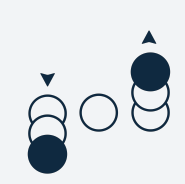


Quarterly Report

Matamata-Piako District

Summary

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



New Business Registrations this month

▼ **27.0**

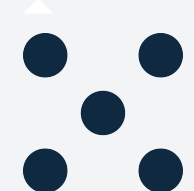
As of June 2025, Matamata-Piako District saw 27.0 new business registrations, a decrease of 28.95% compared with March 2025.



Rental affordability (% of income spent on rent)

▲ **30.0%**

As of June 2025, residents of Matamata-Piako District spent 30.0% of their household income on rent, an increase of 0.34% compared with March 2025.



Gambling spend per capita

▼ **\$61**

As of September 2024, an average of \$61.0 was spent by individuals over 18 years in Matamata-Piako District through electronic gaming machines, a decrease of 1.36% compared with June 2024.



Crime rate

▲ **507.0**

In May 2025, Matamata-Piako District had a crime rate of 507.0 incidents per 10,000 people, an increase of 1.65% compared with February 2025.



Deprivation Index

— **6.0**

As of March 2025, the deprivation within Matamata-Piako District is 6.0 and this is unchanged since February 2025.

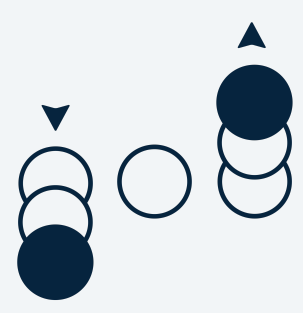


Job seeker support rate

▲ **5.7%**

In March 2025, 5.7% of the working population (15-64 years) in Matamata-Piako District claimed Job Seeker Support, an increase of 6.76% compared with March 2024.

△ Trending Up ▽ Trending Down ● Improving ● Worsening — No Change



Economy

△ Trending Up ▽ Trending Down ● Improving ● Worsening — No Change

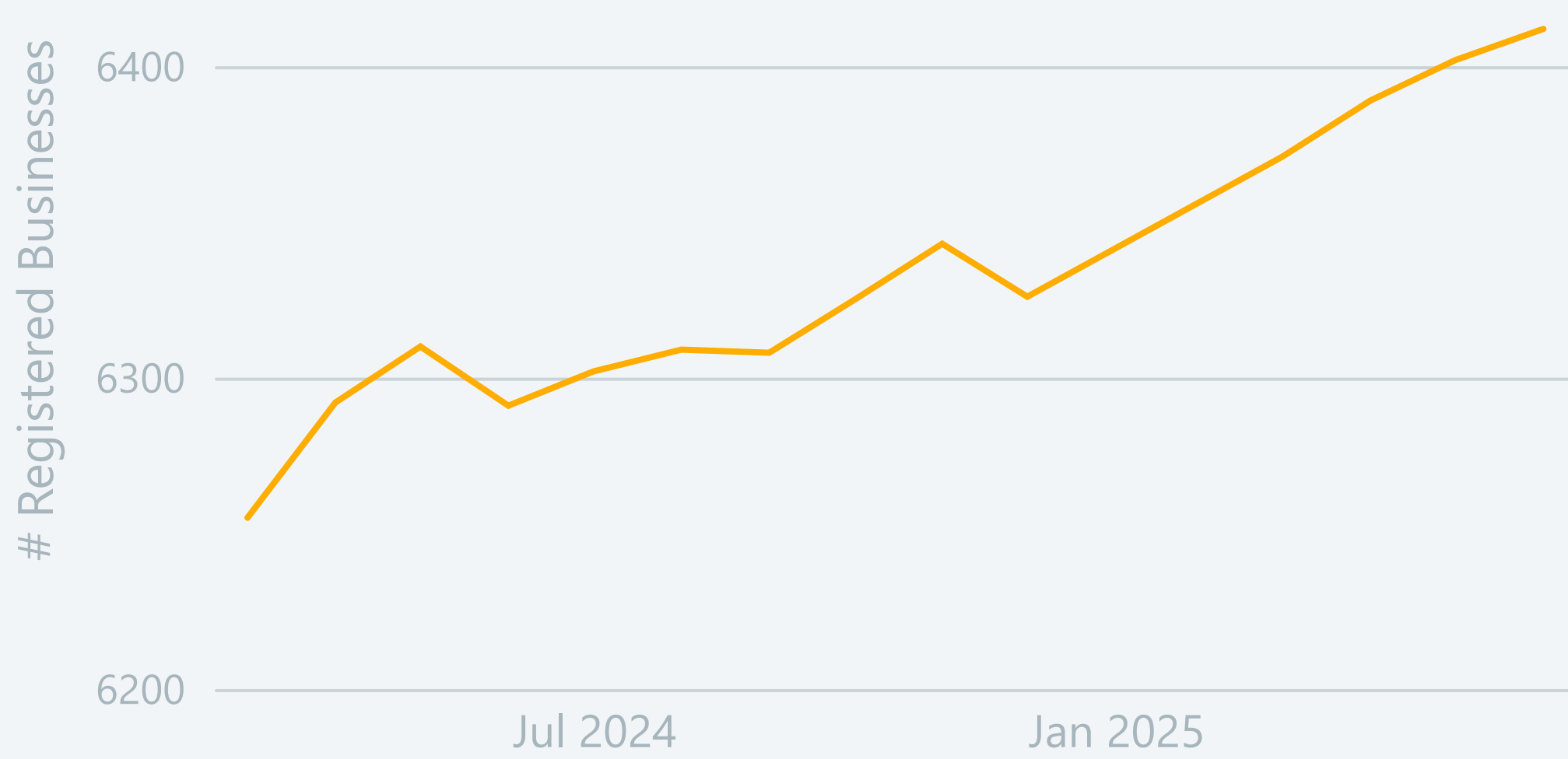
Key Pillar Changes

New Business Registrations this month Jun 2025 **27.0** ▼ 28.95% % change is from March 2025

Business Deregistrations this month Jun 2025 **17.0** ▲ 112.5% % change is from March 2025

Total tourism spend this quarter May 2025 **\$20.4M** ▼ 10.14% % change is from February 2025

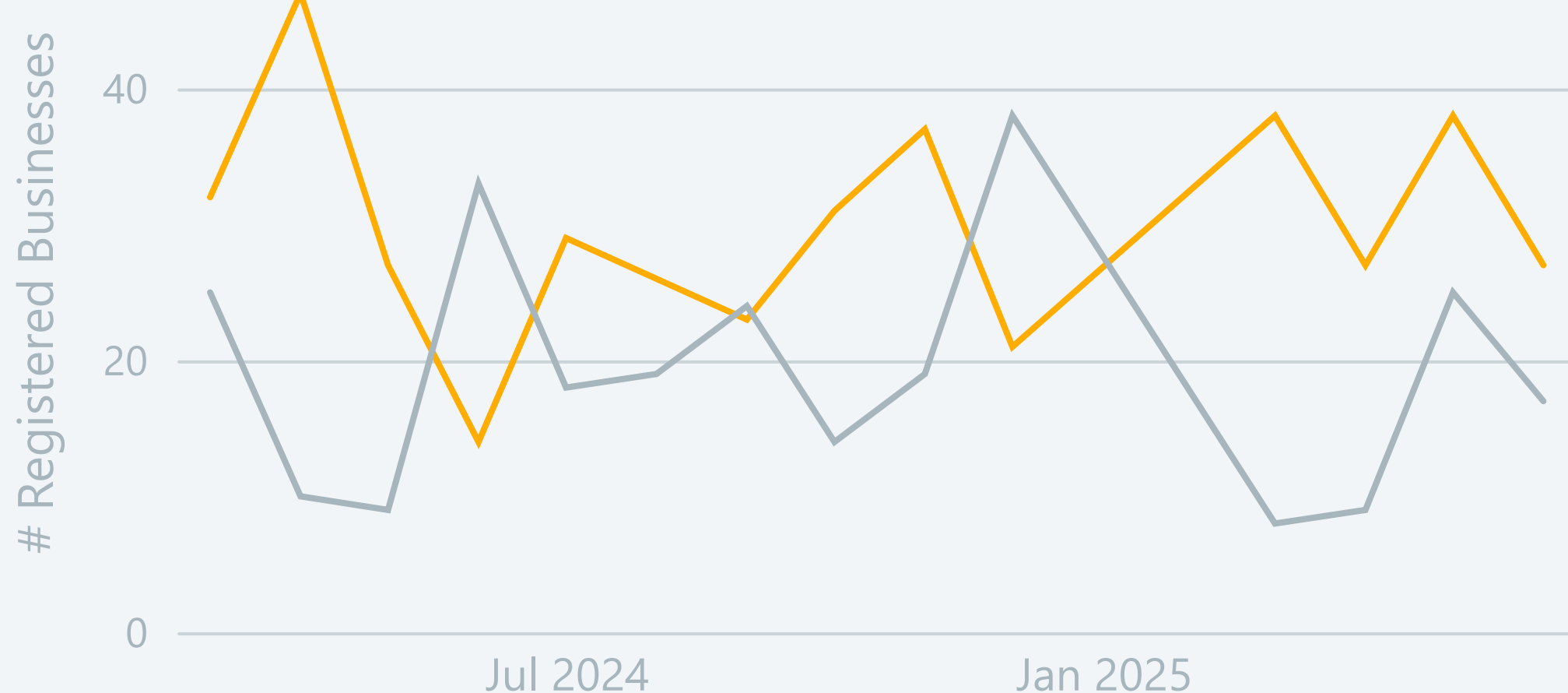
Total number of businesses registered to date



As of June 2025 there were 6412 registered businesses in Matamata-Piako District. Over the last 12 months the number of registered businesses has increased by 121. Nationally, the number of registered businesses has increased by 0.14%.

