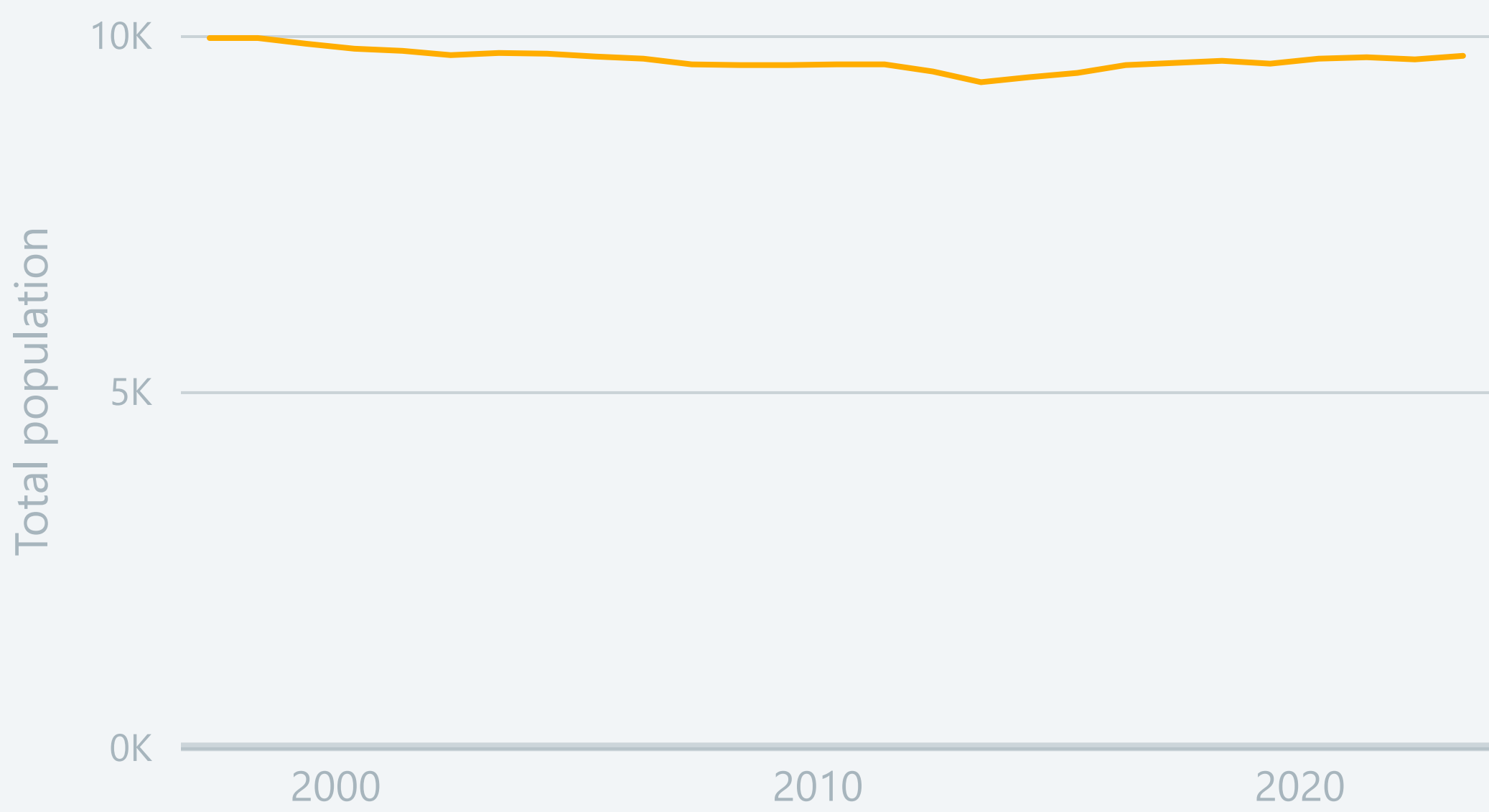


Demographics

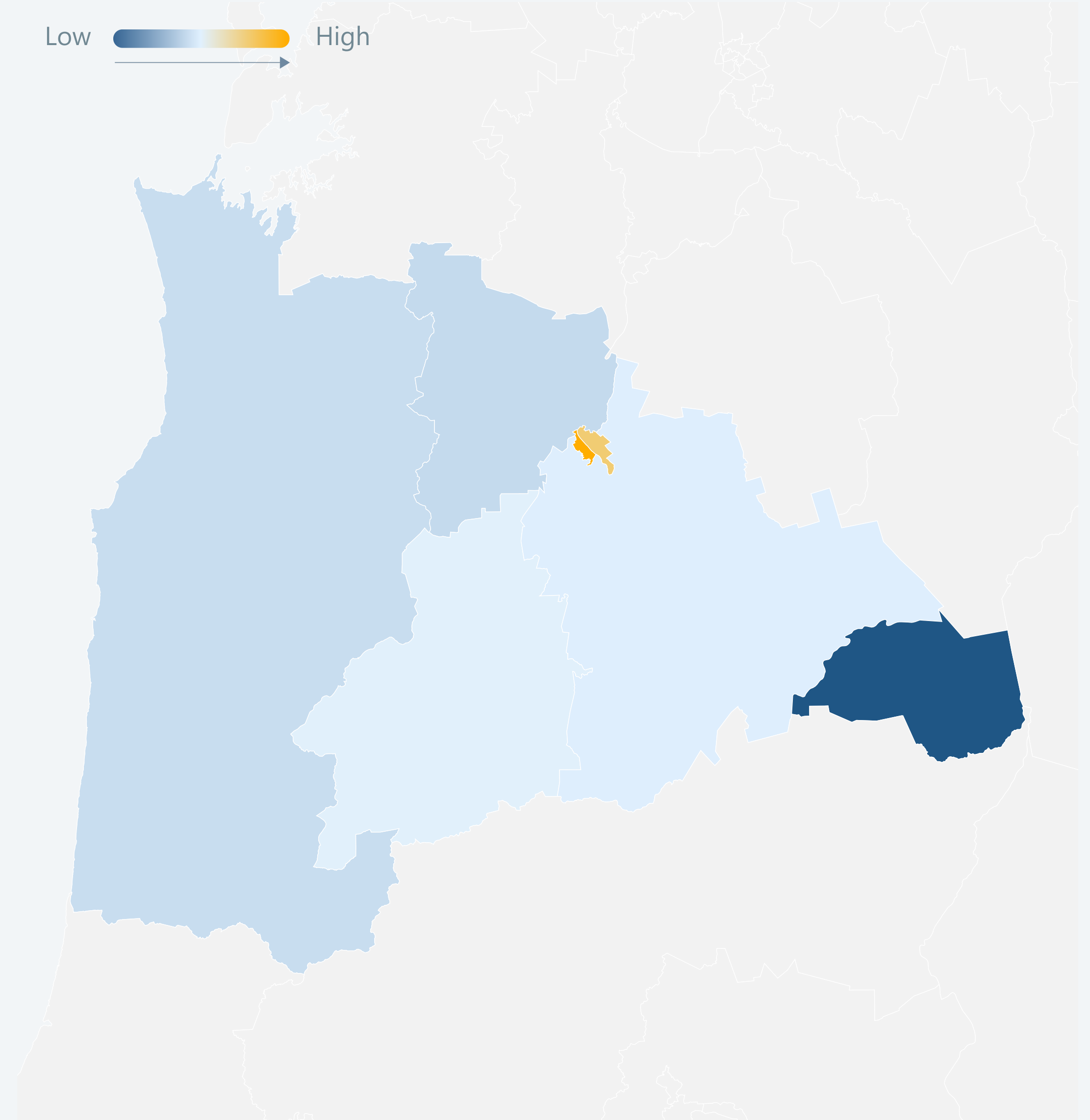
Estimated population

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.



