community compass

Q2 2025

Quarterly Report

Hauraki District

Report 1.4.4; Pipeline V_2.3.2

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Summary

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

New Business Registrations this month

▼ **14.0**

As of June 2025, Hauraki District saw 14.0 new business registrations, a decrease of 39.13% compared with March 2025.

Rental affordability (% of income spent on rent)

▲ **37.7%**

As of June 2025, residents of Hauraki District spent 37.7% of their household income on rent, an increase of 0.38% compared with March 2025.

Gambling spend per capita

▲ **$86**

As of September 2024, an average of $86.0 was spent by individuals over 18 years in Hauraki District through electronic gaming machines, an increase of 0.37% compared with June 2024.

Crime rate

▼ **461.7**

In May 2025, Hauraki District had a crime rate of 461.7 incidents per 10,000 people, a decrease of 3.97% compared with February 2025.

Deprivation Index

— **8.0**

As of March 2025, the deprivation within Hauraki District is 8.0 and this is unchanged since February 2025.

Job seeker support rate

▲ **7.5%**

In March 2025, 7.5% of the working population (15-64 years) in Hauraki District claimed Job Seeker Support, an increase of 1.51% compared with March 2024.

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

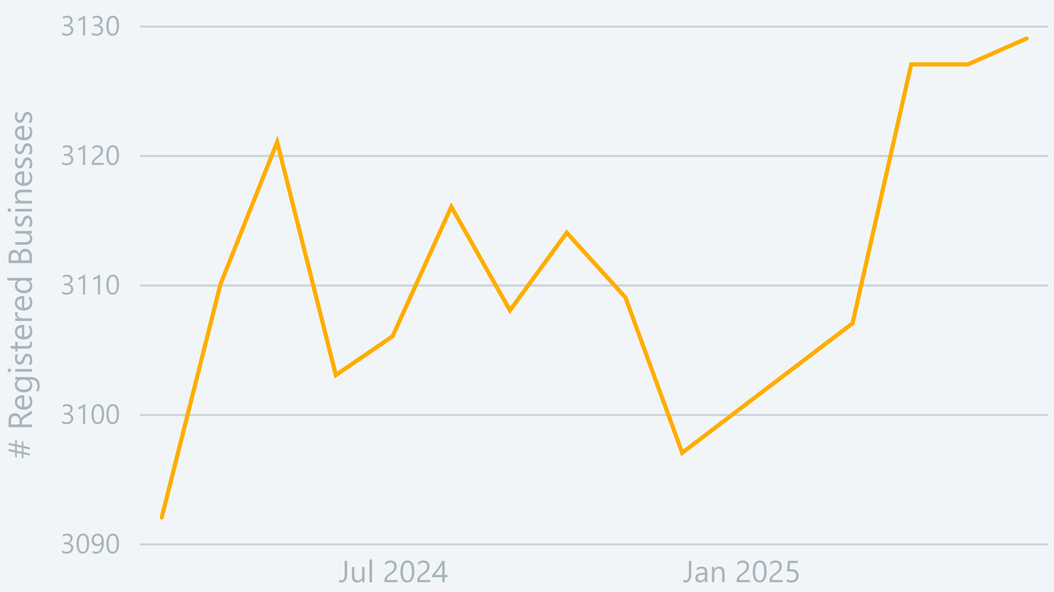
Economy

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

Key Pillar Changes

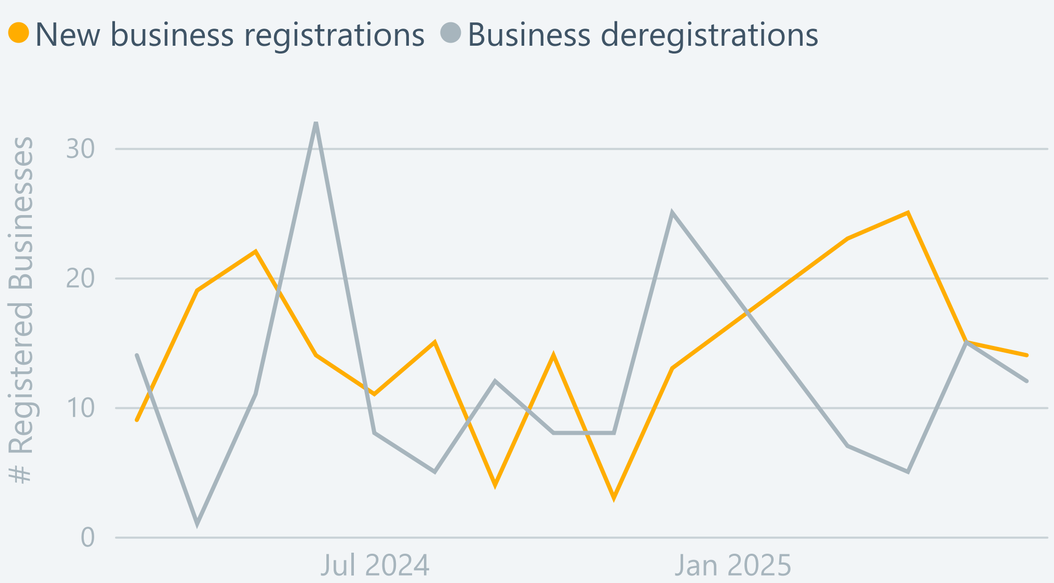
New Business Registrations this month	Jun 2025	**14.0**	▼ 39.13%	% change is from March 2025
Business Deregistrations this month	Jun 2025	**12.0**	▲ 71.43%	% change is from March 2025
Total tourism spend this quarter	May 2025	**$20.1M**	▼ 24.89%	% change is from February 2025

Total number of businesses registered to date



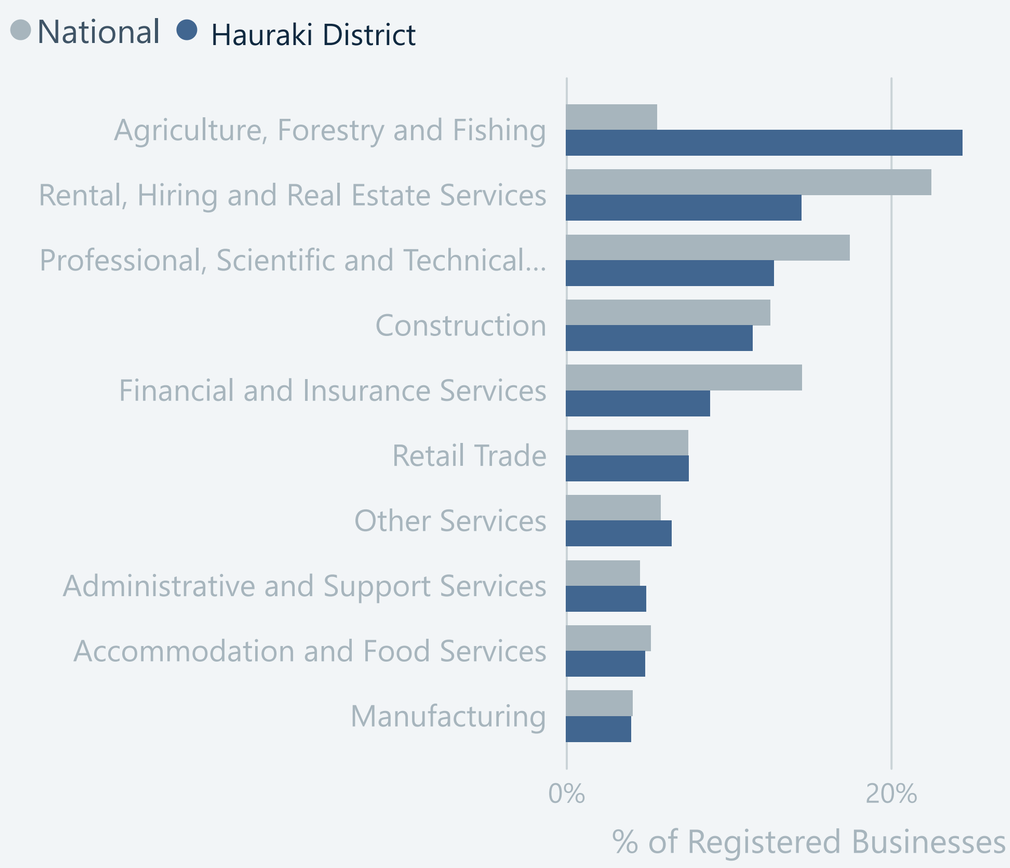
As of June 2025 there were 3129 registered businesses in Hauraki District. Over the last 12 months the number of registered businesses has increased by 26. Nationally, the number of registered businesses has increased by 0.14%.