Business openings and closings in the last year

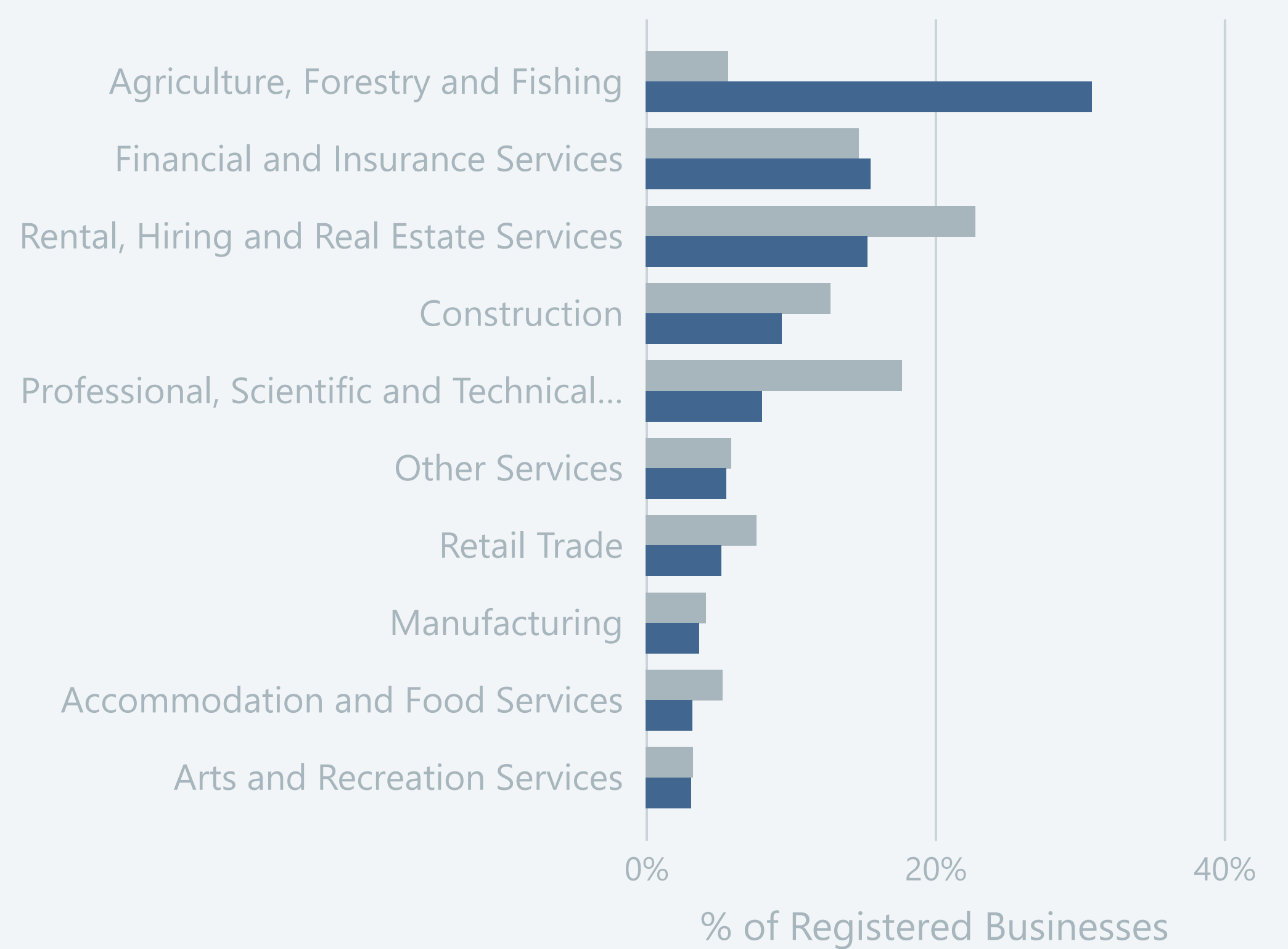
● New business registrations ● Business deregistrations



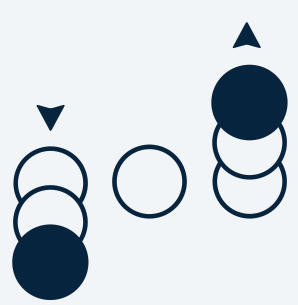
Comparing June 2025 with June 2024 Matamata-Piako District has seen an increase in the number of new business registrations of 92.9% and a decrease in the number of business deregistrations of 48.5%.

Distribution of registered businesses by industry

● National ● Matamata-Piako District



Agriculture, Forestry and Fishing is the largest industry operating in Matamata-Piako District and makes up 27.5% of all currently registered businesses.



Tourism spend this quarter



In May 2025, \$6.6M was spent in Matamata-Piako District from domestic and international visitors to the district. Domestic tourism made up 92.2% of total tourism spend, and has increased by 2.93% since the same time last year, whereas international tourism has increased by 27.01% in the same time period.

Visiting regions with the greatest spend

Visiting region	\$ Change	Spend
Bay of Plenty	▼ \$444K	\$3.4M
Auckland	▼ \$817K	\$4.2M
Northland	▼ \$134K	\$462K
Wellington	▲ \$11K	\$485K
Waikato	▲ \$602K	\$7.7M

This quarter, the largest spend from domestic tourists visiting Matamata-Piako District came from the Waikato region, with tourists spending \$7.7M. This represents an increase of \$602K since the same quarter last year.

Visiting regions with the greatest % change

Visiting region	\$ Change	Spend
Southland	▲ \$70K	\$130K
Tasman	▲ \$15K	\$34K
West Coast	▲ \$13K	\$33K

This quarter, Matamata-Piako District saw the greatest % change in domestic tourism spend from those visiting from the Southland region since the same quarter last year, with a \$70K 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	▲ \$44K	\$489K
Rest of Asia	▲ \$51K	\$169K
Rest of Europe	▲ \$41K	\$235K
United Kingdom	▼ \$49K	\$261K
United States of America	▲ \$150K	\$662K

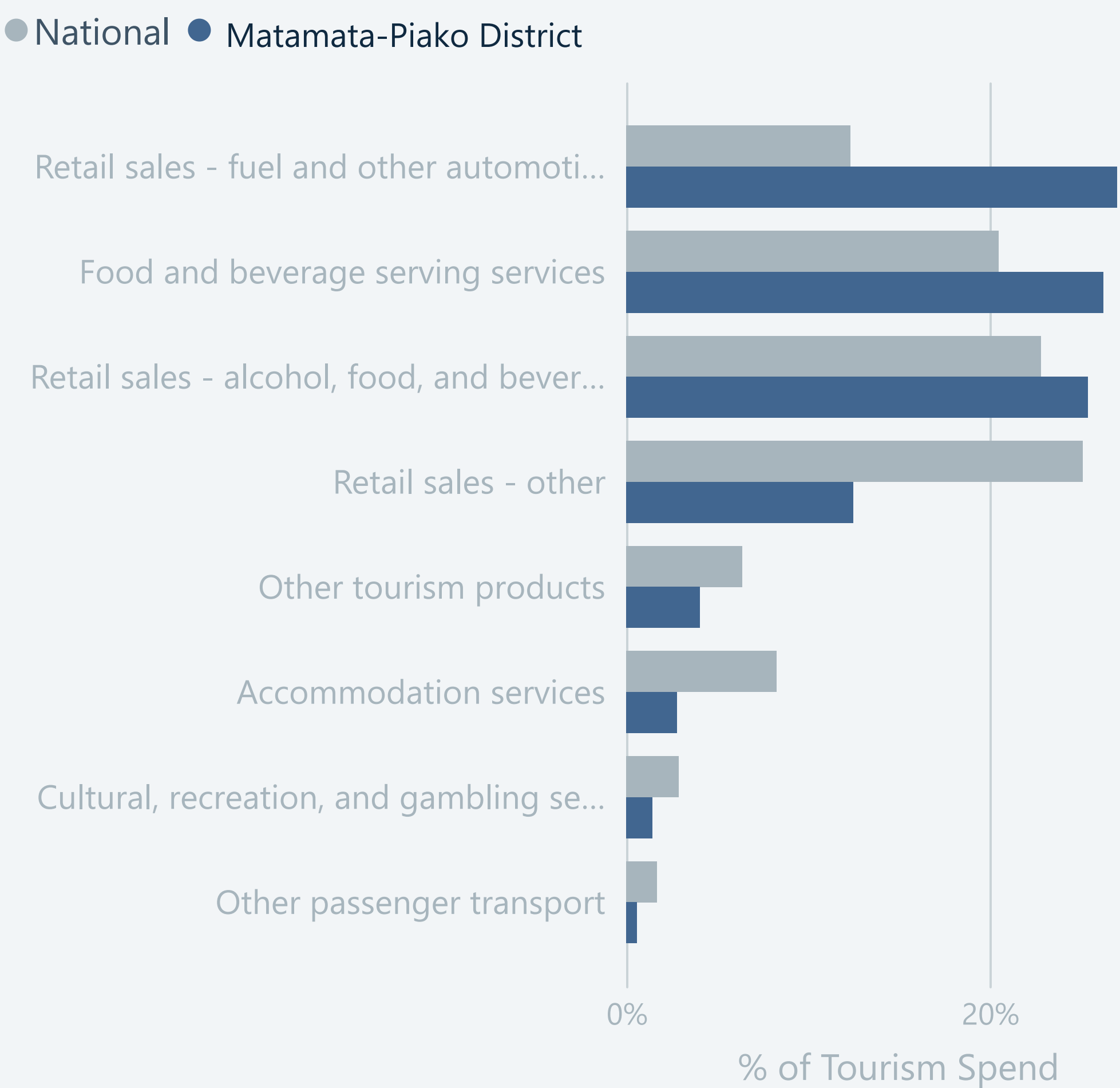
This quarter, the largest spend from international tourists visiting Matamata-Piako District came from United States of America, with tourists spending \$662K. This represents an increase of \$150K since the same quarter last year.

Visiting countries with the greatest % change

Visiting country	\$ Change	Spend
Rest of Oceania	▼ \$5K	\$5K
China	▲ \$6K	\$25K
Rest of Asia	▲ \$51K	\$169K

This quarter, Matamata-Piako District saw the greatest % change in international tourism spend from those visiting from Rest of Oceania since the same quarter last year, with a \$5K decrease 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 27% of all tourism spend. This is 119.5% larger than the national proportion.