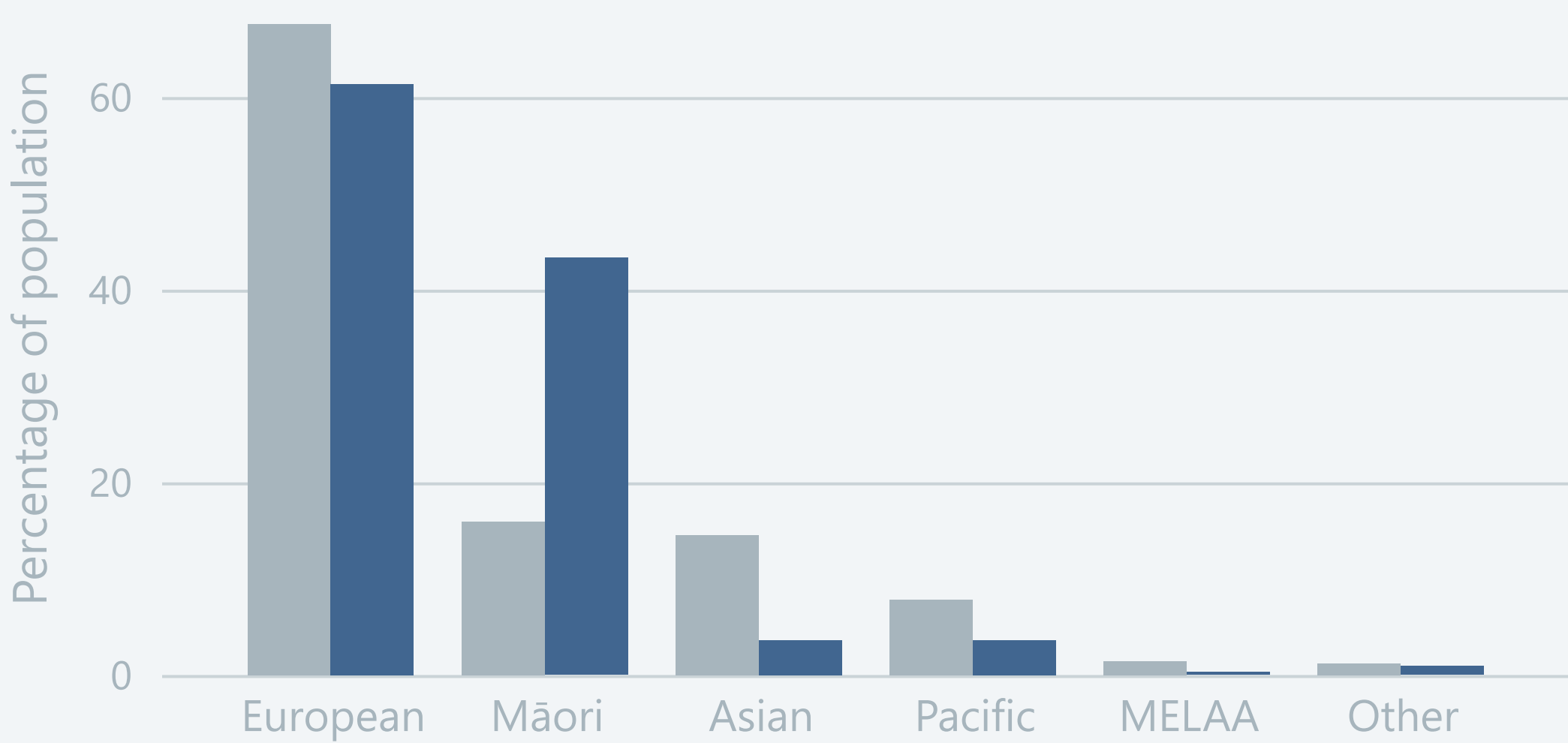
Population distribution



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

Ethnic distribution

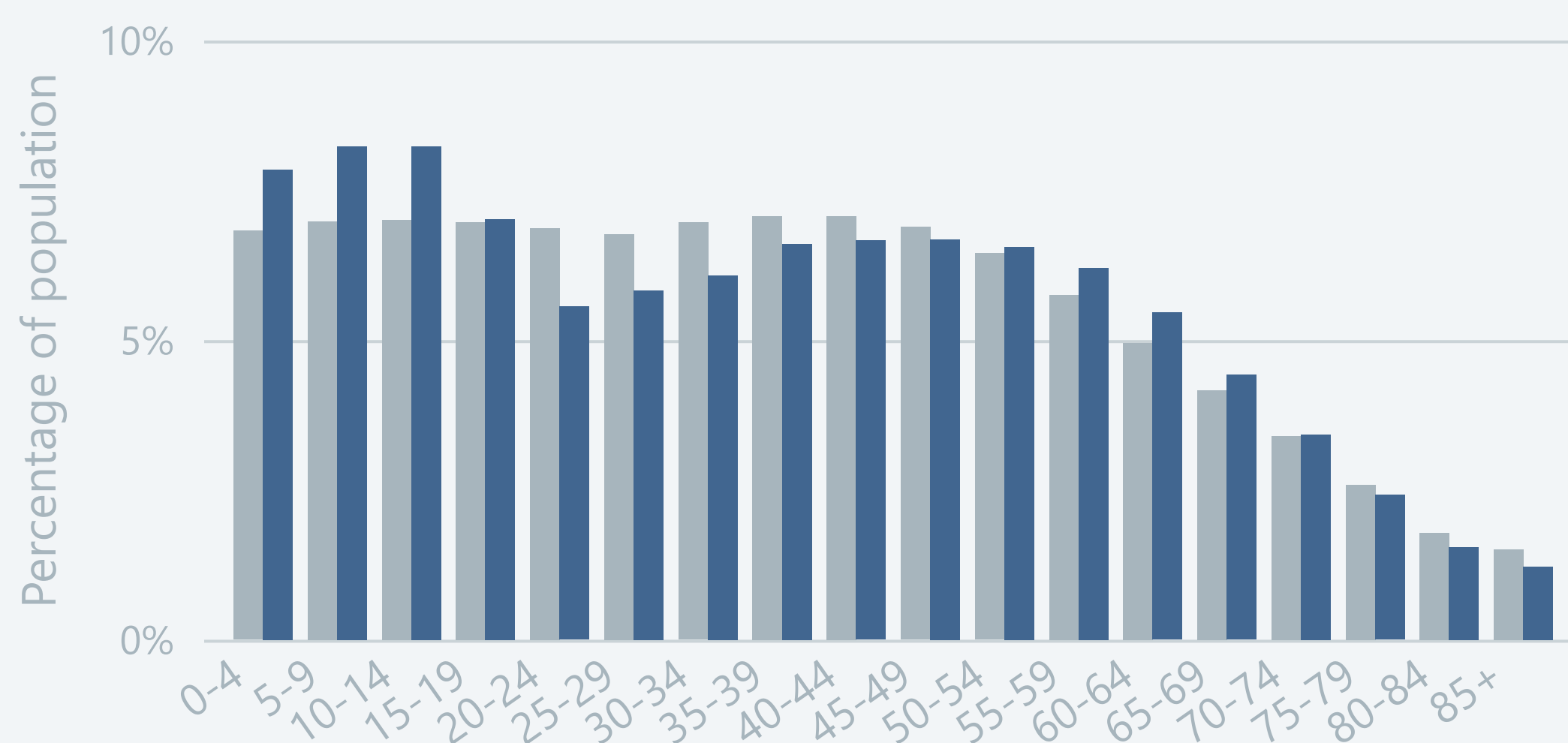
● National ● Waitomo District



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

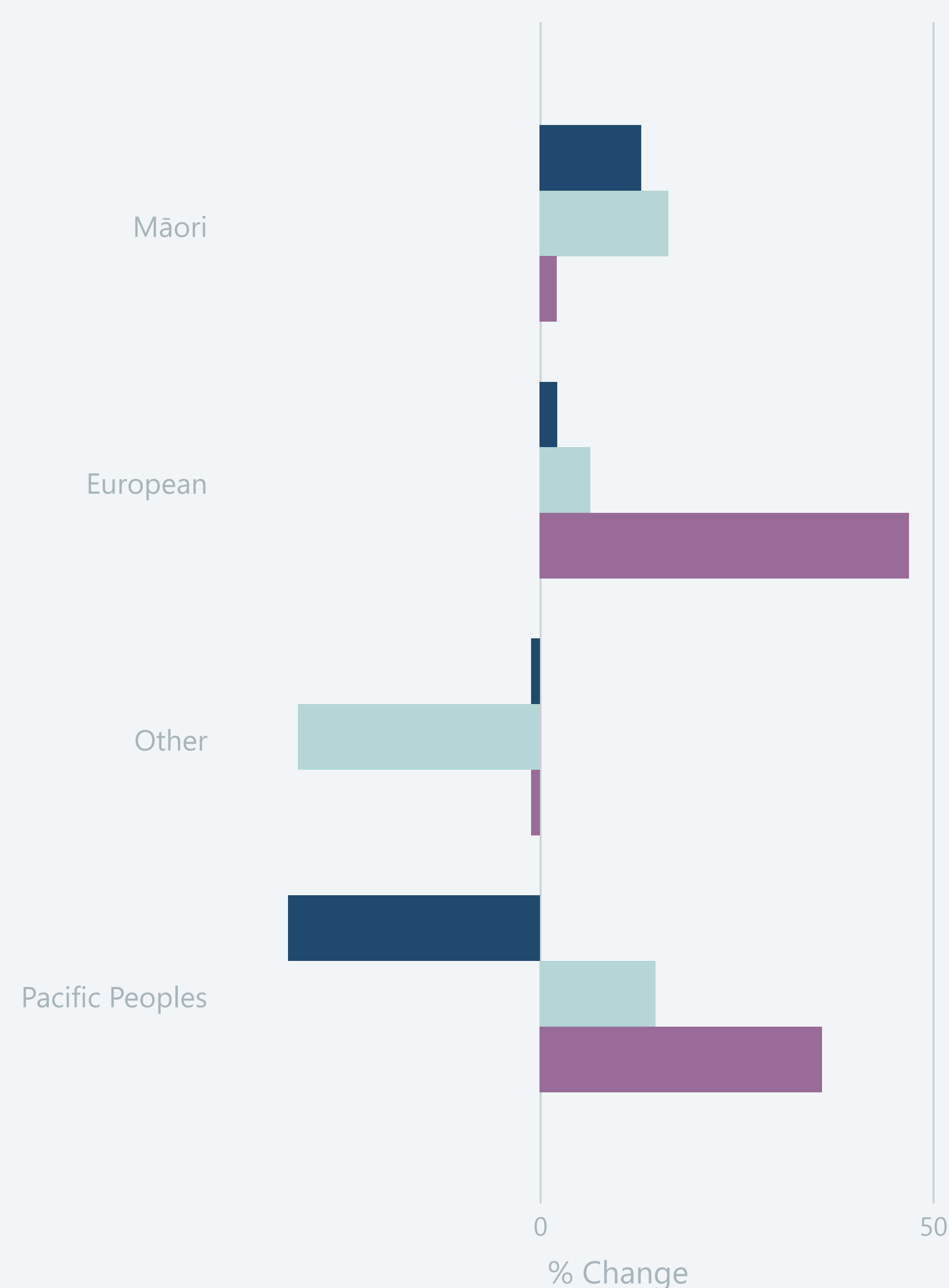
Job seeker support rate Dec 2023 **7.9%** ▲ 14.91% % change is from December 2022

Means tested benefit rate Dec 2023 **6.0%** ▲ 9.98% % change is from December 2022

Sole parent support rate Dec 2023 **4.1%** ▲ 8.75% % change is from December 2022

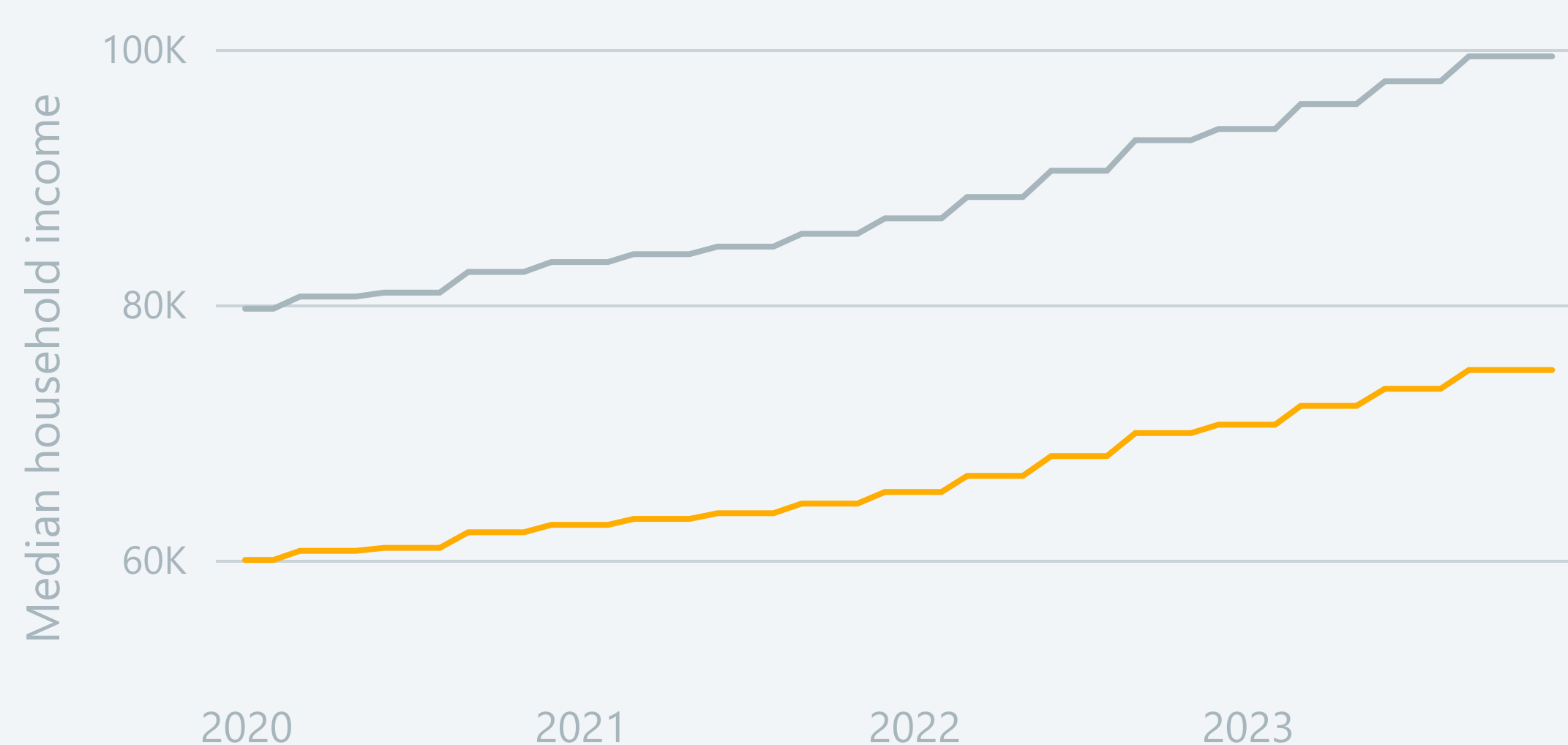
Change in benefit rates by Ethnicity

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



Median Household Income over time

● National
● Waitomo District



As of December 2023, the median household income (adjusted for inflation) in Waitomo District was \$74,863. 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 Single Parent Support for European, up 47.02% to a value of 2.1 claimants per 100 working adults (15-64yrs). Comparatively, Job Seeker Support for Pacific Peoples saw the greatest decrease over the last 12 months, down 32.03% to 2.94 claimants per 100 working adults.

