Standard of Living
Population
Businesses
Productivity
Employment
Gross Domestic Product

2022

REGIONAL ECONOMIC PROFILE

Matamata-Piako District

Infometrics
Economics put simply

matamata
piako
district council

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ECONOMY

The New Zealand economy in 2022

The New Zealand economy grew 5.3% in the March 2022 year, the fastest pace since 2000. At a national level, economic growth in the March 2022 year was the third-fastest on record (since 1987), with stronger growth seen only in 1994 and 2000.

Economic activity bounced back strongly from the initial disruptions caused by the COIVD-19 pandemic response, with substantial fiscal and monetary support boosting spending and investment levels economy-wide.

The March 2022 year includes the Level 4 Delta lockdown in August 2021, the extended lockdown in Auckland and parts of Waikato, the Traffic Light system over the summer of 2021/22, and the start of the Omicron outbreak in early 2022.

The strong level of growth experienced in the March 2022 year is partially due to economic activity being weaker in the preceding year, although the economic contraction over the March 2021 year was revised from an original 1.2% drop to a 0.5% drop. At the end of the year to March 2022, New Zealand's economy was 4.7% larger than pre-pandemic.

The professional, scientific, and technical services industry contributed just over a third of the total rise in economic activity over the March 2022 year, with wholesale and retail trade, transport, and construction all major contributors too. Fourteen of nineteen headline industries saw economic rise in 2022, with limited falls or zero growth in the remaining five. Included within this growth is a revival in activity after declines in the March 2021 year, particularly for transport activity.

Filled jobs rose 3.0%, to 2.69m filled jobs, on average over the 12 months to March 2022. This growth was the fastest since 2017 and was partially catch-up for 2021 when employment stood still, with a revised 0% growth rate.

Employment growth was driven by further increases in the construction, healthcare, and professional services industries. The agriculture, forestry, and fishing industry was the only high-level industry to see a fall in employment.

How fast has Matamata-Piako District's economy grown?

This section measures economic performance in Matamata-Piako District during the year to March 2022 and previous years. All GDP estimates are measured in constant 2022 prices.

- GDP in Matamata-Piako District measured $2,366m in the year to March 2022, up 2.3% from a year earlier. New Zealand's GDP increased by 5.3% over the same period.

- Economic growth in Matamata-Piako District averaged 1.9%pa over the last 10 years compared with an average of 3.0%pa in the national economy.

- Growth in Matamata-Piako District reached a high of 6.1% in 2004 and a low of -3.6% in 2008.

- Matamata-Piako District accounted for 0.7% of national GDP in 2022.

Figure 1: GDP growth, year to Mar 2022
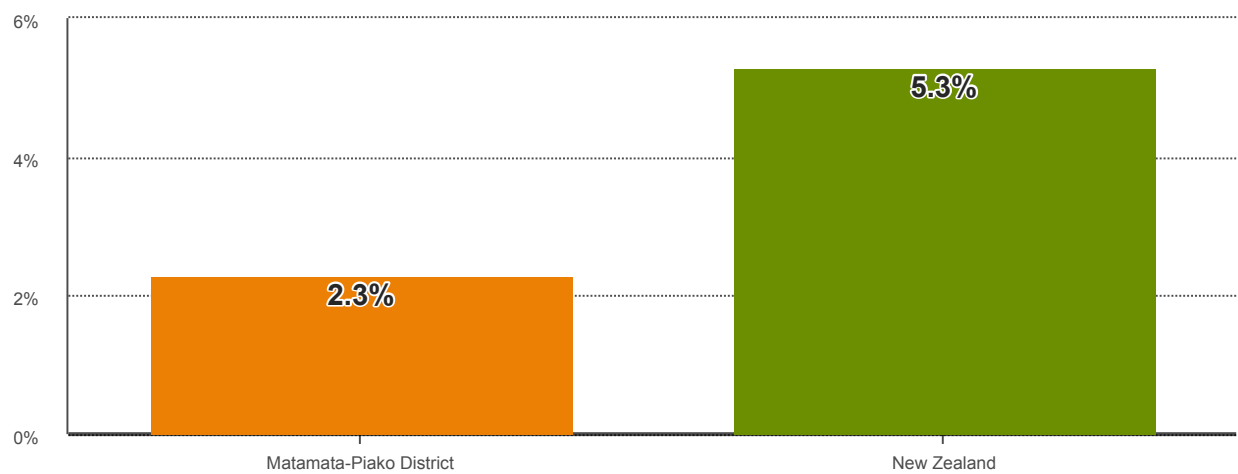
Figure 2: Annual average GDP growth, 2001-2022

Change	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Matamata-Piako District	-3.6%	2.4%	-0.1%	-1.4%	3.2%	4.5%	1.3%	4.0%	2.5%	0.6%	0.3%	4.3%	0.6%	-1.3%	2.3%
New Zealand	2.7%	-1.4%	-0.1%	1.5%	2.1%	2.2%	2.8%	3.8%	3.7%	3.6%	3.5%	3.5%	2.5%	-0.5%	5.3%
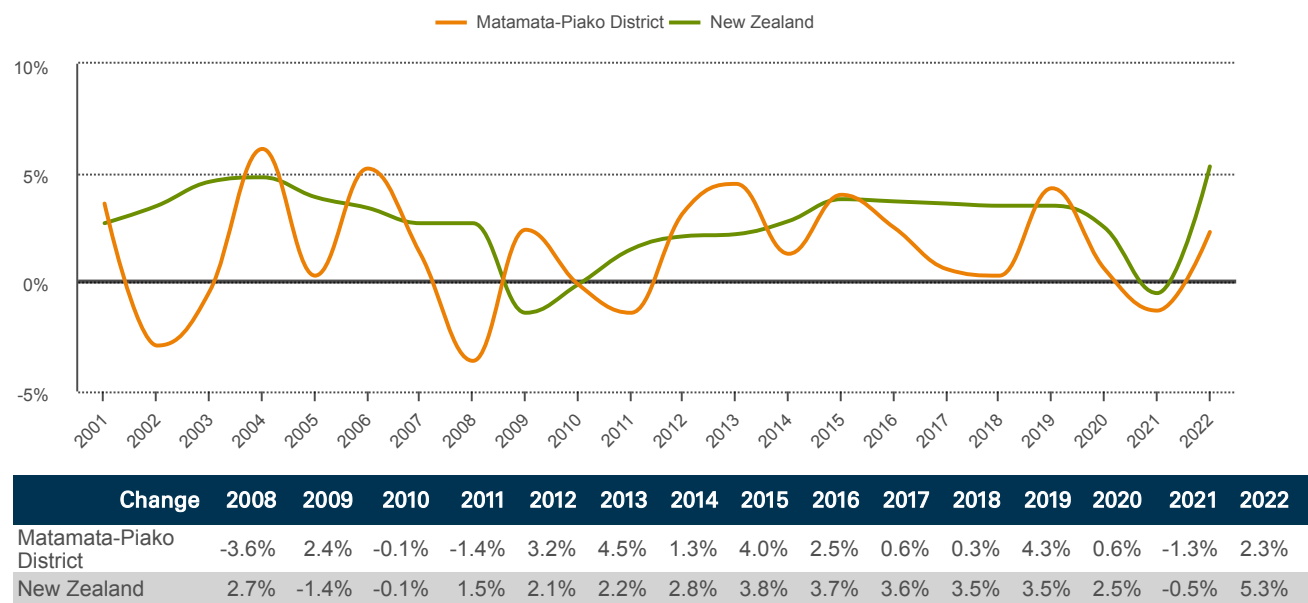
Figure 3: GDP growth over the last 1, 2, 5 & 10 years
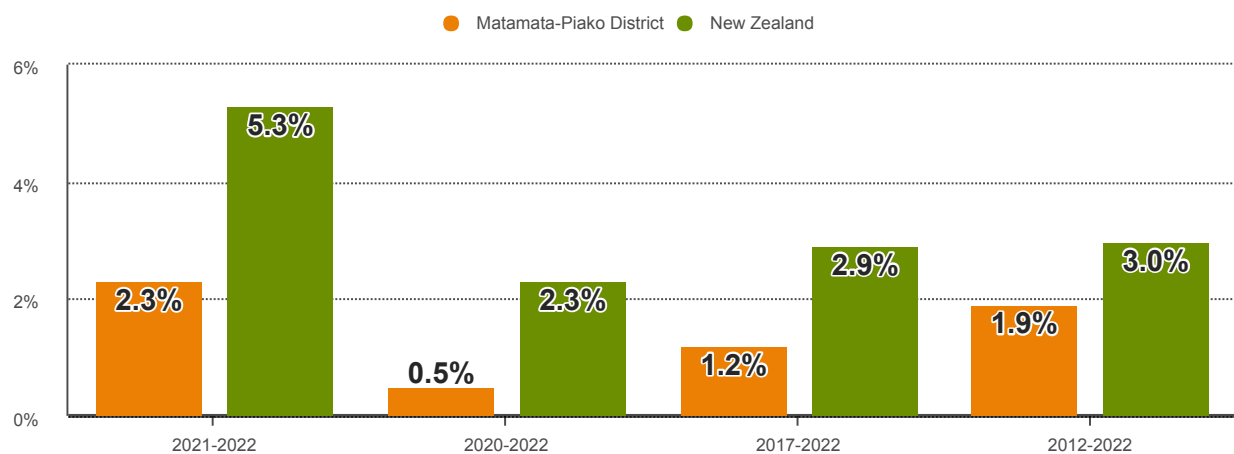
What is the industrial structure of Matamata-Piako District's economy?