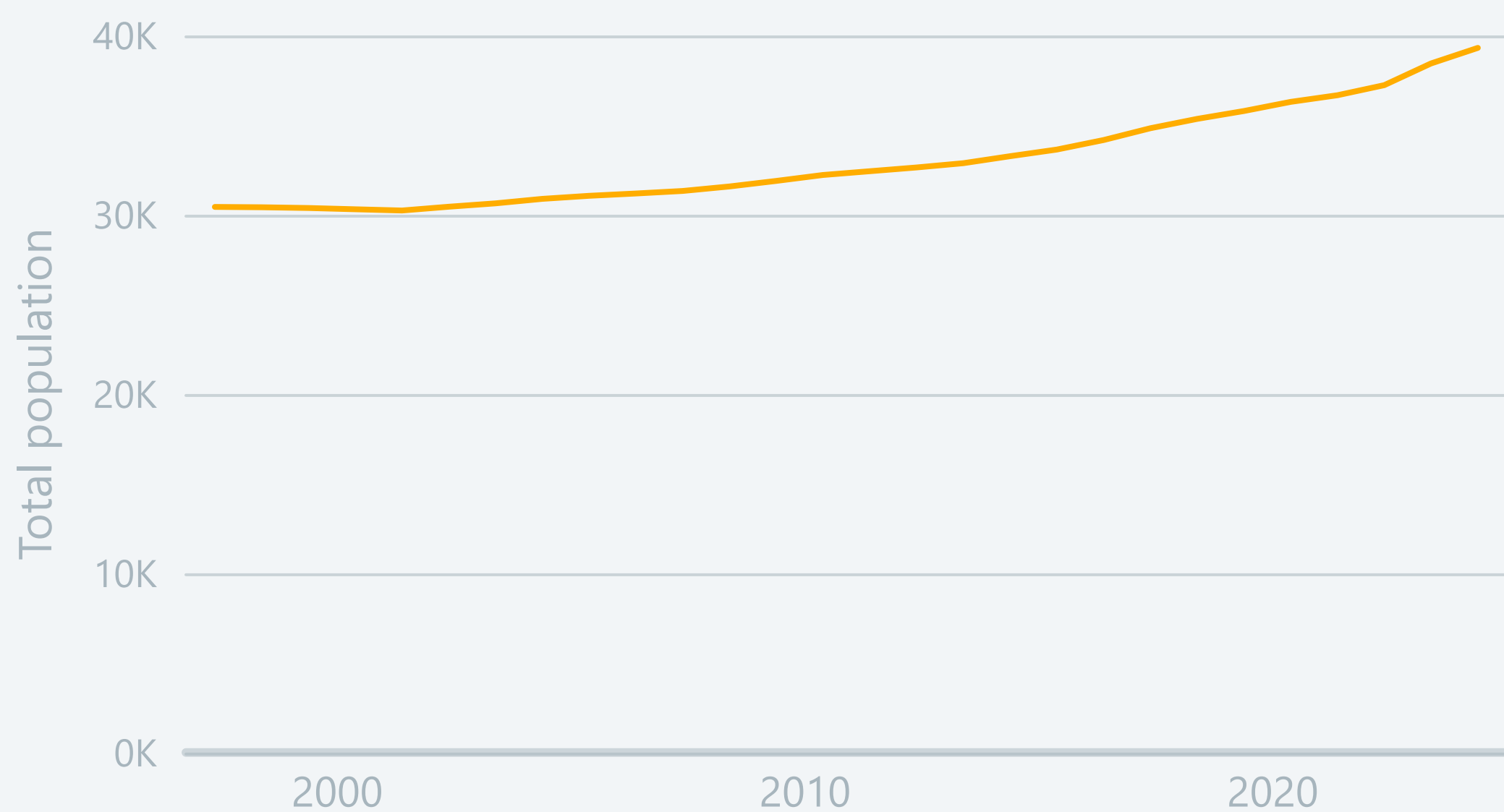


Demographics

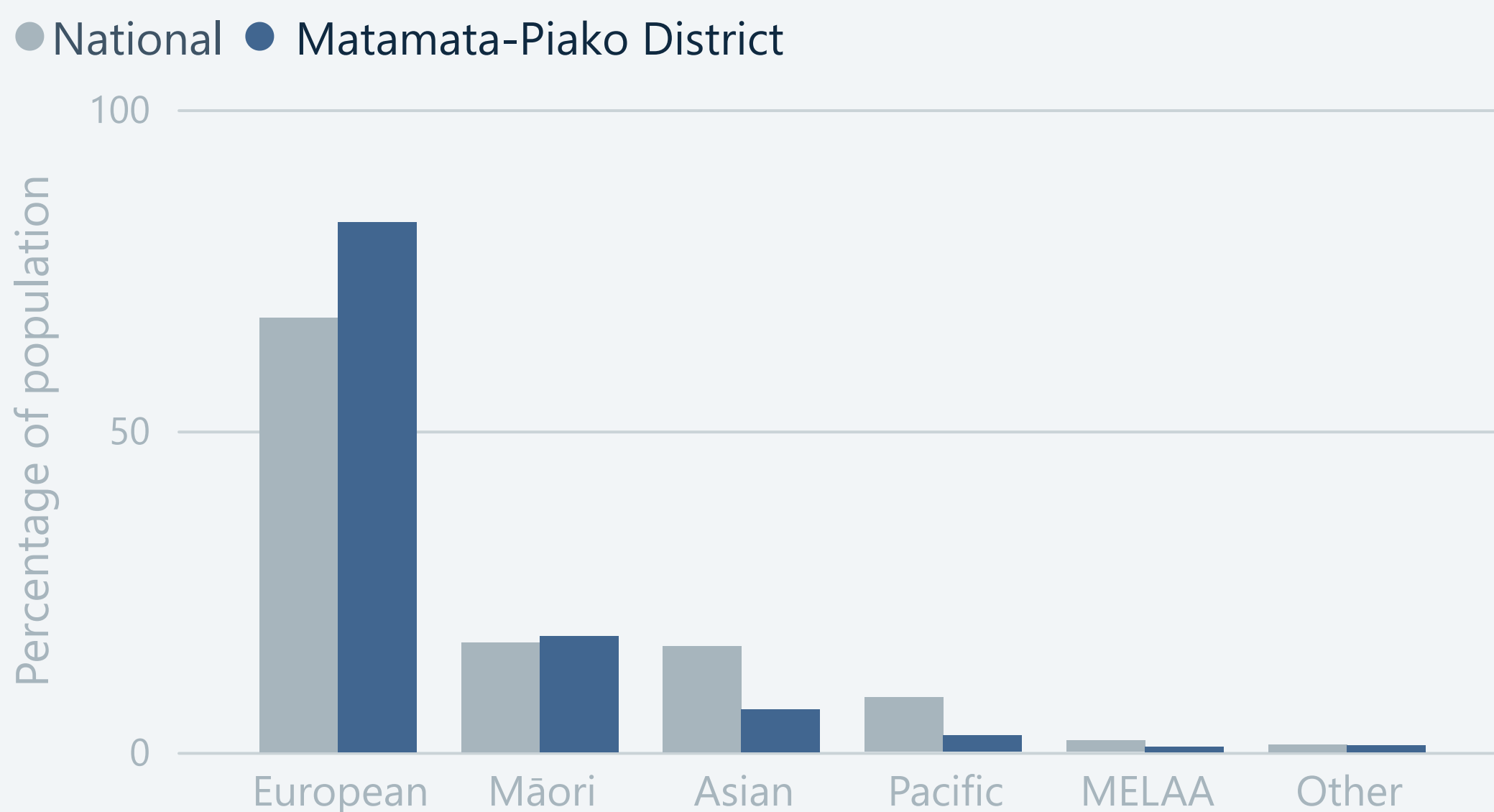
Estimated population

39.31K

Is the estimated total population in Matamata-Piako District in 2024. The population in the area has increased by 2.26% or 870 people since 2023.