Business openings and closings in the last year



Comparing June 2025 with June 2024 Hauraki District has seen no change in the number of new business registrations and a decrease in the number of business deregistrations of 62.5%.

Distribution of registered businesses by industry

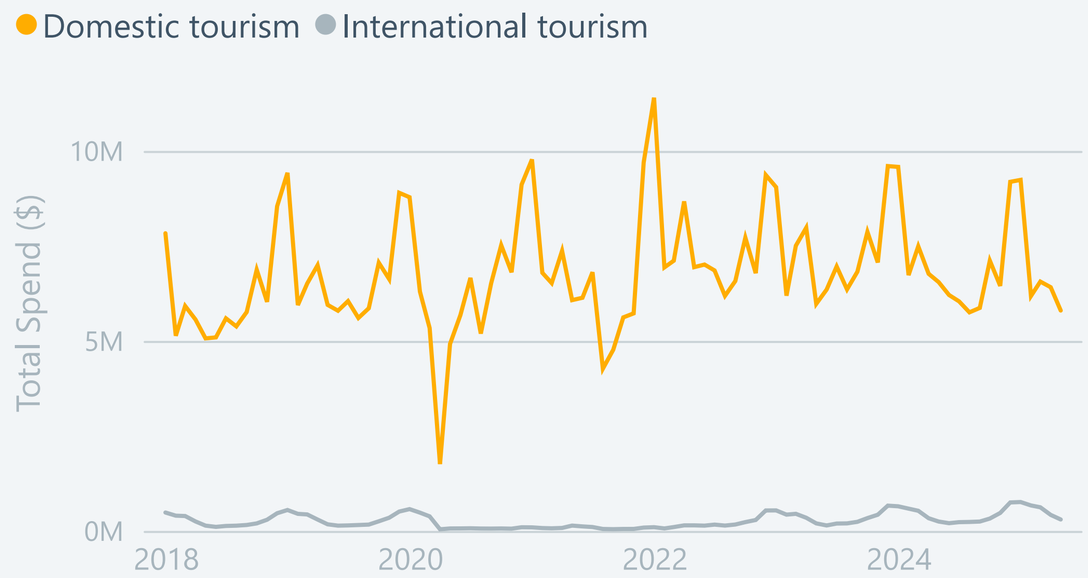


Agriculture, Forestry and Fishing is the largest industry operating in Hauraki District and makes up 21% of all currently registered businesses.

Economy

Trending Up | Trending Down | Improving | Worsening | No Change

Tourism spend this quarter



In May 2025, $6.1M was spent in Hauraki District from domestic and international visitors to the district. Domestic tourism made up 95.1% of total tourism spend, and has decreased by 11.43% since the same time last year, whereas international tourism has increased by 21.81% in the same time period.

Visiting regions with the greatest spend

Visiting region	$ Change	Spend
Wellington	▼ $4K	$265K
Northland	▼ $23K	$370K
Auckland	▼ $470K	$4.8M
Waikato	▼ $273K	$5.4M
Bay of Plenty	▼ $1.3M	$6.9M

This quarter, the largest spend from domestic tourists visiting Hauraki District came from the Bay of Plenty region, with tourists spending $6.9M. This represents a decrease of $1.3M since the same quarter last year.

Visiting regions with the greatest % change

Visiting region	$ Change	Spend
Otago	▲ $23K	$106K
Tasman	▲ $7K	$30K
West Coast	▲ $7K	$25K

This quarter, Hauraki District saw the greatest % change in domestic tourism spend from those visiting from the West Coast region since the same quarter last year, with a $7K increase in spend.

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	▲ $33K	$360K
Rest of Asia	▲ $34K	$86K
Rest of Europe	▼ $4K	$119K
United Kingdom	▼ $1K	$161K
United States of America	▲ $149K	$433K

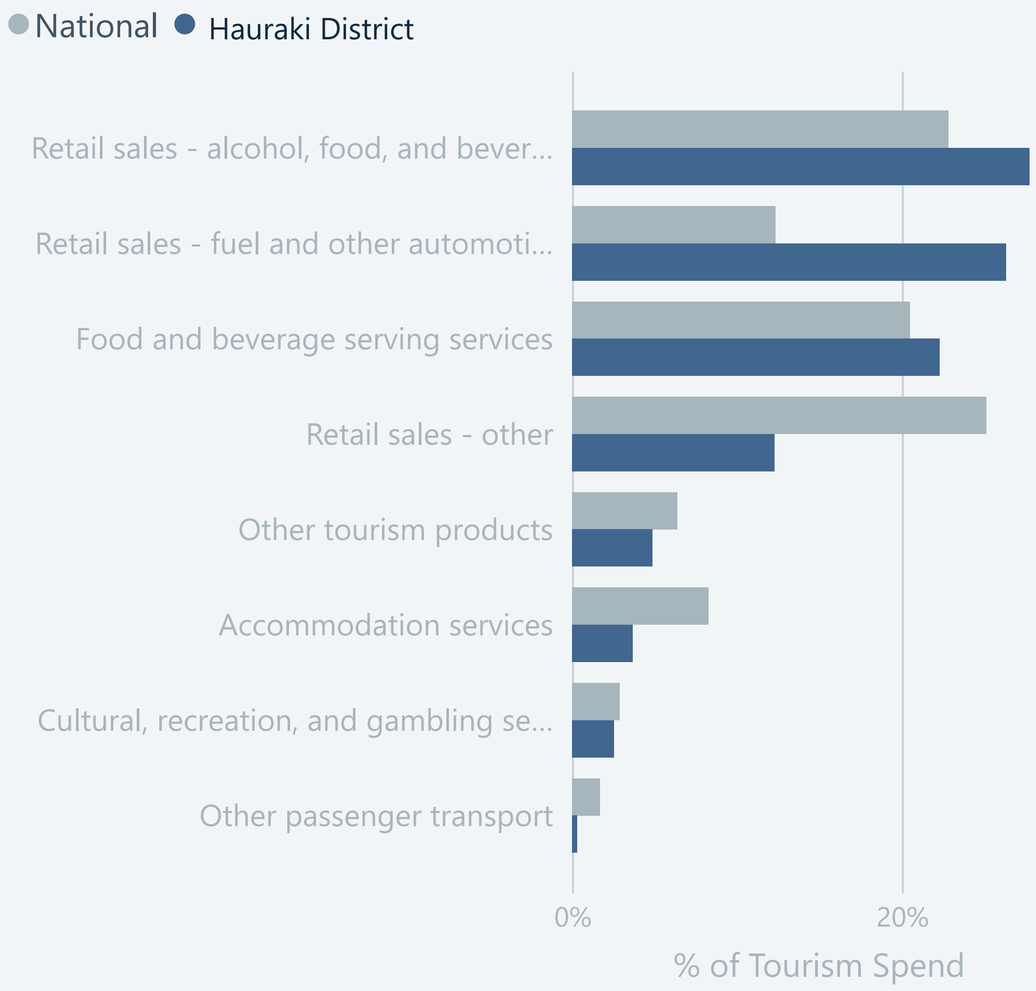
This quarter, the largest spend from international tourists visiting Hauraki District came from United States of America, with tourists spending $433K. This represents an increase of $149K since the same quarter last year.