This section describes the structure of the economy in terms of the broad sectors of primary industries, goods-producing industries, high-values services and other services. Primary industries make direct use of natural resources. They extract or harvest products from the earth. Goods-producing industries produce manufactured and other processed goods. High-value services include the higher value-adding, knowledge-based service industries. More detail of the sectors is given in the technical appendix.

Figure 4: Share of total GDP, 2022

● Matamata-Piako District ● New Zealand
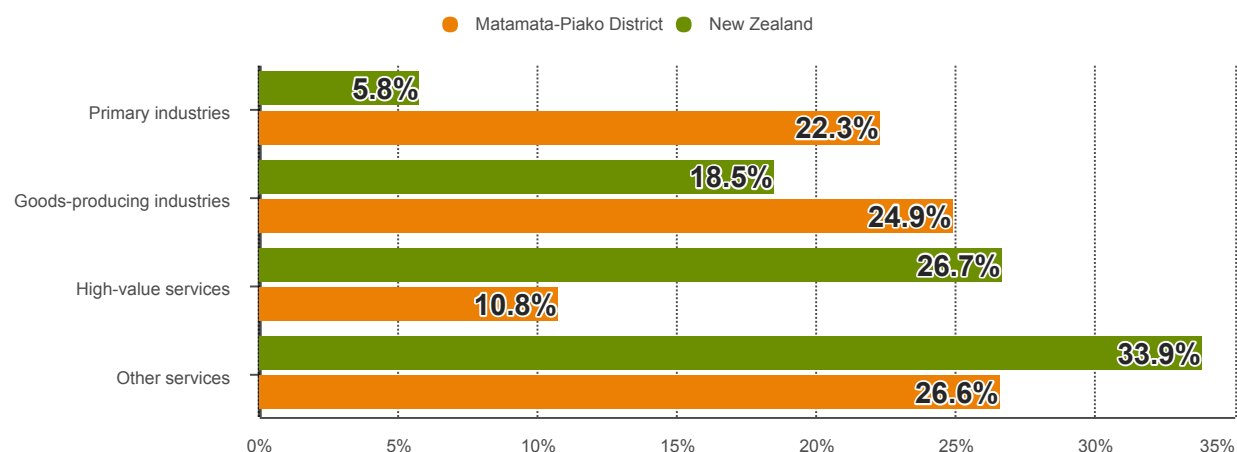
- Primary industries accounted for 22.3% compared with 5.8% in the national economy.

- Goods-producing industries accounted for 24.9% compared with 18.5% in the national economy.

- Other services accounted for the largest proportion of GDP (26.6%) in Matamata-Piako District, which is lower than in the national economy (33.9%).

- High-value services accounted for the smallest proportion in Matamata-Piako District: 10.8% compared with 26.7% in the national economy.

Table 1: GDP by ANZSIC 1-digit industry, 2022

| Industry	Matamata-Piako District		New Zealand	
	Level	Share of total	Level	Share of total
Agriculture, Forestry and Fishing	$514m	21.7%	$17,803m	5.0%
Manufacturing	$400m	16.9%	$32,079m	9.0%
Construction	$173m	7.3%	$24,558m	6.9%
Rental, Hiring and Real Estate Services	$137m	5.8%	$22,087m	6.2%
Retail Trade	$119m	5.0%	$18,985m	5.3%
Professional, Scientific and Technical Services	$107m	4.5%	$34,004m	9.5%
Wholesale Trade	$103m	4.4%	$18,802m	5.3%
Transport, Postal and Warehousing	$77.3m	3.3%	$13,032m	3.6%
Health Care and Social Assistance	$66.8m	2.8%	$22,249m	6.2%
Education and Training	$62.2m	2.6%	$12,625m	3.5%
Financial and Insurance Services	$53.2m	2.2%	$19,760m	5.5%
Public Administration and Safety	$39.0m	1.6%	$16,693m	4.7%
Other Services	$35.4m	1.5%	$6,126m	1.7%
Accommodation and Food Services	$27.1m	1.1%	$6,909m	1.9%
Arts and Recreation Services	$25.8m	1.1%	$4,362m	1.2%
Administrative and Support Services	$21.6m	0.9%	$6,977m	2.0%
Electricity, Gas, Water and Waste Services	$16.8m	0.7%	$9,585m	2.7%
Mining	$13.4m	0.6%	$2,921m	0.8%
Information Media and Telecommunications	$9.42m	0.4%	$14,189m	4.0%
Owner-Occupied Property Operation	$185m	7.8%	$27,027m	7.6%
Unallocated	$178m	7.5%	$26,936m	7.5%
Total	**$2,366m**	**100%**	**$357,710m**	**100%**

- Among broad industries Agriculture, Forestry and Fishing was the largest in Matamata-Piako District in 2022 accounting for 21.7% of total.

- The second largest was Manufacturing (16.9%) followed by Construction (7.3%)

Figure 5: Share of total GDP, 2022
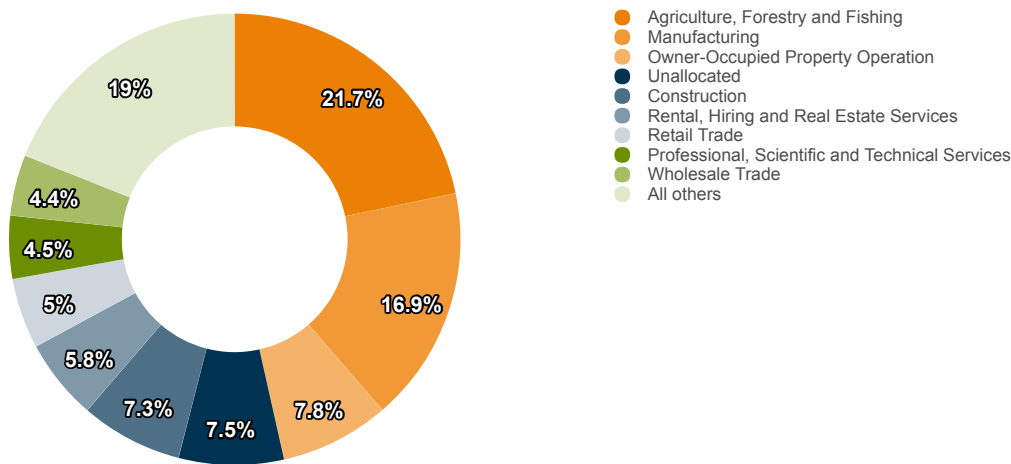
The table on the following page shows 54 industries ranked according to their contribution to GDP. These industry categories are used by Statistics New Zealand in the national accounts. They are a mix of various levels of industries on the ANZSIC-06 classification. Further information about the industrial classification is given in the Technical Notes at the end of the document.

- Among detailed industries Dairy Cattle Farming was the largest in Matamata-Piako District in 2022 accounting for 16.4% of total.

