

Quarterly Report

Hauraki District

Summary

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

 New Business Registrations this month

 **11.0**

As of December 2023, Hauraki District saw 11.0 new business registrations, a decrease of 38.89% compared with September 2023.

 Rental affordability (% of income spent on rent)

 **36.0%**

As of December 2023, residents of Hauraki District spent 36.0% of their household income on rent, an increase of 0.54% compared with September 2023.

 Gambling spend per capita

 **\$84**

As of September 2023, an average of \$84.0 was spent by individuals over 18 years in Hauraki District through electronic gaming machines, a decrease of 4.99% compared with June 2023.

 Crime rate

 **18.7**

In December 2023, Hauraki District had a crime rate of 18.7 incidents per 10,000 people, an increase of 6.71% compared with September 2023.

 Deprivation Index

 **8.0**

As of December 2023, the deprivation within Hauraki District is 8.0 and this is unchanged since November 2023.

 Job seeker support rate

 **7.3%**

In December 2023, 7.3% of the working population (15-64 years) in Hauraki District claimed Job Seeker Support, an increase of 2.88% compared with December 2022.

 Trending Up  Trending Down  Improving  Worsening  No Change

Key Pillar Changes

New Business Registrations this month Dec 2023 **11.0** ▼ 38.89% % change is from September 2023

Business Deregistrations this month Dec 2023 **7.0** ▼ 53.33% % change is from September 2023

Total tourism spend this quarter Jul 2023 **\$19.8M** ▼ 13.69% % change is from April 2023

Total number of businesses registered to date



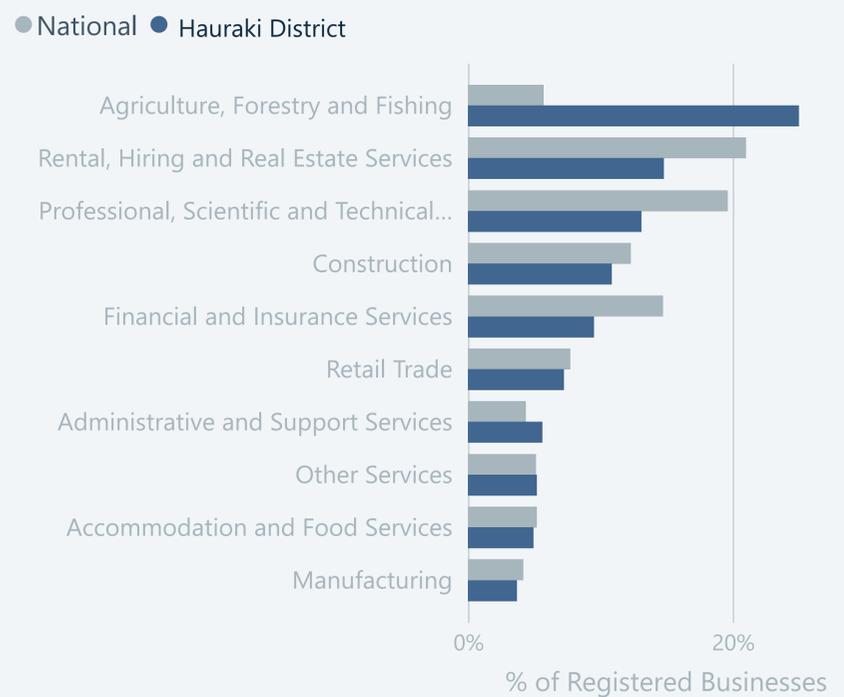
As of December 2023 there were 3032 registered businesses in Hauraki District. Over the last 12 months the number of registered businesses has increased by 20. Nationally, the number of registered businesses has increased by 1.65%.

Business openings and closings in the last year



Comparing December 2023 with December 2022 Hauraki District has seen an increase in the number of new business registrations of 83.3% and an increase in the number of business deregistrations of 16.7%.

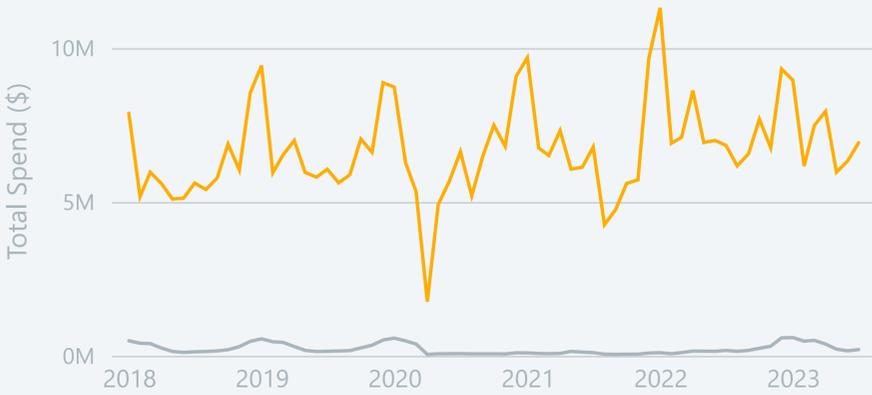
Distribution of registered businesses by industry



Agriculture, Forestry and Fishing is the largest industry operating in Hauraki District and makes up 21.8% of all currently registered businesses.

