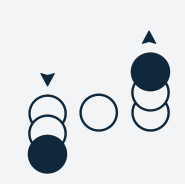


Quarterly Report

South Waikato District

Summary

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



New Business Registrations this month

▼ **10.0**

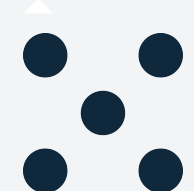
As of June 2025, South Waikato District saw 10.0 new business registrations, a decrease of 44.44% compared with March 2025.



Rental affordability (% of income spent on rent)

▲ **30.6%**

As of June 2025, residents of South Waikato District spent 30.6% of their household income on rent, an increase of 0.36% compared with March 2025.



Gambling spend per capita

▲ **\$106**

As of September 2024, an average of \$106.0 was spent by individuals over 18 years in South Waikato District through electronic gaming machines, an increase of 1.59% compared with June 2024.



Crime rate

▼ **685.4**

In May 2025, South Waikato District had a crime rate of 685.4 incidents per 10,000 people, a decrease of 0.29% compared with February 2025.



Deprivation Index

— **10.0**

As of March 2025, the deprivation within South Waikato District is 10.0 and this is unchanged since February 2025.

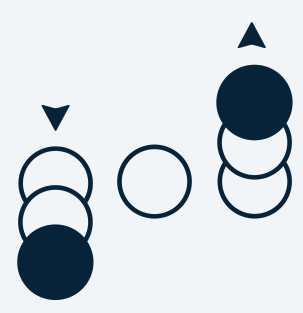


Job seeker support rate

▲ **12.7%**

In March 2025, 12.7% of the working population (15-64 years) in South Waikato District claimed Job Seeker Support, an increase of 0.33% compared with March 2024.

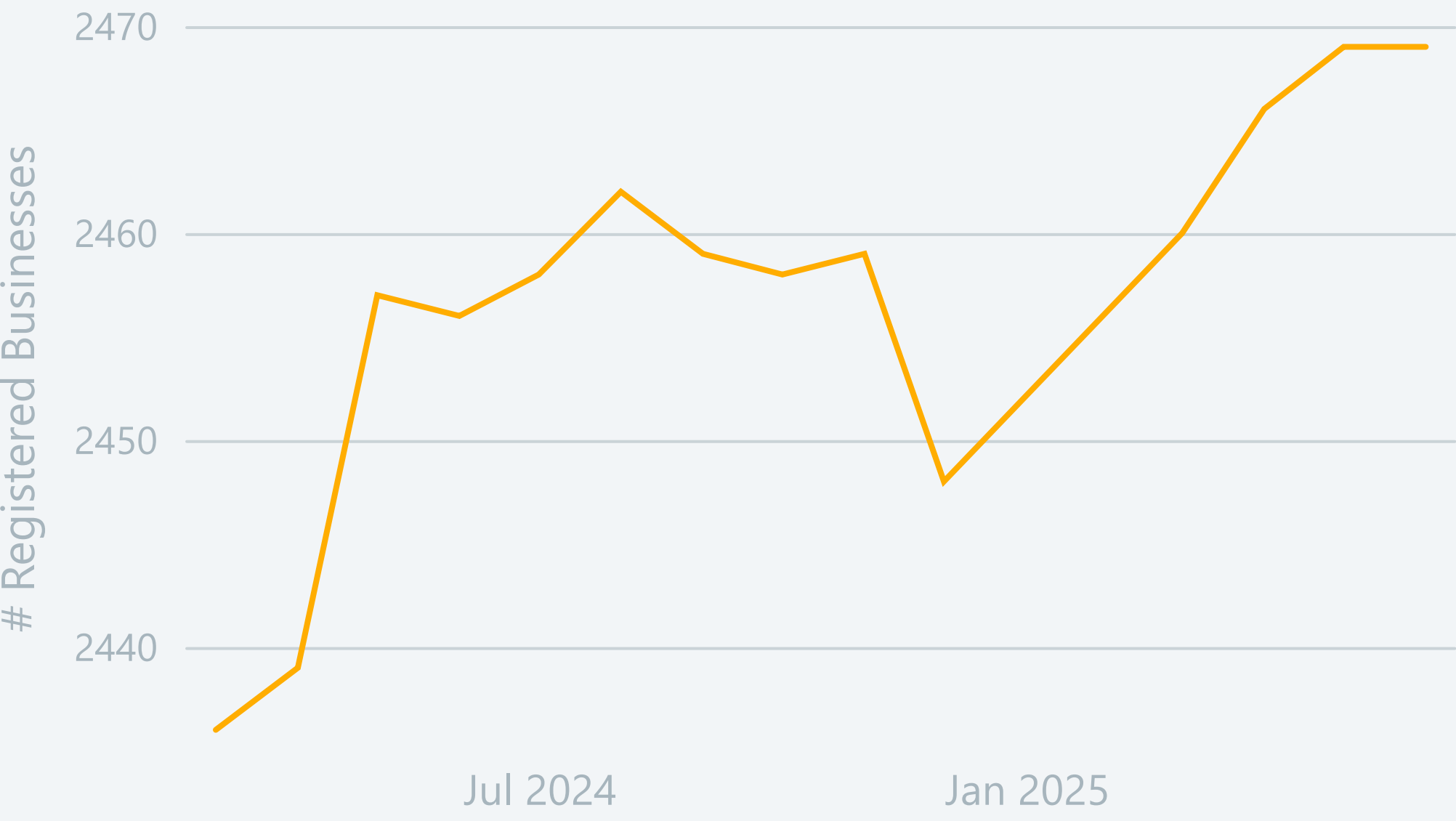
△ Trending Up ▽ Trending Down ● Improving ● Worsening — No Change



Key Pillar Changes

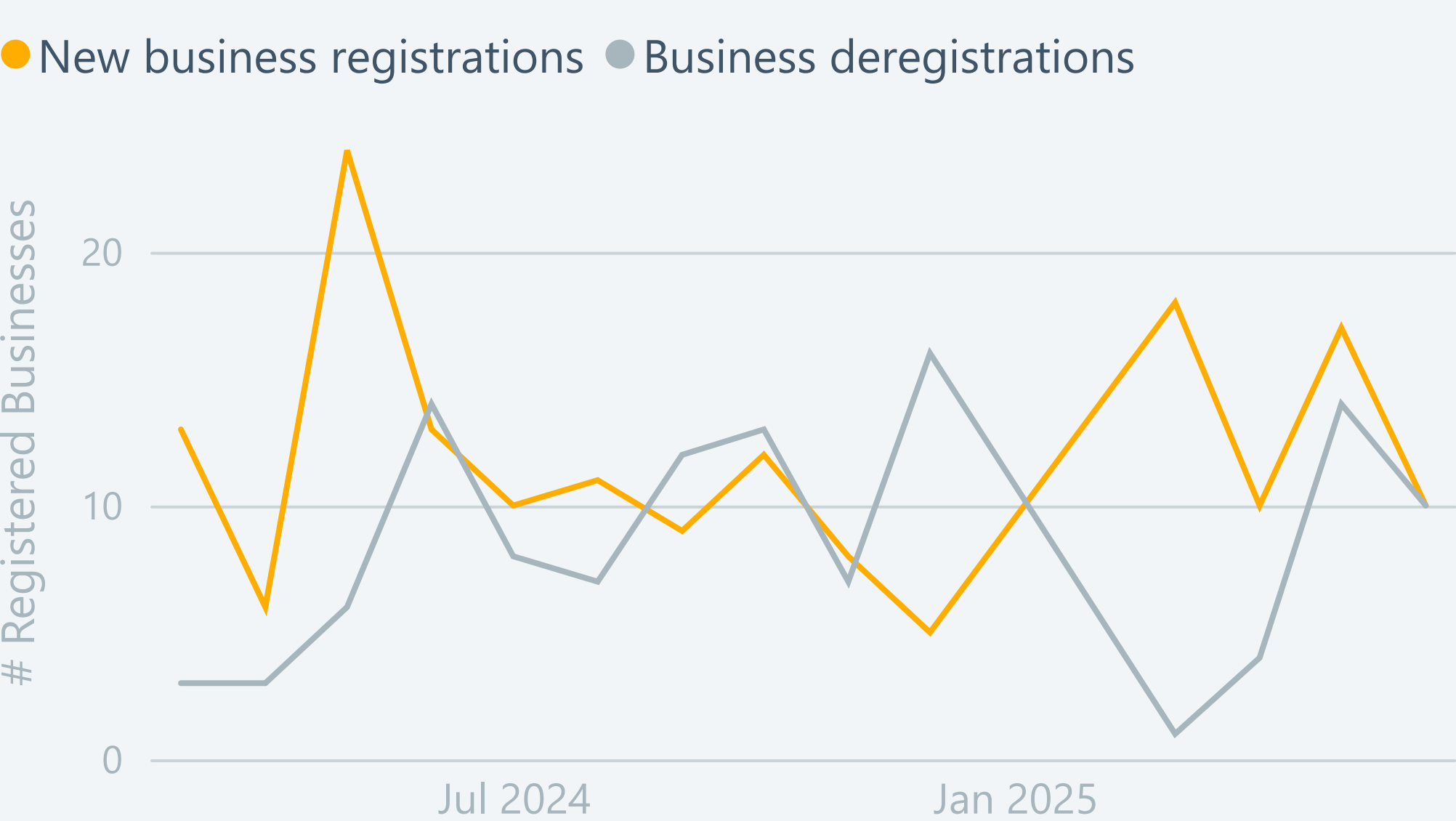
New Business Registrations this month	Jun 2025	10.0	▼ 44.44%	% change is from March 2025
Business Deregistrations this month	Jun 2025	10.0	▲ 900%	% change is from March 2025
Total tourism spend this quarter	May 2025	\$17.4M	▼ 12.52%	% change is from February 2025