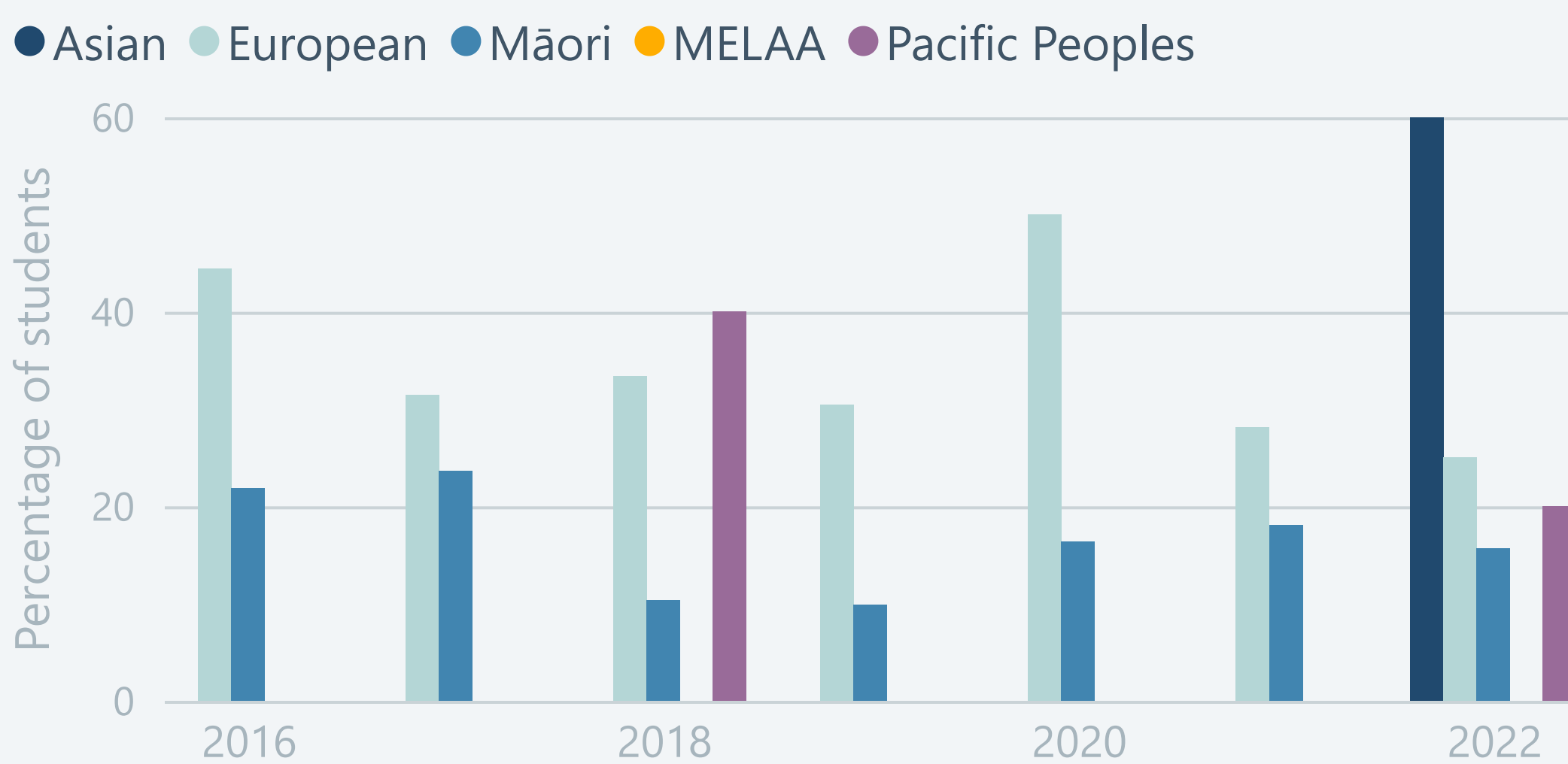
Key Pillar Changes

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**

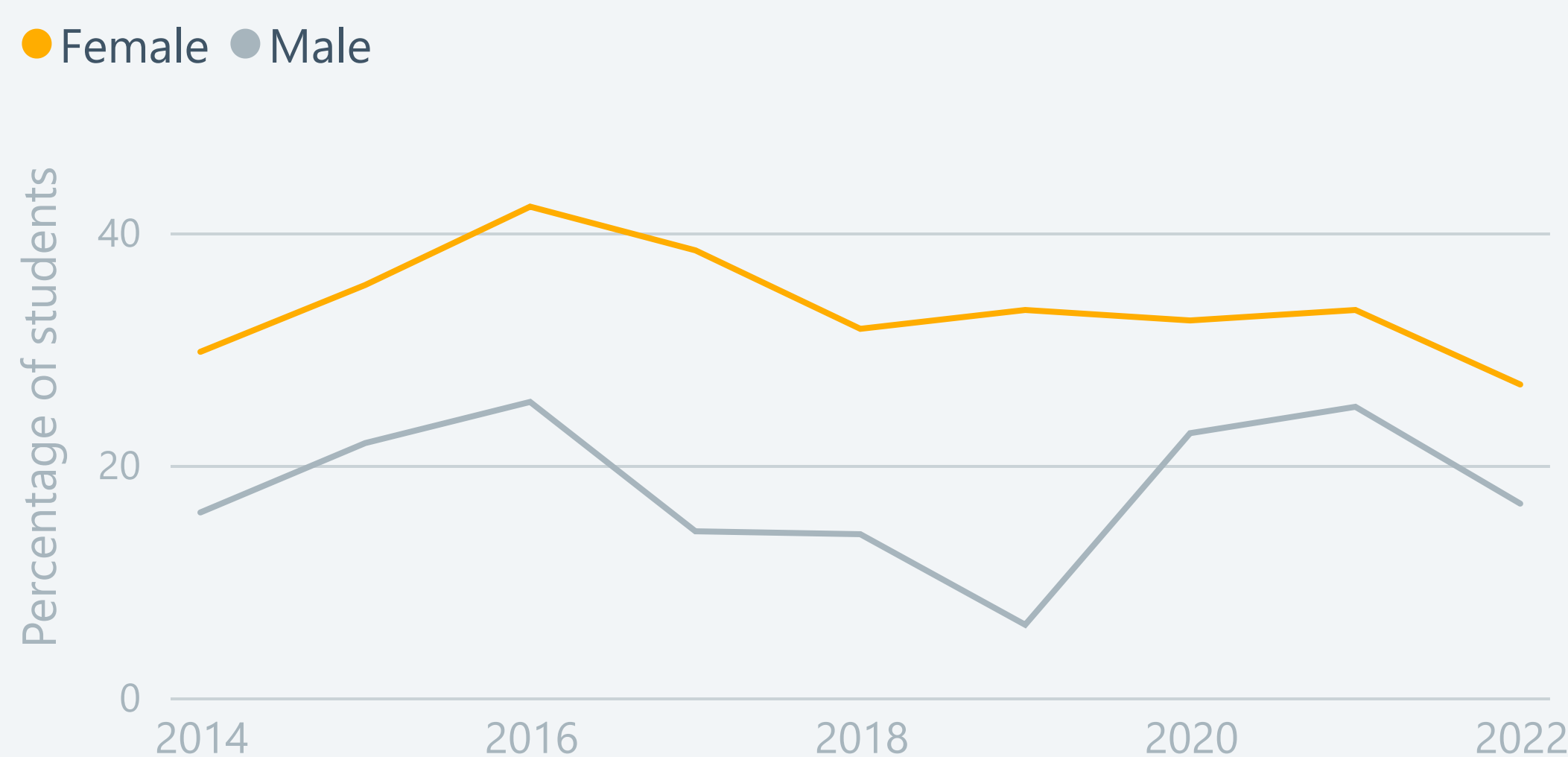
Ethnicity with greatest change in secondary school retention Jan 2022 **Māori** ▲ 15.75% % change is from January 2021