- The second largest was Meat & Meat Product Manufacturing (5.6%) followed by Property Operators & Real Estate Services (5.0%)

Table 2: GDP by 54 industries, 2022

Industry	Matamata-Piako District		New Zealand	
	Level	Share of total	Level	Share of total
Dairy Cattle Farming	$387m	16.4%	$6,834m	1.9%
Meat & Meat Product Manufacturing	$132m	5.6%	$2,235m	0.6%
Property Operators & Real Estate Services	$119m	5.0%	$18,541m	5.2%
Professional, Scientific & Tech Services	$107m	4.5%	$34,004m	9.5%
Wholesale Trade	$103m	4.4%	$18,802m	5.3%
Dairy Product Manufacturing	$96.4m	4.1%	$1,713m	0.5%
Construction Services	$84.7m	3.6%	$12,714m	3.6%
Health Care & Social Assistance	$66.8m	2.8%	$22,249m	6.2%
Road Transport	$63.4m	2.7%	$4,782m	1.3%
Education & Training	$62.2m	2.6%	$12,625m	3.5%
Heavy & Civil Engineering Construction	$54.9m	2.3%	$6,303m	1.8%
Other Store & Non Store Retailing	$49.3m	2.1%	$10,886m	3.0%
Basic Chemical & Chemical Product Manu	$46.9m	2.0%	$1,755m	0.5%
Finance	$42.7m	1.8%	$13,071m	3.7%
Agric Support Services & Hunting	$41.7m	1.8%	$2,835m	0.8%
Machinery & Other Equipment Manu	$40.6m	1.7%	$5,469m	1.5%
Supermarket & Specialised Food Retailing	$37.9m	1.6%	$5,464m	1.5%
Sheep, Beef Cattle & Grain Farming	$35.6m	1.5%	$3,404m	1.0%
Other Services	$35.4m	1.5%	$6,126m	1.7%
Building Construction	$33.5m	1.4%	$5,541m	1.5%
Motor Vehicle, Parts & Fuel Retailing	$32.2m	1.4%	$2,634m	0.7%
Poultry, Deer & Other Livestock Farming	$29.0m	1.2%	$470m	0.1%
Accommodation & Food Services	$27.1m	1.1%	$6,909m	1.9%
Central Gov Admin, Defence & Safety	$26.3m	1.1%	$14,763m	4.1%
Arts & Recreation Services	$25.8m	1.1%	$4,362m	1.2%
Non-Metallic Mineral Product Manu	$22.0m	0.9%	$1,570m	0.4%
Administrative & Support Services	$21.6m	0.9%	$6,977m	2.0%
Rental & Hiring Services	$18.2m	0.8%	$3,547m	1.0%
Fabricated Metal Product Manufacturing	$16.9m	0.7%	$2,837m	0.8%
Water, Sewerage & Waste Services	$16.8m	0.7%	$1,743m	0.5%
Horticulture & Fruit Growing	$15.7m	0.7%	$1,613m	0.5%
Mining	$13.4m	0.6%	$2,921m	0.8%
Postal, Courier & Warehousing Services	$13.1m	0.6%	$6,115m	1.7%
Fruit, Cereal & Other Food Product Manu	$13.0m	0.6%	$2,573m	0.7%
Local Government Administration	$12.7m	0.5%	$1,931m	0.5%
Transport Equipment Manufacturing	$11.3m	0.5%	$1,672m	0.5%
Auxiliary Finance & Insurance Services	$9.54m	0.4%	$3,645m	1.0%
Textile, Leather, Clothing, Footwear Manu	$8.64m	0.4%	$772m	0.2%
Telecomms, Internet & Library Services	$5.57m	0.2%	$10,032m	2.8%
Wood Product Manufacturing	$5.08m	0.2%	$1,971m	0.6%
Furniture & Other Manufacturing	$5.04m	0.2%	$1,047m	0.3%
Information Media Services	$3.85m	0.2%	$4,156m	1.2%
Forestry & Logging	$3.79m	0.2%	$2,095m	0.6%
Fishing & Aquaculture	$1.31m	0.1%	$552m	0.2%
Printing	$1.08m	0.0%	$706m	0.2%
Insurance & Superannuation Funds	$0.97m	0.0%	$3,044m	0.9%
Beverage & Tobacco Product Manu	$0.85m	0.0%	$2,692m	0.8%
Rail, Water, Air & Other Transport	$0.74m	0.0%	$2,135m	0.6%
Polymer Product & Rubber Product Manu	$0.37m	0.0%	$1,513m	0.4%
Seafood Processing	$0.00m	0.0%	$505m	0.1%
Pulp & Paper Product Manufacturing	$0.00m	0.0%	$1,016m	0.3%
Petroleum & Coal Product Manufacturing	$0.00m	0.0%	$1,255m	0.4%
Primary Metal & Metal Product Manu	$0.00m	0.0%	$777m	0.2%
Electricity & Gas Supply	$0.00m	0.0%	$7,842m	2.2%
Owner-Occupied Property Operation	$185m	7.8%	$27,027m	7.6%
Unallocated	$178m	7.5%	$26,936m	7.5%
Total	**$2,366m**	**100%**	**$357,710m**	**100%**

Which broad industries made the largest contribution to economic growth?

Although an industry may be growing rapidly, if it is small relative to a region's total economy its contribution to overall GDP growth may also be small. This section therefore investigates which broad industries made the largest contribution to the overall growth of Matamata-Piako District's economy taking into account their relative sizes.

- Professional, Scientific and Technical Services made the largest contribution to overall growth in Matamata-Piako District between 2021 and 2022. The industry grew by 13.6% over the year and contributed 0.56 percentage points to the district's total growth of 2.3%.

- The next largest contributor was construction (0.47 percentage points) followed by electricity, gas, water and waste services (0.32 percentage points).

- The largest detractor from growth over the year was Manufacturing which declined by 1.6% and contributed -0.29 percentage points to the total growth of 2.3%. Financial and Insurance Services (-0.24 percentage points) was the next largest detractor.

Table 3: ANZSIC 1-digit industries ranked by % point contribution to GDP growth, 2021-2022

Industry	2021	2022	% point contribution to growth	Annual Growth
Professional, Scientific and Technical Services	95	107	0.56%	13.6%
Construction	162	173	0.47%	6.7%
Electricity, Gas, Water and Waste Services	9	17	0.32%	78.9%
Wholesale Trade	96	103	0.32%	7.6%
Transport, Postal and Warehousing	71	77	0.28%	9.2%
Administrative and Support Services	15	22	0.27%	40.7%
Retail Trade	114	119	0.23%	4.6%
Health Care and Social Assistance	63	67	0.18%	6.8%
Other Services	34	35	0.05%	3.5%
Accommodation and Food Services	26	27	0.05%	4.5%
Rental, Hiring and Real Estate Services	136	137	0.04%	0.7%
Information Media and Telecommunications	9	9	0.02%	6.1%
Education and Training	62	62	0.00%	-0.1%
Public Administration and Safety	39	39	-0.01%	-0.8%
Mining	14	13	-0.02%	-3.5%
Arts and Recreation Services	26	26	-0.03%	-2.5%
Agriculture, Forestry and Fishing	520	514	-0.24%	-1.1%
Financial and Insurance Services	59	53	-0.24%	-9.6%
Manufacturing	407	400	-0.29%	-1.6%
Owner-Occupied Property Operation	181.0	184.8	0.16%	2.1%
Unallocated	174.0	178.3	0.19%	2.5%
Total	**2,312**	**2,366**	**2.3%**	**2.3%**

Which detailed industries made the largest contribution to economic growth?

The following table shows a ranking of the detailed industries by their contribution to economic growth over the past year.

- Professional, Scientific & Tech Services made the largest contribution to overall growth in Matamata-Piako District between 2021 and 2022. The industry grew by 13.6% over the year and contributed 0.56 percentage points to the district's total growth of 2.3%.

- The next largest contributor was construction services (0.42 percentage points) followed by water, sewerage & waste services (0.32 percentage points).

- The largest detractor from growth over the year was Dairy Cattle Farming which declined by 3.8% and contributed -0.66 percentage points to the total growth of 2.3%. Meat & Meat Product Manufacturing (-0.34 percentage points) was the next largest detractor.