Total number of businesses registered to date



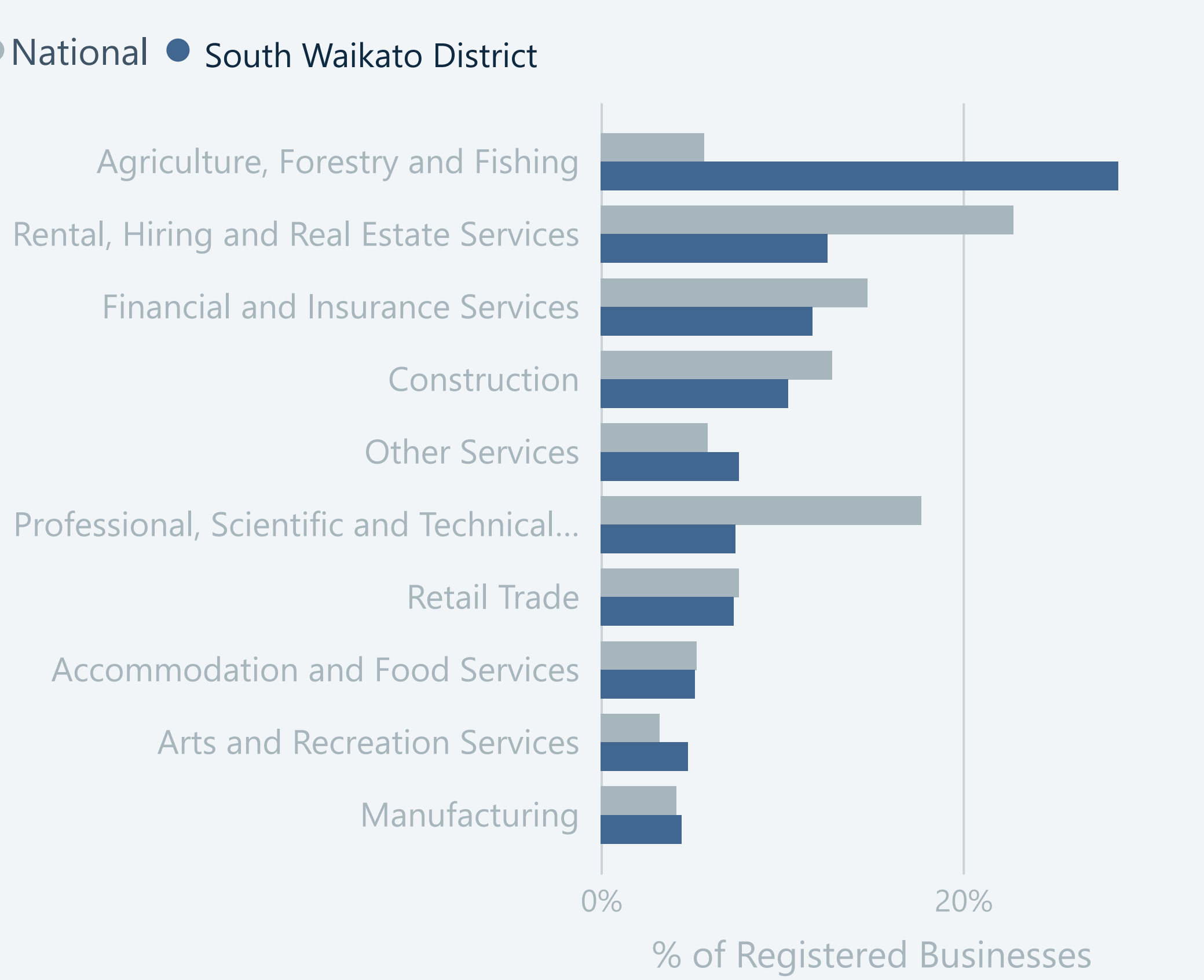
As of June 2025 there were 2469 registered businesses in South Waikato District. Over the last 12 months the number of registered businesses has increased by 13. Nationally, the number of registered businesses has increased by 0.14%.

Business openings and closings in the last year

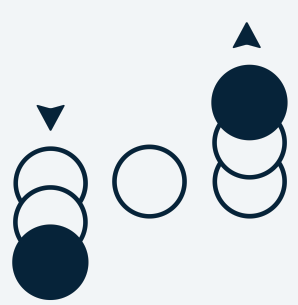


Comparing June 2025 with June 2024 South Waikato District has seen a decrease in the number of new business registrations of 23.1% and a decrease in the number of business deregistrations of 28.6%.

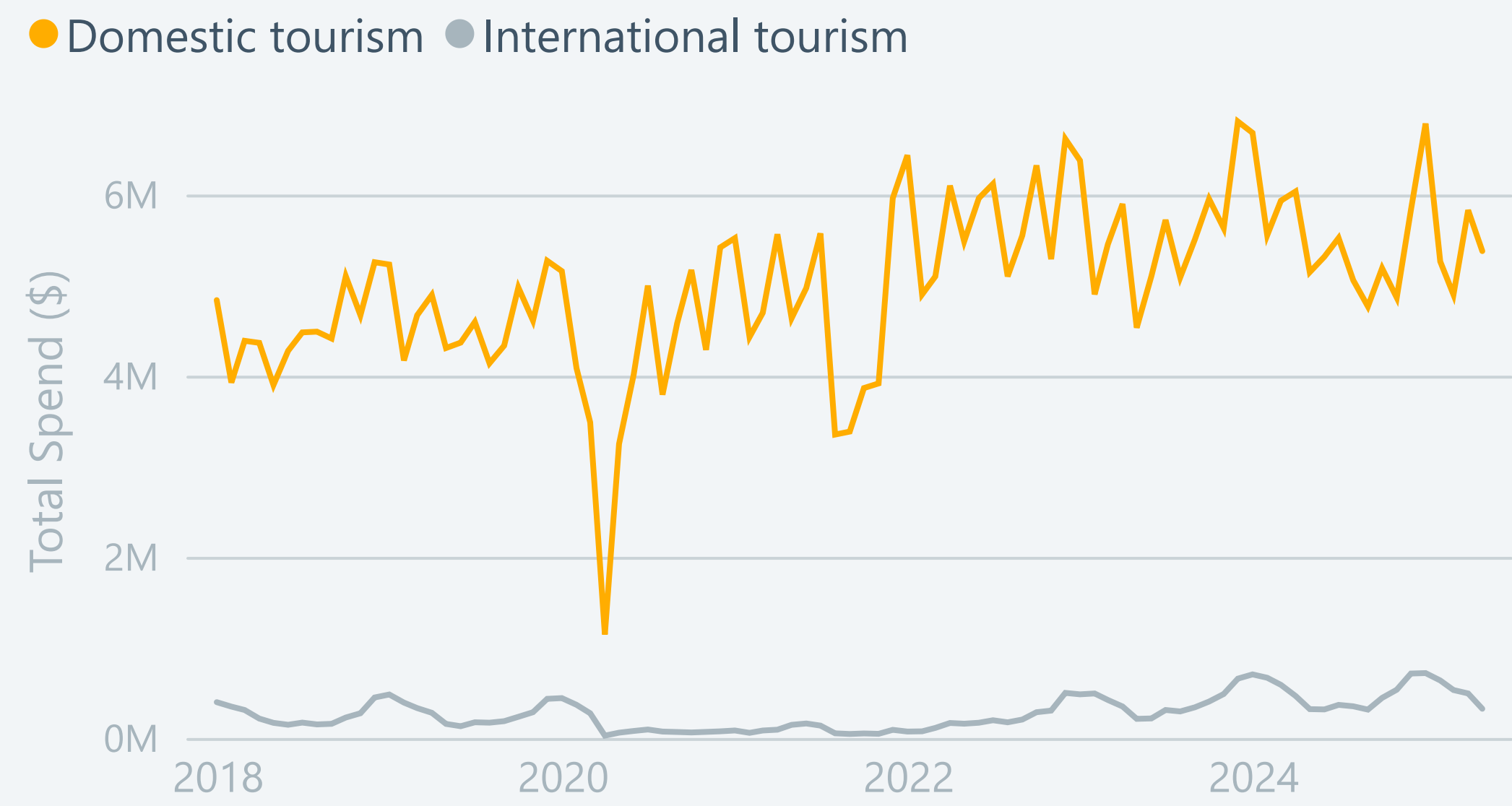
Distribution of registered businesses by industry



Agriculture, Forestry and Fishing is the largest industry operating in South Waikato District and makes up 24.5% of all currently registered businesses.



Tourism spend this quarter



In May 2025, \$5.7M was spent in South Waikato District from domestic and international visitors to the district. Domestic tourism made up 94.3% of total tourism spend, and has increased by 4.52% since the same time last year, whereas international tourism has increased by 1.24% in the same time period.

Visiting regions with the greatest spend

Visiting region	\$ Change	Spend
Bay of Plenty	▲ \$180K	\$2.7M
Auckland	▼ \$312K	\$3.7M
Waikato	▼ \$197K	\$5.6M
Hawke's Bay	▼ \$324K	\$859K
Manawatu-Wanganui	▼ \$250K	\$887K

This quarter, the largest spend from domestic tourists visiting South Waikato District came from the Waikato region, with tourists spending \$5.6M. This represents a decrease of \$197K since the same quarter last year.

Visiting regions with the greatest % change

Visiting region	\$ Change	Spend
Nelson	▲ \$11K	\$40K
Southland	▼ \$22K	\$32K
Tasman	▲ \$13K	\$38K

This quarter, South Waikato District saw the greatest % change in domestic tourism spend from those visiting from the Tasman region since the same quarter last year, with a \$13K 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	▼ \$43K	\$380K
Rest of Asia	▲ \$8K	\$148K
Rest of Europe	▼ \$12K	\$90K
United Kingdom	▼ \$17K	\$154K
United States of America	▲ \$49K	\$376K

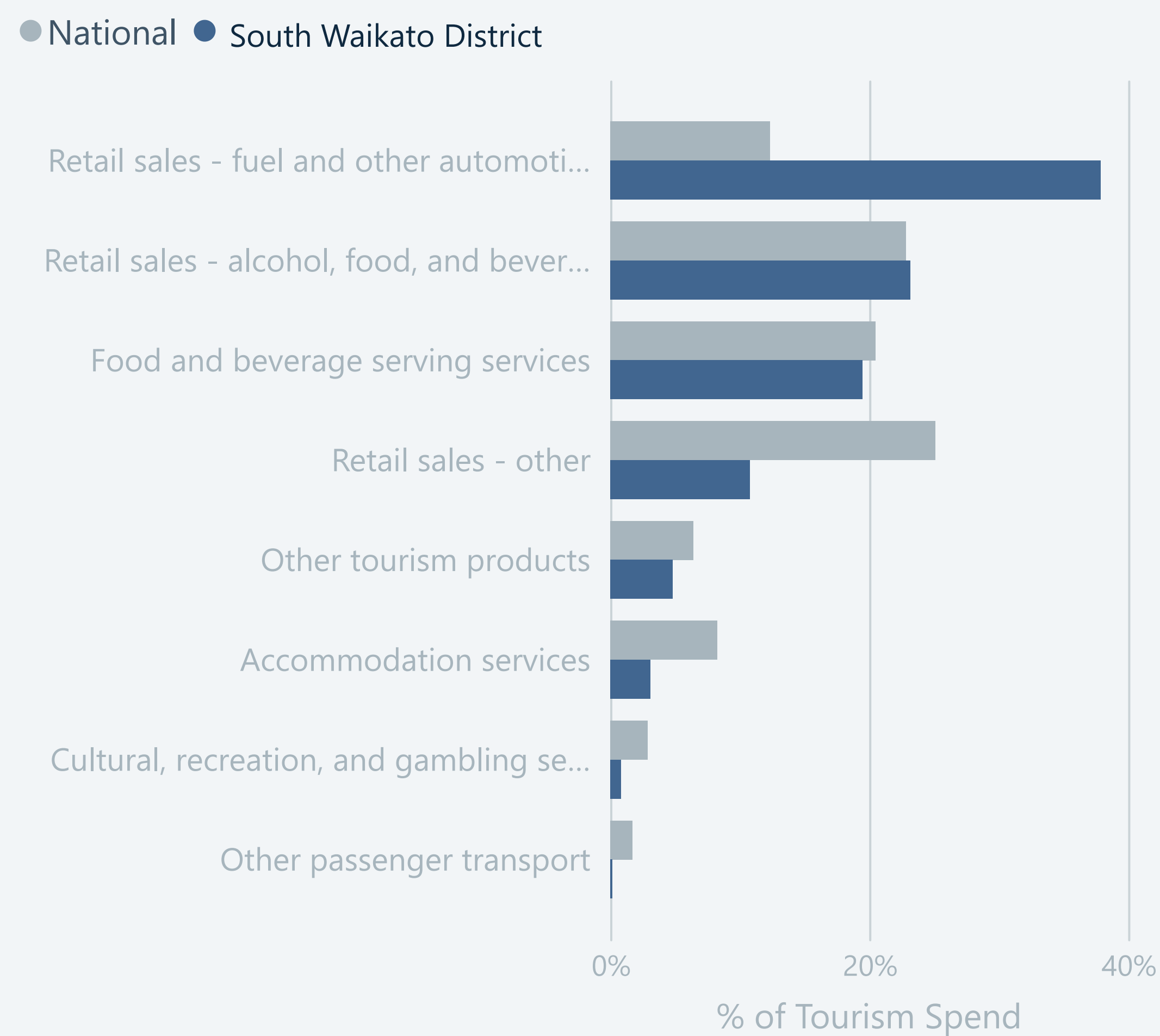
This quarter, the largest spend from international tourists visiting South Waikato District came from Australia, with tourists spending \$380K. This represents a decrease of \$43K since the same quarter last year.