Visiting countries with the greatest % change

Visiting country	$ Change	Spend
China	▲ $5K	$8K
Rest of Asia	▲ $34K	$86K
Korea	▲ $3K	$6K

This quarter, Hauraki District saw the greatest % change in international tourism spend from those visiting from China since the same quarter last year, with a $5K increase in spend.

Tourism spend by industry



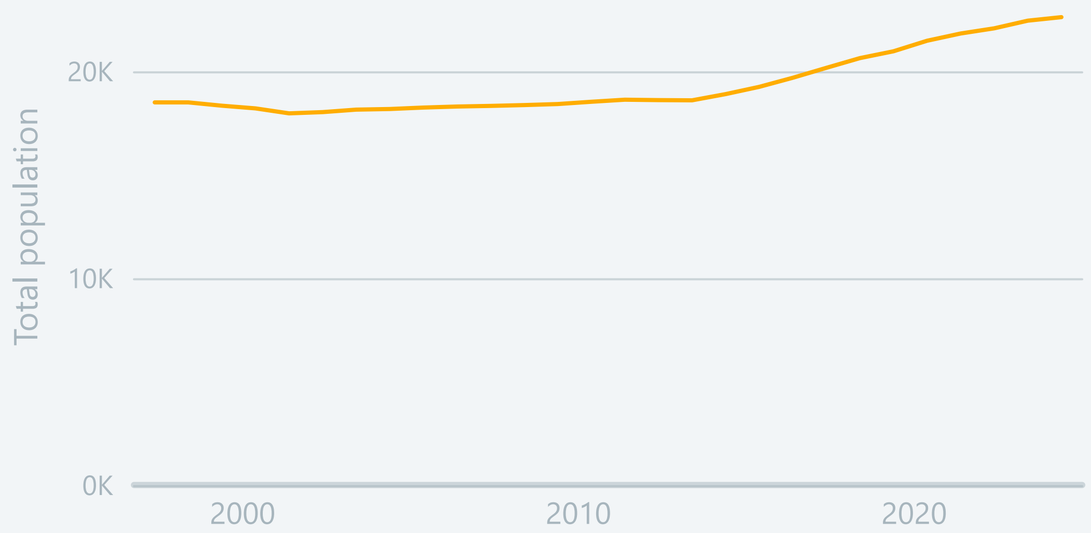
In Hauraki District tourists spent the most on Retail sales - alcohol, food, and beverages this quarter, which was 27.7% of all tourism spend. This is 21.5% larger than the national proportion.

Demographics

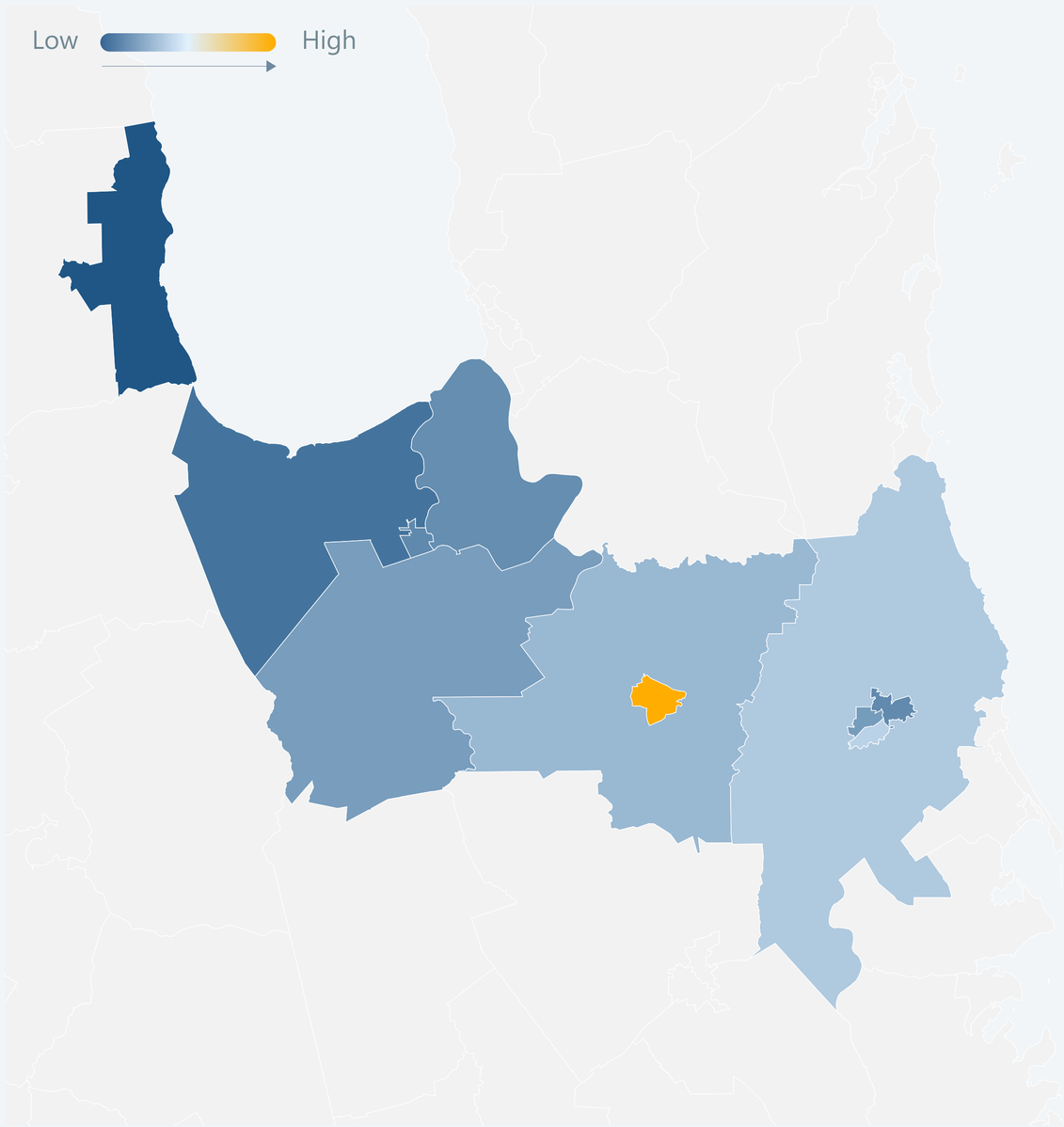
Estimated population

22.62K

Is the estimated total population in Hauraki District in 2024. The population in the area has increased by 0.76% or 170 people since 2023.