Table 4: 54 industries ranked by percentage point contribution to growth, 2021-2022

Industry	2021	2022	% point contribution to growth	Annual Growth
Professional, Scientific & Tech Services	95	107	0.56%	13.6%
Construction Services	75	85	0.42%	12.8%
Water, Sewerage & Waste Services	9	17	0.32%	78.9%
Wholesale Trade	96	103	0.32%	7.6%
Administrative & Support Services	15	22	0.27%	40.7%
Agric Support Services & Hunting	36	42	0.25%	15.9%
Health Care & Social Assistance	63	67	0.18%	6.8%
Other Store & Non Store Retailing	45	49	0.18%	9.4%
Building Construction	29	34	0.18%	13.7%
Road Transport	60	63	0.16%	6.3%
Machinery & Other Equipment Manu	37	41	0.14%	8.6%
Postal, Courier & Warehousing Services	11	13	0.10%	22.7%
Rental & Hiring Services	16	18	0.10%	13.8%
Textile, Leather, Clothing, Footwear Manu	6	9	0.09%	34.0%
Non-Metallic Mineral Product Manu	20	22	0.09%	10.0%
Horticulture & Fruit Growing	14	16	0.08%	13.2%
Supermarket & Specialised Food Retailing	36	38	0.08%	5.0%
Transport Equipment Manufacturing	10	11	0.07%	15.8%
Sheep, Beef Cattle & Grain Farming	34	36	0.07%	4.4%
Other Services	34	35	0.05%	3.5%
Accommodation & Food Services	26	27	0.05%	4.5%
Local Government Administration	11	13	0.05%	10.1%
Fabricated Metal Product Manufacturing	16	17	0.04%	5.5%
Furniture & Other Manufacturing	4	5	0.02%	12.5%
Forestry & Logging	3	4	0.02%	15.3%
Telecomms, Internet & Library Services	5	6	0.02%	9.9%
Rail, Water, Air & Other Transport	0	1	0.01%	74.8%
Polymer Product & Rubber Product Manu	0	0	0.01%	303.2%
Printing	1	1	0.01%	22.5%
Fishing & Aquaculture	1	1	0.00%	6.0%
Poultry, Deer & Other Livestock Farming	29	29	0.00%	0.2%
Information Media Services	4	4	0.00%	1.0%
Wood Product Manufacturing	5	5	0.00%	0.4%
Pulp & Paper Product Manufacturing	0	0	0.00%	-
Petroleum & Coal Product Manufacturing	0	0	0.00%	-
Primary Metal & Metal Product Manu	0	0	0.00%	-
Electricity & Gas Supply	0	0	0.00%	-
Education & Training	62	62	0.00%	-0.1%
Auxiliary Finance & Insurance Services	10	10	0.00%	-0.6%
Seafood Processing	0	0	0.00%	-100.0%
Fruit, Cereal & Other Food Product Manu	13	13	-0.01%	-1.1%
Beverage & Tobacco Product Manu	1	1	-0.02%	-29.4%
Mining	14	13	-0.02%	-3.5%
Arts & Recreation Services	26	26	-0.03%	-2.5%
Insurance & Superannuation Funds	2	1	-0.03%	-42.7%
Motor Vehicle, Parts & Fuel Retailing	33	32	-0.03%	-2.3%
Property Operators & Real Estate Services	120	119	-0.05%	-1.1%
Central Gov Admin, Defence & Safety	28	26	-0.06%	-5.3%
Heavy & Civil Engineering Construction	58	55	-0.12%	-4.9%
Basic Chemical & Chemical Product Manu	50	47	-0.14%	-6.5%
Finance	48	43	-0.21%	-10.2%
Dairy Product Manufacturing	102	96	-0.25%	-5.6%
Meat & Meat Product Manufacturing	140	132	-0.34%	-5.7%
Dairy Cattle Farming	403	387	-0.66%	-3.8%
Owner-Occupied Property Operation	181.0	184.8	0.16%	2.1%
Unallocated	174.0	178.3	0.19%	2.5%
Total	**2,312**	**2,366**	**2.3%**	**2.3%**

In which industries does Matamata-Piako District have a comparative advantage?

A high concentration of certain industries in a region may be indicative of that region having a comparative advantage in those industries. This may be due to its natural endowments, location, skills of its labour force or other reasons. The location quotient indicates in which industries a region has comparative advantage. A region has a location quotient larger (smaller) than one when the share of that industry in the regional economy is greater (less) than the share of the same industry in the national economy.

The following table shows a ranking of 54 industries by their location quotients.

- The industries in which Matamata-Piako District has the largest comparative advantages are Poultry, Deer & Other Livestock Farming (location quotient = 9.3), Meat & Meat Product Manufacturing (8.9), and Dairy Cattle Farming (8.6).

Table 5: Location Quotient, 2022

Industry	Matamata-Piako District		New Zealand
	Location Quotient	Share of total GDP	Share of total GDP
Poultry, Deer & Other Livestock Farming	9.3	1.2%	0.1%
Meat & Meat Product Manufacturing	8.9	5.6%	0.6%
Dairy Cattle Farming	8.6	16.4%	1.9%
Dairy Product Manufacturing	8.5	4.1%	0.5%
Basic Chemical & Chemical Product Manu	4.0	2.0%	0.5%
Agric Support Services & Hunting	2.2	1.8%	0.8%
Non-Metallic Mineral Product Manu	2.1	0.9%	0.4%
Road Transport	2.0	2.7%	1.3%
Motor Vehicle, Parts & Fuel Retailing	1.8	1.4%	0.7%
Textile, Leather, Clothing, Footwear Manu	1.7	0.4%	0.2%
Sheep, Beef Cattle & Grain Farming	1.6	1.5%	1.0%
Horticulture & Fruit Growing	1.5	0.7%	0.5%
Water, Sewerage & Waste Services	1.5	0.7%	0.5%
Heavy & Civil Engineering Construction	1.3	2.3%	1.8%
Machinery & Other Equipment Manu	1.1	1.7%	1.5%
Supermarket & Specialised Food Retailing	1.0	1.6%	1.5%
Transport Equipment Manufacturing	1.0	0.5%	0.5%
Construction Services	1.0	3.6%	3.6%
Local Government Administration	1.0	0.5%	0.5%
Property Operators & Real Estate Services	1.0	5.0%	5.2%
Building Construction	0.9	1.4%	1.5%
Fabricated Metal Product Manufacturing	0.9	0.7%	0.8%
Arts & Recreation Services	0.9	1.1%	1.2%
Other Services	0.9	1.5%	1.7%
Wholesale Trade	0.8	4.4%	5.3%
Rental & Hiring Services	0.8	0.8%	1.0%
Fruit, Cereal & Other Food Product Manu	0.8	0.6%	0.7%
Education & Training	0.7	2.6%	3.5%
Furniture & Other Manufacturing	0.7	0.2%	0.3%
Mining	0.7	0.6%	0.8%
Other Store & Non Store Retailing	0.7	2.1%	3.0%
Accommodation & Food Services	0.6	1.1%	1.9%
Finance	0.5	1.8%	3.7%
Professional, Scientific & Tech Services	0.5	4.5%	9.5%
Administrative & Support Services	0.5	0.9%	2.0%
Health Care & Social Assistance	0.5	2.8%	6.2%
Auxiliary Finance & Insurance Services	0.4	0.4%	1.0%
Wood Product Manufacturing	0.4	0.2%	0.6%
Fishing & Aquaculture	0.4	0.1%	0.2%
Postal, Courier & Warehousing Services	0.3	0.6%	1.7%
Forestry & Logging	0.3	0.2%	0.6%
Central Gov Admin, Defence & Safety	0.3	1.1%	4.1%
Printing	0.2	0.0%	0.2%
Information Media Services	0.1	0.2%	1.2%
Telecomms, Internet & Library Services	0.1	0.2%	2.8%
Rail, Water, Air & Other Transport	0.1	0.0%	0.6%
Insurance & Superannuation Funds	0.0	0.0%	0.9%
Beverage & Tobacco Product Manu	0.0	0.0%	0.8%
Polymer Product & Rubber Product Manu	0.0	0.0%	0.4%
Seafood Processing	0.0	0.0%	0.1%
Pulp & Paper Product Manufacturing	0.0	0.0%	0.3%
Petroleum & Coal Product Manufacturing	0.0	0.0%	0.4%
Primary Metal & Metal Product Manu	0.0	0.0%	0.2%
Electricity & Gas Supply	0.0	0.0%	2.2%

EMPLOYMENT

How fast has employment grown in Matamata-Piako District?

Employment growth provides new opportunities for the region's population to earn income and contribute to the region's economy. This section contrasts Matamata-Piako District's recent performance in creating jobs with other regions in the country.

