

Date:	Tuesday, 16 July 2024			
Time:	10:00 am			
Location:	Council Chamber, Wairoa District Council, Coronation Square, Wairoa			

### AGENDA

### Late Reports

### **Strategy, Wellbeing and Economic Development Committee Meeting**

### 16 July 2024

**MEMBERSHIP:** His Worship the Mayor Craig Little, Cr Denise Eaglesome-Karekare, Cr Jeremy Harker, Cr Roslyn Thomas, Mr Jack Beaton, Mr Seenie Kahukura, Ms Sue Wilson, Mr Terence Maru, Ms Kimberley Bell

The agenda and associated papers are also available on our website: <u>www.wairoadc.govt.nz</u>

For further information please contact us 06 838 7309 or by email info@wairoadc.govt.nz

### **Order Of Business**

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### 8 **GENERAL ITEMS**

### 8.1 COMMUNITY COMPASS REPORT Q1

Author: Lauren Jones, Acting Group Manager - Community Services and Development Authorizer: Mike Hardia Bouwhakaraa Hua Bumau I Group Manager Access 8

Authoriser: Mike Hardie, Pouwhakarae - Hua Pumau | Group Manager Assets & Infrastructure

Appendices: 1. Community Compass Report Q1 😃

### 1. PURPOSE

1. The Community Compass Report was received after the agenda cutoff so is being included as a late item for the committee's information.

### RECOMMENDATION

The Acting Group Manager - Community Services and Development RECOMMENDS that Committee receive the report.



Q1 2024

## Quarterly Report

### Wairoa District









### Summary

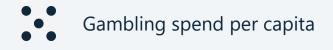
Below we've presented a summary of Wairoa District's key metrics this quarter:



ao B New Business Registrations this month

11.0

As of March 2024, Wairoa District saw 11.0 new business registrations, an increase of 450% compared with December 2023.





As of September 2023, an average of \$98.0 was spent by individuals over 18 years in Wairoa District through electronic gaming machines, a decrease of 6.45% compared with June 2023.



Years to save for a house deposit

**4**7.0

As of March 2024, it would take 7.0 years to save for a 20% home deposit in Wairoa District, an increase of 0.48% compared with December 2023.



**40.2** 

In March 2024, Wairoa District had a crime rate of 40.2 incidents per 10,000 people, an increase of 4.38% compared with December 2023.







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

In March 2024, 11.9% of the working population (15-64 years) in Wairoa District claimed Job Seeker Support, an increase of 0.26% compared with March 2023.



2 **Community Compass Quarterly Report** | Summary Wairoa District



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Key Pillar Changes						
New Business M Registrations this month	ar 2024	11.0			450%	% change is from December 2023
Business M Deregistrations this month	ar 2024	3.0			25%	% change is from December 2023
Total tourism spend Ju this quarter	ıl 2023	\$3.3M			13.37%	% change is from April 2023

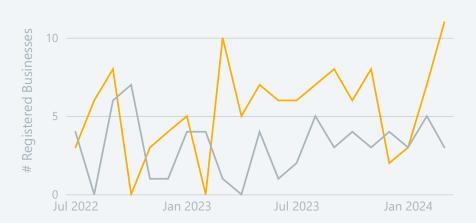
### Total number of businesses registered to date



As of March 2024 there were 784 registered businesses in Wairoa District. Over the last 12 months the number of registered businesses has increased by 39. Nationally, the number of registered businesses has increased by 1.29%.

### Business openings and closings in the last year

• New business registrations • Business deregistrations



### Distribution of registered businesses by industry

### National Wairoa District



% of Registered Businesses

Professional, Scientific and Technical Services is the largest industry operating in Wairoa District and makes up 14.5% of all currently registered businesses.

Comparing March 2024 with March 2023 Wairoa District has seen an increase in the number of new business registrations of 10% and an increase in the number of business deregistrations of 200%.

3 Community Compass Quarterly Report | Economy Wairoa District





Tourism spend this quarter

🛆 Trending Up 🛛 Trending Down 🛑 Improving 🛑 Worsening 💻 No Change

# Domestic tourism International tourism Im Im

In July 2023, \$1.2M was spent in Wairoa District from domestic and international visitors to the district. Domestic tourism made up 95.7% of total tourism spend, and has decreased by 6.89% since the same time last year, whereas international tourism has decreased by 5.49% in the same time period.