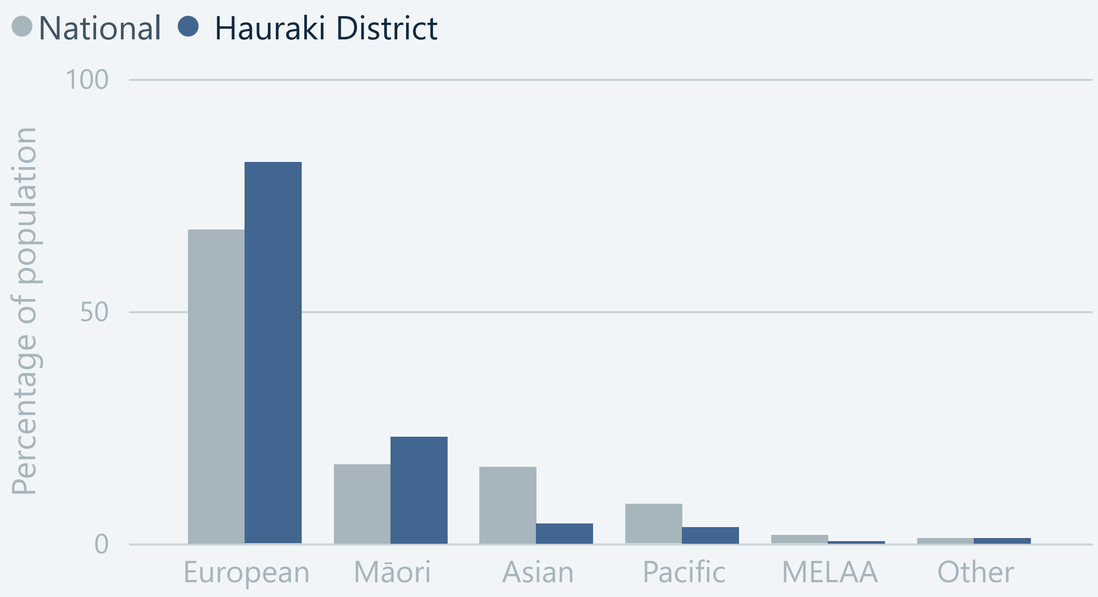


Population distribution



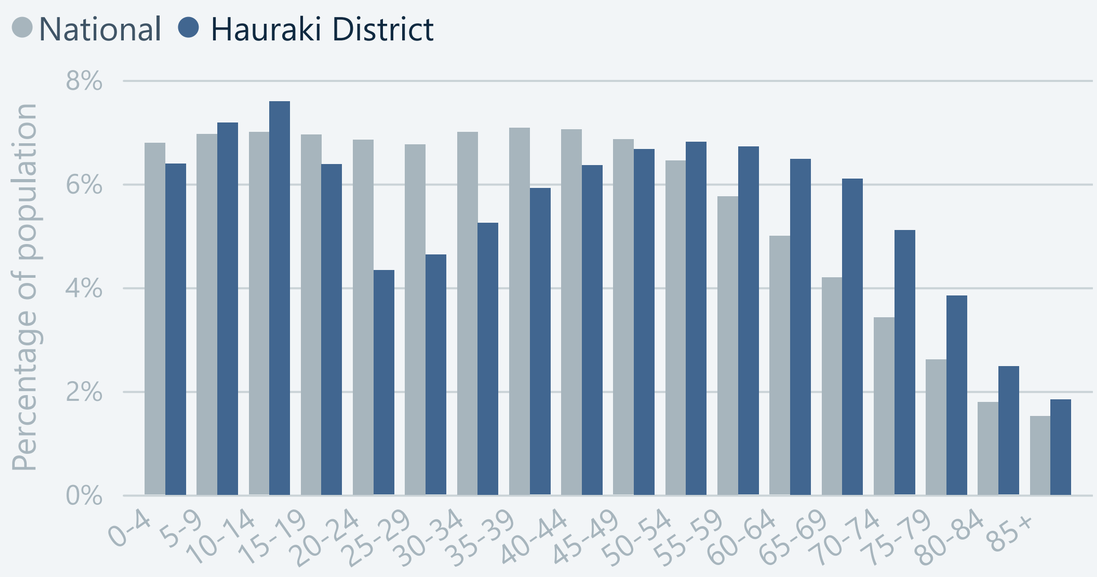
In June 2024, Waihi East saw the greatest change in population, with an increase of 1.9% since June 2023.

Ethnic distribution



As of March 2023 the largest ethnic group in Hauraki District is European (79.7%), 22.8% larger than the national percentage. The ethnicity that has had the greatest change since March 2018 is MELAA, increasing by 37.14%.

Age distribution



As of June 2024 the largest age band in Hauraki District is 65-69 (7.9%), 55.1% larger than the national distribution. The age band that has had the greatest change since June 2023 is 40-44, increasing by 8.97%.