Figure 6: Employment growth, year to Mar 2022
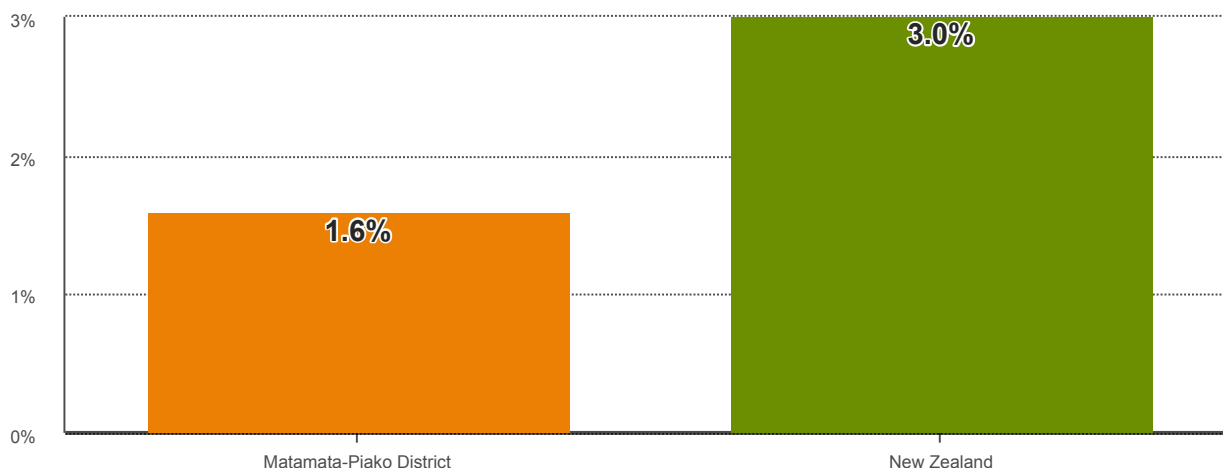
- Total employment in Matamata-Piako District averaged 18,506 in the year to March 2022, up 1.6% from a year earlier. Employment in New Zealand increased by 3.0% over the same period.

- Employment growth in Matamata-Piako District averaged 1.4%pa over the last 10 years compared with 2.1%pa in the national economy.

- Employment growth in Matamata-Piako District reached a high of 2.9% in 2009 and a low of -2.8% in 2010.

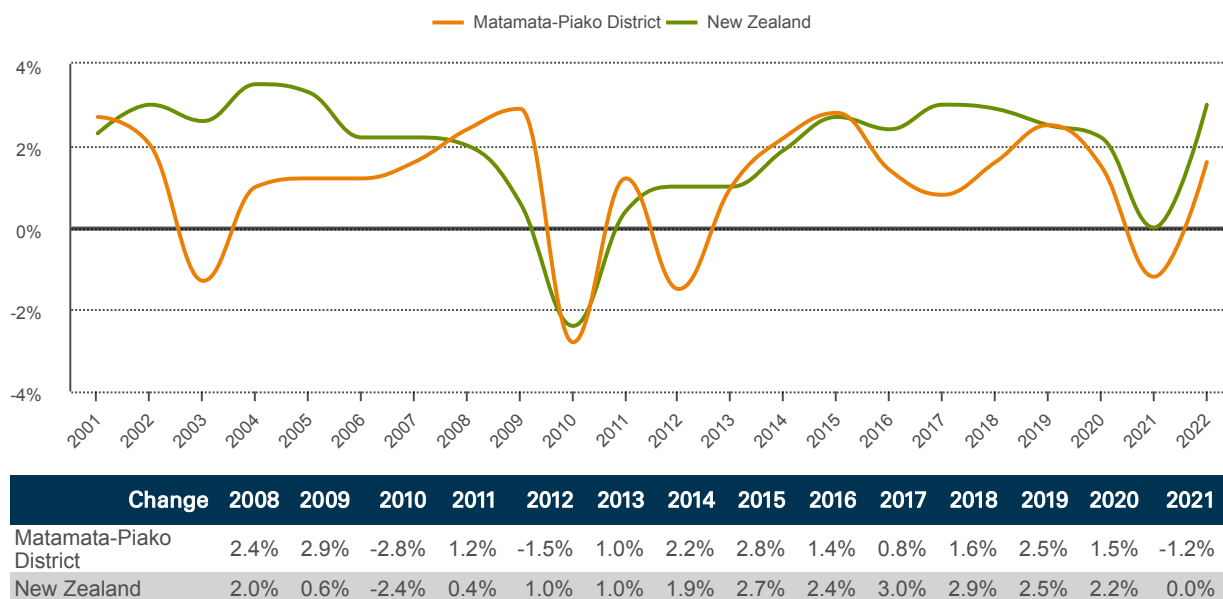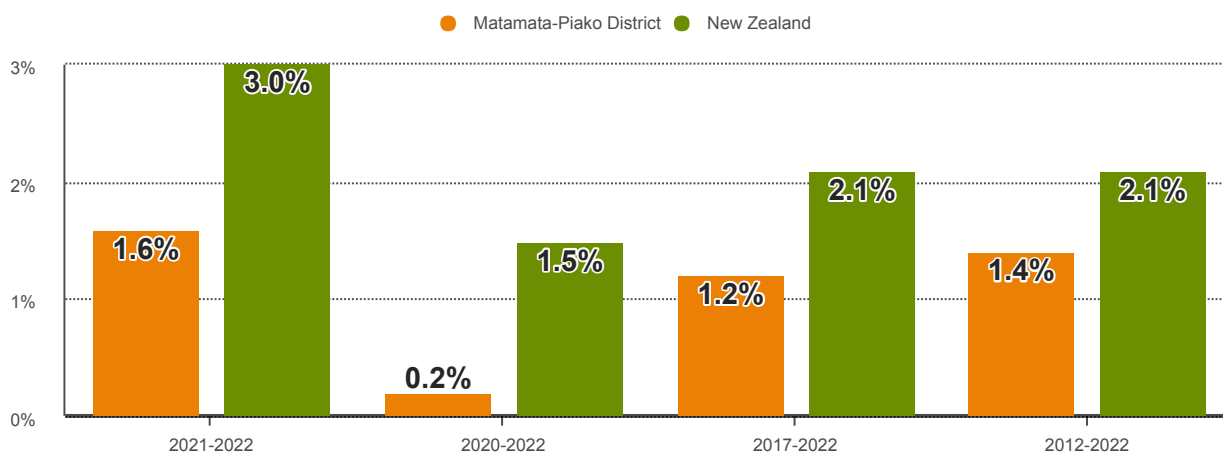Figure 7: Annual average employment growth, 2001-2022

Change	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Matamata-Piako District	2.4%	2.9%	-2.8%	1.2%	-1.5%	1.0%	2.2%	2.8%	1.4%	0.8%	1.6%	2.5%	1.5%	-1.2%	1.6%
New Zealand	2.0%	0.6%	-2.4%	0.4%	1.0%	1.0%	1.9%	2.7%	2.4%	3.0%	2.9%	2.5%	2.2%	0.0%	3.0%

Figure 8: Employment growth over the last 1, 2, 5 & 10 years

What is the industrial structure of employment in Matamata-Piako District?

This section describes the structure of the labour market in terms of the broad sectors of primary industries, goods-producing industries, high-values services and other services. Primary industries make direct use of natural resources. They extract or harvest products from the earth. Goods-producing industries produce manufactured and other processed goods. High-value services include the higher value-adding, knowledge-based service industries. More detail of the sectors is given in the technical appendix.