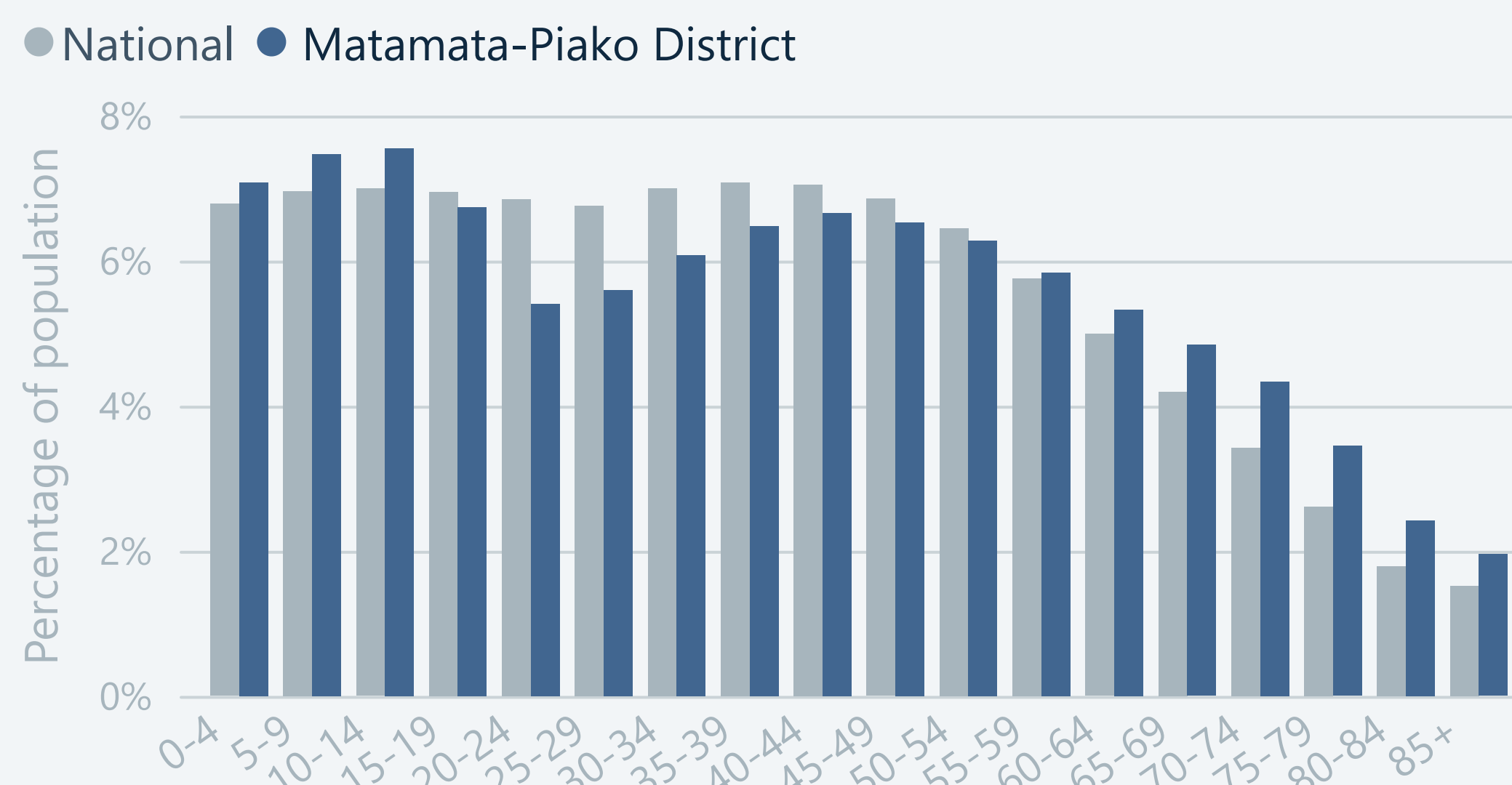


Ethnic distribution



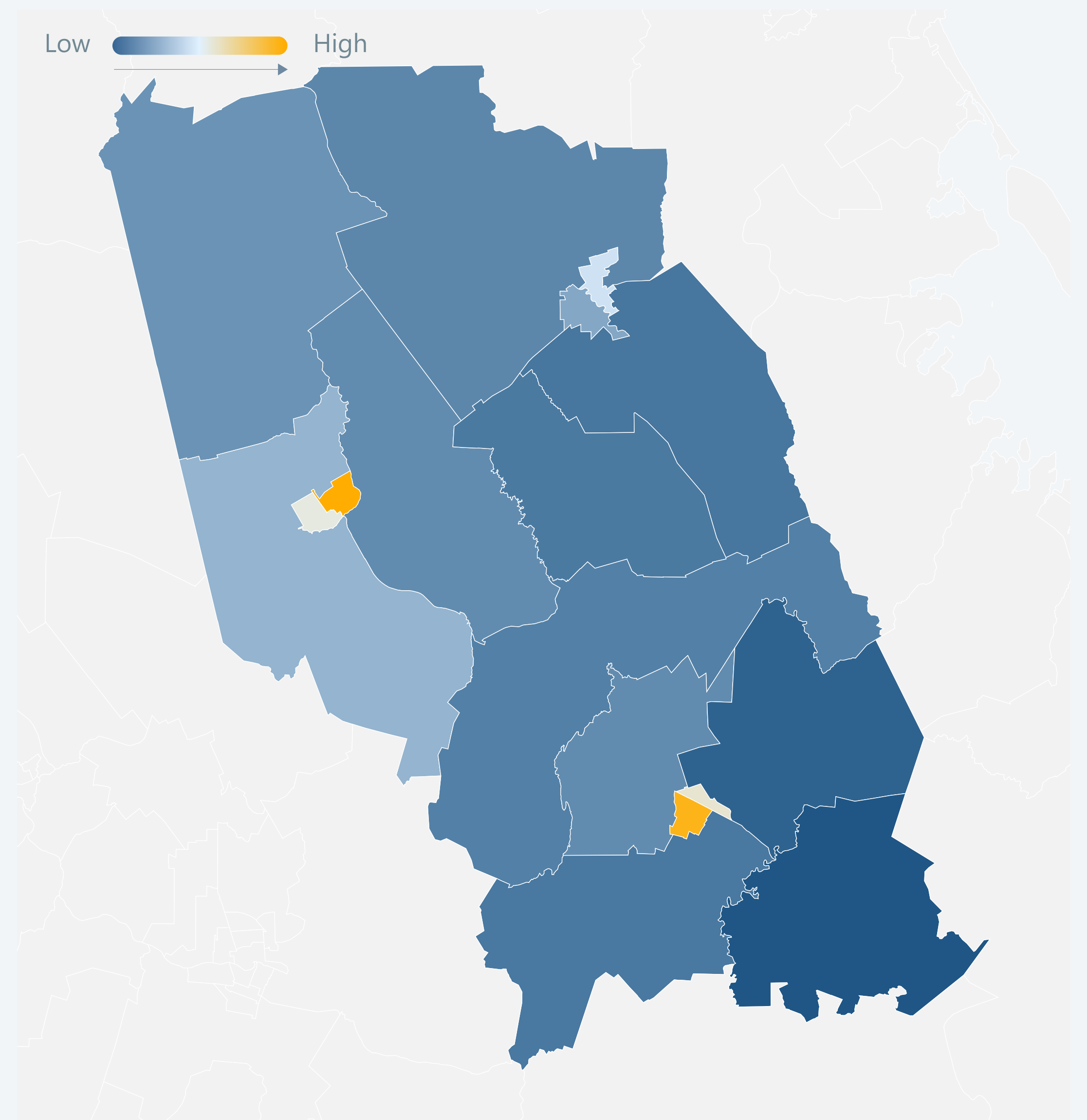
As of March 2023 the largest ethnic group in Matamata-Piako District is European (81%), 24.8% larger than the national percentage. The ethnicity that has had the greatest change since March 2018 is MELAA, increasing by 25.76%.

Age distribution



As of June 2024 the largest age band in Matamata-Piako District is 30-34 (6.9%), 11% less than the national distribution. The age band that has had the greatest change since June 2023 is 75-79, increasing by 5.69%.

Population distribution



In June 2024, Morrinsville East saw the greatest change in population, with an increase of 5.6% since June 2023.

Key Pillar Changes

Job seeker support rate
Mar 2025

5.7%

▲ 6.76%

% change is from March 2024

Means tested benefit rate
Mar 2025

3.0%

▲ 8.56%

% change is from March 2024

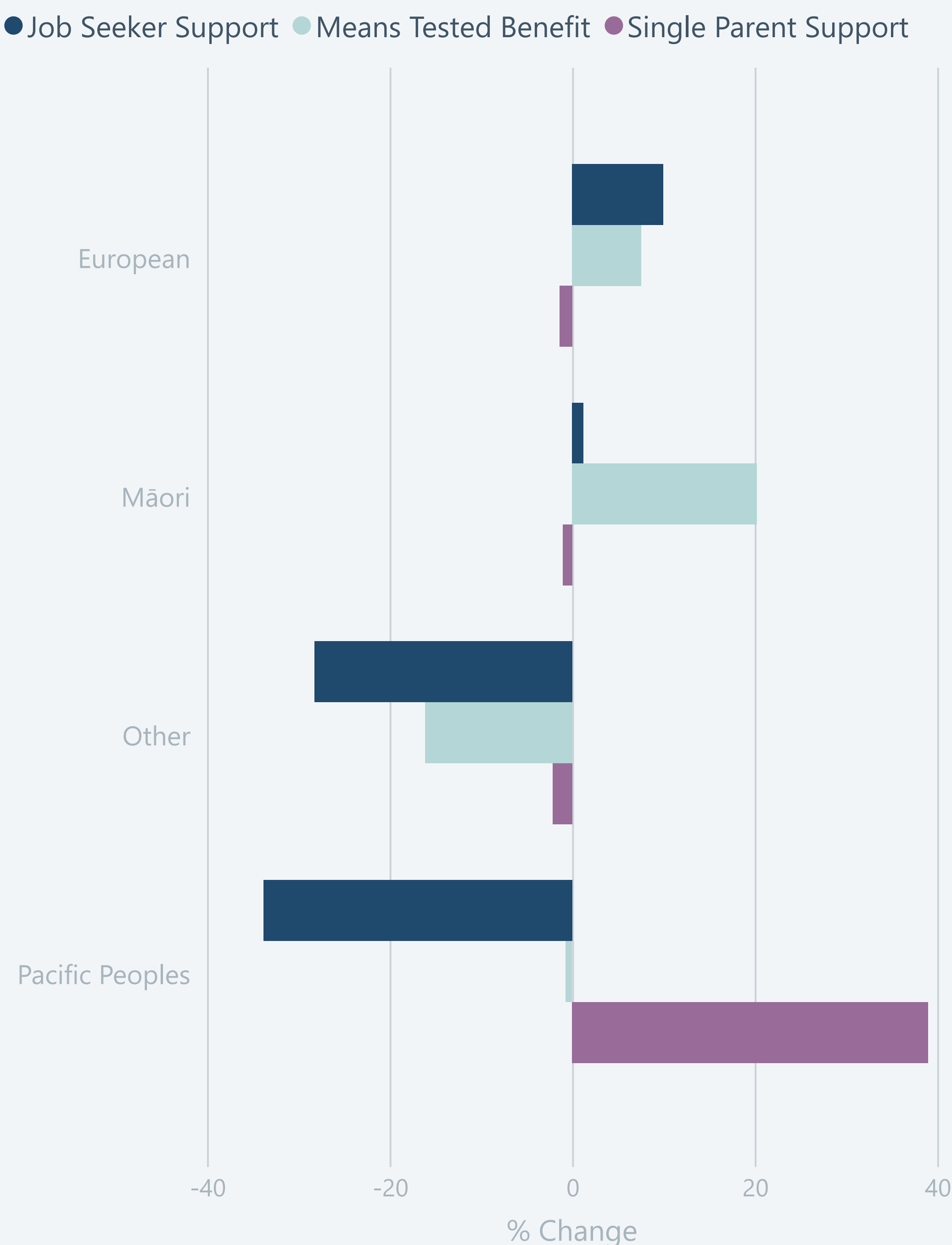
Sole parent support rate
Mar 2025

2.7%

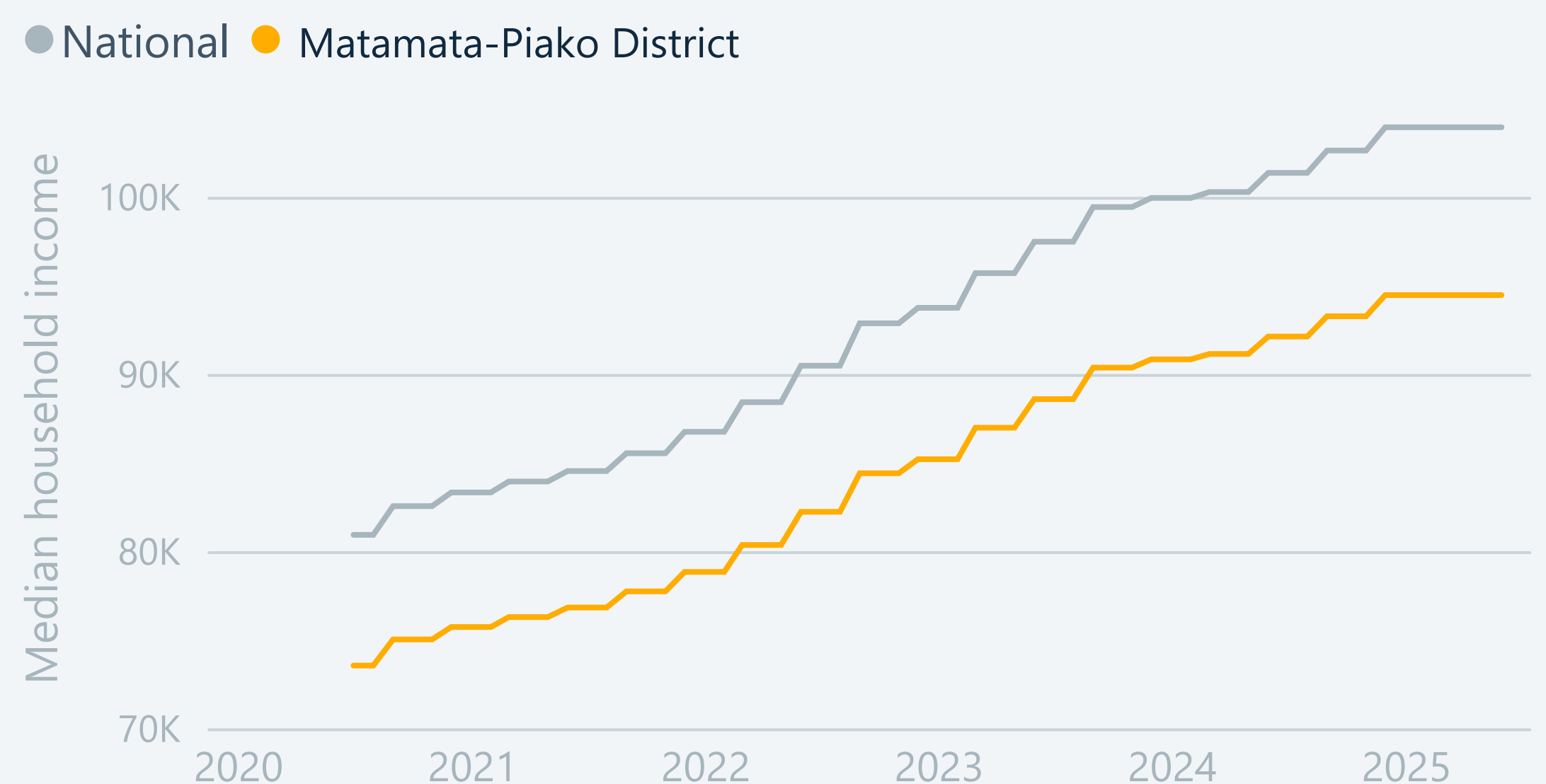
▲ 0.85%

% change is from March 2024

Change in benefit rates by Ethnicity



Median Household Income over time



As of June 2025, the median household income (adjusted for inflation) in Matamata-Piako District was \$94,454. 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 Single Parent Support for Pacific Peoples, up 39.02% to a value of 3.68 claimants per 100 working adults (15-64yrs). Comparatively, Job Seeker Support for Pacific Peoples saw the greatest decrease over the last 12 months, down 33.8% to 4.2 claimants per 100 working adults.