Tourism spend this quarter

● Domestic tourism ● International tourism



In July 2023, \$7.1M was spent in Hauraki District from domestic and international visitors to the district. Domestic tourism made up 97.2% of total tourism spend, and has increased by 1.3% since the same time last year, whereas international tourism has increased by 15.91% in the same time period.

Visiting regions with the greatest spend

Visiting region	\$ Change	Spend
Canterbury	▼ \$6K	\$201K
Northland	▼ \$11K	\$393K
Auckland	▼ \$978K	\$4.8M
Waikato	▲ \$206K	\$5.6M
Bay of Plenty	▼ \$511K	\$7.4M

This quarter, the largest spend from domestic tourists visiting Hauraki District came from the Bay of Plenty region, with tourists spending \$7.4M. This represents a decrease of \$511K since the same quarter last year.

Visiting regions with the greatest % change

Visiting region	\$ Change	Spend
Gisborne	▼ \$32K	\$69K
Hawke's Bay	▼ \$52K	\$96K
Tasman	▲ \$6K	\$26K

This quarter, Hauraki District saw the greatest % change in domestic tourism spend from those visiting from the Hawke's Bay region since the same quarter last year, with a \$52K 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
Australia	▲ \$5K	\$260K
Rest of Asia	▼ \$10K	\$24K
Rest of Europe	▲ \$20K	\$43K
United Kingdom	▼ \$296	\$47K
United States of America	▲ \$44K	\$110K

This quarter, the largest spend from international tourists visiting Hauraki District came from Australia, with tourists spending \$260K. This represents an increase of \$5K since the same quarter last year.

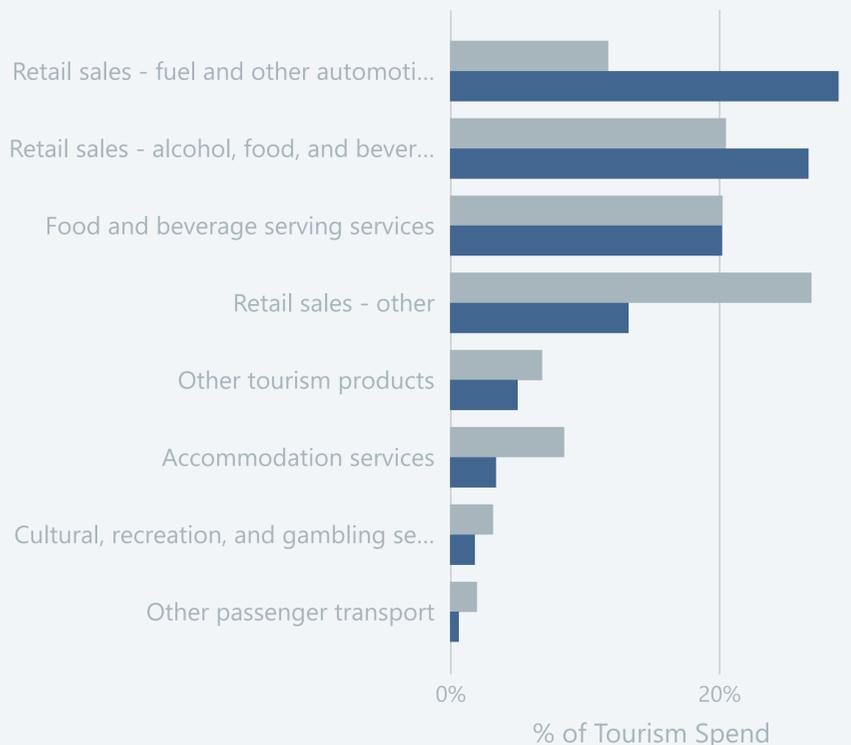
Visiting countries with the greatest % change

Visiting country	\$ Change	Spend
Rest of Americas	▲ \$6K	\$7K
Germany	▲ \$15K	\$19K
Africa and Middle East	▲ \$11K	\$14K

This quarter, Hauraki District saw the greatest % change in international tourism spend from those visiting from Germany since the same quarter last year, with a \$15K increase in spend.

Tourism spend by industry

● National ● Hauraki District



In Hauraki District tourists spent the most on Retail sales - fuel and other automotive products this quarter, which was 28.9% of all tourism spend. This is 144.9% larger than the national proportion.