Visiting countries with the greatest % change

Visiting country	\$ Change	Spend
Africa and Middle East	▲ \$31K	\$72K
Korea	▼ \$5K	\$4K
Rest of Oceania	▼ \$6K	\$4K

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 \$31K increase in spend.

Tourism spend by industry



In South Waikato District tourists spent the most on Retail sales - fuel and other automotive products this quarter, which was 37.9% of all tourism spend. This is 208.1% larger than the national proportion.

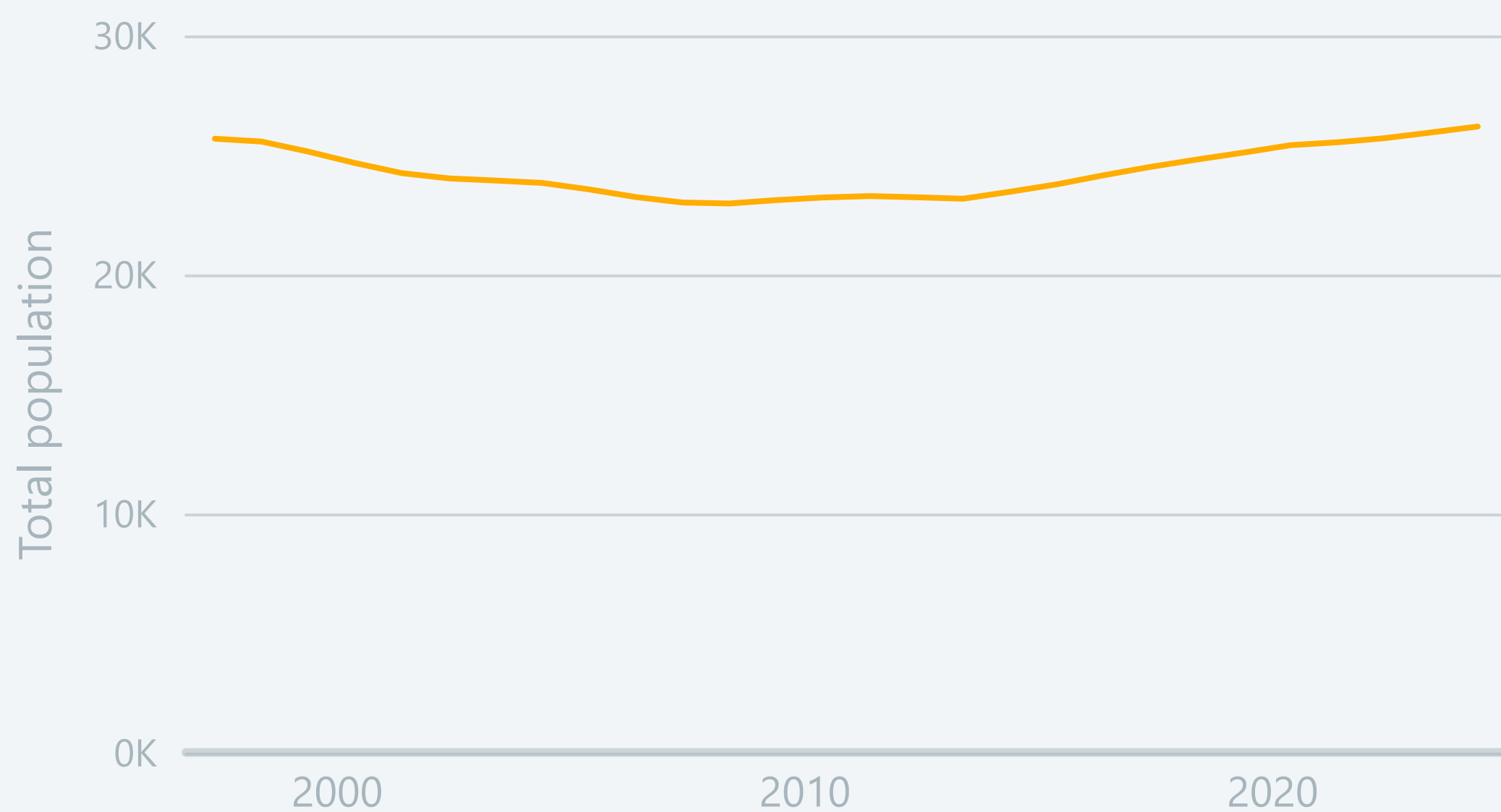


Demographics

Estimated population

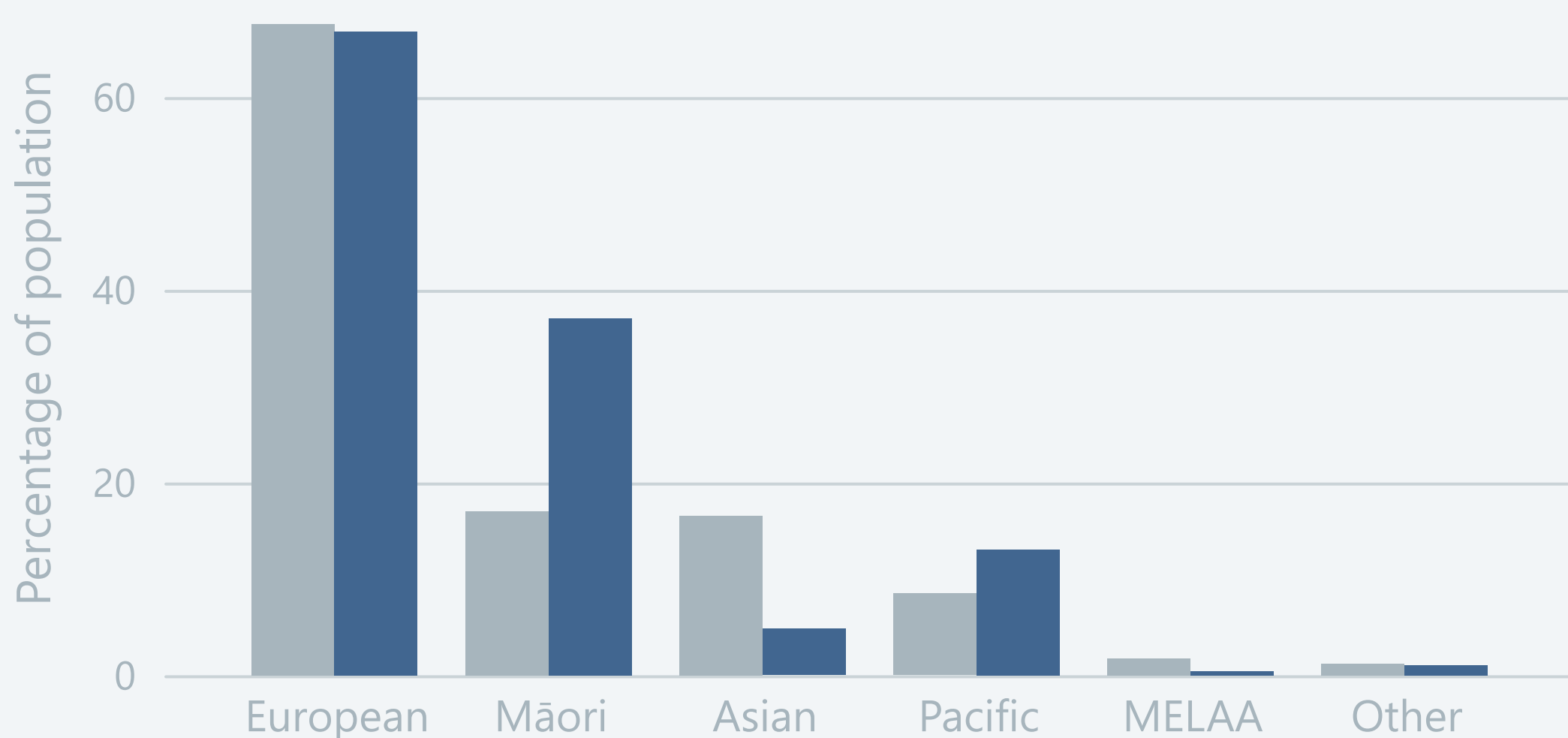
26.19K

Is the estimated total population in South Waikato District in 2024. The population in the area has increased by 0.96% or 250 people since 2023.



Ethnic distribution

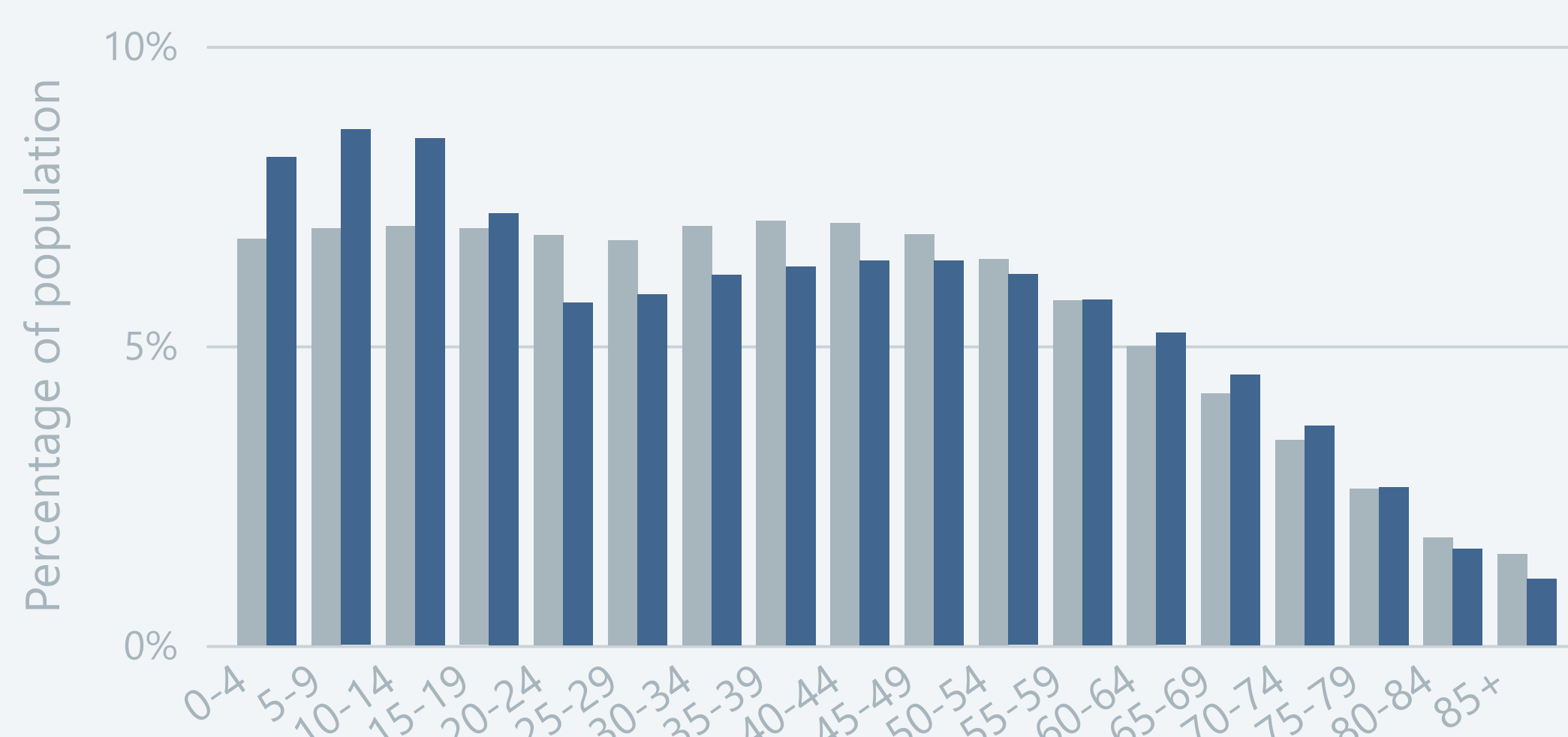
● National ● South Waikato District



As of March 2023 the largest ethnic group in South Waikato District is European (66.7%), 2.8% larger than the national percentage. The ethnicity that has had the greatest change since March 2018 is MELAA, decreasing by 23.81%.