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



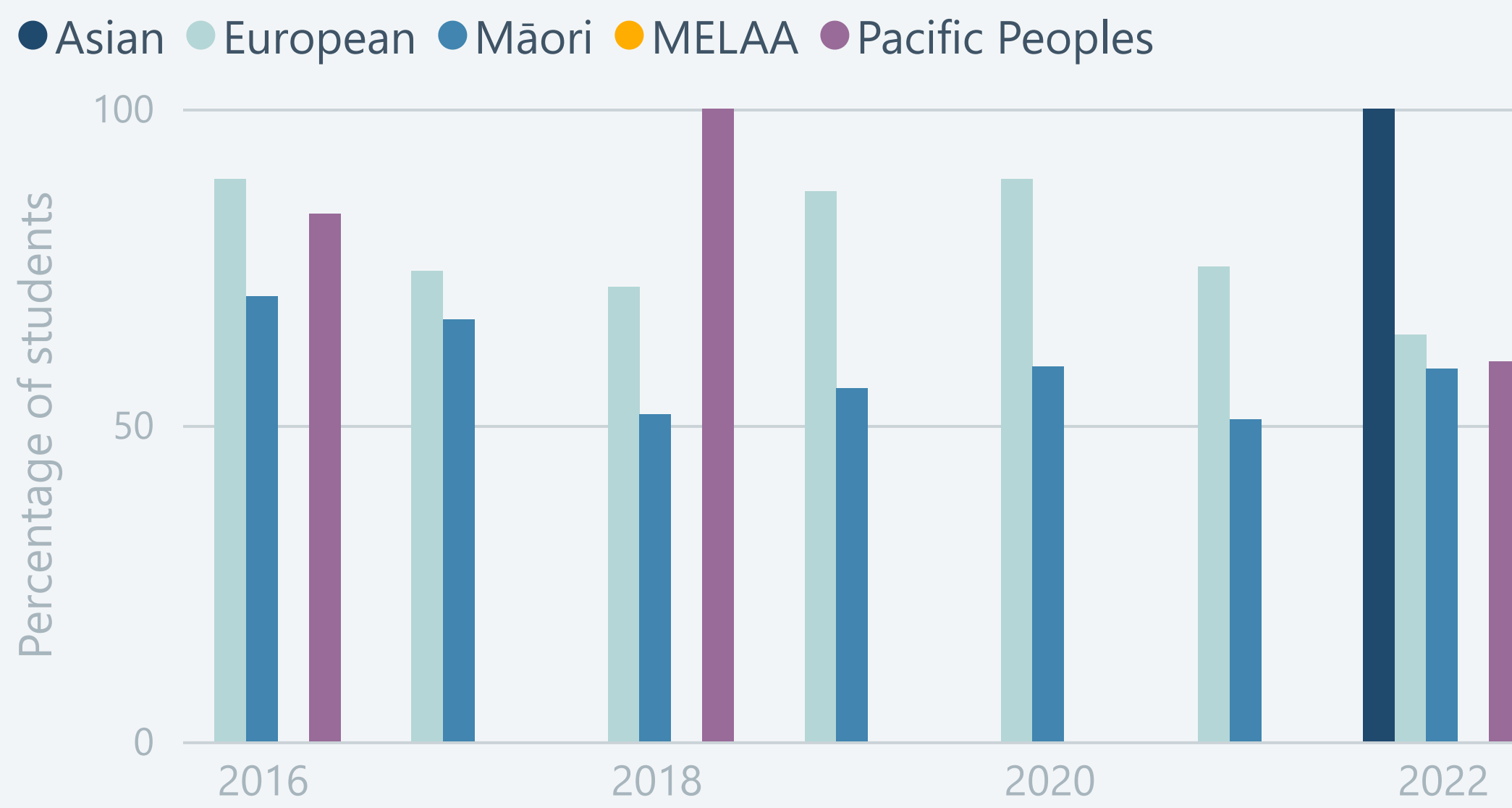
Since 2014, on average the percentage of students leaving with NCEA Level 3 in Waitomo District for female students has been 1.87 times larger than male students. In 2022, the percentage of students leaving with NCEA Level 3 for female students compared with male students was less than average. Compared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

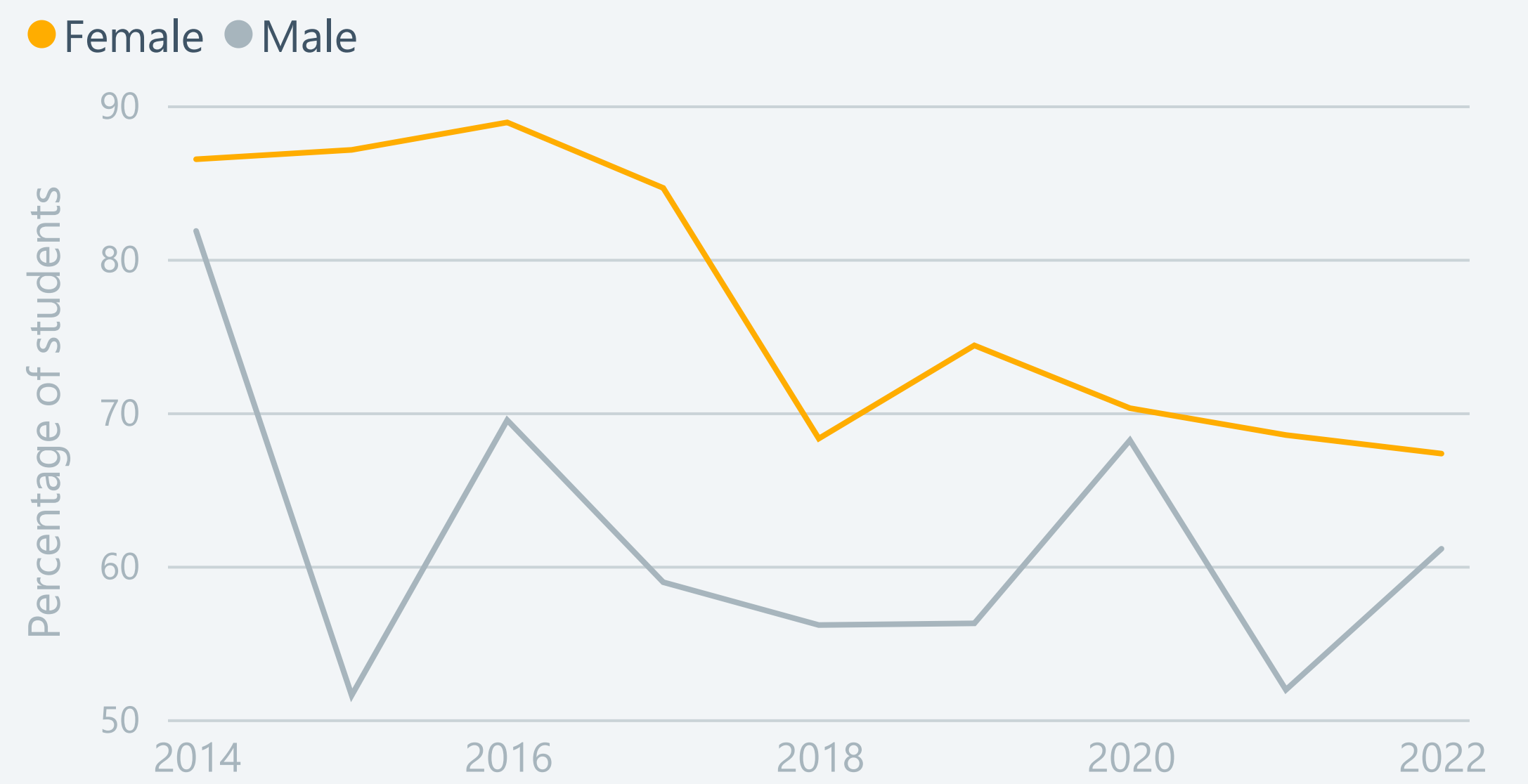
School	% Change	Pass Rate
Te Kuiti High School	▼ 11.12	22.73

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.