Key Pillar Changes

Secondary school retention

Jan 2023

69.0%


4.61%

% change is from January 2022

Secondary school with highest proportion of students leaving with NCEA level 3

Jan 2023

Matamata College

Ethnicity with greatest change in secondary school retention

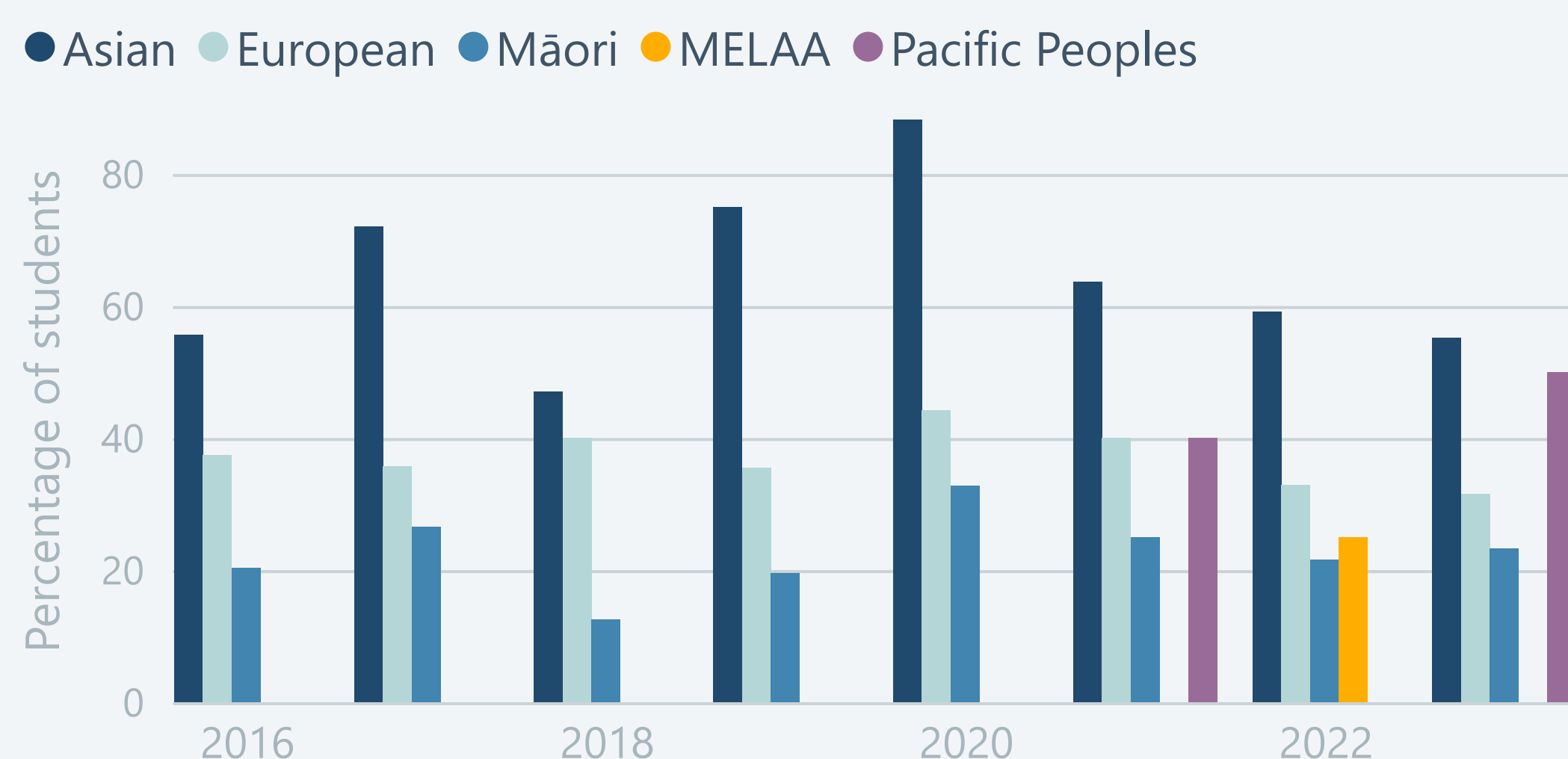
Jan 2023

MELAA


100%

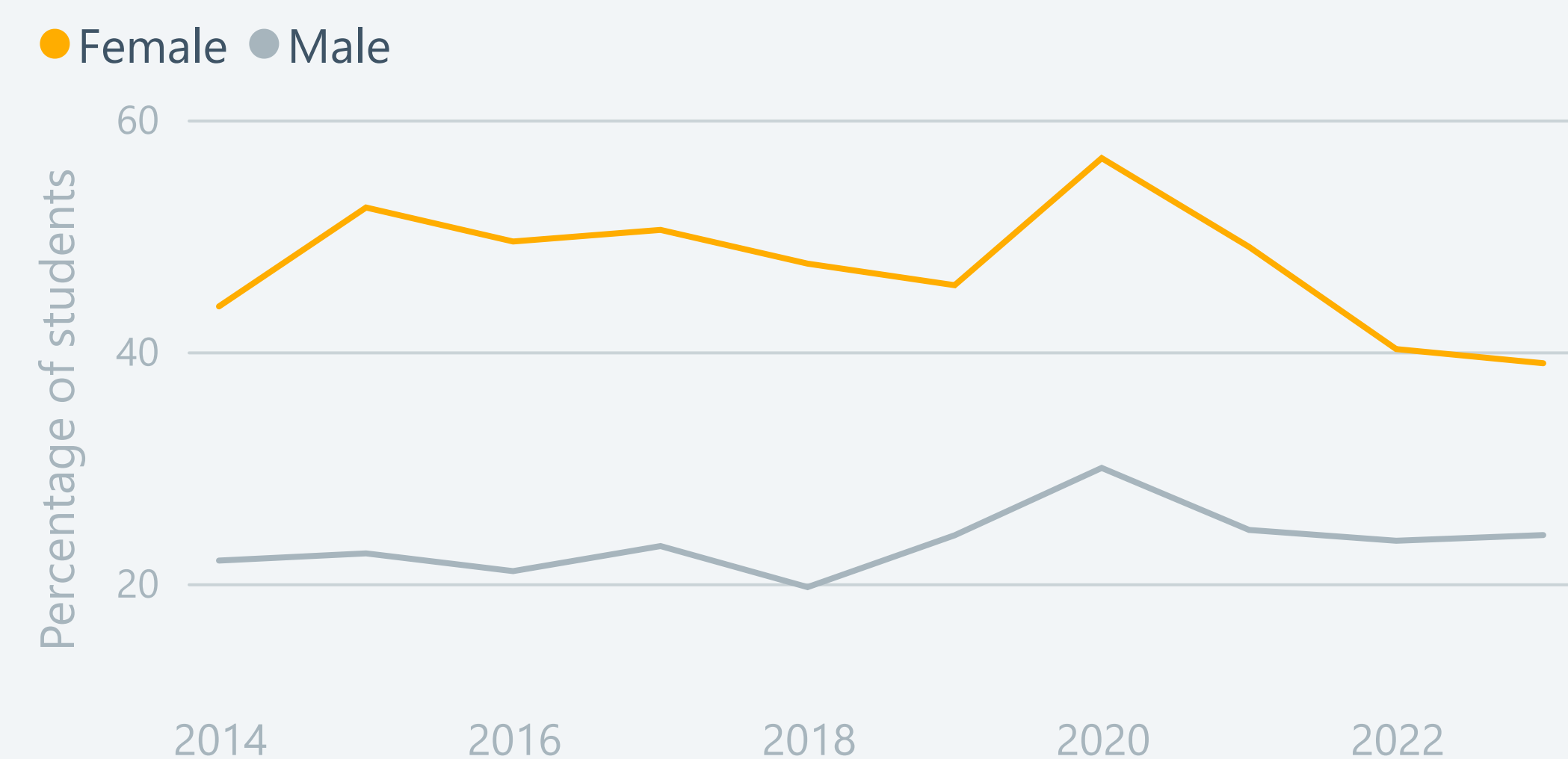
% change is from January 2022

School leavers with NCEA3 level by ethnicity



In 2023, Asian students in Matamata-Piako District had the greatest proportion of students leaving with NCEA3. This is 2.37 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 a decrease of 7.1%. Māori NCEA Level 3 pass rates in Matamata-Piako District are 64% of National Māori rates.

School leavers with NCEA3 level by gender



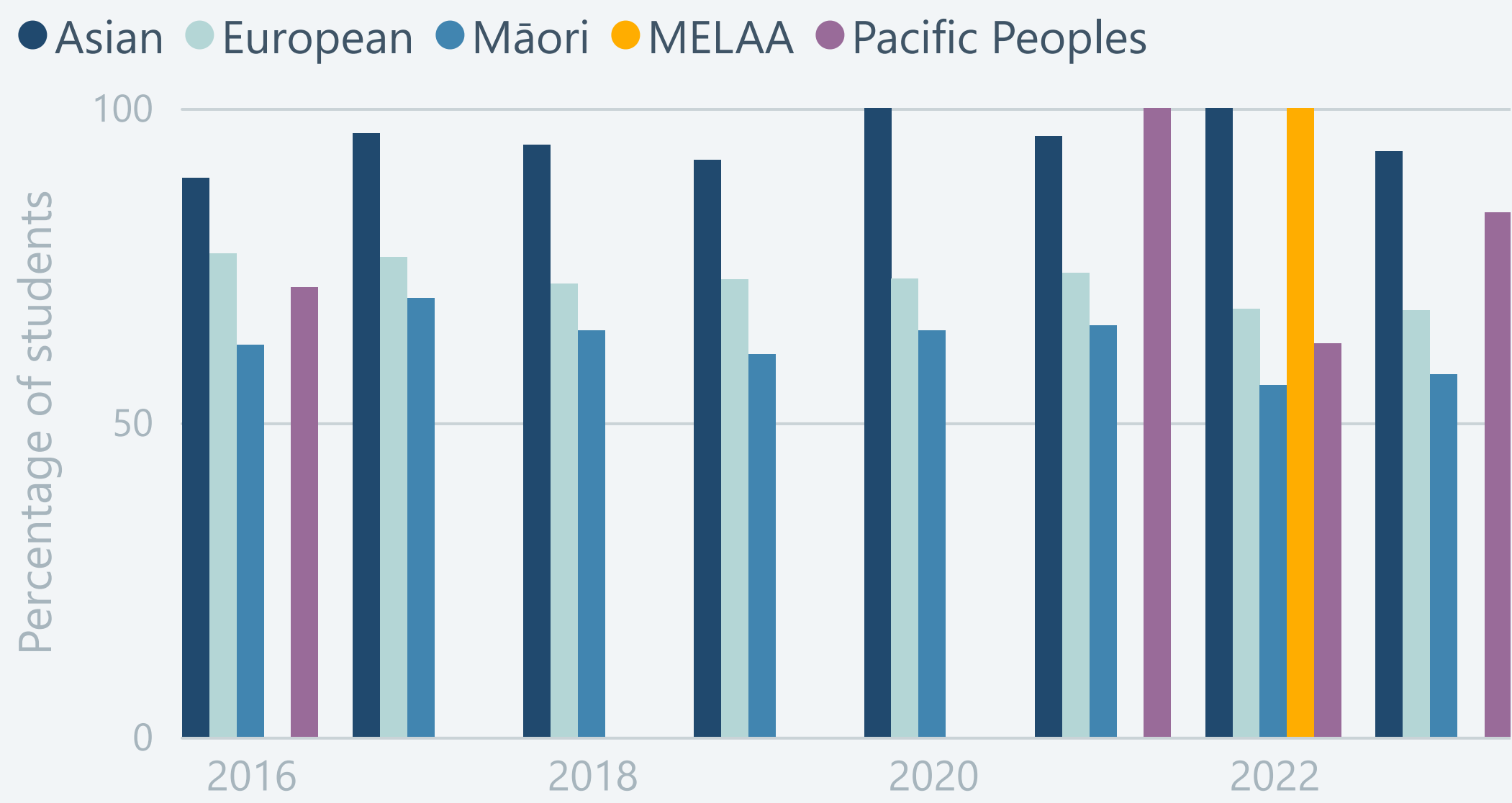
Since 2014, on average the percentage of students leaving with NCEA Level 3 in Matamata-Piako District for female students has been 2.02 times larger than male students. In 2023, the percentage of students leaving with NCEA Level 3 for female students compared with male students was less than average. Compared to national figures, in 2023 the pass rate in Matamata-Piako District were lower for both females and males.