### Visiting regions with the greatest spend

Visiting region		\$ Change	Spend
Gisborne		\$4K	\$1.1M
Auckland		\$10K	\$178K
Wellington		\$10K	\$195K
Waikato		\$79K	\$366K
Hawke's Bay	▼	\$105K	\$751K

This quarter, the largest spend from domestic tourists visiting Wairoa District came from the Gisborne region, with tourists spending \$1.1M. This represents a decrease of \$4K since the same quarter last year.

### Visiting regions with the greatest % change

Visiting region	\$ Change Spend
Marlborough	<b>\$</b> 5K \$4K

Visiting countries with the	greatest spend
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Visiting country		\$ Change	Spend
Australia		\$23K	\$97K
Rest of Asia		\$3K	\$5K
Rest of Europe		\$6K	\$10K
United Kingdom		\$13K	\$17K
United States of America	▼	\$14K	\$17K

This quarter, the largest spend from international tourists visiting Wairoa District came from Australia, with tourists spending \$97K. This represents an increase of \$23K since the same quarter last year.

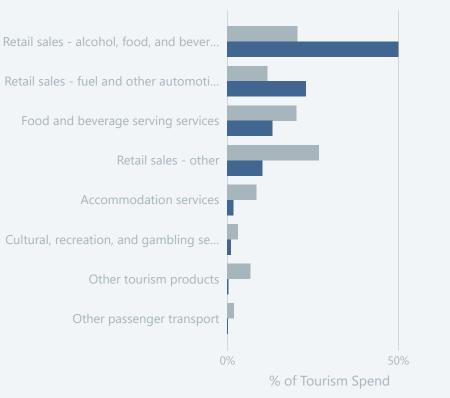
### Visiting countries with the greatest % change

Visiting country	\$ Change	Spend ▼
Korea	\$46	\$46
China	\$235	\$235
Japan	\$195	\$195

This quarter, Wairoa District saw the greatest % change in international tourism spend from those visiting from China since the same quarter last year, with a \$235 increase in spend.

### Tourism spend by industry

### National • Wairoa District





This quarter, Wairoa District saw the greatest % change in domestic tourism spend from those visiting from the Southland region since the same quarter last year, with a \$26K increase in spend.

Domestic tourism spend is calculated using the monthly spend of inperson 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.

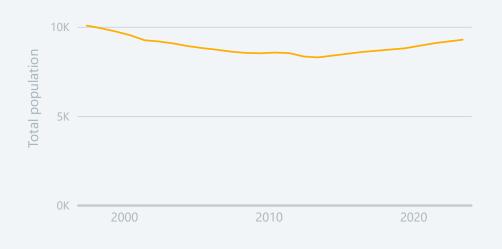
In Wairoa District tourists spent the most on Retail sales - alcohol, food, and beverages this quarter, which was 50.1% of all tourism spend. This is 144.4% larger than the national proportion.



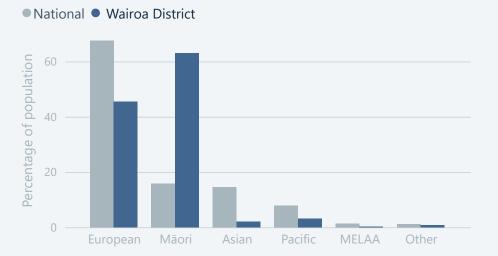
### Estimated population

9280

Is the estimated total population in Wairoa District in 2023. The population in the area has increased by 1.09% or 100 people since 2022.