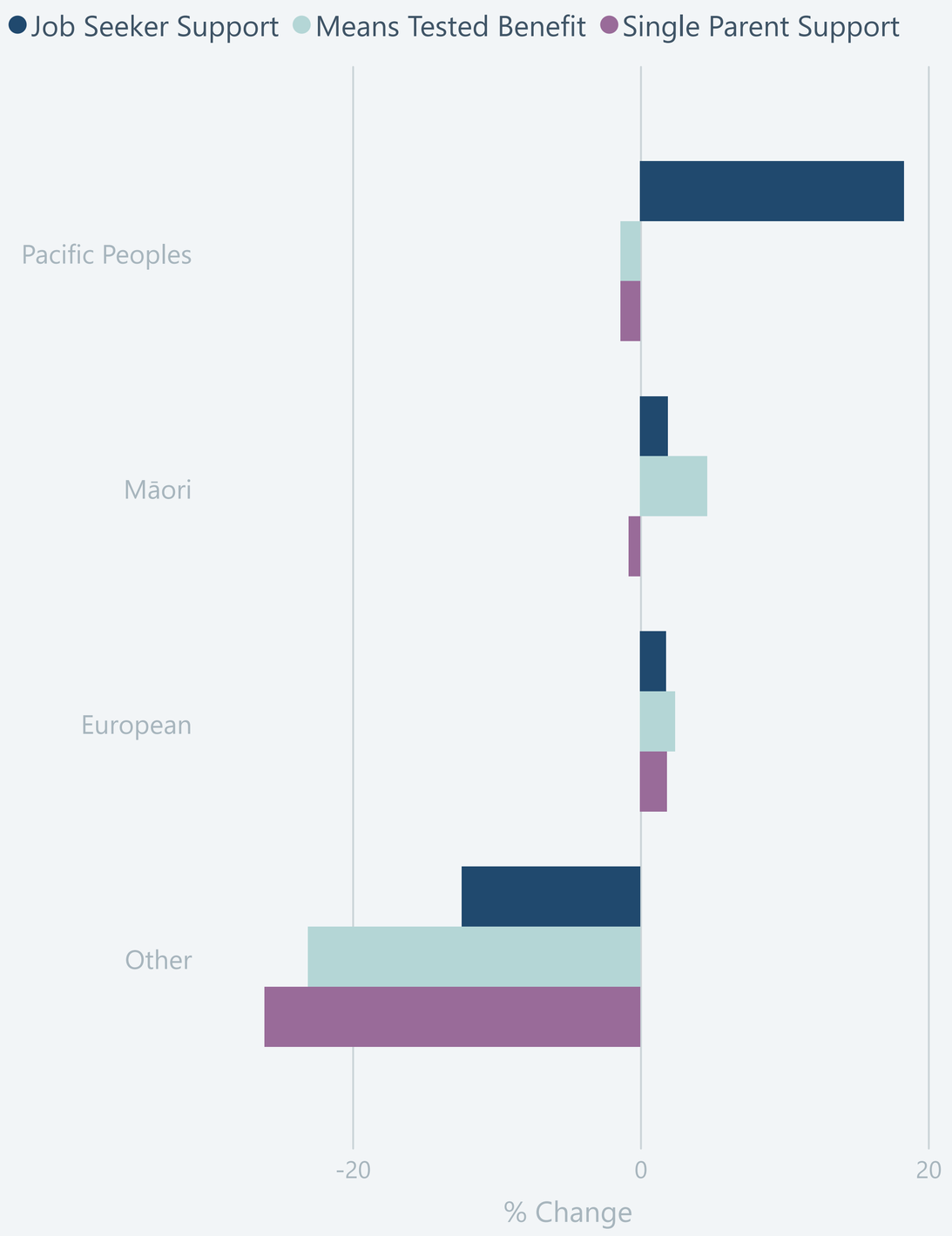
Employment

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

Key Pillar Changes

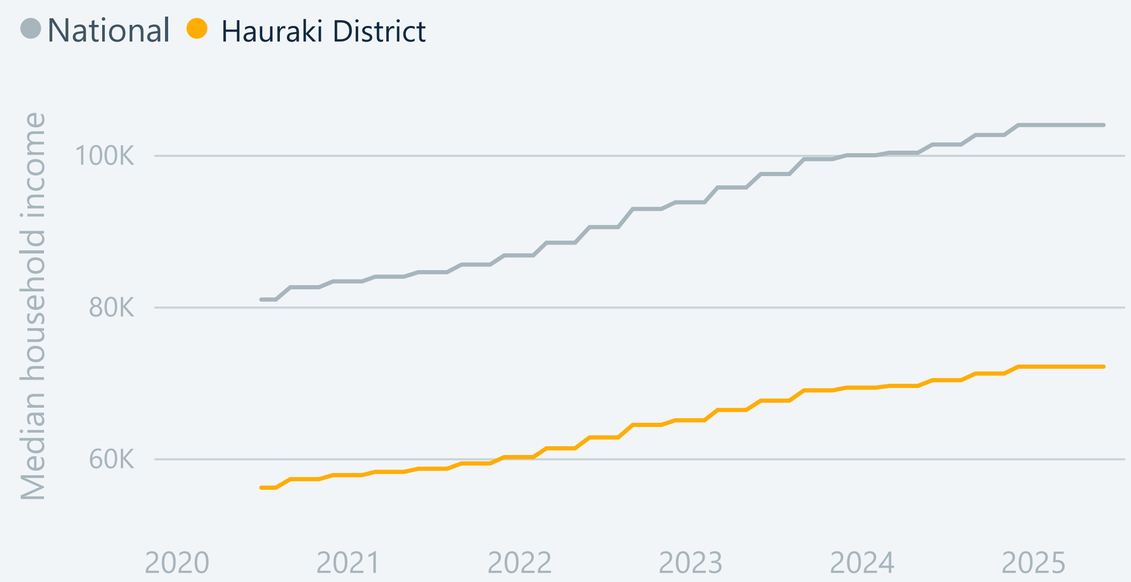
Job seeker support rate	Mar 2025	**7.5%**	▲ 1.51%	% change is from March 2024
Means tested benefit rate	Mar 2025	**5.7%**	▲ 1.37%	% change is from March 2024
Sole parent support rate	Mar 2025	**3.1%**	▲ 0.77%	% change is from March 2024

Change in benefit rates by Ethnicity



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 18.35% to a value of 8.28 claimants per 100 working adults (15-64yrs). Comparatively, Single Parent Support for Other ethnicities (Asian, MELAA and other) saw the greatest decrease over the last 12 months, down 26.09% to 1.19 claimants per 100 working adults.

Median Household Income over time



As of June 2025, the median household income (adjusted for inflation) in Hauraki District was $72,076. This is 30.6% less than the national median.

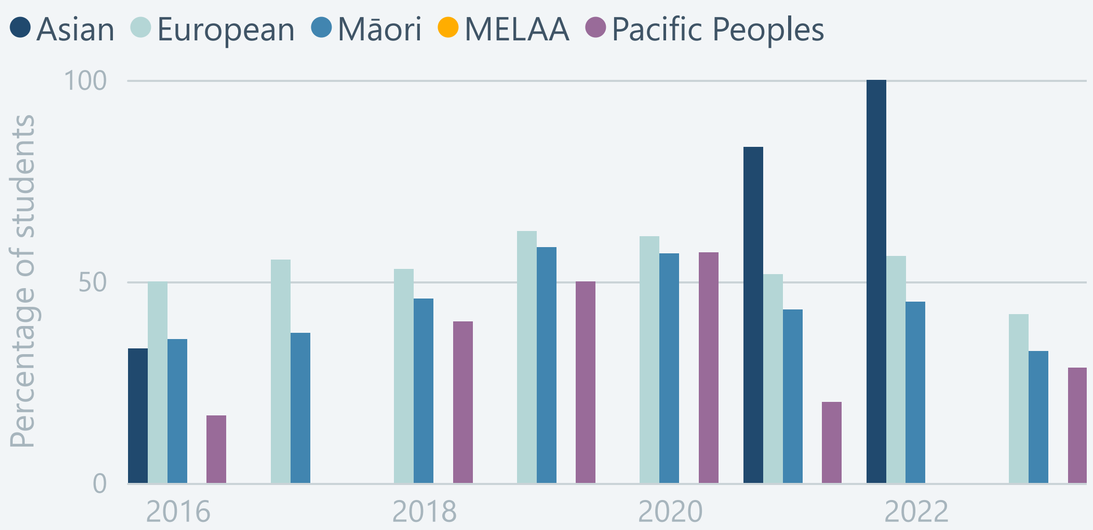
Education

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

Key Pillar Changes

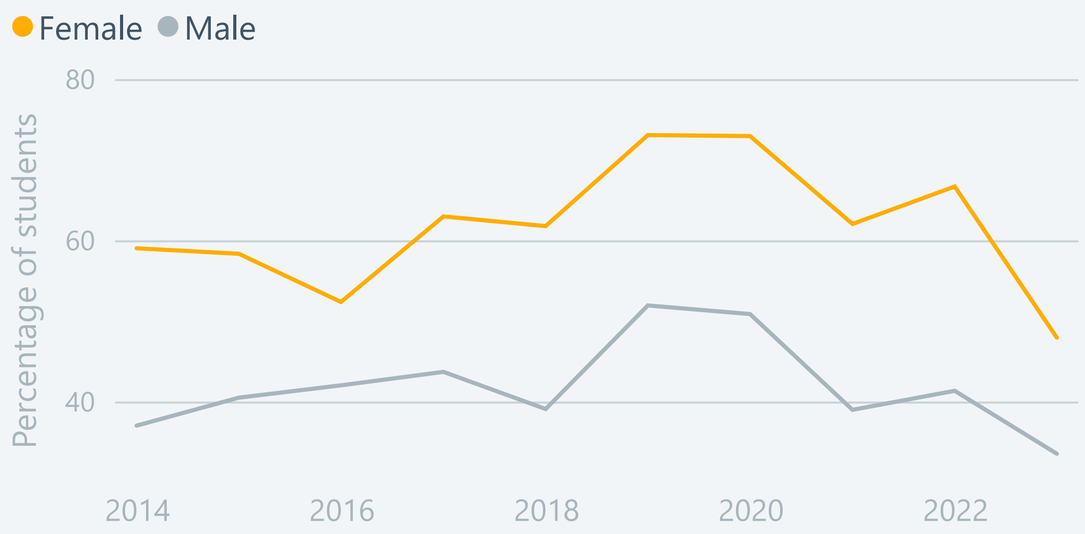
Secondary school retention	Jan 2023	**63.0%**	▼ 11.71%	% change is from January 2022
Secondary school with highest proportion of students leaving with NCEA level 3	Jan 2023	**Hauraki Plains College**		
Ethnicity with greatest change in secondary school retention	Jan 2023	**Asian**	▼ 100%	% change is from January 2022