Schools with greatest change in NCEA3 pass rate

In 2023, the school with the greatest change in the percentage of students leaving with NCEA Level 3 (pass rate) since 2022 was Morrinsville College, with a 7.36% decrease. Note that the table includes only those schools with more than 50 students.

School	% Change	Pass Rate
Morrinsville College	 7.36	29.75
Matamata College	 4.69	35.42
Te Aroha College	 3.13	26.42

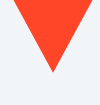
Secondary school retention by ethnicity



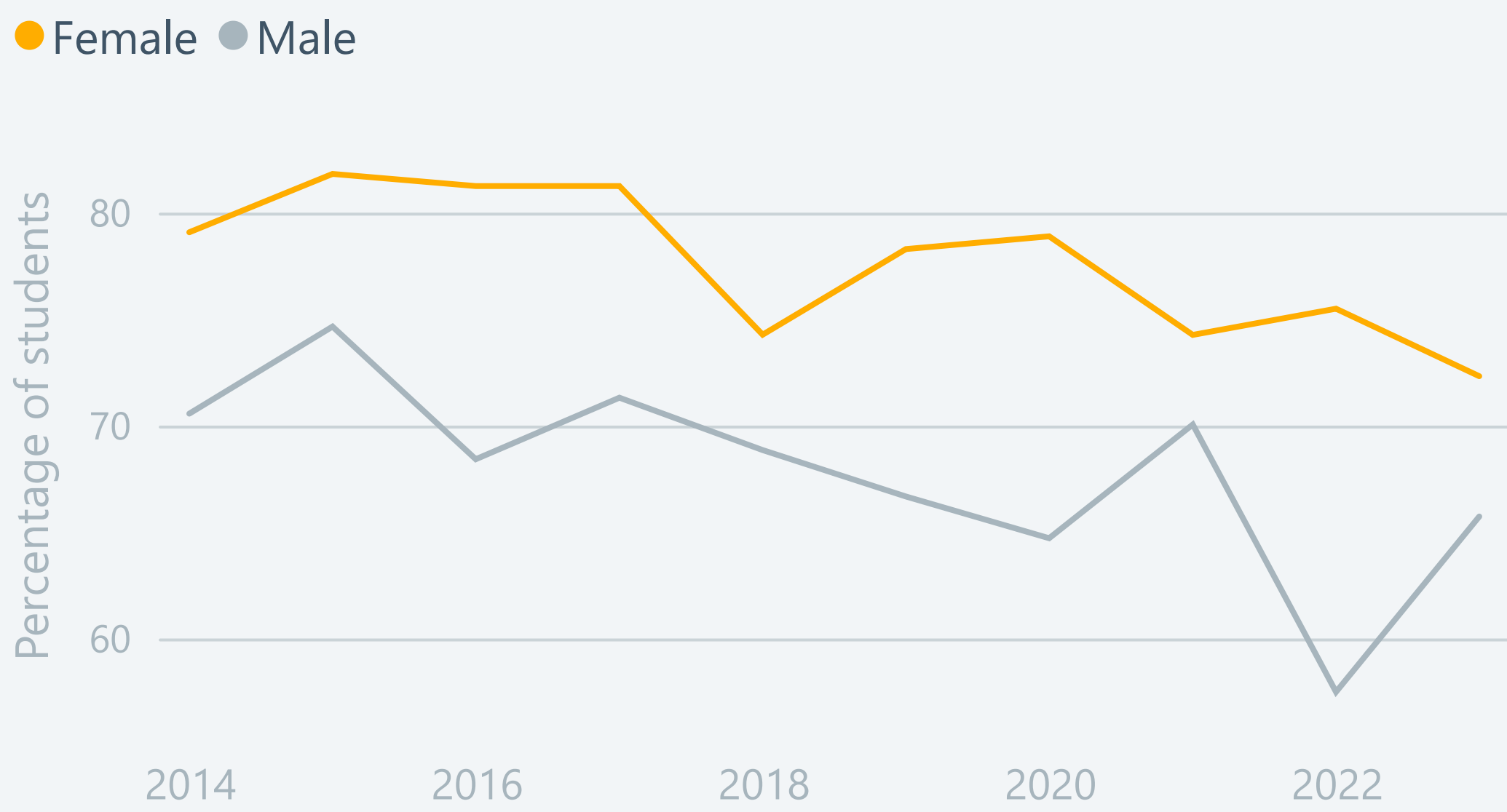
In 2023, Asian students in Matamata-Piako District had the greatest retention rate. This is 1.62 times larger than Māori students, who have the lowest retention rate. Asian students have seen the greatest change in retention, with an increase of 4.8%. Māori retention rates in Matamata-Piako District are 90% of National Māori rates.

Schools with greatest change in retention

In 2023, the school with the greatest change in retention rate since 2022 was Matamata College, with a 7.01% increase. Note that the table includes only those schools with more than 50 students.

Community		% Change	Retention rate
Matamata College		7.01	70
Te Aroha College		2.17	68
Morrinsville College		2.09	68

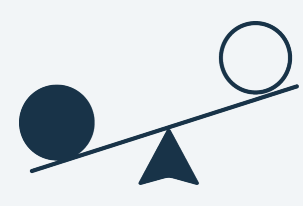
Secondary school retention by gender



On average, since 2014, the retention rate in Matamata-Piako District of female students has been 1.15 times larger than male students. In 2023, the retention rates of female students compared with male students was less than average. Compared to national figures, in 2023 the retention rates in Matamata-Piako District were lower for both females and males.

! 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.



Deprivation

△ Trending Up ▽ Trending Down ● Improving ● Worsening — No Change

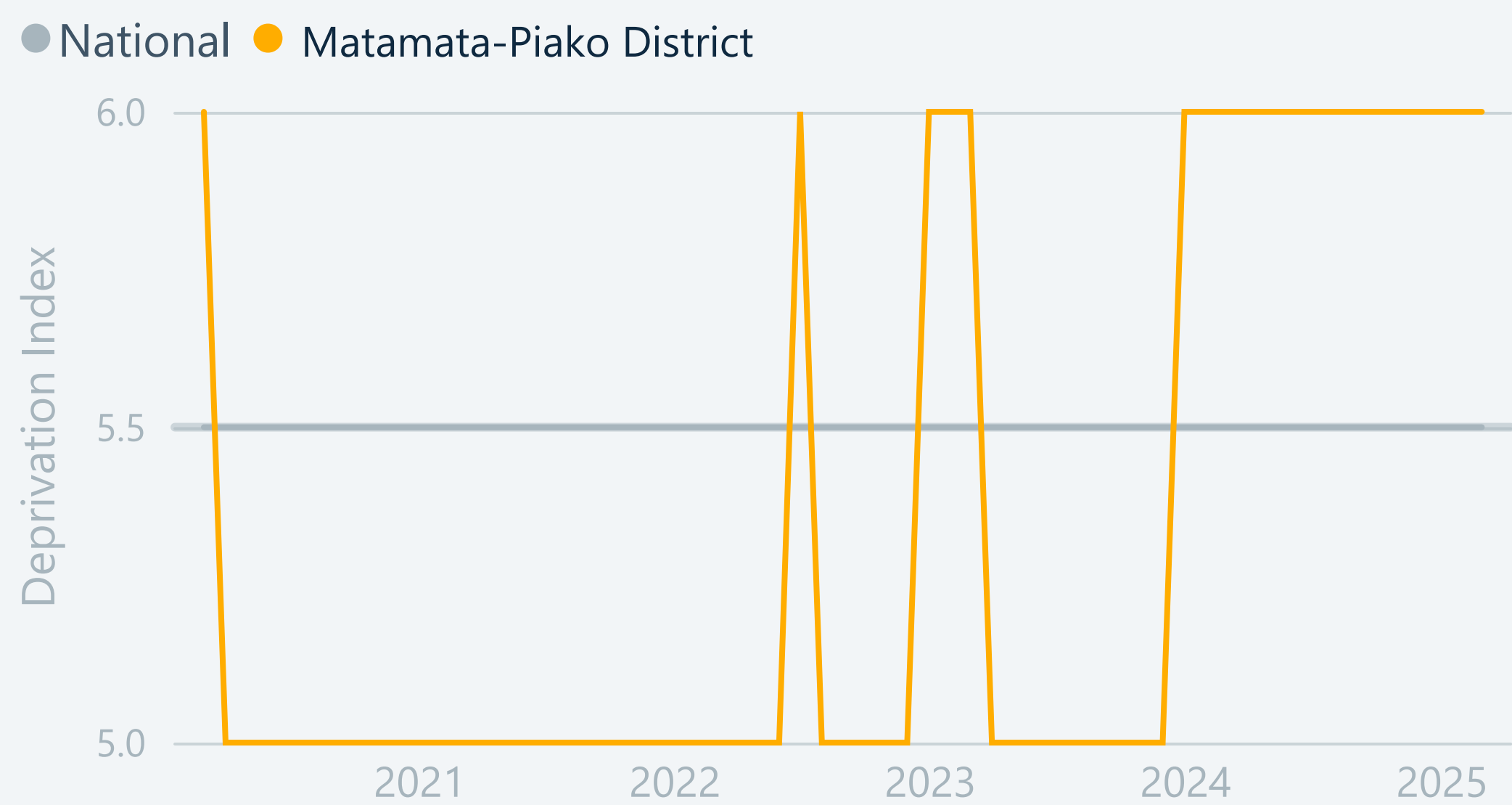
Key Pillar Changes

Deprivation Index Mar 2025 **6.0** — 0% % change is from February 2025

Community with greatest decrease in deprivation score Mar 2025 **Hinuera** ▽ 1.61% % change is from March 2024