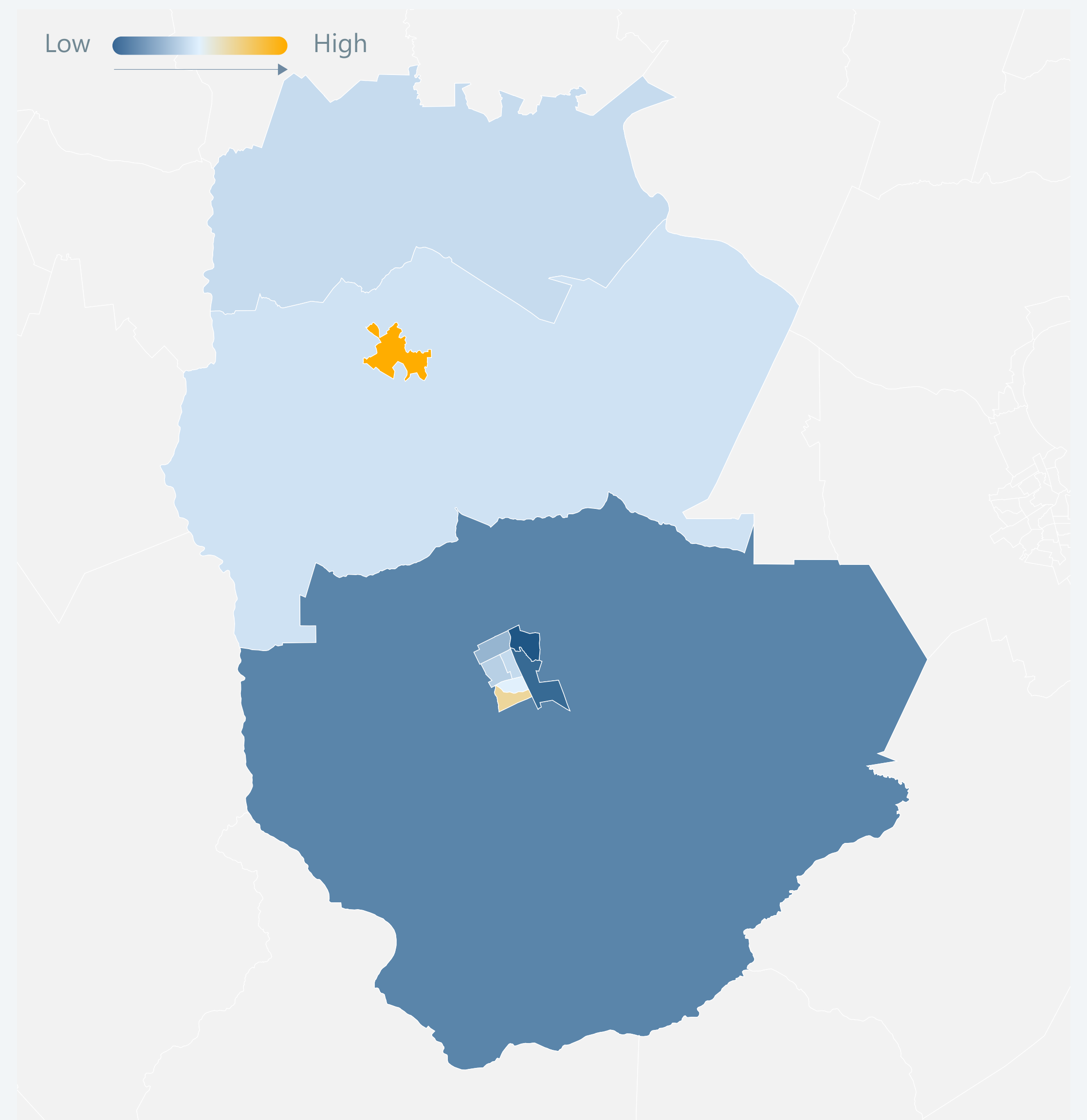
Age distribution

● National ● South Waikato District

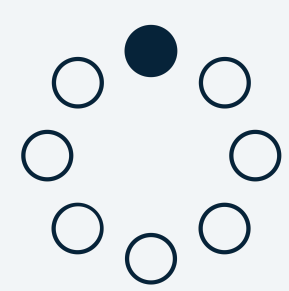


As of June 2024 the largest age band in South Waikato District is 5-9 (7.7%), 25% larger than the national distribution. The age band that has had the greatest change since June 2023 is 35-39, increasing by 5.32%.

Population distribution



In June 2024, Tokoroa Central saw the greatest change in population, with an increase of 2.7% since June 2023.