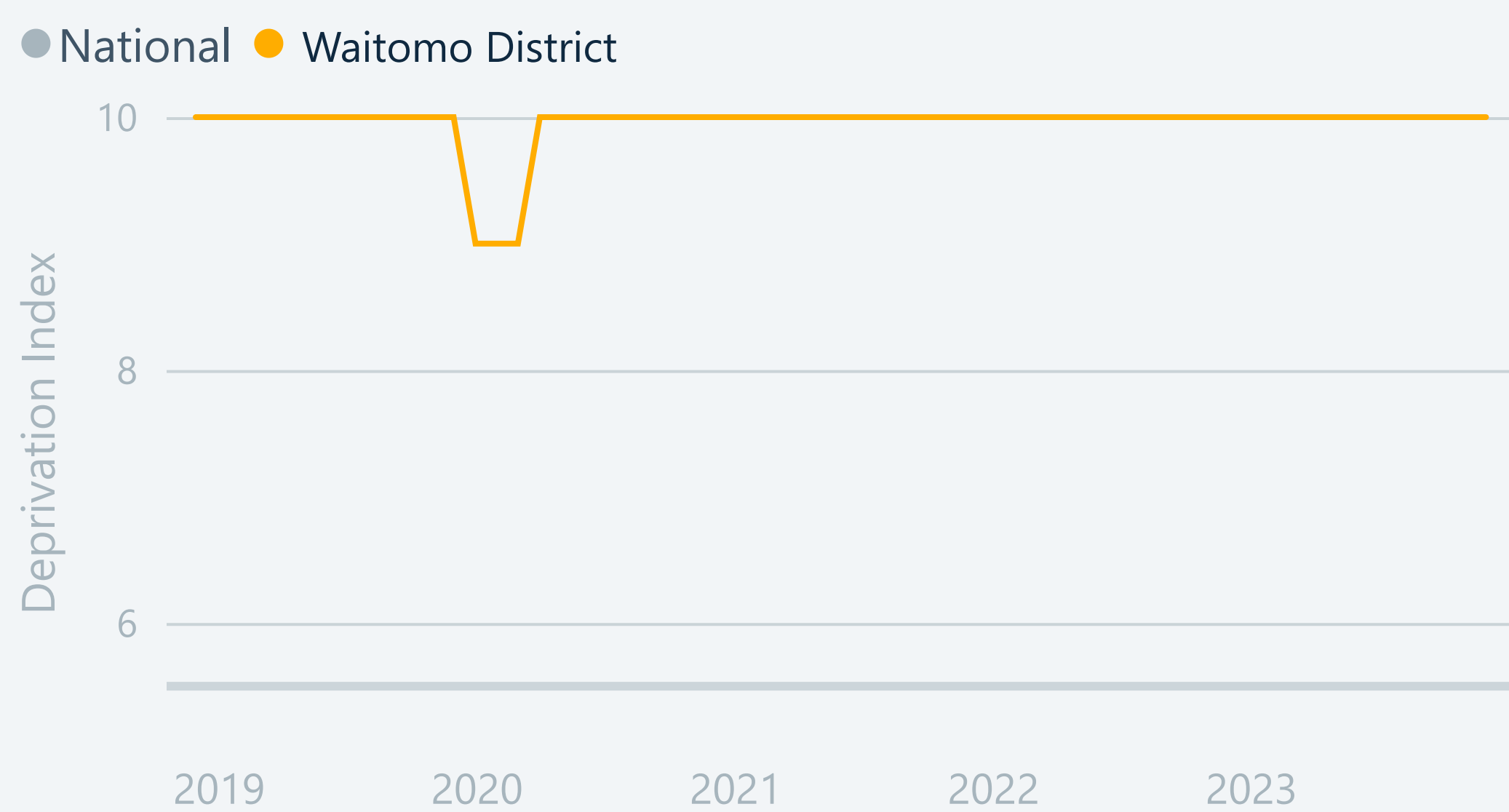
Key Pillar Changes

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

Community with greatest decrease in deprivation score Dec 2023 **Tiroa** ▽ 18.54% % change is from December 2022

Community with greatest increase in deprivation score Dec 2023 **Aria** ▲ 2.16% % change is from December 2022

Comparison to National Deprivation Index



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

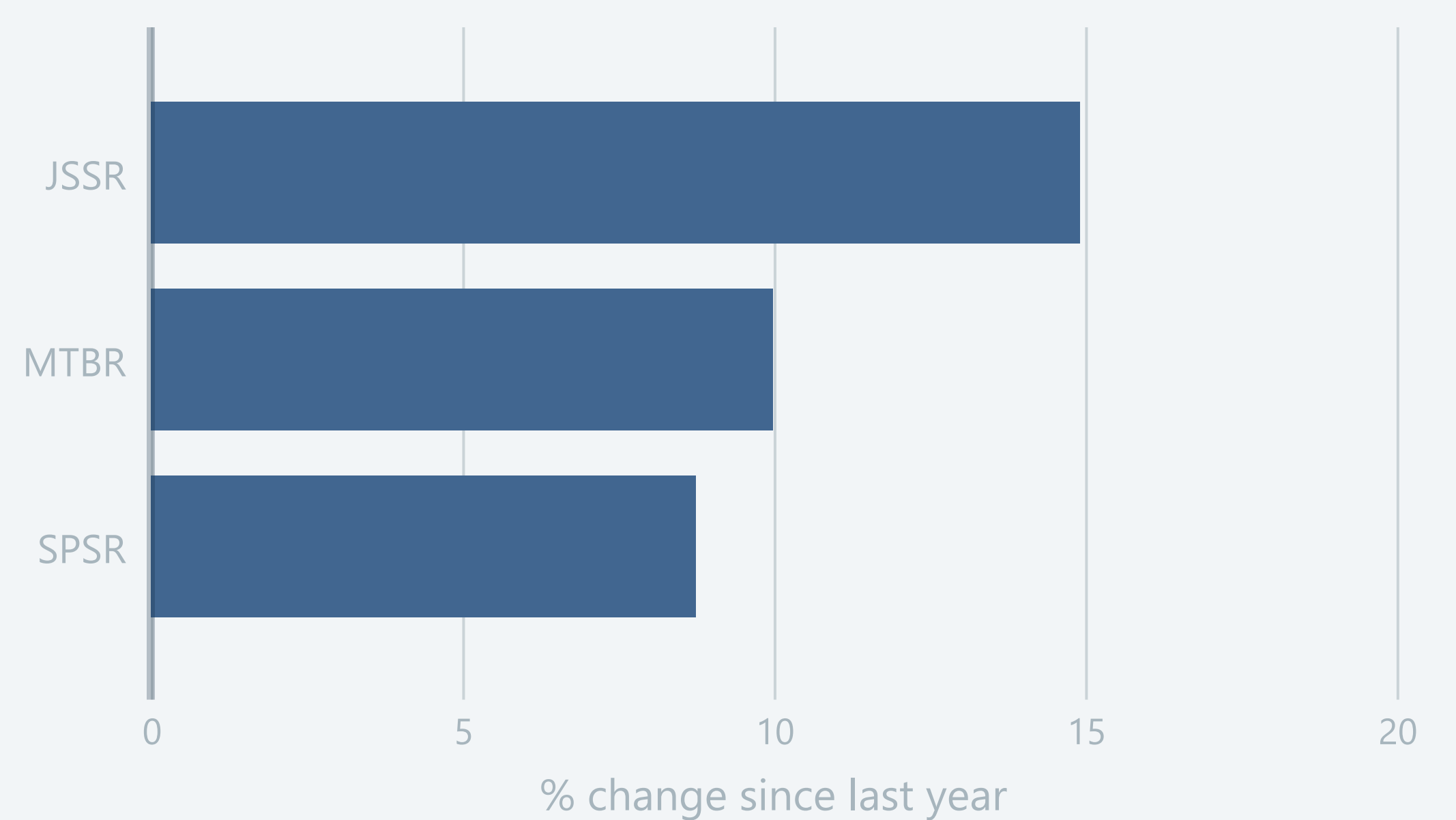
i Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