### Ethnic distribution

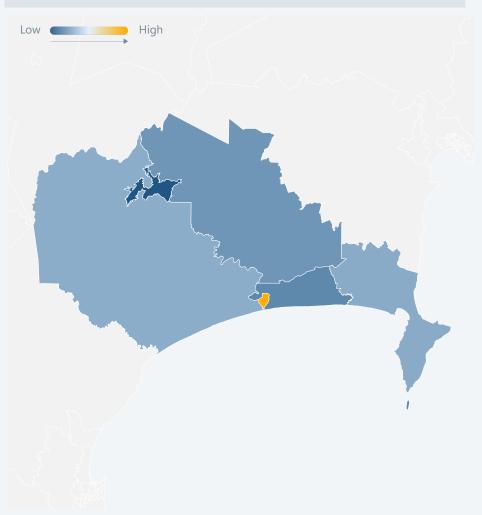


As of March 2018 the largest ethnic group in Wairoa District is Māori (63.1%), 297% larger than the national percentage. The ethnicity that has had the greatest change since March 2013 is Pacific, increasing by 69.31%.

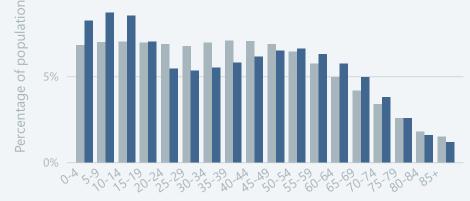
### Age distribution



### Population distribution



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



As of June 2023 the largest age band in Wairoa District is 10-14 (8%), 22.4% larger than the national distribution. The age band that has had the greatest change since June 2022 is 35-39, increasing by 15.04%.

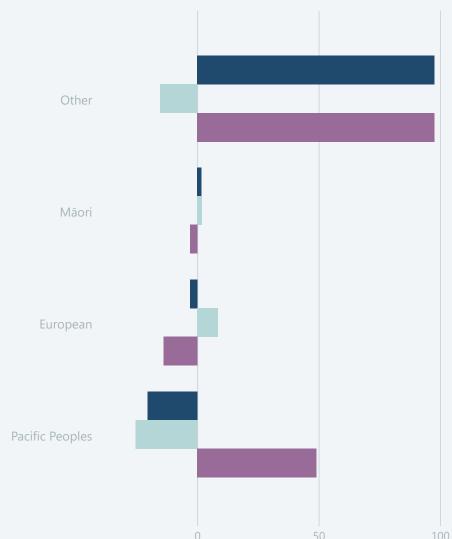
5 Community Compass Quarterly Report | Demographics Wairoa District



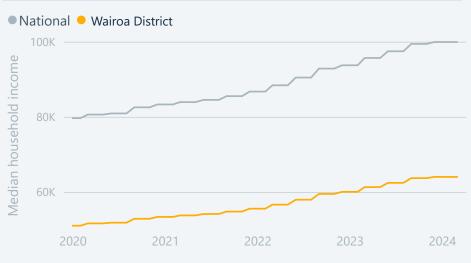


### Change in benefit rates by Ethnicity

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



Median Household Income over time



As of March 2024, the median household income (adjusted for inflation) in Wairoa District was \$64,029. This is 35.9% less than the national median.

### % Change

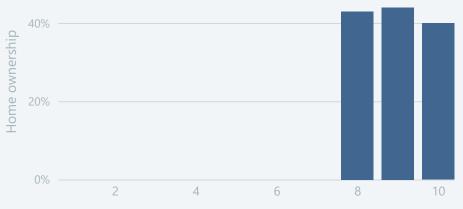
Within Wairoa District, the benefit rate by ethnicity with the greatest increase in the last 12 months was Job Seeker Support (and other benefits) for Other ethnicities (Asian, MELAA and other), up 97.65% to a value of 7.06 claimants per 100 working adults (15-64yrs). Comparatively, Means Tested Benefit for Pacific Peoples saw the greatest decrease over the last 12 months, down 25.44% to 1.76 claimants per 100 working adults.

6 Community Compass Quarterly Report | Employment Wairoa District



Hous	ing	🛆 Trending Up 🛛 Trending Down	Improving	ening 🗕 No Change
Key Pillar Changes				
Years to save for a house deposit	Mar 2024	7.0	<b>0.48%</b>	% change is from December 2023
Rental affordability (% of income spent on rent)	Mar 2024	27.9%	1.24%	% change is from December 2023
Purchasing affordability (% of income spent on mortgage repayments)	Mar 2024	6.1%	0%	% change is from December 2023

### Home Ownership by Deprivation Index



In Wairoa District, communities with a deprivation index of 9 have the highest rates of home ownership. The home ownership rate in these communities is 1.1 times greater than those communities with a deprivation index of 10 (the deprivation decile with the lowest home ownership rate). Deprivation and home ownership are as at March 2018.