Employment



Trending Up



Trending Down



Improving



Worsening



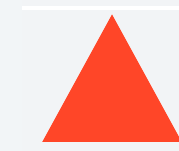
No Change

Key Pillar Changes

Job seeker support
rate

Mar 2025

12.7%



0.33%

% change is from
March 2024

Means tested benefit
rate

Mar 2025

5.3%



7.27%

% change is from
March 2024

Sole parent support
rate

Mar 2025

5.5%

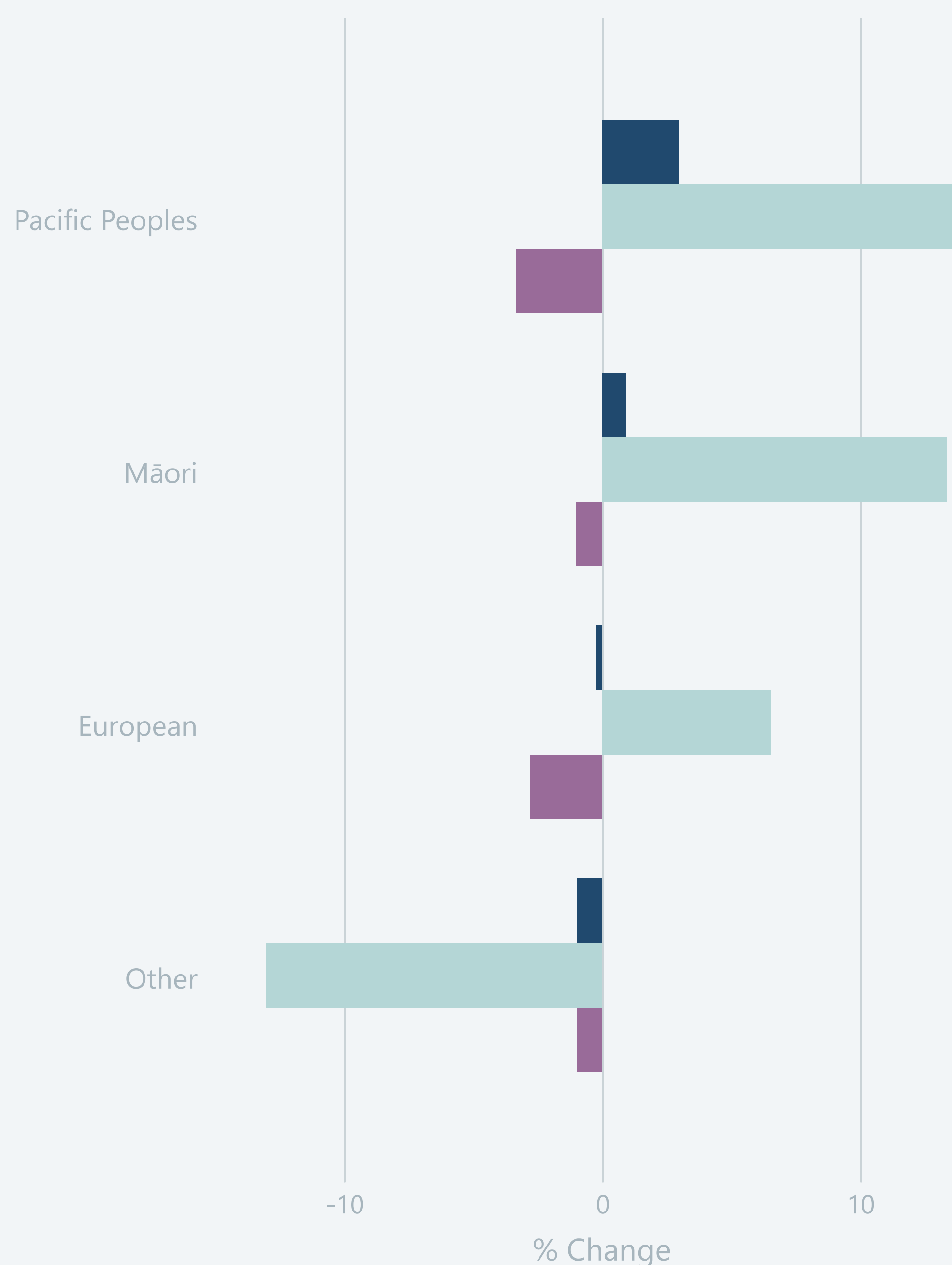


0.14%

% change is from
March 2024

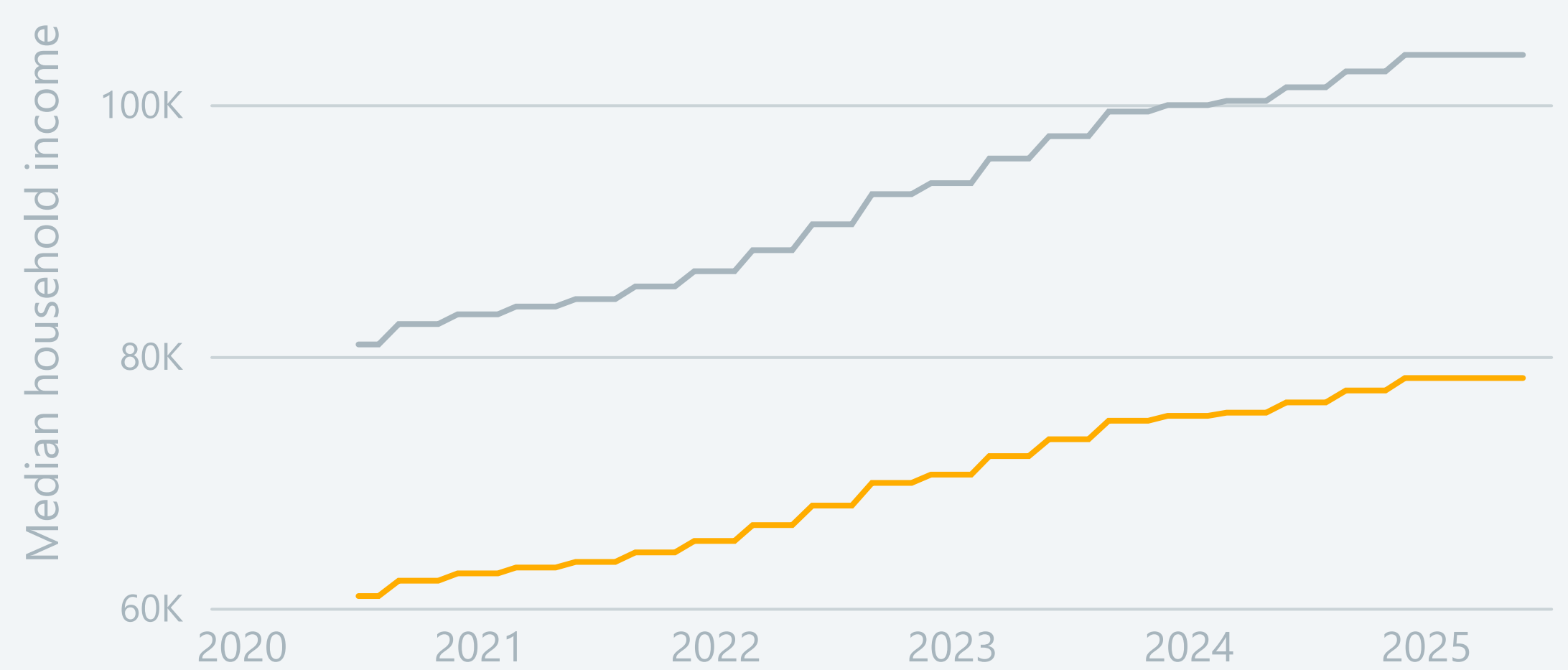
Change in benefit rates by Ethnicity

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



Median Household Income over time

● National ● South Waikato District



As of June 2025, the median household income (adjusted for inflation) in South Waikato District was \$78,254. 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 Means Tested Benefit for Pacific Peoples, up 13.74% to a value of 3.44 claimants per 100 working adults (15-64yrs). Comparatively, Means Tested Benefit for Other ethnicities (Asian, MELAA and other) saw the greatest decrease over the last 12 months, down 13.04% to 3.86 claimants per 100 working adults.

Key Pillar Changes

Secondary school retention

Jan 2023

63.0%


8.05%

% change is from January 2022

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

Jan 2023

Tokoroa High School

Ethnicity with greatest change in secondary school retention

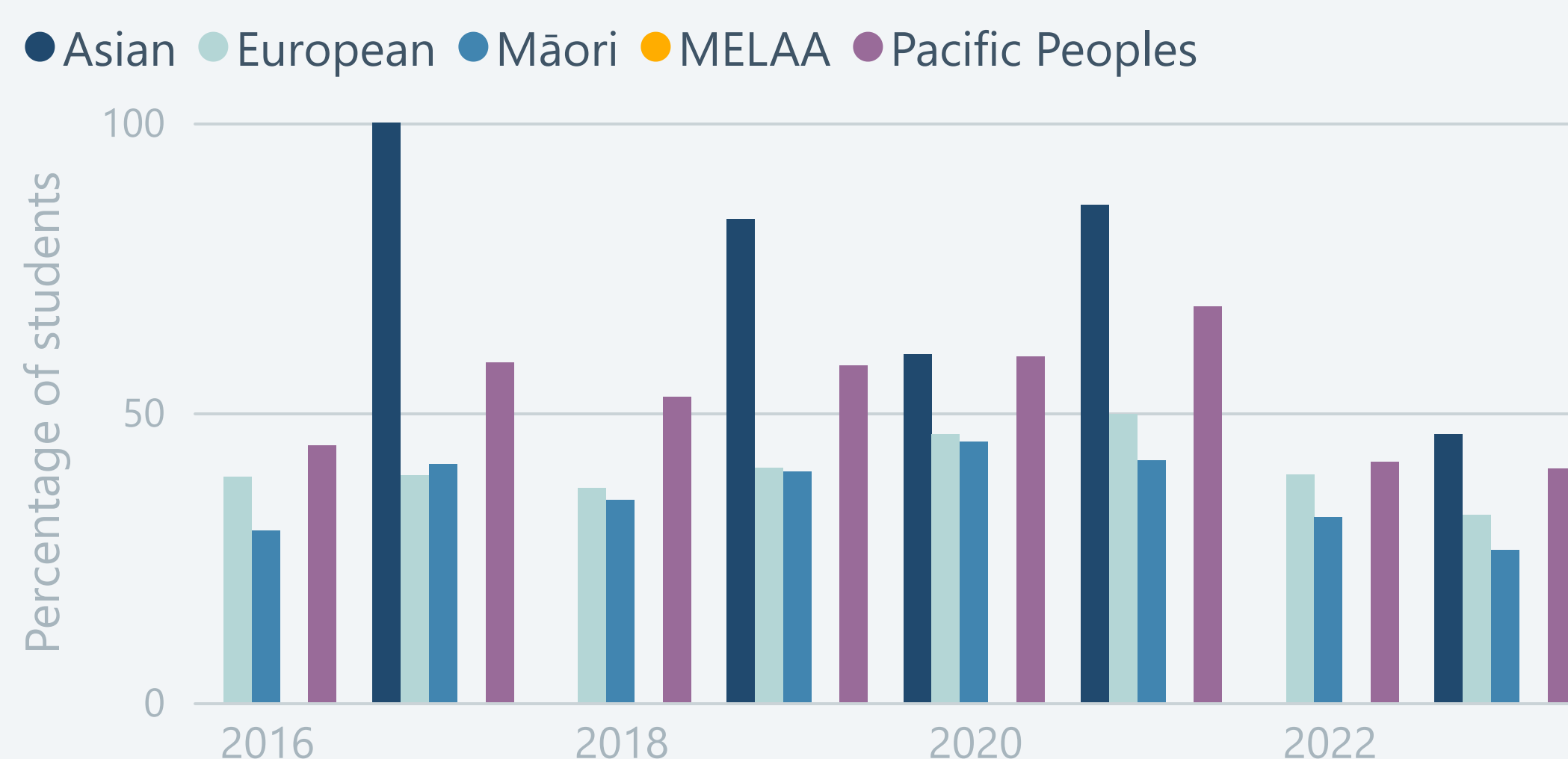
Jan 2023

Pacific Peoples


20.69%

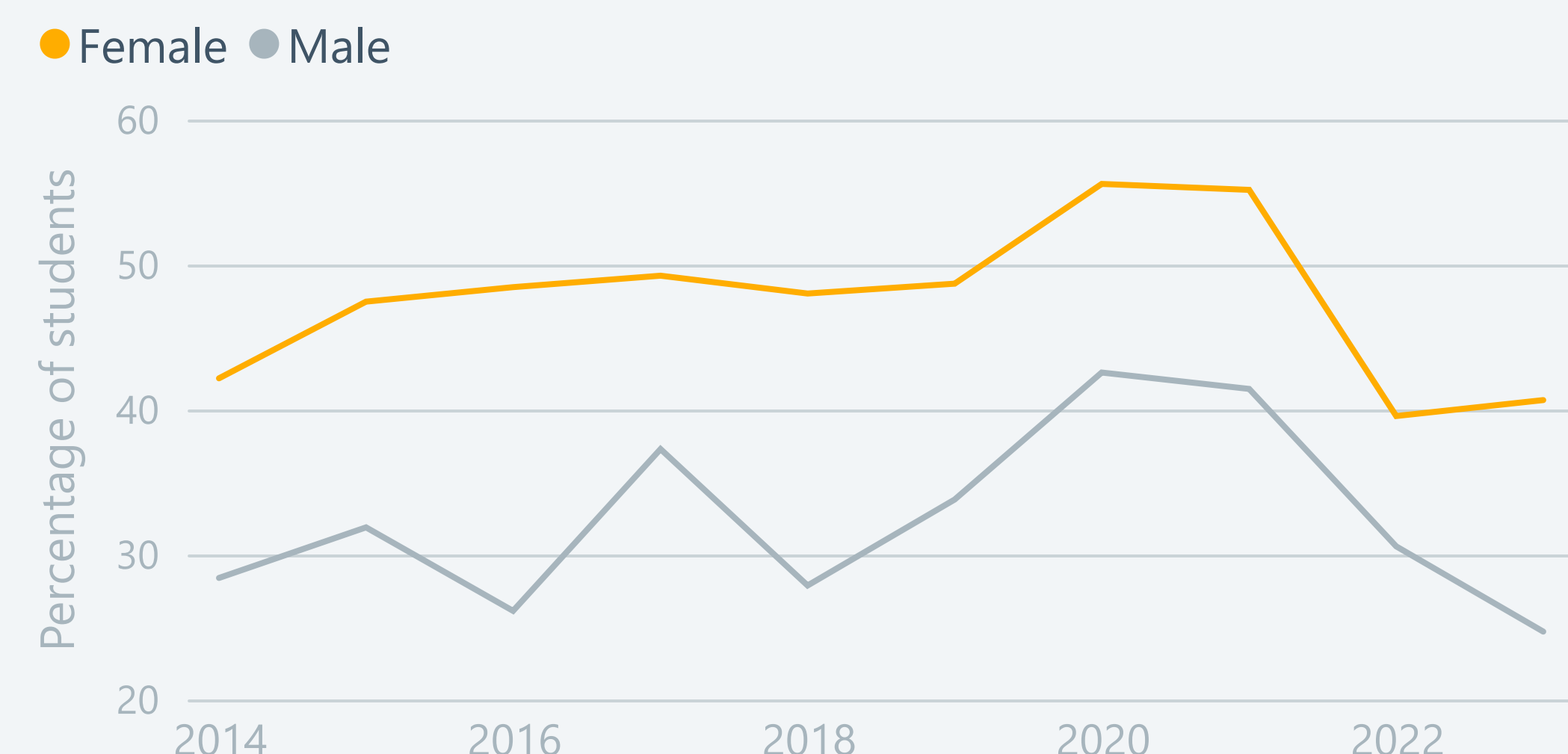
% change is from January 2022

School leavers with NCEA3 level by ethnicity



In 2023, Asian students in South Waikato District had the greatest proportion of students leaving with NCEA3. This is 1.76 times larger than Māori students, who have the lowest proportion of students leaving with NCEA Level 3. European students have seen the greatest change in NCEA Level 3 pass rates, with a decrease of 21%. Māori NCEA Level 3 pass rates in South Waikato District are 72% of National Māori rates.