School leavers with NCEA3 level by ethnicity



In 2023, European students in Hauraki District had the greatest proportion of students leaving with NCEA3. This is 1.46 times larger than Pacific Peoples 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 an increase of 20%. Māori NCEA Level 3 pass rates in Hauraki District are 90% 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 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 Hauraki District were lower for both females and males.

Schools with greatest change in NCEA3 pass rate

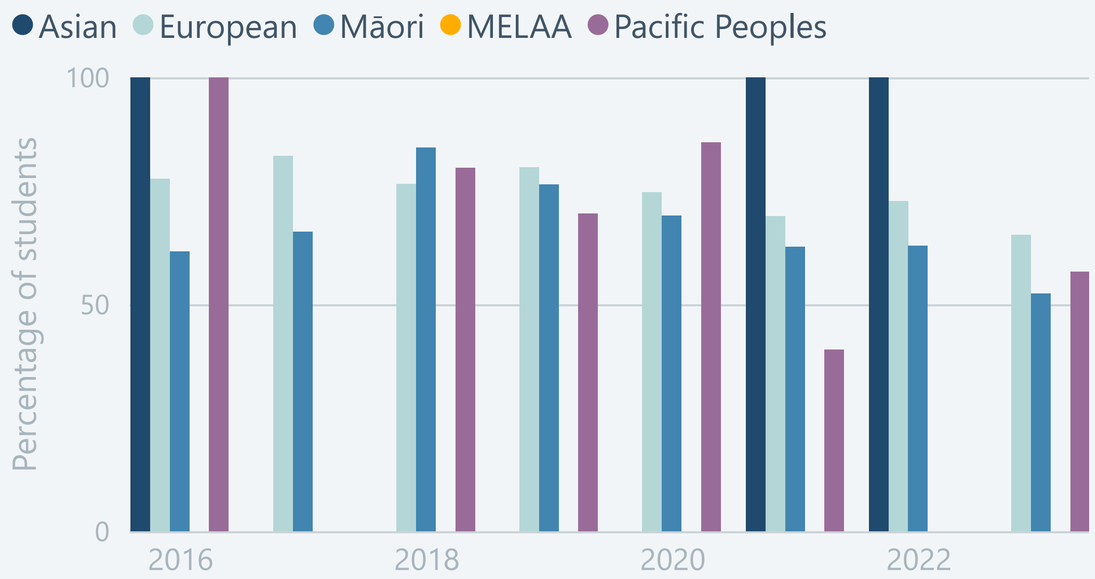
In 2023, the school with the greatest change in the percentage of students leaving with NCEA Level 3 (pass rate) since 2022 was Hauraki Plains College, with a 17.95% decrease. Note that the table includes only those schools with more than 50 students.

School		% Change	Pass Rate
Hauraki Plains College	▼	17.95	44.31
Waihi College	▼	11.61	33.65
Paeroa College	▼	7.97	38.18

Education

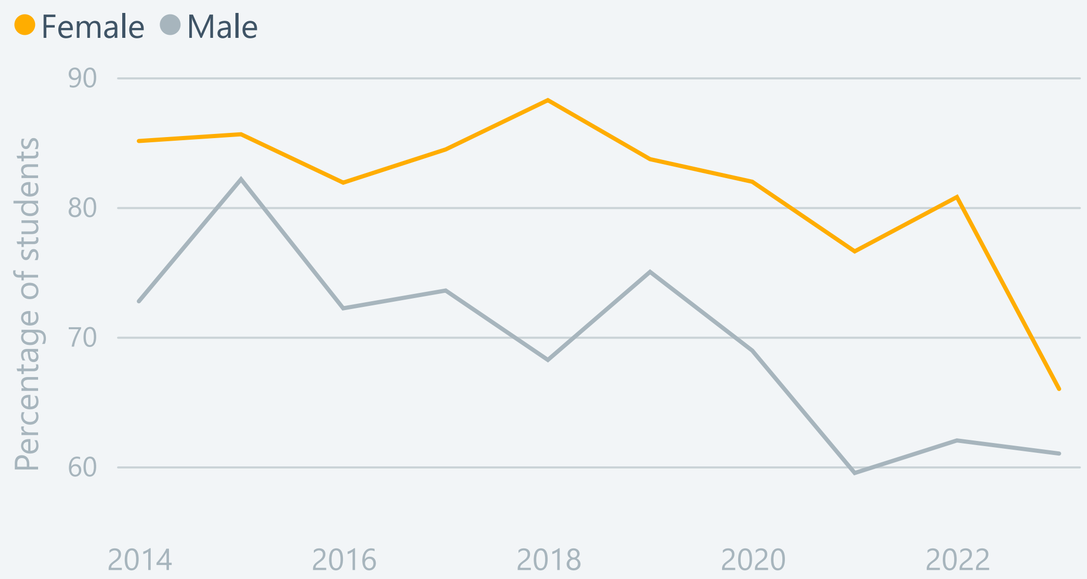
Trending Up | Trending Down | Improving | Worsening | No Change

Secondary school retention by ethnicity



In 2023, European students in Hauraki District had the greatest retention rate. This is 1.25 times larger than Māori students, who have the lowest retention rate. European students have seen the greatest change in retention, with an increase of 4.8%. Māori retention rates in Hauraki District are 82% of National Māori rates.

Secondary school retention by gender



On average, since 2014, the retention rate in Hauraki District of female students has been 1.17 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 Hauraki 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 Waihi College, with a 13.52% decrease. Note that the table includes only those schools with more than 50 students.

Community		% Change ▼	Retention rate
Waihi College	▼	13.52	54
Hauraki Plains College	▼	7.21	68
Paeroa College	▼	1.85	65

Education data is released by Education Counts at the end of each year, and pertain to the year prior to release.