Communities with the Greatest Change

Community	% Change	Depr. score
Tiroa	▽ 18.54	1,210.90
Aria	▲ 2.16	1,082.41
Te Kuiti West	▲ 1.37	1,160.76
Te Kuiti East	▲ 1.30	1,238.70
Hangatiki	▽ 1.23	1,067.78

The community with the greatest change in deprivation score since the same time last year was Tiroa, with a 18.5% 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 14.91% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

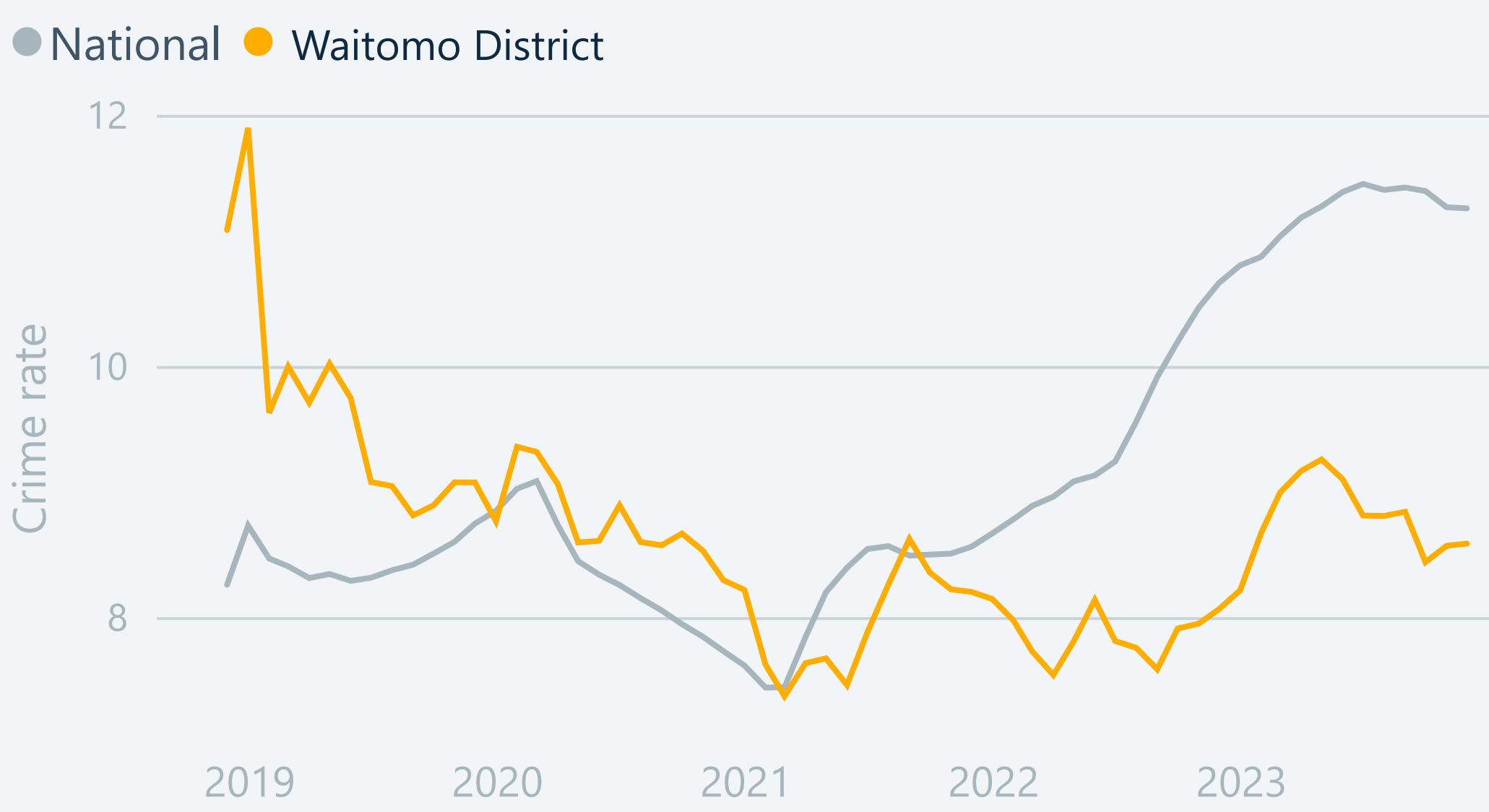
Key Pillar Changes

Crime rate Dec 2023 **14.1** ▽ 4.17% % change is from September 2023

Crime type with the greatest change in crime rate Dec 2023 **Abduction** ▽ 50% % change is from September 2023

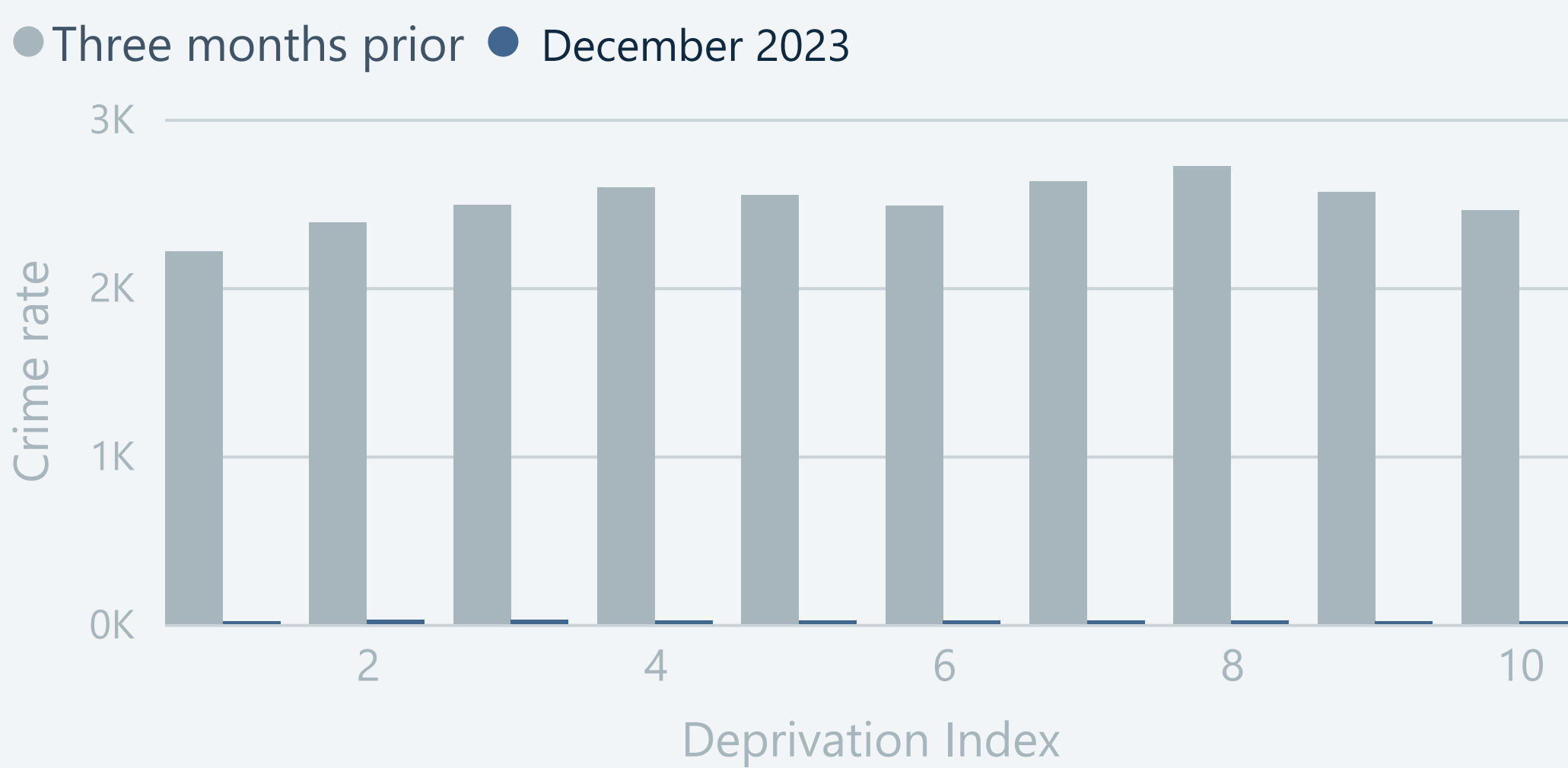
Community with greatest change in crime rate Dec 2023 **Herangi** ▲ 22.5% % change is from September 2023