Figure 9: Employment by broad sector, 2022
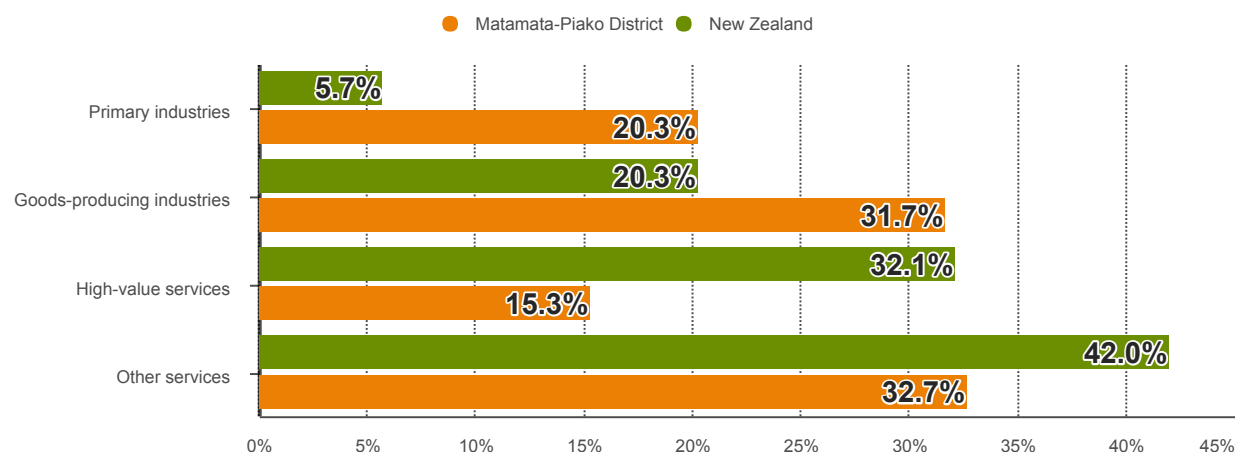
- Primary industries accounted for 20.3% in Matamata-Piako District compared with 5.7% in New Zealand.

- Goods-producing industries accounted for 31.7% in Matamata-Piako District compared with 20.3% in New Zealand.

- Other services industries accounted for the largest proportion of employment (32.7%) in Matamata-Piako District, which is lower than in New Zealand (42.0%).

- High-value services accounted for 15.3% in Matamata-Piako District compared with 32.1% in New Zealand.

Which are the largest employing industries in Matamata-Piako District?

This section identifies the broad industries that make the largest contribution to employment in Matamata-Piako District.

Table 6: ANZSIC 1-digit industries ranked by size of employment, 2022

Industry	Matamata-Piako District		New Zealand	
	Level	Share of total	Level	Share of total
Manufacturing	4,025	21.8%	246,367	9.1%
Agriculture, Forestry and Fishing	3,633	19.6%	146,644	5.4%
Construction	1,767	9.5%	279,966	10.4%
Retail Trade	1,532	8.3%	239,299	8.9%
Education and Training	998	5.4%	204,398	7.6%
Professional, Scientific and Technical Services	890	4.8%	262,459	9.7%
Health Care and Social Assistance	838	4.5%	278,766	10.4%
Transport, Postal and Warehousing	837	4.5%	104,272	3.9%
Accommodation and Food Services	743	4.0%	169,340	6.3%
Other Services	714	3.9%	107,041	4.0%
Wholesale Trade	682	3.7%	126,793	4.7%
Public Administration and Safety	397	2.1%	145,096	5.4%
Rental, Hiring and Real Estate Services	364	2.0%	63,764	2.4%
Administrative and Support Services	340	1.8%	130,578	4.8%
Arts and Recreation Services	274	1.5%	48,742	1.8%
Financial and Insurance Services	226	1.2%	72,235	2.7%
Mining	118	0.6%	5,942	0.2%
Electricity, Gas, Water and Waste Services	75	0.4%	19,926	0.7%
Information Media and Telecommunications	55	0.3%	41,673	1.5%
Total	**18,506**	**100%**	**2,693,301**	**100%**

- Among broad industries Manufacturing was the largest in Matamata-Piako District in 2022 accounting for 21.8% of total.

- The second largest was Agriculture, Forestry and Fishing (19.6%) followed by Construction (9.5%)

The table on the following page shows the 50 detailed industries among the approximately 500 7-digit ANZSIC industry categories which employ the highest number of people in Matamata-Piako District.

- Dairy Cattle Farming was the largest 7-digit industry in Matamata-Piako District in 2022 employing 2,178 persons and accounting for 11.8% of total employment in the district. By contrast this industry accounted for 1.4% of total employment in New Zealand.

- The second largest employing industries were cheese and other dairy product manufacturing (1,125) followed by meat processing (783).

Table 7: 50 largest employing ANZSIC 7-digit industries, 2022

Rank	Industry	Matamata-Piako District		New Zealand
		Jobs	% of total	% of total
1	Dairy Cattle Farming	2,178	11.8%	1.4%
2	Cheese and Other Dairy Product Manufacturing	1,125	6.1%	0.4%
3	Meat Processing	783	4.2%	0.8%
4	Poultry Processing	774	4.2%	0.1%
5	Road Freight Transport	661	3.6%	1.3%
6	Primary Education	517	2.8%	2.1%
7	Supermarket and Grocery Stores	482	2.6%	2.3%
8	Other Agriculture and Fishing Support Services	420	2.3%	0.9%
9	Cafes and Restaurants	372	2.0%	2.9%
10	House Construction	358	1.9%	2.2%
11	Accounting Services	278	1.5%	1.0%
12	Other Heavy and Civil Engineering Construction	272	1.5%	0.8%
13	Beef Cattle Farming (Specialised)	224	1.2%	0.3%
14	Secondary Education	220	1.2%	1.4%
15	Aged Care Residential Services	211	1.1%	1.4%
16	Electrical Services	206	1.1%	1.0%
17	Poultry Farming (Meat)	205	1.1%	0.0%
18	Other Machinery and Equipment Manufacturing n.e.c.	202	1.1%	0.5%
19	Veterinary Services	196	1.1%	0.3%
20	Preschool Education	184	1.0%	1.1%
21	Agricultural and Construction Machinery Wholesaling	178	1.0%	0.2%
22	Local Government Administration	163	0.9%	1.0%
23	Plumbing Services	162	0.9%	0.7%
24	Non-Residential Property Operators	151	0.8%	0.5%
25	Hospitals (except Psychiatric Hospitals)	149	0.8%	3.1%
26	Fertiliser Manufacturing	148	0.8%	0.0%
27	Other Agricultural Product Wholesaling	148	0.8%	0.2%
28	Car Retailing	146	0.8%	0.5%
29	Other Specialised Industrial Machinery and Equipment Wholesaling	144	0.8%	0.3%
30	Other Crop Growing n.e.c.	142	0.8%	0.1%
31	General Practice Medical Services	138	0.7%	0.7%
32	Banking	134	0.7%	1.0%
33	Other Automotive Repair and Maintenance	133	0.7%	0.7%
34	Takeaway Food Services	132	0.7%	1.2%
35	Hairdressing and Beauty Services	132	0.7%	0.7%
36	Central Government Administration	131	0.7%	1.9%
37	Landscape Construction Services	123	0.7%	0.5%
38	Automotive Body, Paint and Interior Repair	122	0.7%	0.4%
39	Horse Farming	120	0.6%	0.0%
40	Other Livestock Farming n.e.c.	118	0.6%	0.0%
41	Department Stores	116	0.6%	0.6%
42	Legal Services	113	0.6%	0.8%
43	Accommodation	112	0.6%	1.1%
44	Buildings Cleaning Services	108	0.6%	1.1%
45	Real Estate Services	106	0.6%	0.9%
46	Hardware and Building Supplies Retailing	101	0.5%	0.9%
47	Other Horse and Dog Racing Activities	96	0.5%	0.0%
48	Fuel Retailing	95	0.5%	0.3%
49	Site Preparation Services	95	0.5%	0.5%
50	Gravel and Sand Quarrying	95	0.5%	0.0%
	All other industries total	**4,790**	**25.9%**	**58.0%**
	Total	**18,506**	**100%**	**100%**

Which industries have created the most jobs?

The section investigates which industries have created and lost the most number of jobs in Matamata-Piako District. The employment numbers differ from those published in Business Demography by Statistics New Zealand. The reasons for these differences are explained in the technical appendix.

Table 8: ANZSIC 1-digit industries ranked by number of jobs created, 2021-2022

Industry	2021	2022	Change	Annual Growth
Construction	1,673	1,767	94	5.6%
Agriculture, Forestry and Fishing	3,549	3,633	84	2.4%
Health Care and Social Assistance	801	838	37	4.6%
Electricity, Gas, Water and Waste Services	44	75	31	70.9%
Professional, Scientific and Technical Services	866	890	24	2.7%
Transport, Postal and Warehousing	821	837	16	2.0%
Administrative and Support Services	325	340	15	4.7%
Manufacturing	4,011	4,025	14	0.4%
Other Services	704	714	10	1.4%
Rental, Hiring and Real Estate Services	355	364	9	2.6%
Education and Training	989	998	9	0.9%
Arts and Recreation Services	270	274	4	1.7%
Information Media and Telecommunications	54	55	1	0.9%
Public Administration and Safety	396	397	0	0.1%
Mining	122	118	-4	-3.3%
Retail Trade	1,538	1,532	-6	-0.4%
Wholesale Trade	690	682	-8	-1.2%
Financial and Insurance Services	239	226	-12	-5.1%
Accommodation and Food Services	777	743	-34	-4.4%
Total	**18,222**	**18,506**	**284**	**1.6%**

- Construction made the largest contribution to employment growth in Matamata-Piako District between 2021 and 2022 with the industry adding 94 jobs.