School leavers with NCEA3 level by gender



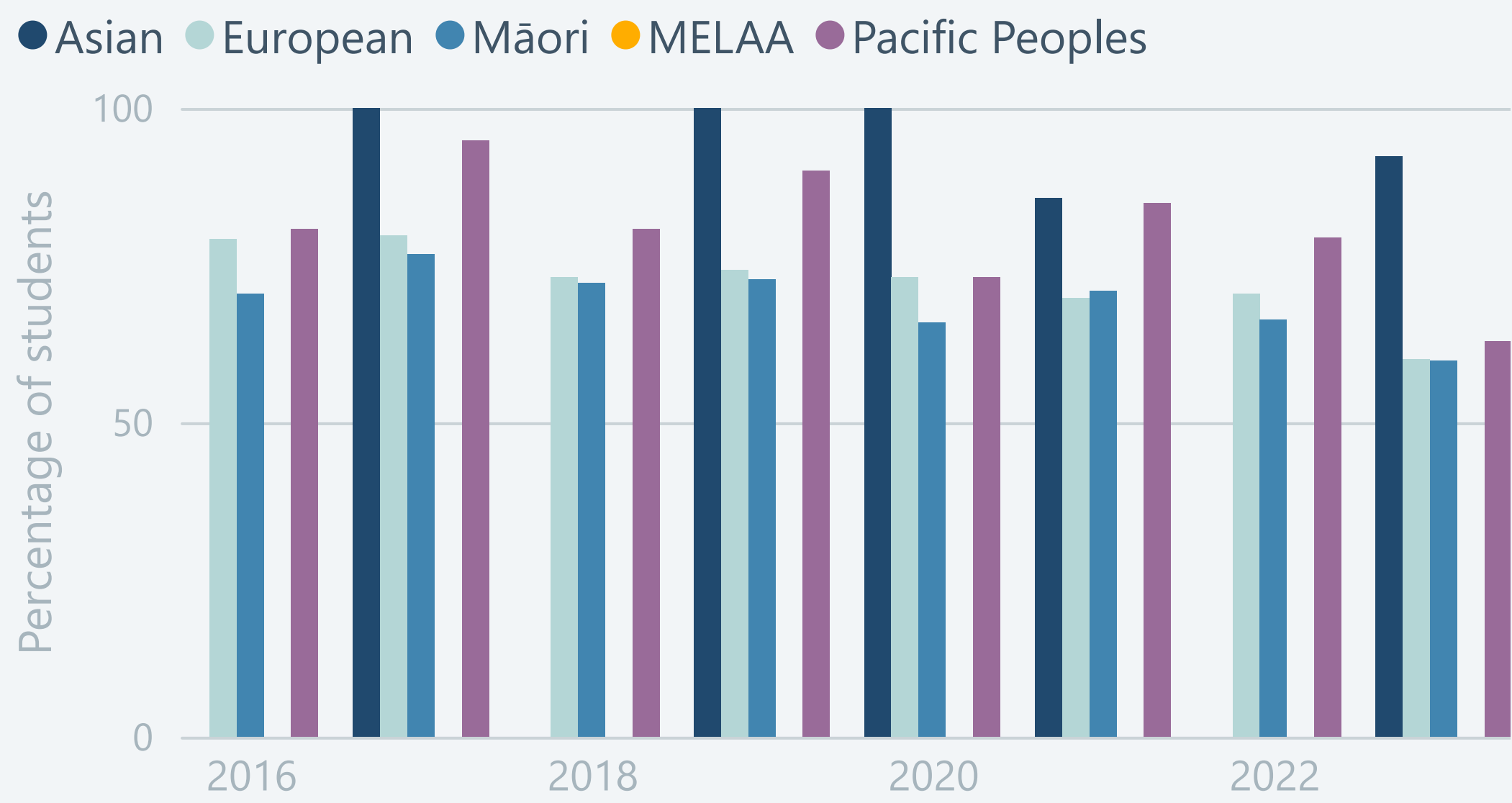
Since 2014, on average the percentage of students leaving with NCEA Level 3 in South Waikato District for female students has been 1.46 times larger than male students. In 2023, the percentage of students leaving with NCEA Level 3 for female students compared with male students was higher than average. Compared to national figures, in 2023 the pass rate in South Waikato 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 Putaruru College, with a 5.5% decrease. Note that the table includes only those schools with more than 50 students.

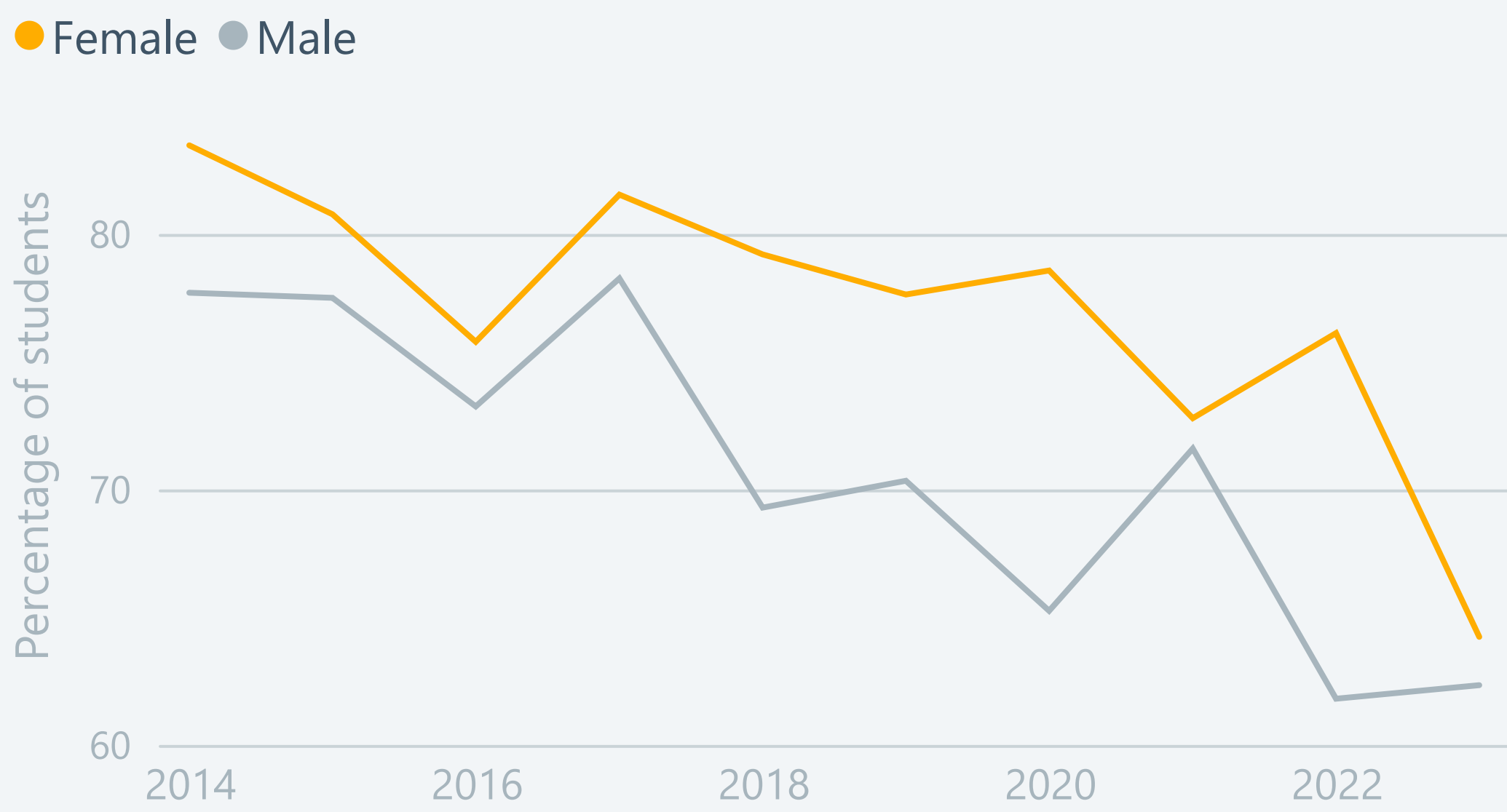
School	% Change	Pass Rate
Putaruru College	 5.50	15.28
Tokoroa High School	 3.72	42.57
Forest View High School	 0.03	33.71

Secondary school retention by ethnicity



In 2023, Asian students in South Waikato District had the greatest retention rate. This is 1.54 times larger than Māori students, who have the lowest retention rate. European students have seen the greatest change in retention, with an increase of 0.9%. Māori retention rates in South Waikato District are 93% 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 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 South Waikato District were lower for both females and males.

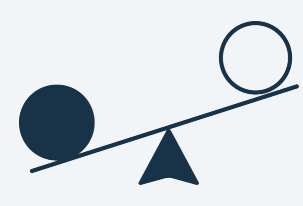
Schools with greatest change in retention

In 2023, the school with the greatest change in retention rate since 2022 was Tokoroa High School, with a 11.63% decrease. Note that the table includes only those schools with more than 50 students.

Community		% Change	Retention rate
Tokoroa High School	▼	11.63	63
Putaruru College	▼	3.91	60
Forest View High School	▼	3.26	62

! 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

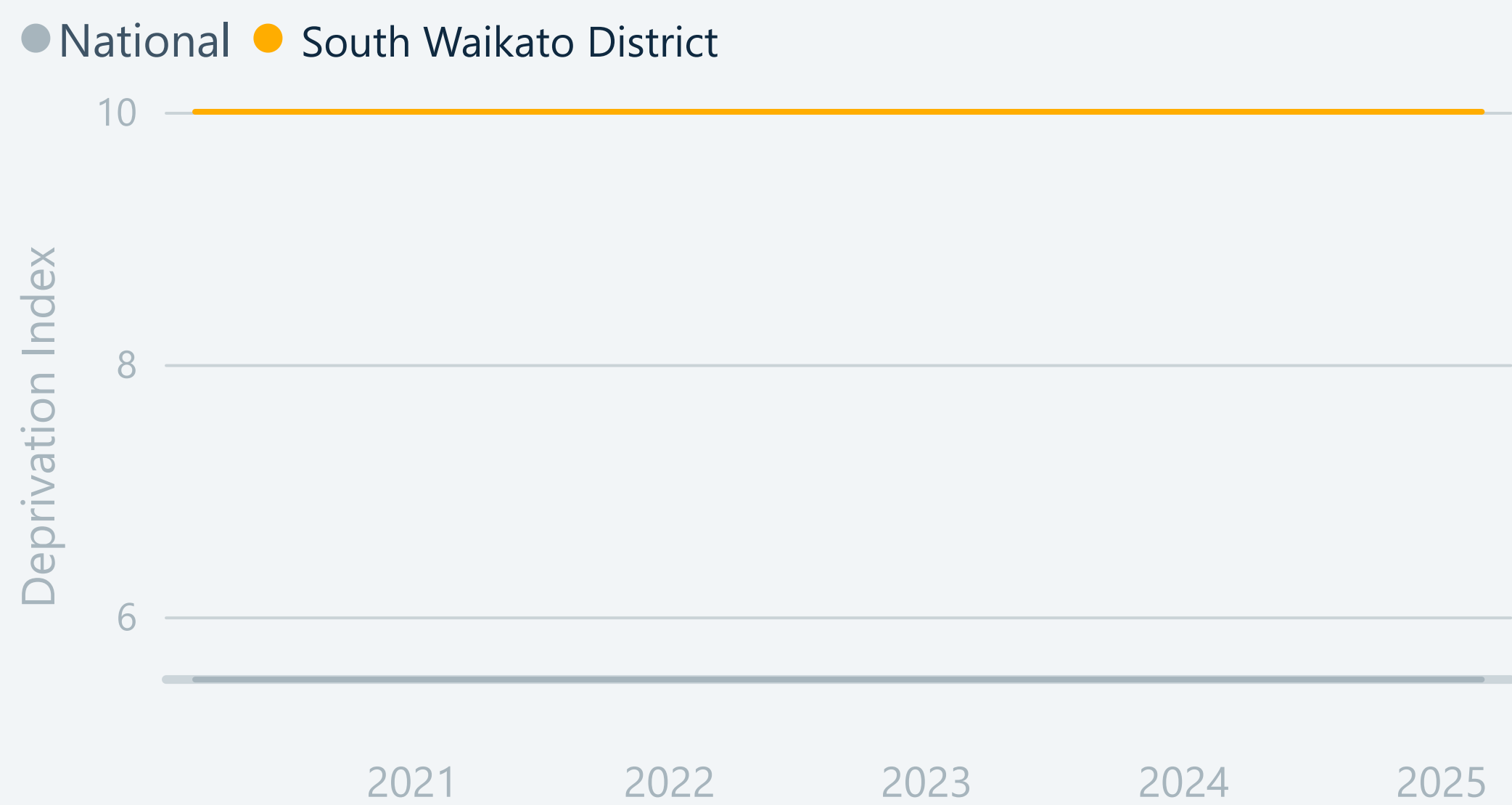
Key Pillar Changes

Deprivation Index Mar 2025 **10.0** — 0% % change is from February 2025

Community with greatest decrease in deprivation score Mar 2025 **Kinleith** ▽ 3.83% % change is from March 2024