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

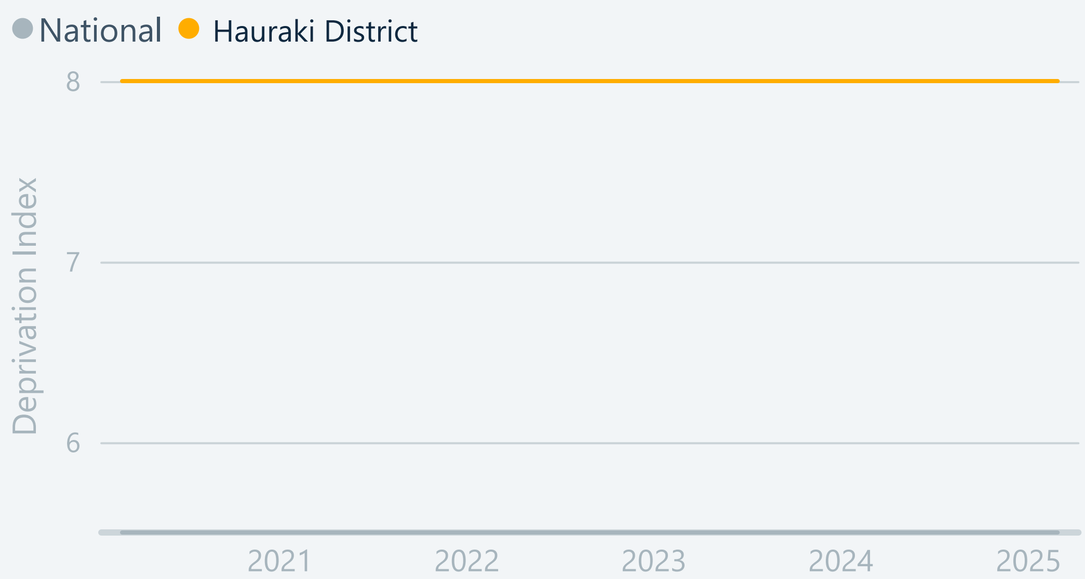
Deprivation

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

Key Pillar Changes

Deprivation Index	Mar 2025	**8.0**	▬ 0%	% change is from February 2025
Community with greatest decrease in deprivation score	Mar 2025	**Waihi North**	▼ 1.47%	% change is from March 2024
Community with greatest increase in deprivation score	Mar 2025	**Miranda-Pūkorokoro**	▲ 5.61%	% change is from March 2024

Comparison to National Deprivation Index



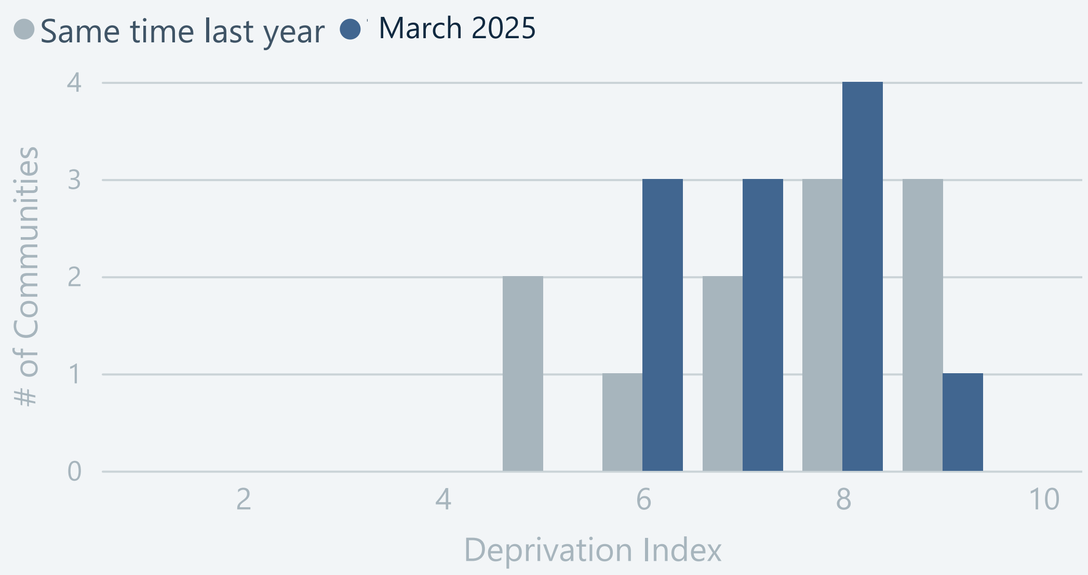
Compared to the same time last year, the deprivation index of Hauraki District has seen no change, and is 8 as of March 2025. The deprivation index is 45.5% above the national median index of 5.5.

Communities with the Greatest Change

Community		% Change	Depr. score
Miranda-Pūkorokoro	▲	5.61	1,134.34
Waihi North	▼	1.47	1,057.92
Waihi South	▼	1.46	1,068.59
Waihi East	▼	1.35	1,034.78
Hauraki Plains East	▲	0.99	984.58

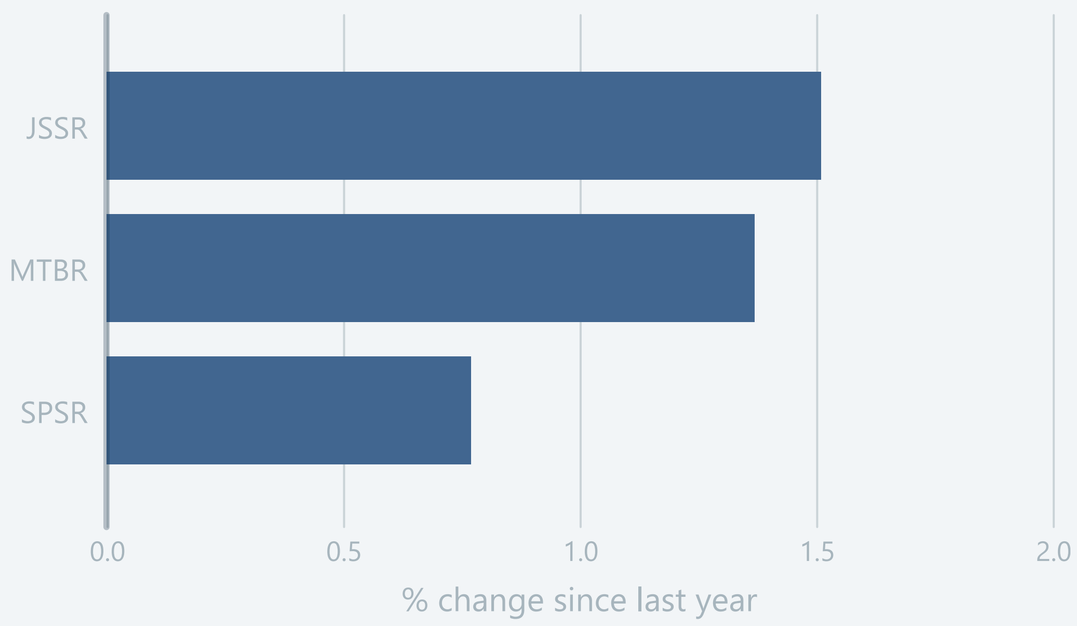
The community with the greatest change in deprivation score since the same time last year was Miranda-Pūkorokoro, with a 5.6% increase.

Distribution of Deprivation Index



In Hauraki District, 45.5% 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).

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 1.51% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR)and Job Seeker Support rate (JSSR).

ⓘ 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.