- The next largest contributor was Agriculture, Forestry and Fishing (84 jobs) followed by Health Care and Social Assistance (37 jobs).

- The largest detractor from growth over the year was Accommodation and Food Services in which employment declined by 34.

The table on the next page shows the 20 industries (out of a total of approximately 500 industries of the ANZSIC 2006 industry classification1) that created the most number of jobs over the past year.Table 15 shows the 20 detailed industries that made the lowest contribution to job creation over the same period.

- Residential Building Construction was the largest creator of jobs in Matamata-Piako District between 2021 and 2022, generating an additional 42 positions.

- This was followed by Other Construction Services, which added 38 jobs over the same period.

- Grocery, Liquor and Tobacco Product Wholesaling was the largest detractor of jobs in Matamata-Piako District between 2021 and 2022, losing 32 positions.

- This was followed by Heavy and Civil Engineering Construction, which lost 32 jobs over the same period.

Table 9: The 20 ANZSIC 4-digit industries that created the most jobs, 2021-2022

| Rank	Industry	Jobs 2021	2022	Change 2021 - 2022	% of total 2022
1	Residential Building Construction	350	392	42	2.1%
2	Other Construction Services	169	207	38	1.1%
3	Agriculture and Fishing Support Services	391	420	28	2.3%
4	Poultry Farming	182	205	23	1.1%
5	Legal and Accounting Services	369	392	23	2.1%
6	Water Supply, Sewerage and Drainage Services	17	39	22	0.2%
7	Building Structure Services	84	106	22	0.6%
8	Medical Services	123	144	21	0.8%
9	Civic, Professional and Other Interest Group Services	77	98	21	0.5%
10	Grain, Sheep and Beef Cattle Farming	262	282	20	1.5%
11	Other Crop Growing	124	142	18	0.8%
12	Mushroom and Vegetable Growing	38	53	15	0.3%
13	Allied Health Services	129	144	15	0.8%
14	Leather Tanning and Fur Dressing	61	75	14	0.4%
15	Dairy Product Manufacturing	1,122	1,135	13	6.1%
16	Local Government Administration	151	163	12	0.9%
17	Clothing, Footwear and Personal Accessories Retailing	56	68	12	0.4%
18	Land Development and Site Preparation Services	92	103	12	0.6%
19	Pharmaceutical and Other Store-Based Retailing	161	172	11	0.9%
20	Warehousing and Storage Services	38	48	11	0.3%
	All other industries	**14,227**	**14,120**	**-107**	**76.3%**
	Total	**18,222**	**18,506**	**284**	**100%**

Table 10: The 20 ANZSIC 4-digit industries that lost the most jobs, 2021-2022

Rank	Industry	Jobs 2021	2022	Change 2021 - 2022	% of total 2022
1	Grocery, Liquor and Tobacco Product Wholesaling	59	27	-32	0.1%
2	Heavy and Civil Engineering Construction	351	319	-32	1.7%
3	Motor Vehicle Retailing	219	200	-19	1.1%
4	Accommodation	131	112	-18	0.6%
5	Dairy Cattle Farming	2,196	2,178	-18	11.8%
6	Cafes, Restaurants and Takeaway Food Services	566	550	-16	3.0%
7	Meat and Meat Product Manufacturing	1,591	1,576	-15	8.5%
8	Automotive Repair and Maintenance	288	273	-15	1.5%
9	Chemical Manufacturing	59	45	-14	0.2%
10	Residential Care Services	224	211	-13	1.1%
11	Electrical and Electronic Goods Retailing	39	27	-12	0.1%
12	Regulatory Services	51	40	-11	0.2%
13	Central Government Administration	140	131	-10	0.7%
14	Specialised Food Retailing	67	58	-9	0.3%
15	Depository Financial Intermediation	146	137	-9	0.7%
16	Fuel Retailing	103	95	-9	0.5%
17	Other Machinery and Equipment Manufacturing	210	202	-8	1.1%
18	Road Passenger Transport	73	67	-6	0.4%
19	Architectural, Engineering and Technical Services	101	95	-5	0.5%
20	Other Wood Product Manufacturing	48	43	-5	0.2%
	All other industries	**11,561**	**12,120**	**559**	**65.5%**
	Total	**18,222**	**18,506**	**284**	**100%**

What proportion of the workforce is self-employed in Matamata-Piako District?

Self-employment makes up a sizeable proportion of total employment in New Zealand although it declined through the economic boom years and stabilised since the recession. This section contrasts self-employment in Matamata-Piako District with the national economy.

Figure 10: Self-employment rate, 2022
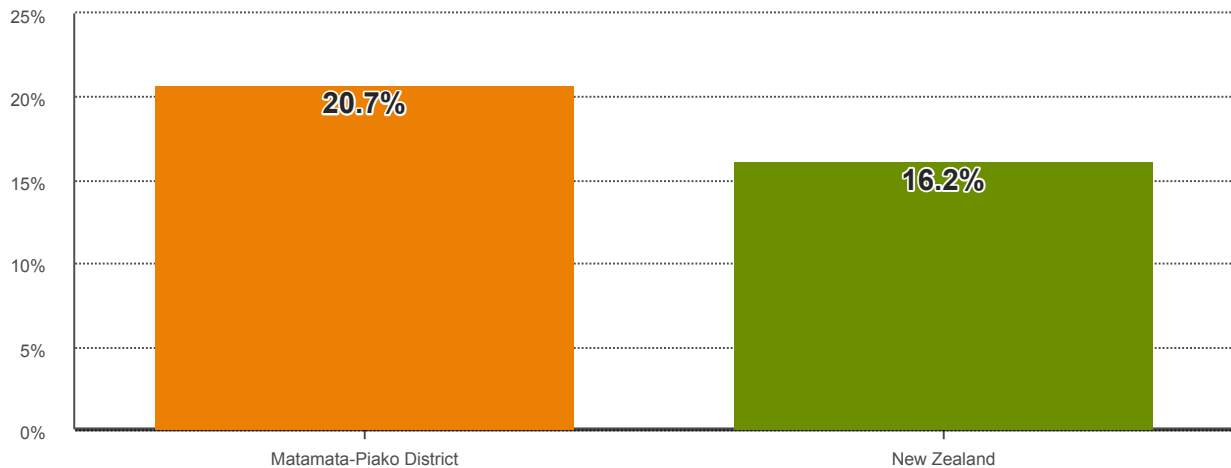
- Self-employed workers accounted for 20.7% of the workforce in Matamata-Piako District in 2022, which was a higher rate than in the national economy (16.2%)
- A total of 3,827 workers were self-employed in Matamata-Piako District in 2022.