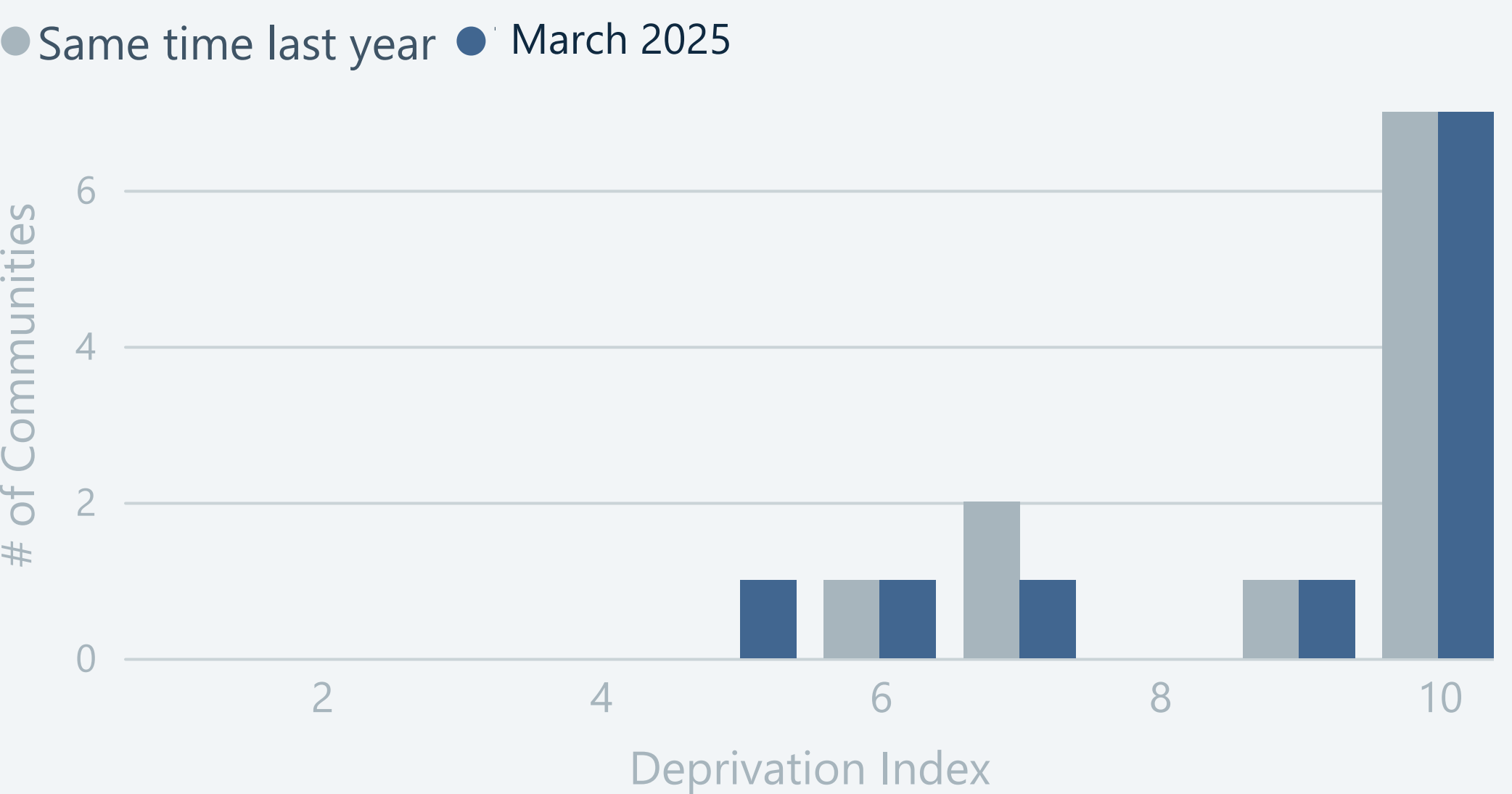
Community with greatest increase in deprivation score Mar 2025 **Stanley Park** ▲ 1.59% % change is from March 2024

Comparison to National Deprivation Index



Compared to the same time last year, the deprivation index of South Waikato District has seen no change, and is 10 as of March 2025. 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).

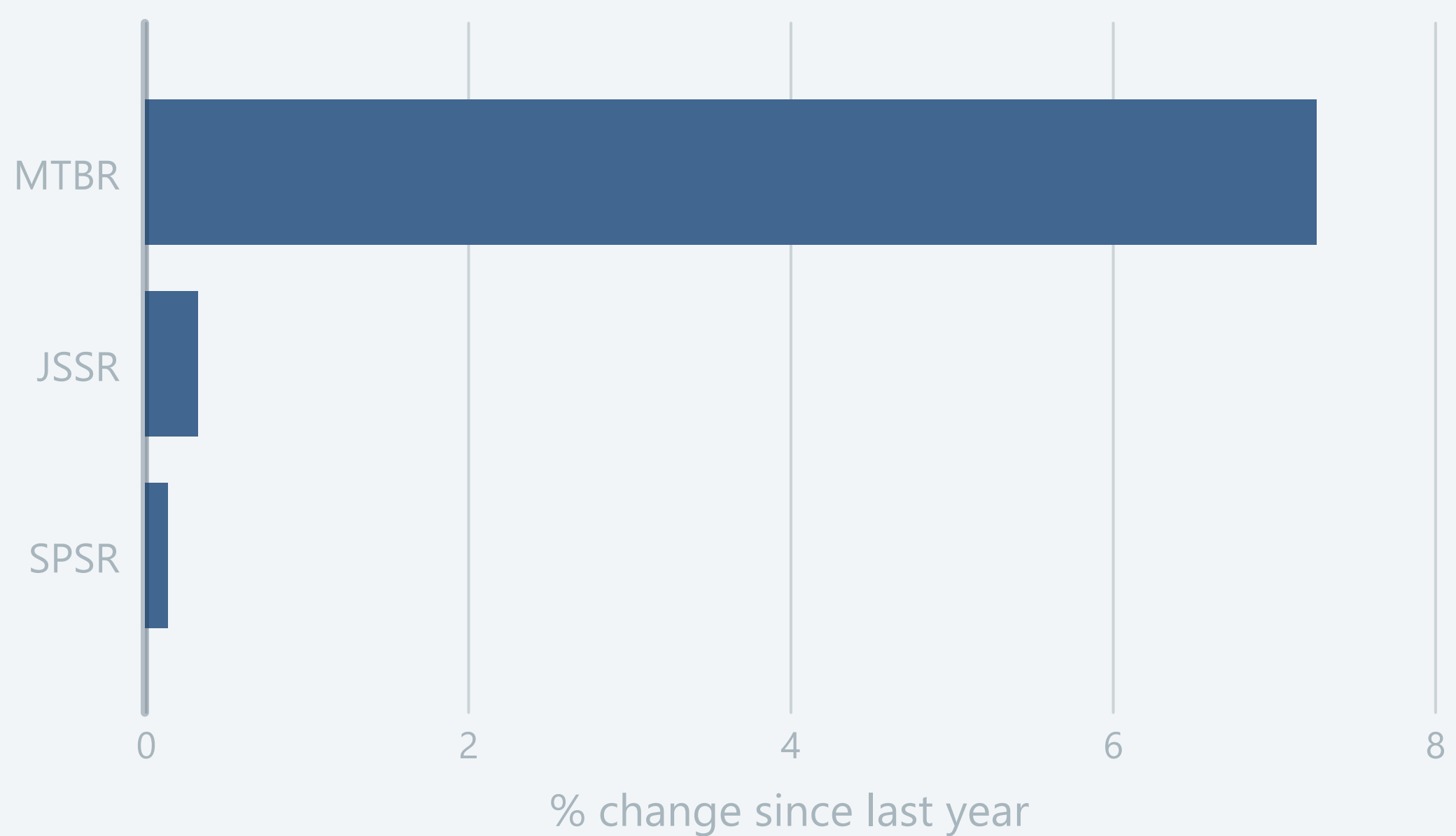
i Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

Communities with the Greatest Change

Community	% Change	Depr. score
Kinleith	▼ 3.83	979.69
Tokoroa Central	▼ 1.77	1,276.07
Stanley Park	▲ 1.59	1,283.20
Matarawa	▼ 1.35	1,204.38
Strathmore (South Waikato District)	▲ 0.94	1,243.69

The community with the greatest change in deprivation score since the same time last year was Kinleith, with a 3.8% 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 7.27% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