### Greatest Change in Rental Affordabilty

Wairoa saw the greatest change in the percentage of income spent on rent over the last 3 months, with a 0.61% increase. Of these communities, Mahia was the most unaffordable in March 2024, with 37% of annual household income spent on rent.

### Greatest Change in Purchasing Affordability

Mahia saw the greatest change in the percentage of income spent on mortgage repayments, with a 20.3% decrease over the last 3 months. Of these communities, Mahia was the most unaffordable in March 2024, with 9.4% of annual household income spent on mortgage repayments.

Community		% Change	Purchasing Affordability
Frasertown-Ruakituri	-	0.00	5.80
Mahia		20.34	9.40
Maungataniwha- Raupunga			0.70
Wairoa		6.35	6.70

Whakaki

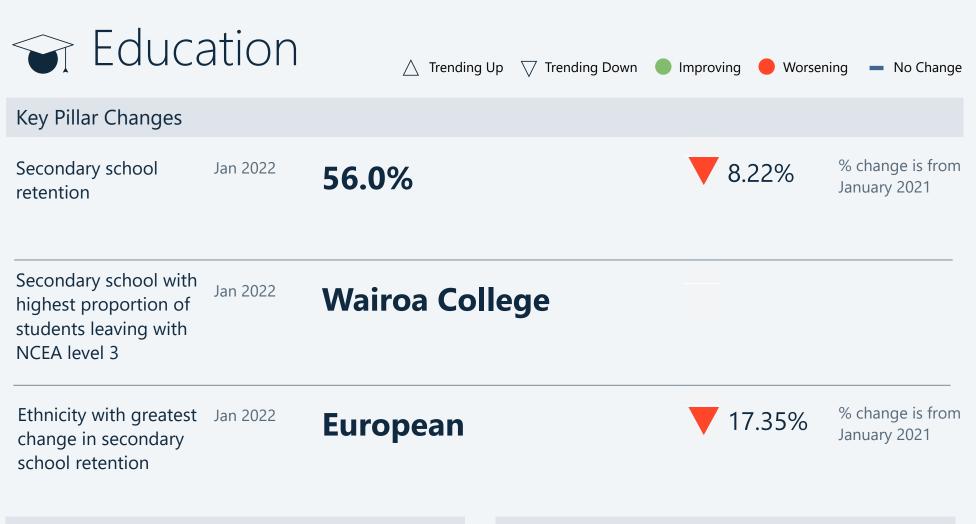
0.00

9.10

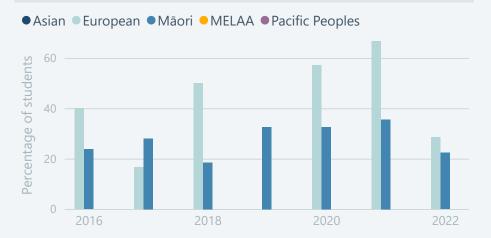
Community	% Change	Rental Affordability
Mahia	0.00	37.00
Maungataniwha-Raupunga	0.00	14.10
Wairoa	0.61	33.00

Purchasing affordability is the percentage of annual median household (f) income that would be spent on mortgage repayment (based on purchasing at the median house price with a 20% deposit over 30 years assuming a fixed interest rate of 4%). Rental affordability is also based on the median annual household income.





### School leavers with NCEA3 level by ethnicity



In 2022, European students in Wairoa District had the greatest proportion of students leaving with NCEA3. This is 1.28 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 an increase of 16.7%. Māori NCEA Level 3 pass rates in Wairoa District are 63% of National Māori rates.



Female Male



### 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 Wairoa College, with a 14.05% decrease. Note that the table includes only those schools with more than 50 students.