Demographics

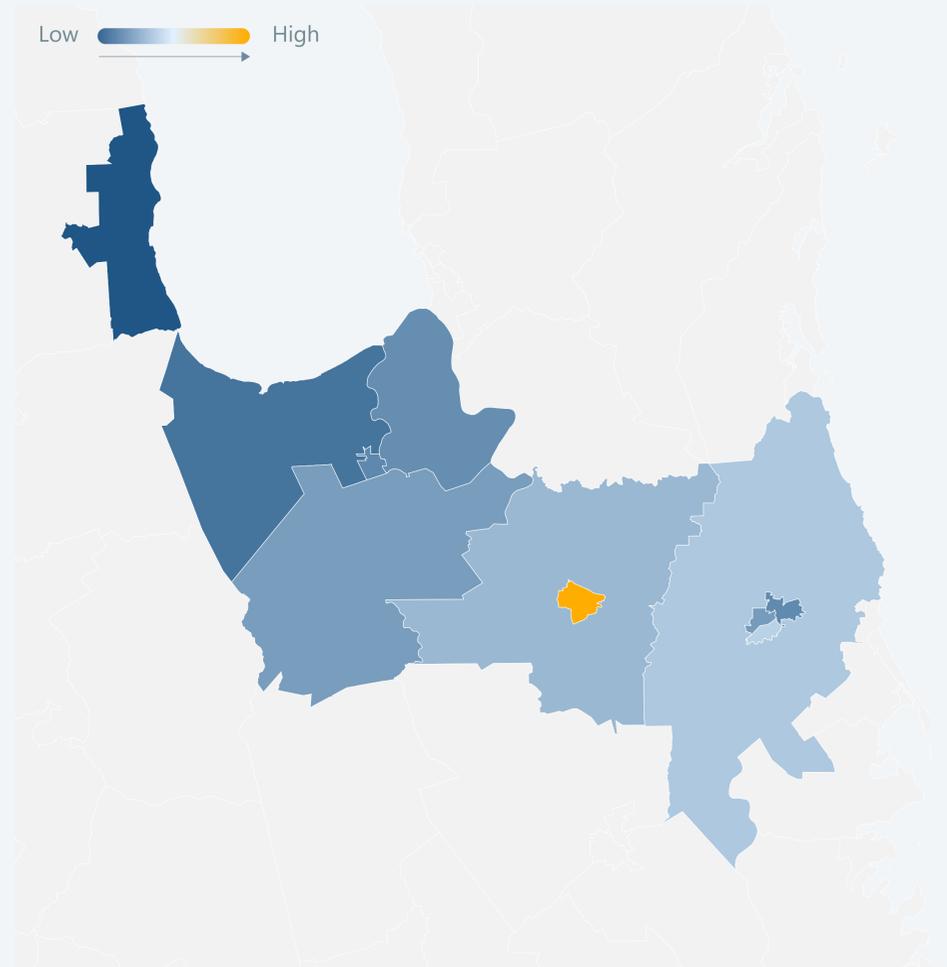
Estimated population

22.36K

Is the estimated total population in Hauraki District in 2023. The population in the area has increased by 1.18% or 260 people since 2022.



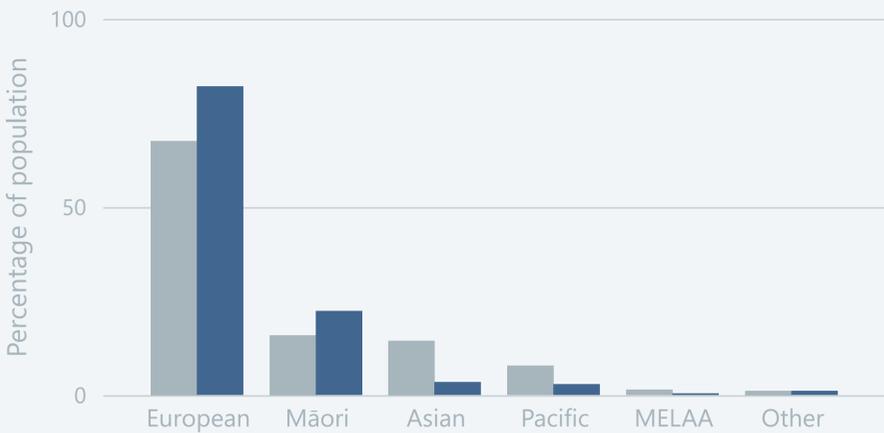
Population distribution



In June 2023, Waihi Rural saw the greatest change in population, with an increase of 2.4% since June 2022.