Comparison to National Crime Rate



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

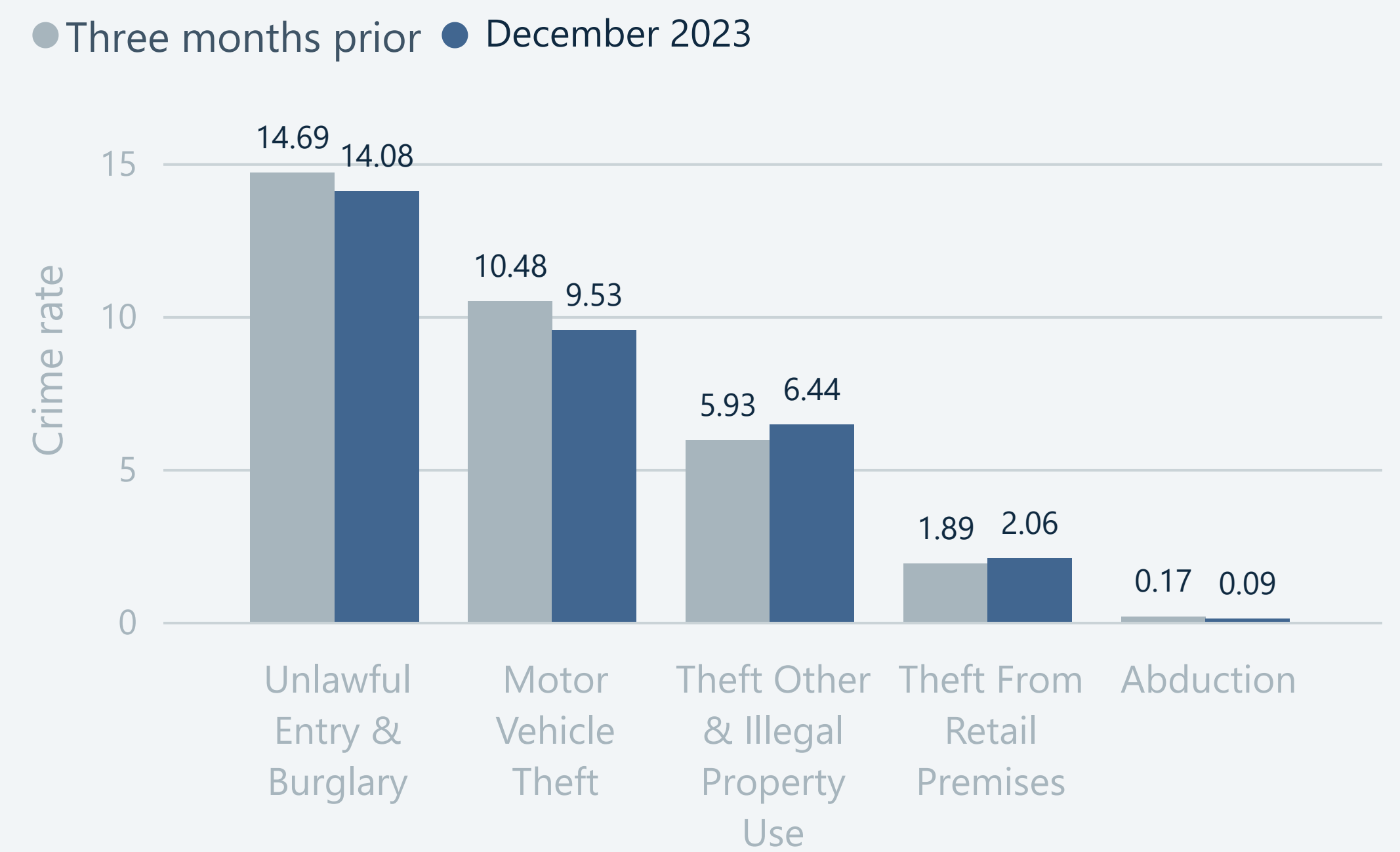
Crime Rate by Deprivation Index



In Waitomo District, communities with a deprivation index of 2 have the highest crime rate. The crime rate in these communities is 1.6 times higher than those with a deprivation index of 1, the group with the lowest crime rate. Communities with a deprivation index of 2 have seen the greatest change in their crime rate over the last 3 months, with an increase of -99%.

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 December 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 9%.

Communities with Greatest Change

Community	% Change	Crime rate
Herangi	▲ 22.50	33.5
Hangatiki	▽ 19.45	28.6
Aria	▲ 19.23	19.7
Tiroa	▽ 19.22	85.0
Waipa Valley	▽ 7.89	15.7

Herangi saw the greatest change in crime rate over the last 3 months in Waitomo District, with an increase of 22.5%.

Important information

Private & Confidential

This document, any insights it contains, and any supporting data, (together, the insights) are made available to you by DOT Data Limited (DOT), on a private and confidential basis, for internal use only. They may only be provided to your directors, officers, employees, contractors agents, advisers and representatives (Related Parties) who need to know the insights for the purpose of evaluating them, and who are informed of their private and confidential nature.

Proprietary and Intellectual Property Rights

The Insights are the property of DOT Loves Data, and nothing may be construed as granting you any proprietary or other rights in the Insights.

Information Only

The sole purpose of the Insights is to provide you with information on the topic and subject matter set out in these Insights. The Insights may not be used for any other purpose.

Independent Assessment

DOT Loves Data does not provide any financial, investment, legal or taxation advice in connection with the Insights. You should seek independent financial, investment, legal, taxation and other relevant advice in relation to the Insights.

Disclaimer

DOT Loves Data has created the Insights in good faith, and believes the Insights to be correct at the time they were compiled. You agree to access and use the Insights at your own risk. To the extent permitted by law DOT Loves Data, its related companies and affiliates, and the Related Parties of each of them (together, Affiliates):

- do not make any representation warranty, assurance or undertaking as to the accuracy, completeness or currency of the data forming part of the Insights, or the views expressed within the Insights, including whether it is suitable or sufficient for you, fit for any particular purpose, or for any other person or purposes, or agrees to inform you of any matter that subsequently comes to their notice, which may affect the accuracy, reliability or completeness of the Insights; and
- are not liable or responsible for any loss, damage, claim, liability, proceedings, costs or expenses, arising directly or indirectly, and whether in tort (including negligence), contract, equity or otherwise, out of or in connection with the Insights.

Projections & Forecasts

The Insights may involve material elements of subjective judgement and analysis. Any of the views which comprise estimates, forecasts or other projections, are subject to significant uncertainties and contingencies that cannot reasonably be anticipated. On this basis, such views may not always be achieved or prove to be correct.

Indications of past performance in the Insights will not necessarily be repeated in the future.

Additionally, the Insights may contain 'forward looking statements'. Actual events or results or actual performance may differ materially from those reflected or contemplated in such forward looking statements.

Your Responsibilities

You must not:

- Copy or reverse engineer the Insights or any data forming part of the Insights.
- Attempt to re-identify or de-aggregate any of the Insights or any data forming part of the Insights.
- Disclose the Insights, the data comprising the Insights, or the existence of any aspect of the Insights, to any other person without the prior written consent of DOT Loves Data Limited.