School	▼ <sup>%</sup> Change	Pass Rate	
Wairoa College		14.05	24.66

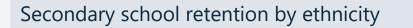
Since 2014, on average the percentage of students leaving with NCEA Level 3 in Wairoa District for female students has been 1.44 times larger than male students. In 2022, the percentage of students leaving with NCEA Level 3 for male students compared with female students was less than average Compared to national figures, in 2022 the pass rate in Wairoa District were lower for both females and males.

8 Community Compass Quarterly Report | Education Wairoa District



No Change





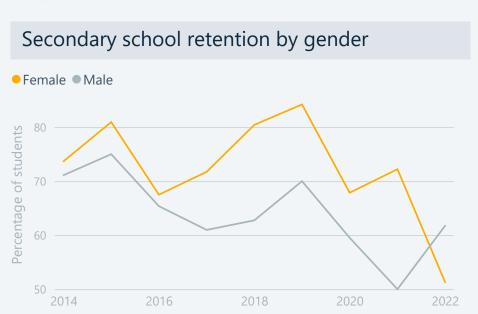


In 2022, European students in Wairoa District had the greatest retention rate. This is 1.2 times larger than Māori students, who have the lowest retention rate. European students have seen the greatest change in retention, with an increase of 8.9%. Māori retention rates in Wairoa District are 83% of National Māori rates.

### Schools with greatest change in retention

In 2022, the school with the greatest change in retention rate since 2021 was Wairoa College, with a 6.74% decrease. Note that the table includes only those schools with more than 50 students.

Community		% Change	Retention rate	
Wairoa College		6.74	56	



Improving

Worsening

 $\wedge$  Trending Up  $\bigtriangledown$  Trending Down

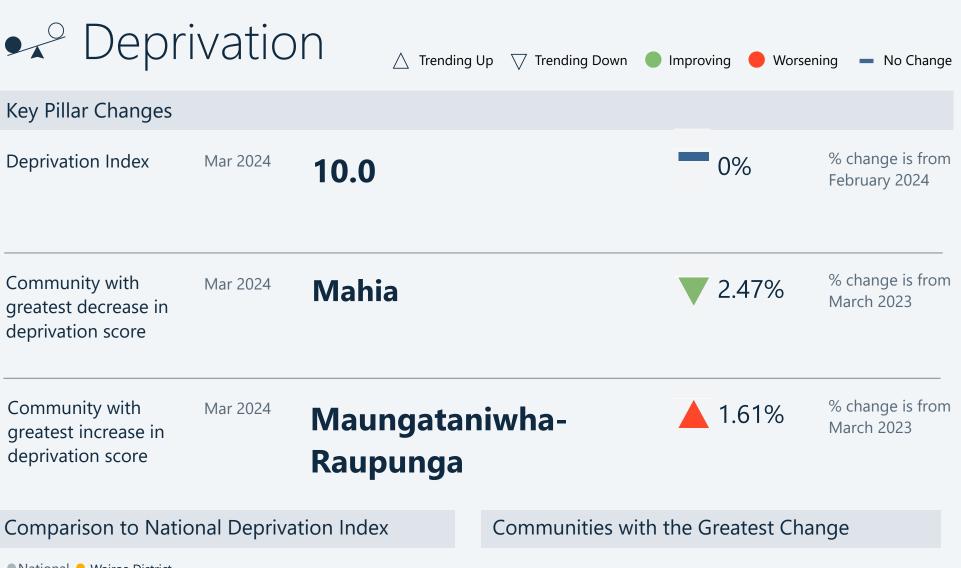
On average, since 2014, the retention rate in Wairoa District of female students has been 1.13 times larger than male students. In 2022, the retention rates of male students compared with female students was less than average. Compared to national figures, in 2022 the retention rates in Wairoa District were lower for both females and males.



Secondary school retention is defined as the percentage of secondary school leavers who are at least 17 years of age.