Ethnic distribution

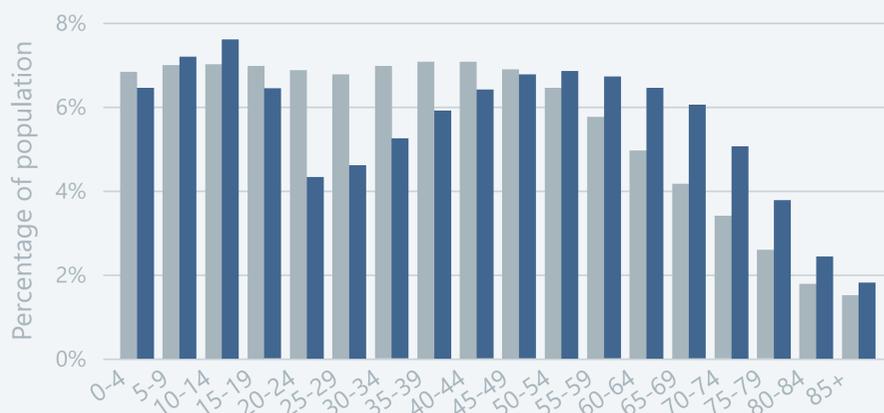
● National ● Hauraki District



As of March 2018 the largest ethnic group in Hauraki District is European (82.1%), 21.4% larger than the national percentage. The ethnicity that has had the greatest change since March 2013 is MELAA, increasing by 169.23%.

Age distribution

● National ● Hauraki District

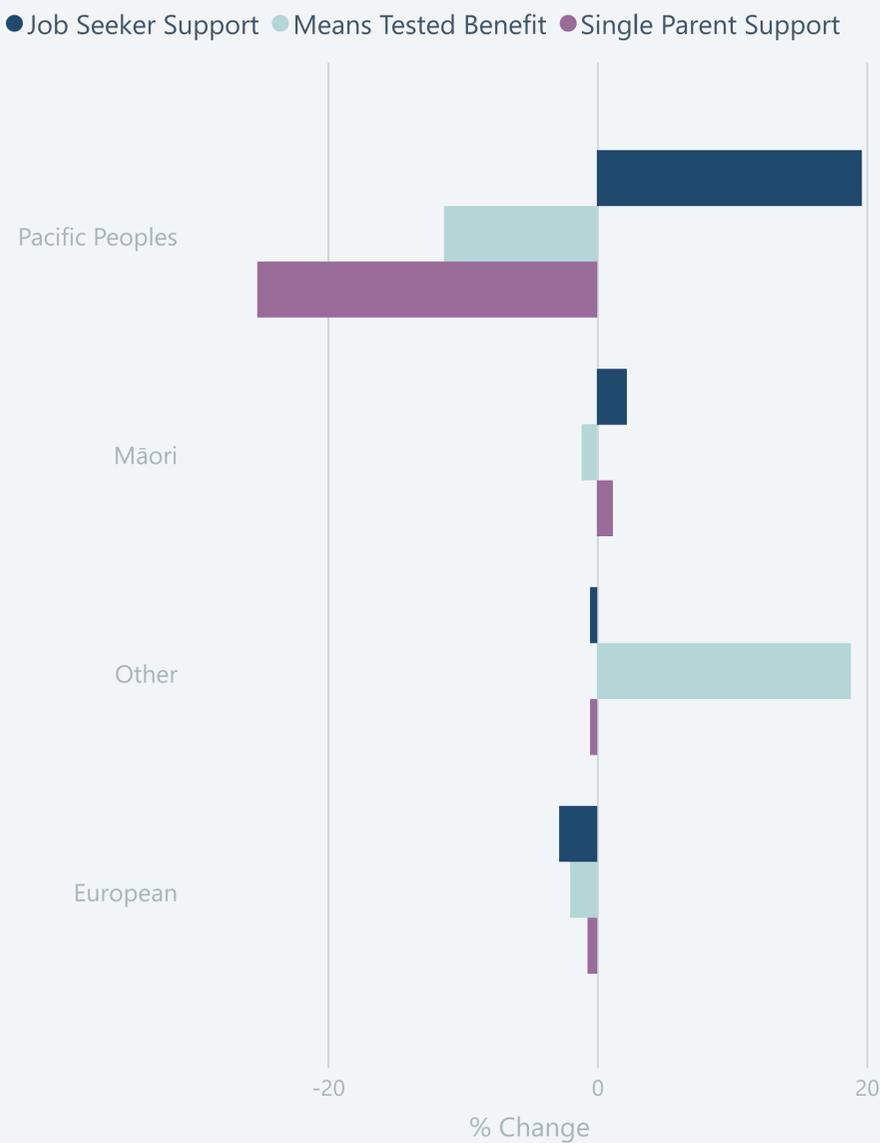


As of June 2023 the largest age band in Hauraki District is 65-69 (8.1%), 60.2% larger than the national distribution. The age band that has had the greatest change since June 2022 is 35-39, increasing by 9.39%.