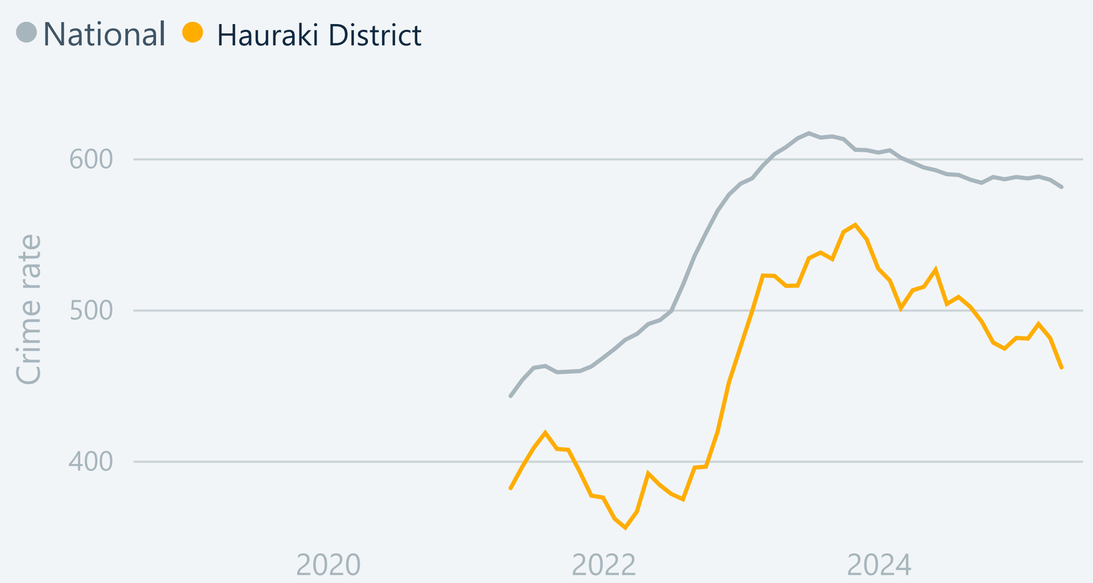
Crime

Trending Up | Trending Down | Improving | Worsening | No Change

Key Pillar Changes

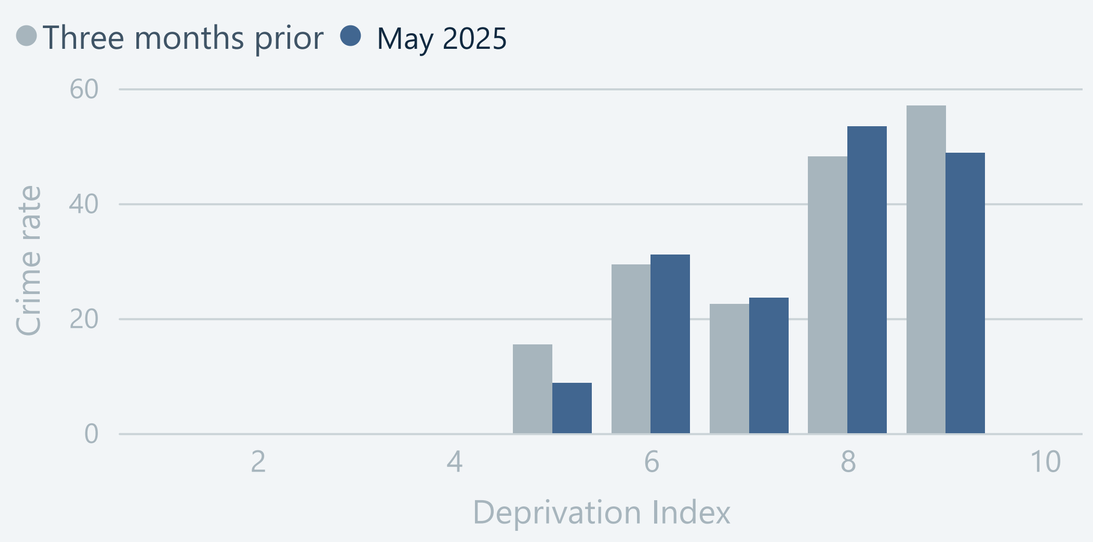
Crime rate	May 2025	**461.7**	▼ 3.97%	% change is from February 2025
Crime type with the greatest change in crime rate	May 2025	**Robbery, Extortion and Related Offences**	▲ 55.16%	% change is from February 2025
Community with greatest change in crime rate	May 2025	**Hauraki Plains South**	▼ 19.69%	% change is from February 2025

Comparison to National Crime Rate



Compared with the same time last year the crime rate in Hauraki District has decreased by -10.4%, and is 461.7 as at May 2025. The crime rate is 20.5% below the national rate of 581.1.

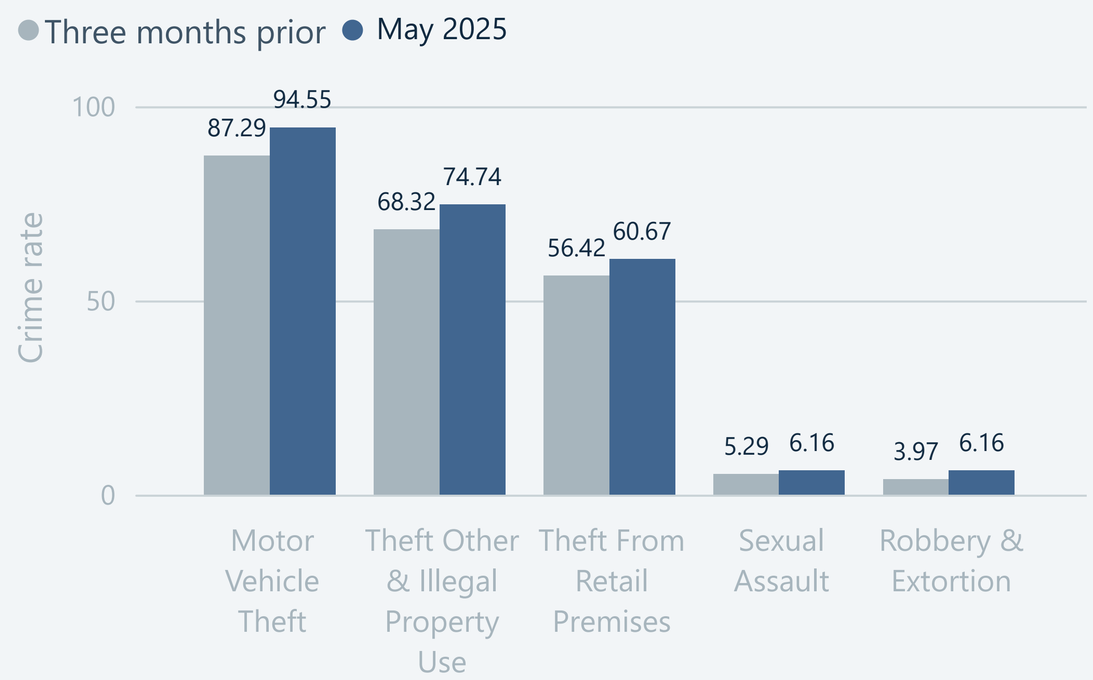
Crime Rate by Deprivation Index



In Hauraki District, communities with a deprivation index of 8 have the highest crime rate. The crime rate in these communities is 6.1 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 10.8%.

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 May 2025 was 'Motor Vehicle Theft and Related Offences. The type of crime that had the greatest change in the last 3 months was 'Robbery, Extortion and Related Offences', with an increase of 55.2%.

Communities with Greatest Change

Community	% Change	Crime rate
Hauraki Plains South	▼ 19.69	280.3
Miranda-Pukorokoro	▼ 16.14	225.2
Hauraki Plains East	▼ 15.90	208.0
Waihi Rural	▼ 12.31	272.2
Ngatea	▼ 10.76	453.3

Hauraki Plains South saw the greatest change in crime rate over the last 3 months in Hauraki District, with a decrease of -19.7%.

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