9 Community Compass Quarterly Report | Education Wairoa District

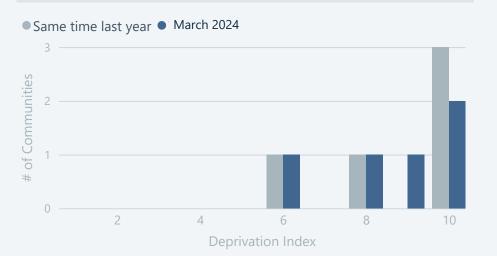






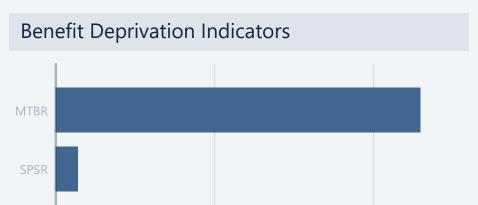
Compared to the same time last year, the deprivation index of Wairoa District has seen no change, and is 10 as of March 2024. The deprivation index is 81.8% above the national median index of 5.5.

### Distribution of Deprivation Index

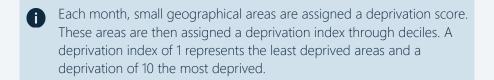


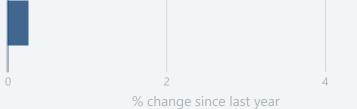
Community	% Change ▼	Depr. score
Mahia	2.47	1,125.03
Whakaki	1.64	1,056.17
Maungataniwha-Raupunga	1.61	1,167.81
Frasertown-Ruakituri	1.09	990.80
Wairoa	0.31	1,153.63

The community with the greatest change in deprivation score since the same time last year was Mahia, with a 2.5% decrease.



In Wairoa District, 80% 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).





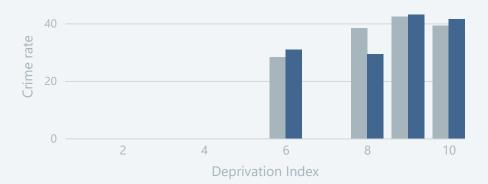
The benefit deprivation indicator that has changed the most in the last year is Means Tested Benefit Rate (MTBR) which saw a 4.6% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR)and Job Seeker Support rate (JSSR).

**10 Community Compass Quarterly Report** | Deprivation Wairoa District



🔀 Crim	е	△ Trending	Up 🛛 Trending Down 🌘	Improving 🔴 Worse	ning 🗕 No Change	
Key Pillar Changes						
Crime rate	Mar 2024	40.2		4.38%	% change is from December 2023	
Crime type with the greatest change in crime rate	Mar 2024	Robbery, Ex and Related		▼ 37.6%	% change is from December 2023	
Community with greatest change in crime rate	Mar 2024	Mahia		19.65%	% change is from December 2023	
Comparison to National Crime Rate			Crime Types with the Greatest Change			
National  Wairoa District			• Three months prior • March 2024 8.32 8 <u>7.63</u> 6.10 <u>6.62</u>			
Crime rate		Y~m	6 6	3.85		
30 2020 2022 2024 Compared with the same time last year the crime rate in Wairoa District has increased by 0%, and is 40.2 as at March		Vehicle Theft	0.72 ssault Theft From Robb Retail Exto Premises	ery & Sexual rtion Assault		
2024. The crime rate is 20.1% below the national rate of 50.3. Within Wairoa District, the most prevalent type of conduct March 2024 was 'Motor Vehicle Theft and Related Conduct The type of crime that had the greatest change in the months was 'Theft From Retail Premises', with an inclusion 29.9%.					lated Offences. ge in the last 3	
• Three months prior • March 2024			Communities with Greatest Change			

Community



In Wairoa District, communities with a deprivation index of 9 have the highest crime rate. The crime rate in these communities is 1.5 times higher than those with a deprivation index of 8, the group with the lowest crime rate. Communities with a deprivation index of 6 have seen the greatest change in their crime rate over the last 3 months, with an increase of 9%.



Crime rate is defined as the the number of victimisations over the last 12 months per 10,000 people Mahia19.6542.0Whakaki12.1232.7Frasertown-Ruakituri8.9930.9Wairoa3.0745.7Maungataniwha-Raupunga2.3228.2

% Change Crime rate

Mahia saw the greatest change in crime rate over the last 3 months in Wairoa District, with an increase of 19.7%.

Item 8.1- Appendix 1



D

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