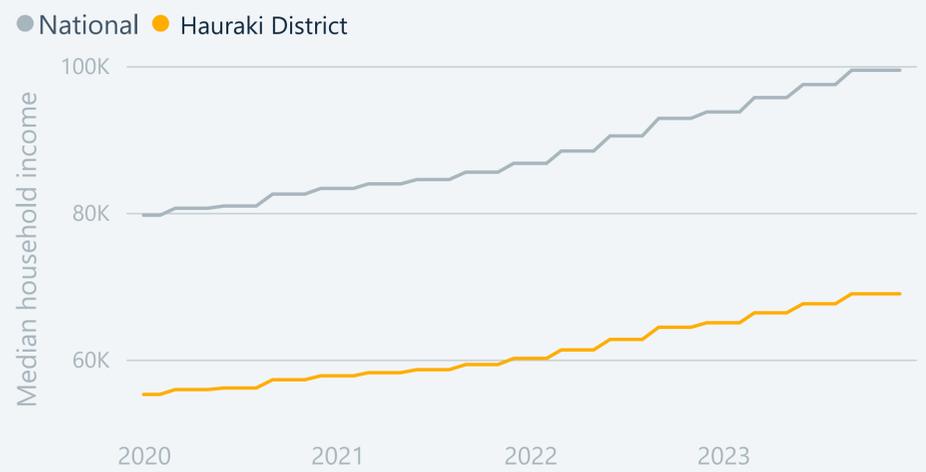
Key Pillar Changes

Job seeker support rate	Dec 2023	7.3%	▲ 2.88%	% change is from December 2022
Means tested benefit rate	Dec 2023	5.7%	▼ 1.53%	% change is from December 2022
Sole parent support rate	Dec 2023	3.2%	▼ 2.22%	% 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 Hauraki District was \$68,953. This is 30.6% less than the national median.

Within Hauraki District, the benefit rate by ethnicity with the greatest increase in the last 12 months was Job Seeker Support for Pacific Peoples, up 19.65% to a value of 10.47 claimants per 100 working adults (15-64yrs). Comparatively, Single Parent Support for Pacific Peoples saw the greatest decrease over the last 12 months, down 25.22% to 2.62 claimants per 100 working adults.

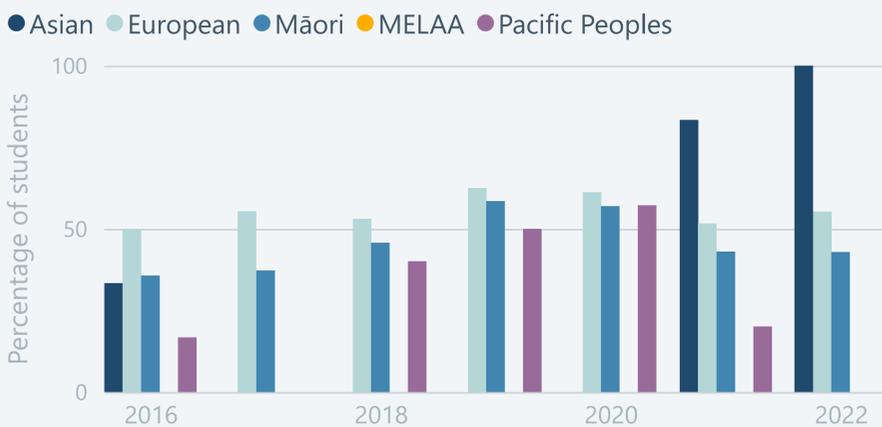
Key Pillar Changes

Secondary school retention Jan 2022 **71.0%** ▲ 5.94% % change is from January 2021

Secondary school with highest proportion of students leaving with NCEA level 3 Jan 2022 **Hauraki Plains College**

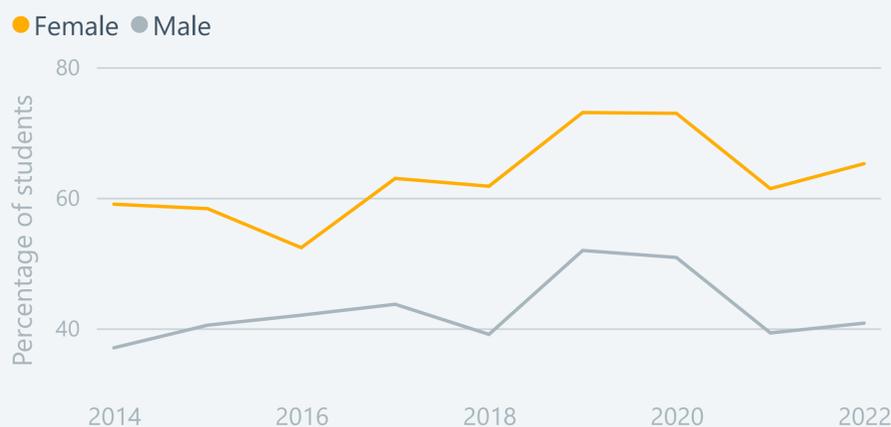
Ethnicity with greatest change in secondary school retention Jan 2022 **Pacific Peoples** ▼ 100% % change is from January 2021