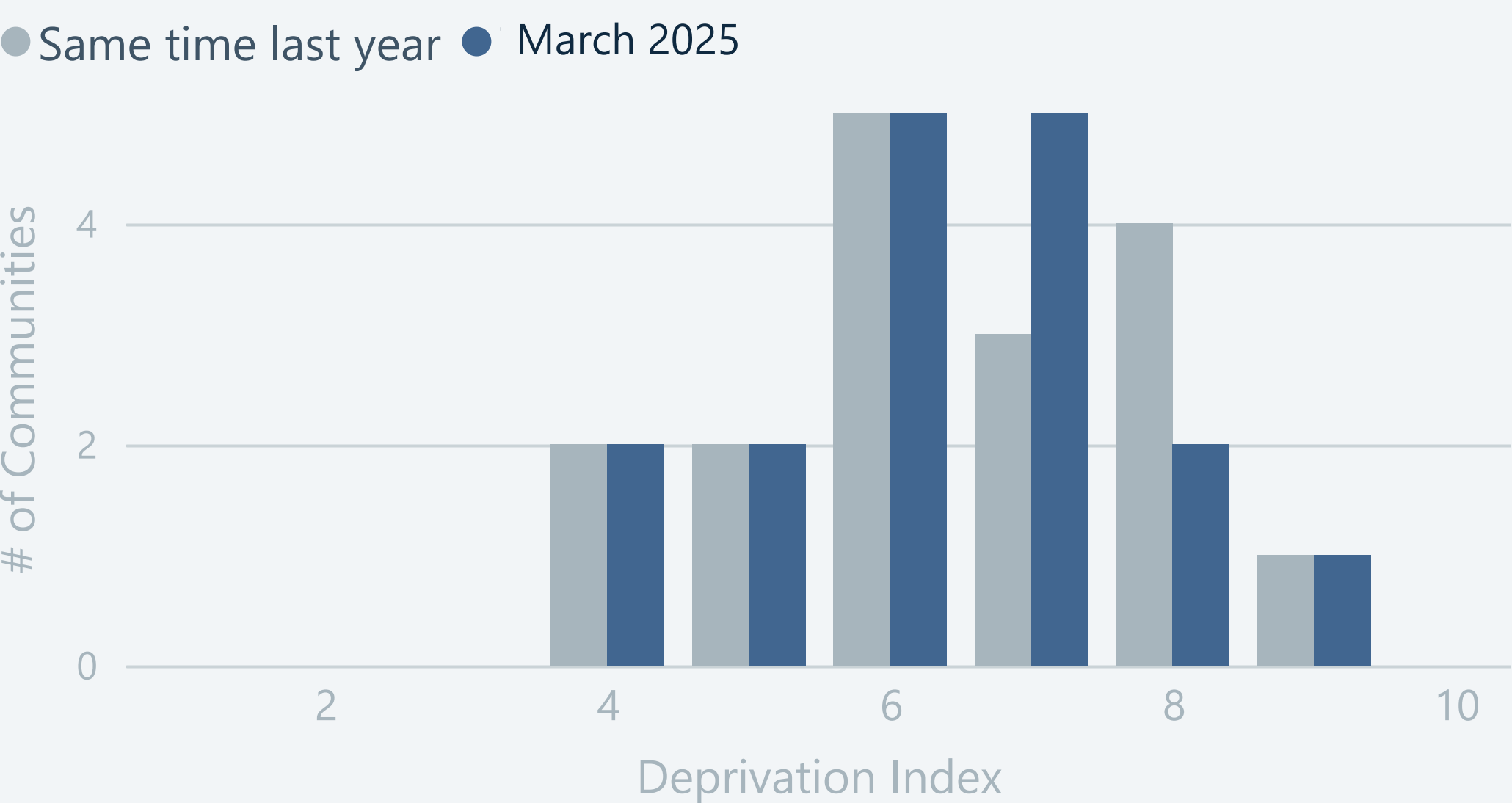
Community with greatest increase in deprivation score Mar 2025 **Matamata South** ▲ 1.45% % change is from March 2024

Comparison to National Deprivation Index



Compared to the same time last year, the deprivation index of Matamata-Piako District has seen no change, and is 6 as of March 2025. The deprivation index is 9.1% above 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).

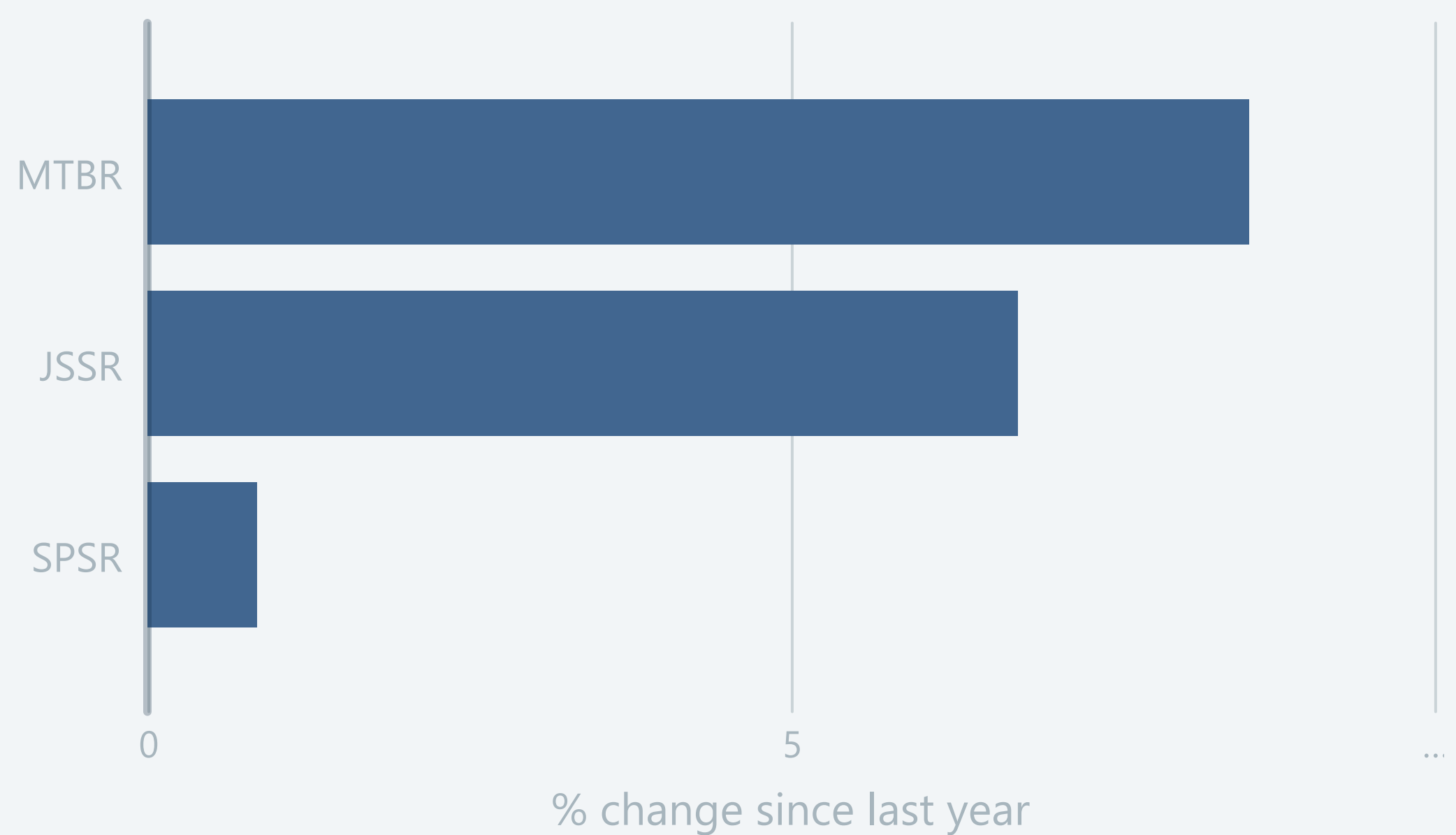
i Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

Communities with the Greatest Change

Community	% Change	Depr. score
Hinuera	▽ 1.61	936.13
Matamata South	▲ 1.45	1,001.51
Waitoa-Ngarua	▽ 0.98	1,027.97
Okauia	▽ 0.63	960.13
Mangaiti	▽ 0.42	1,029.58

The community with the greatest change in deprivation score since the same time last year was Hinuera, with a 1.6% decrease.

Benefit Deprivation Indicators



The benefit deprivation indicator that has changed the most in the last year is Means Tested Benefit Rate (MTBR) which saw a 8.56% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