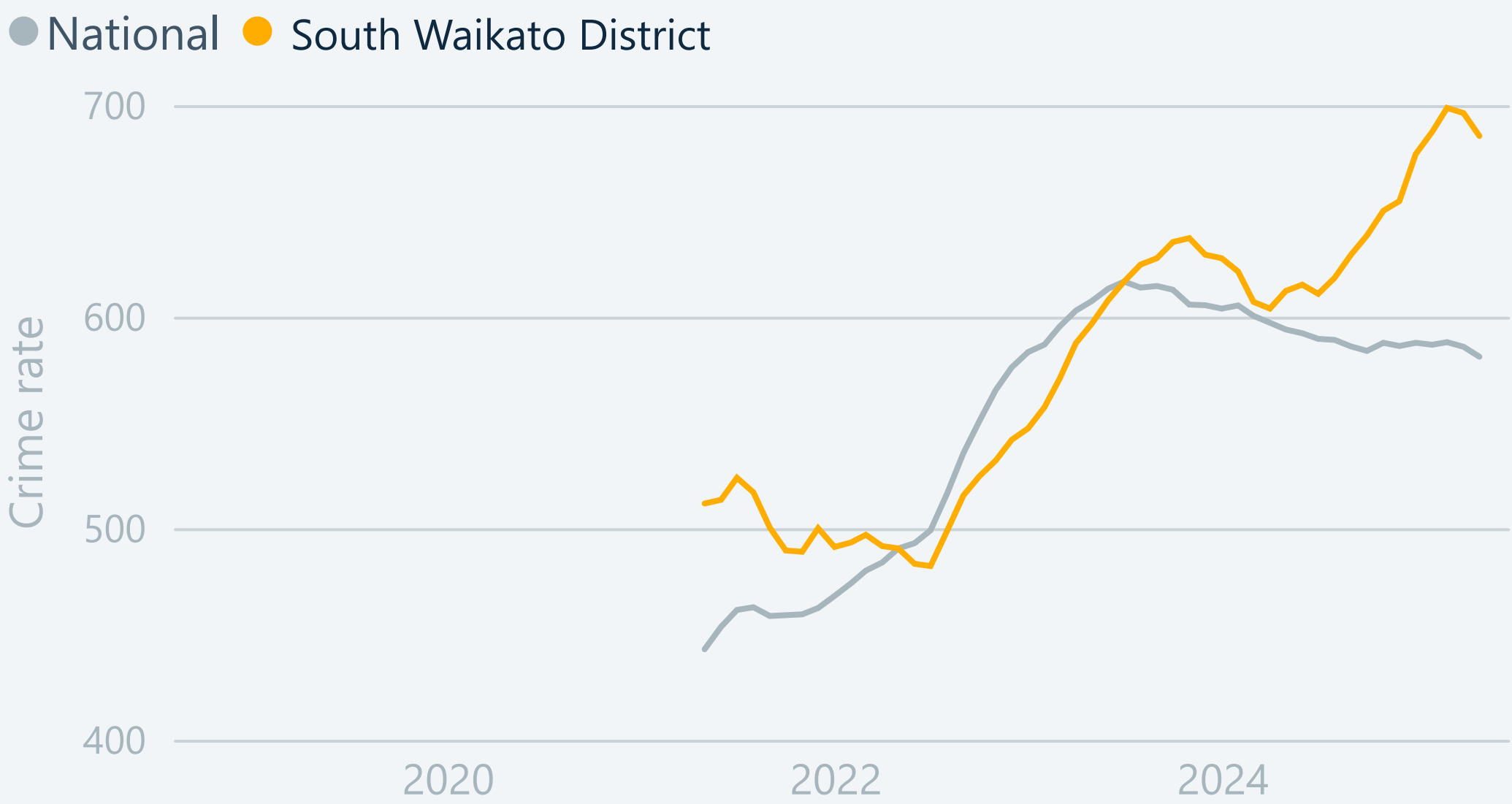
Key Pillar Changes

Crime rate May 2025 **685.4** ▽ 0.29% % change is from February 2025

Crime type with the greatest change in crime rate May 2025 **Robbery, Extortion and Related Offences** ▲ 55.25% % change is from February 2025

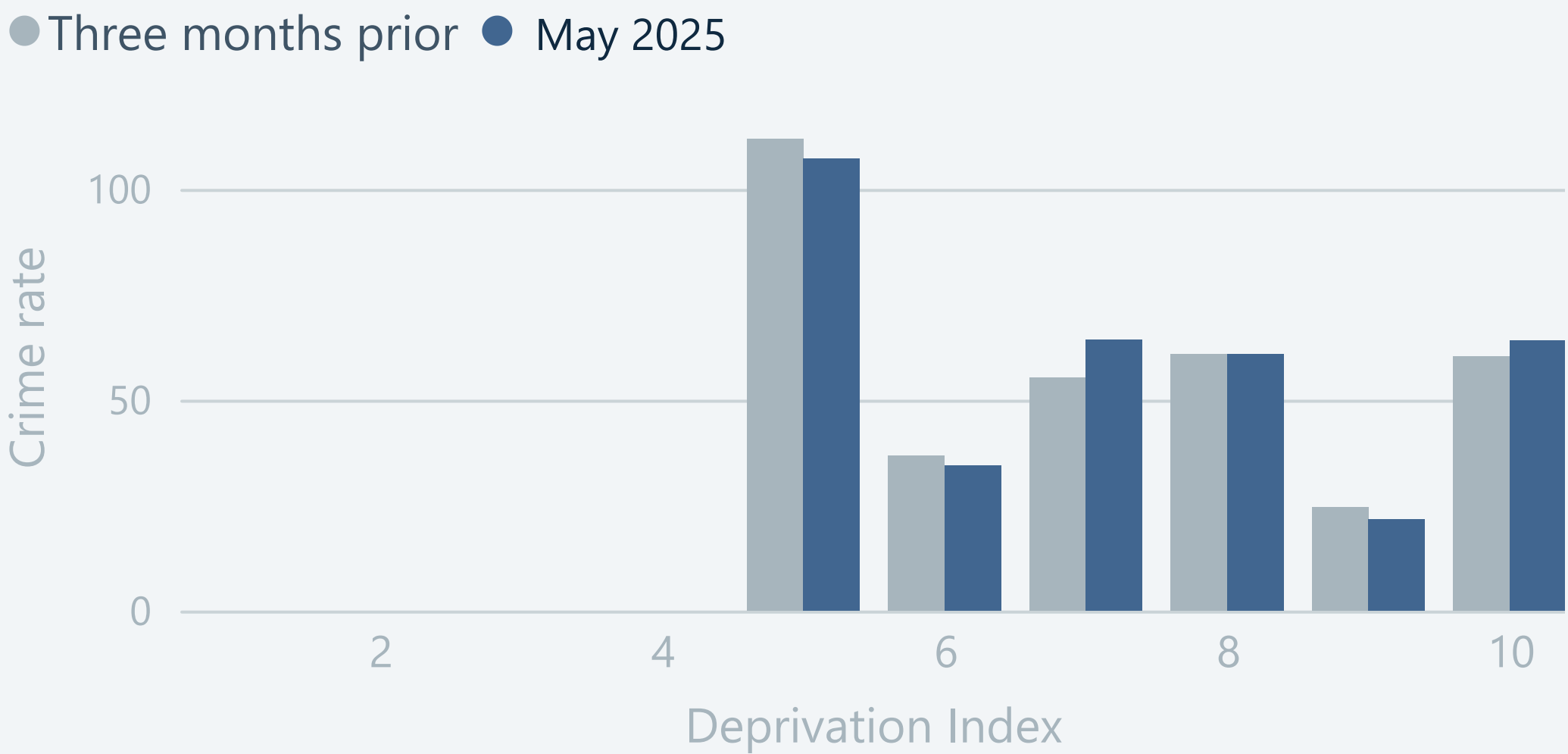
Community with greatest change in crime rate May 2025 **Parkdale** ▲ 24.14% % change is from February 2025

Comparison to National Crime Rate



Compared with the same time last year the crime rate in South Waikato District has increased by 12%, and is 685.4 as at May 2025. The crime rate is 18% above the national rate of 581.1.

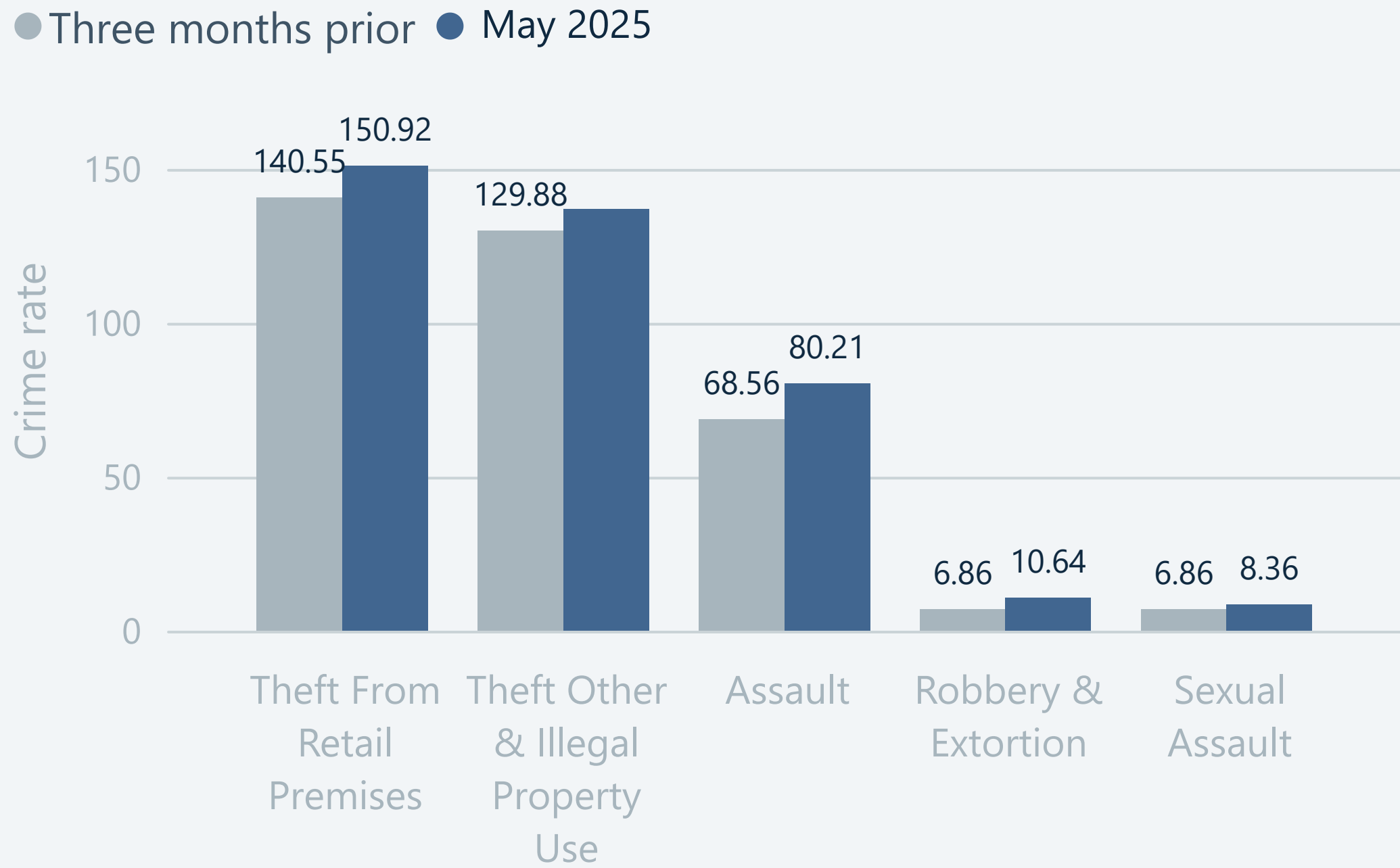
Crime Rate by Deprivation Index



In South Waikato District, communities with a deprivation index of 5 have the highest crime rate. The crime rate in these communities is 5 times higher than those with a deprivation index of 9, the group with the lowest crime rate. Communities with a deprivation index of 7 have seen the greatest change in their crime rate over the last 3 months, with an increase of 16.4%.

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 May 2025 was 'Theft From Retail Premises'. The type of crime that had the greatest change in the last 3 months was 'Robbery, Extortion and Related Offences', with an increase of 55.3%.

Communities with Greatest Change

Community	% Change	Crime rate
Parkdale	▲ 24.14	409.1
Paraonui	▽ 16.22	238.9
Strathmore (South Waikato District)	▲ 12.63	358.4
Moananui	▲ 10.77	245.5
Putararu	▽ 7.95	686.4

Parkdale saw the greatest change in crime rate over the last 3 months in South Waikato District, with an increase of 24.1%.

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