School leavers with NCEA3 level by ethnicity



In 2022, Asian students in Hauraki District had the greatest proportion of students leaving with NCEA3. This is 2.33 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 15.6%. Māori NCEA Level 3 pass rates in Hauraki District are 120% of National Māori rates.

School leavers with NCEA3 level by gender



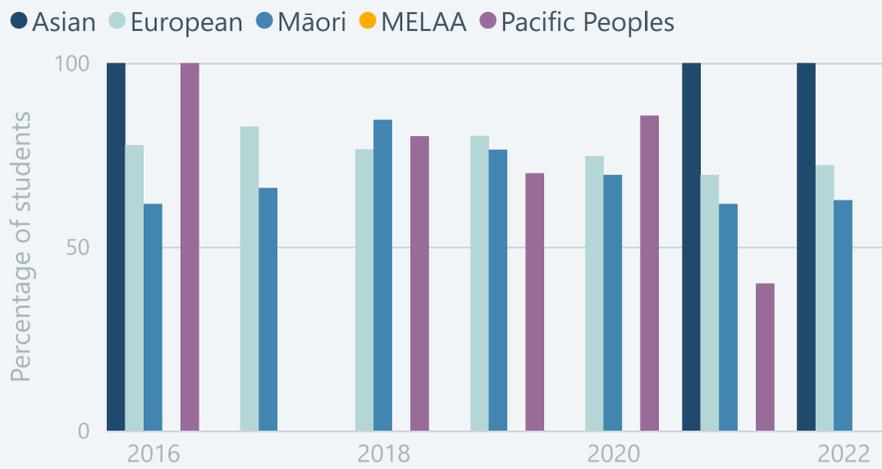
Since 2014, on average the percentage of students leaving with NCEA Level 3 in Hauraki District for female students has been 1.47 times larger than male students. In 2022, the percentage of students leaving with NCEA Level 3 for female students compared with male students was higher than average. Compared to national figures, in 2022 the pass rate in Hauraki District were higher for females and lower for 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 Hauraki Plains College, with a 7.47% increase. Note that the table includes only those schools with more than 50 students.

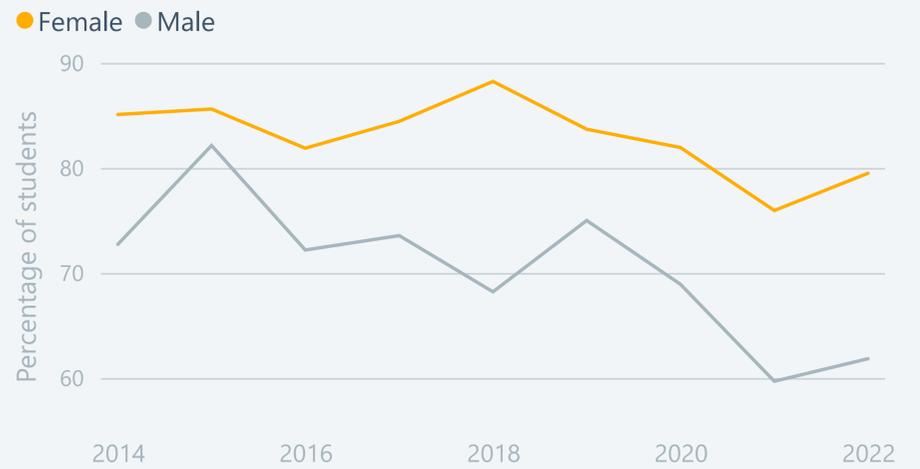
School	% Change	Pass Rate
Hauraki Plains College	▲ 7.47	61.96
Paeroa College	▲ 3.51	46.15
Waihi College	▼ 2.52	42.86

Secondary school retention by ethnicity



In 2022, Asian students in Hauraki District had the greatest retention rate. This is 1.6 times larger than Māori students, who have the lowest retention rate. European students have seen the greatest change in retention, with a decrease of 6.9%. Māori retention rates in Hauraki District are 97% of National Māori rates.

Secondary school retention by gender



On average, since 2014, the retention rate in Hauraki District of female students has been 1.18 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 Hauraki 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 Paeroa College, with a 7.01% increase. Note that the table includes only those schools with more than 50 students.