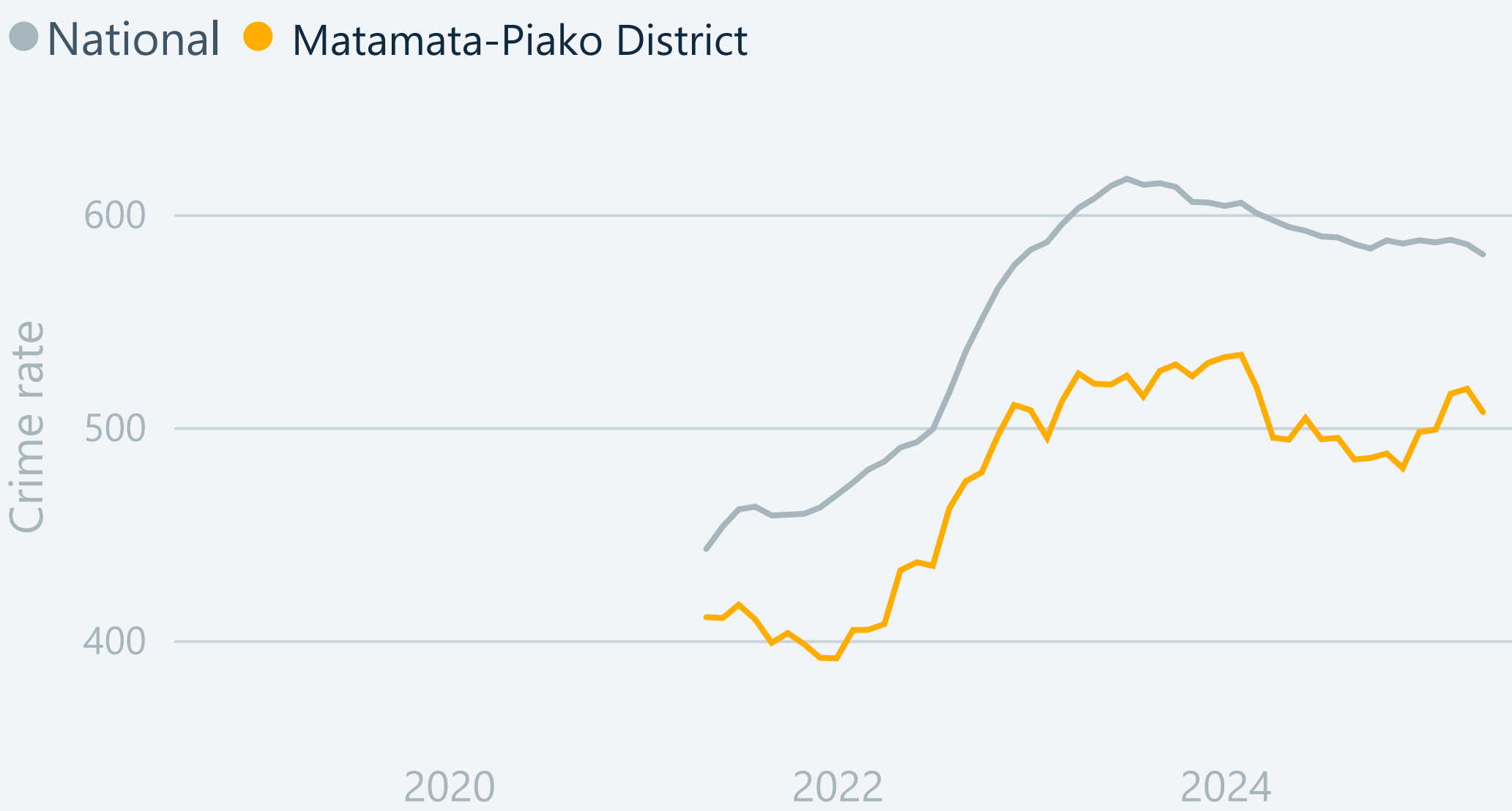
Key Pillar Changes

Crime rate May 2025 **507.0** ▲ 1.65% % change is from February 2025

Crime type with the greatest change in crime rate May 2025 **Robbery, Extortion and Related Offences** ▲ 44.19% % change is from February 2025

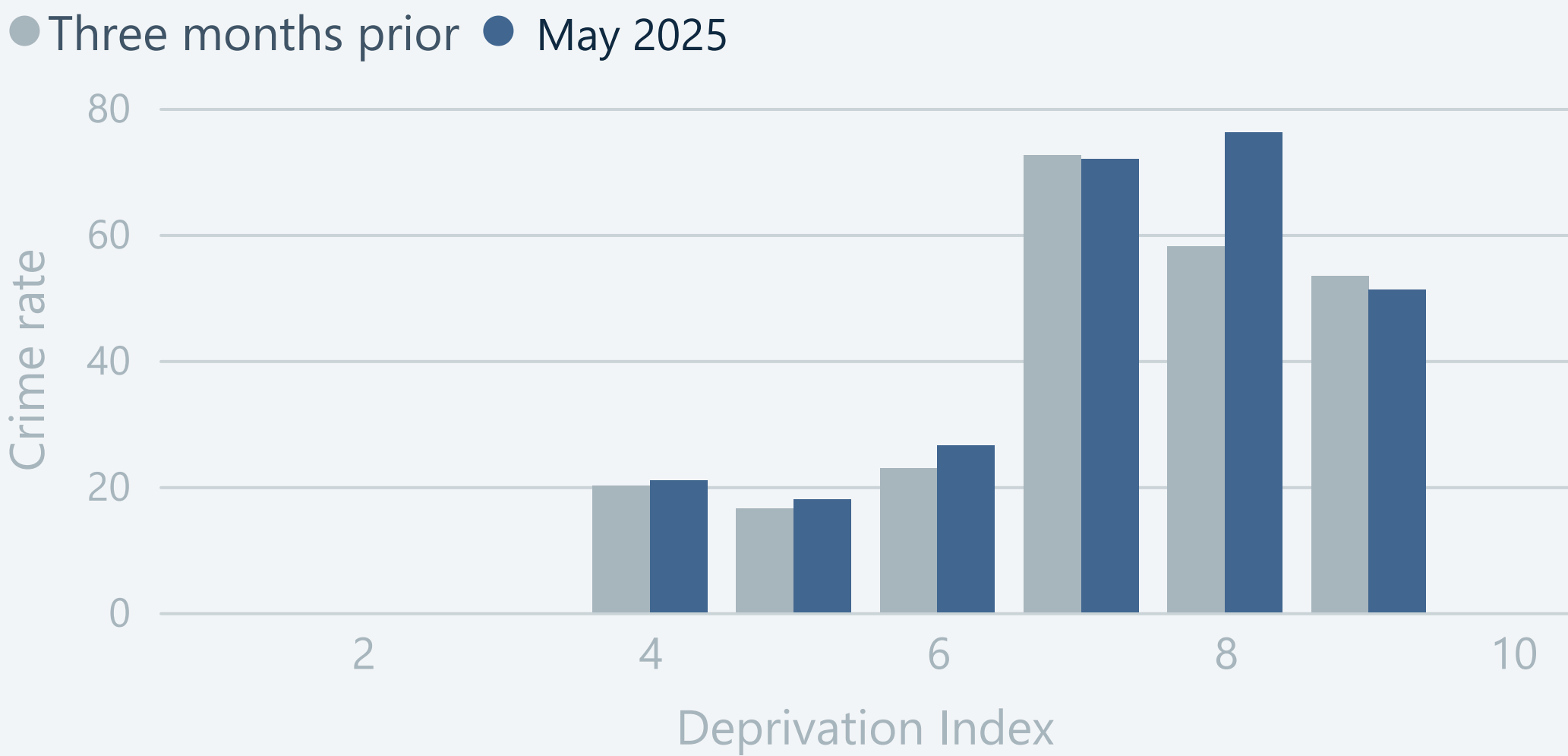
Community with greatest change in crime rate May 2025 **Okauia** ▲ 68.19% % change is from February 2025

Comparison to National Crime Rate



Compared with the same time last year the crime rate in Matamata-Piako District has increased by 2.6%, and is 507 as at May 2025. The crime rate is 12.7% below the national rate of 581.1.

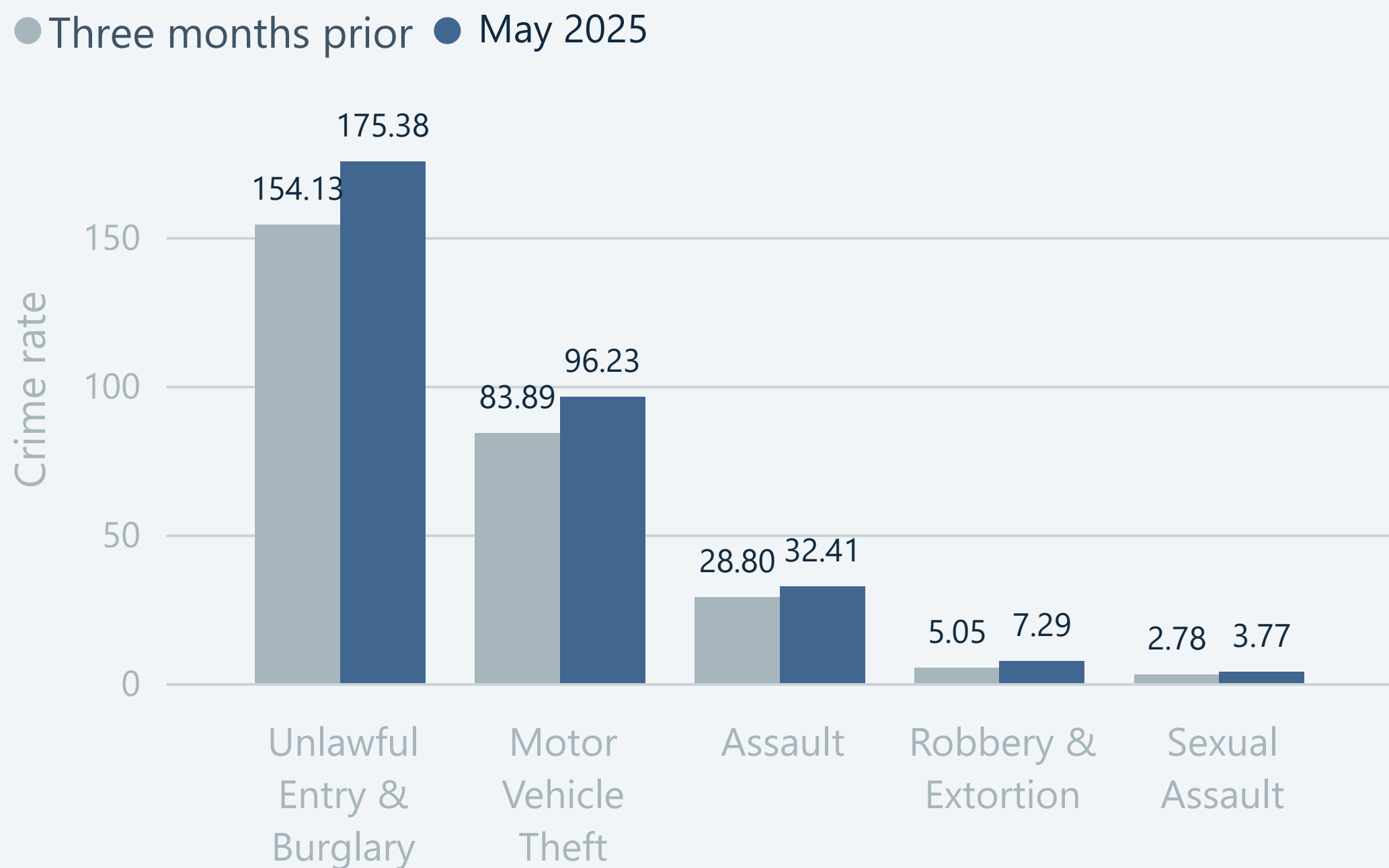
Crime Rate by Deprivation Index



In Matamata-Piako District, communities with a deprivation index of 8 have the highest crime rate. The crime rate in these communities is 4.2 times higher than those with a deprivation index of 5, 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 31.2%.

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 May 2025 was 'Unlawful Entry/Burglary/Breaking & Entering'. The type of crime that had the greatest change in the last 3 months was 'Robbery, Extortion and Related Offences', with an increase of 44.2%.

Communities with Greatest Change

Community	% Change	Crime rate
Okauia	▲ 68.19	217.0
Tahuna-Mangateparu	▼ 26.06	199.6
Hinuera	▲ 25.34	304.5
Tatuanui	▲ 22.13	283.5
Te Aroha West	▲ 19.74	210.0

Okauia saw the greatest change in crime rate over the last 3 months in Matamata-Piako District, with an increase of 68.2%.

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