Community	% Change	Retention rate
Paeroa College	▲ 7.01	67
Hauraki Plains College	▲ 4.19	75
Waihi College	▲ 0.78	66

! 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.

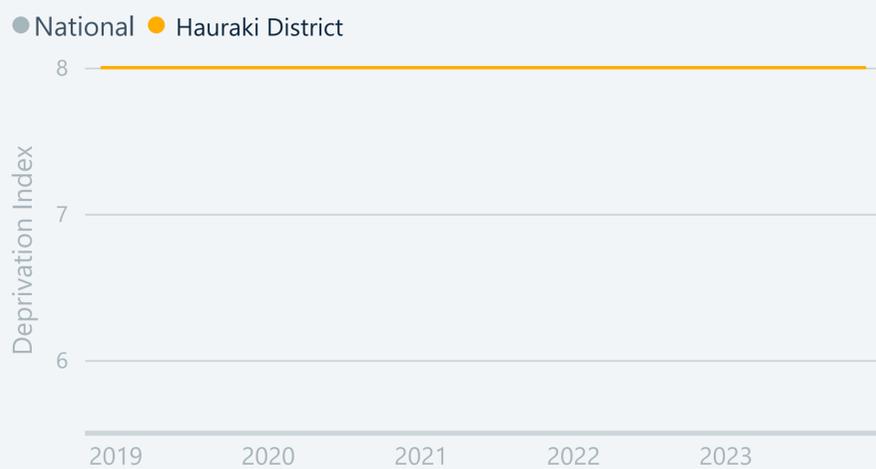
Key Pillar Changes

Deprivation Index Dec 2023 **8.0** — 0% % change is from November 2023

Community with greatest decrease in deprivation score Dec 2023 **Paeroa** ▽ 1.49% % change is from December 2022

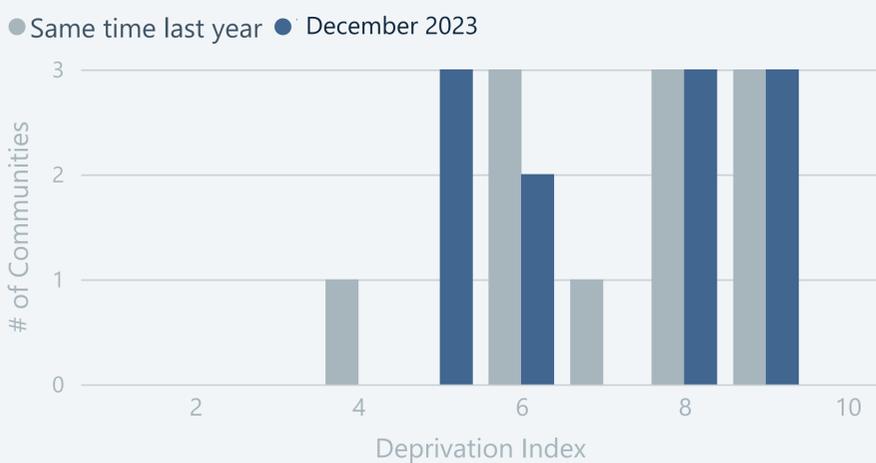
Community with greatest increase in deprivation score Dec 2023 **Hauraki Plains South** ▲ 0.79% % change is from December 2022

Comparison to National Deprivation Index



Compared to the same time last year, the deprivation index of Hauraki District has seen no change by 0%, and is now 8 in December 2023. The deprivation index is 45.5% above the national median index of 5.5.

Distribution of Deprivation Index



In Hauraki District, 54.5% 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).

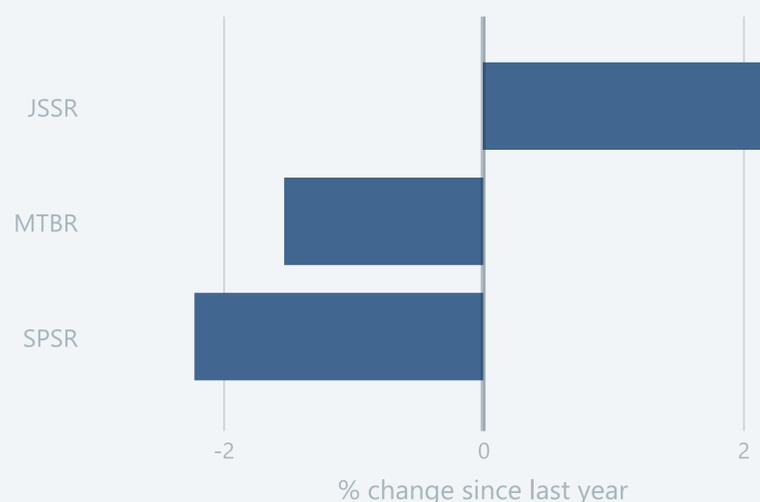
i Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

Communities with the Greatest Change

Community	% Change	Depr. score
Paeroa	▽ 1.49	1,083.44
Ngatea	▽ 1.35	977.78
Waihi Rural	▽ 1.35	981.32
Paeroa Rural	▽ 0.99	1,009.25
Hauraki Plains South	▲ 0.79	1,062.49

The community with the greatest change in deprivation score since the same time last year was Paeroa, with a 1.5% 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 2.88% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

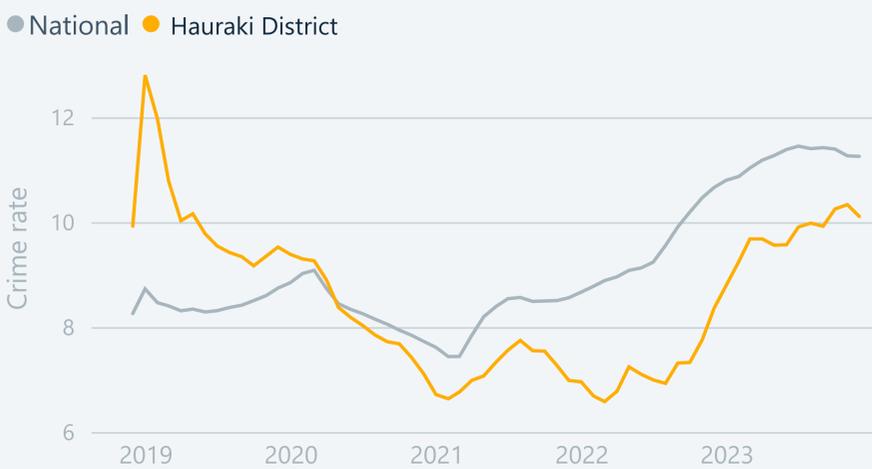
Key Pillar Changes

Crime rate Dec 2023 **18.7** ▲ 6.71% % change is from September 2023

Crime type with the greatest change in crime rate Dec 2023 **Sexual Assault** ▼ 16.74% % change is from September 2023

Community with greatest change in crime rate Dec 2023 **Waihi Rural** ▲ 19.51% % change is from September 2023

Comparison to National Crime Rate



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

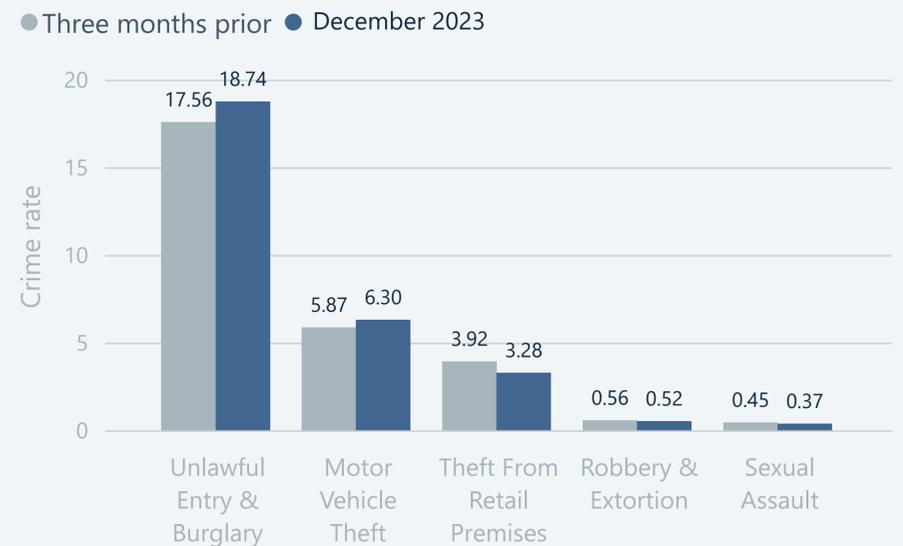
Crime Rate by Deprivation Index



In Hauraki District, communities with a deprivation index of 10 have the highest crime rate. The crime rate in these communities is 10.2 times higher than those with a deprivation index of 7, the group with the lowest crime rate. Communities with a deprivation index of 1 have seen the greatest change in their crime rate over the last 3 months, with an increase of -15.2%.

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 Hauraki 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 'Motor Vehicle Theft and Related Offences', with an increase of 7.3%.

Communities with Greatest Change

Community	% Change	Crime rate
Waihi Rural	▲ 19.51	29.1
Hauraki Plains East	▼ 15.06	12.5
Miranda-Pukorokoro	▼ 13.71	33.4
Ngatea	▼ 11.40	43.6
Waihi East	▲ 10.40	38.9

Waihi Rural saw the greatest change in crime rate over the last 3 months in Hauraki District, with an increase of 19.5%.

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