Figure 11: Self-employment rate, 2000-2022
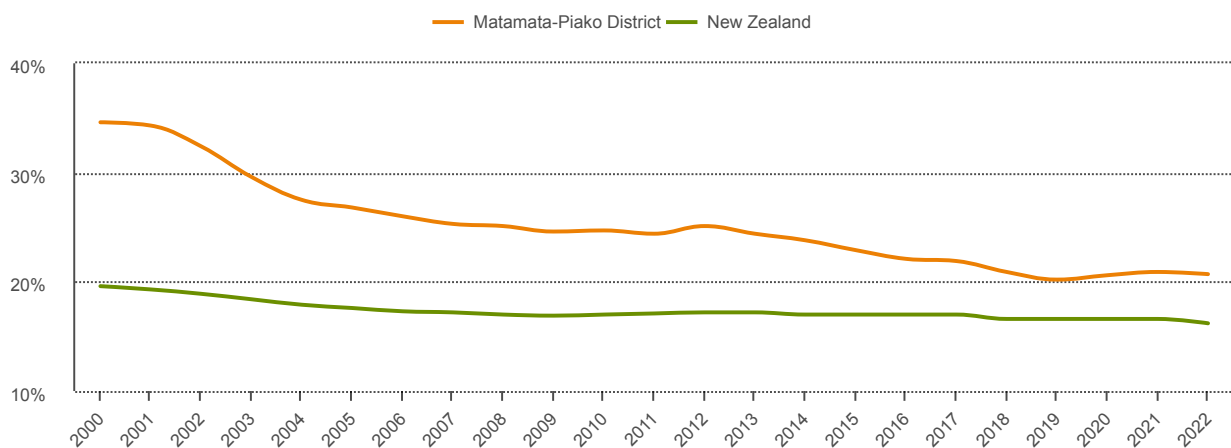
Level	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Matamata-Piako District	25.1%	24.6%	24.7%	24.4%	25.1%	24.4%	23.8%	22.9%	22.1%	21.9%	20.9%	20.2%	20.6%	20.9%	20.7%
New Zealand	17.0%	16.9%	17.0%	17.1%	17.2%	17.2%	17.0%	17.0%	17.0%	17.0%	16.6%	16.6%	16.6%	16.6%	16.2%

PRODUCTIVITY

Productivity is a way of describing the efficiency of production. In this section, we investigate GDP per employee to determine how much economic activity is generated on average by each employee. When looking at this indicator, one needs to consider that labour is only one input into production. As a result, a comparison of a region's labour productivity growth to its own history or to other districts, implicitly assumes that each worker has the same access to machinery, technology, and land.

This section describes Matamata-Piako District's productivity level during the year to March 2022 and previous years. Productivity is measured by GDP per employee (in constant 2022 prices).

Figure 12: Productivity, 2022
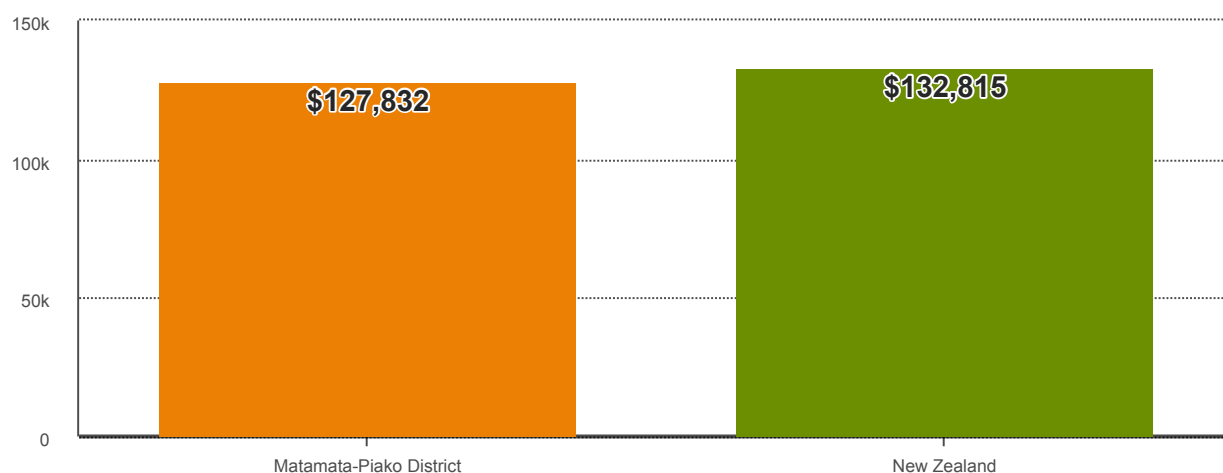
- GDP per employee in Matamata-Piako District measured $127,832 in the year to March 2022, which was 3.8% lower than in New Zealand.

- Productivity in Matamata-Piako District increased by 0.7% from a year earlier compared with an increase of 2.3% in New Zealand).

- Productivity growth in Matamata-Piako District averaged 0.5%pa over the last ten years compared with an average of 0.9%pa in New Zealand.

Figure 13: Productivity growth, 2001-2022
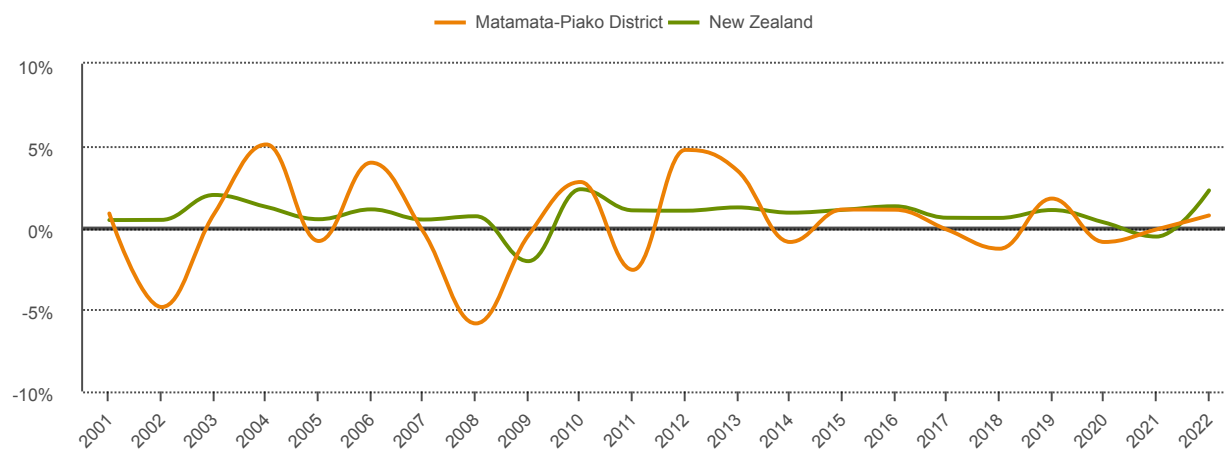
Change	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Matamata-Piako District	-5.9%	-0.5%	2.8%	-2.6%	4.7%	3.5%	-0.9%	1.1%	1.1%	-0.1%	-1.3%	1.8%	-0.9%	-0.1%	0.7%
New Zealand	0.7%	-2.0%	2.3%	1.0%	1.0%	1.2%	0.9%	1.1%	1.3%	0.6%	0.6%	1.1%	0.3%	-0.6%	2.3%

What are the most productive industries in Matamata-Piako District?

This section ranks industries according to their level of GDP per employee in Matamata-Piako District. The level of GDP per employee may differ between industries because of the skill levels of workers and their inherent efficiency, as well as due to different amounts of machinery, technology, and land being used as production inputs. Table 11 below ranks broad industries by GDP per employee in Matamata-Piako District and shows the corresponding GDP per employee in the national economy. Since the capital intensity of industries is often a significant explainer of productivity we also show the capital intensity of each industry in the table. Capital intensity is measured as the share of GDP which is attributable to capital. Industries with a high proportion are thus highly capital intensive.

Table 11: ANZSIC 1-digit industries ranked by productivity, 2022

| Industry	Productivity		Capital intensity
	Matamata-Piako District	New Zealand	New Zealand
Rental, Hiring and Real Estate Services	376,280	346,394	0.81
Financial and Insurance Services	235,124	273,556	0.55
Electricity, Gas, Water and Waste Services	224,233	481,013	0.76
Information Media and Telecommunications	172,378	340,469	0.57
Wholesale Trade	151,705	148,287	0.37
Agriculture, Forestry and Fishing	141,542	121,406	0.60
Professional, Scientific and Technical Services	120,795	129,560	0.27
Mining	114,045	491,574	0.76
Manufacturing	99,348	130,207	0.43
Public Administration and Safety	98,265	115,050	0.18
Construction	98,010	87,718	0.29
Arts and Recreation Services	94,298	89,484	0.36
Transport, Postal and Warehousing	92,303	124,983	0.42
Health Care and Social Assistance	79,718	79,814	0.12
Retail Trade	77,937	79,335	0.31
Administrative and Support Services	63,600	53,432	0.18
Education and Training	62,304	61,768	0.26
Other Services	49,556	57,233	0.21
Accommodation and Food Services	36,539	40,797	0.28
Total	127,832	132,815	

BUSINESS GROWTH

## How fast did the number of business units grow in Matamata-Piako District?

Growth in the number of business units is an indicator of entrepreneurial activity. It indicates an environment in which entrepreneurs are prepared to take risks to start new ventures. This section contrasts Matamata-Piako District's recent performance in business unit growth with other regions in the country.

Figure 14: Business unit growth, year to Mar 2022
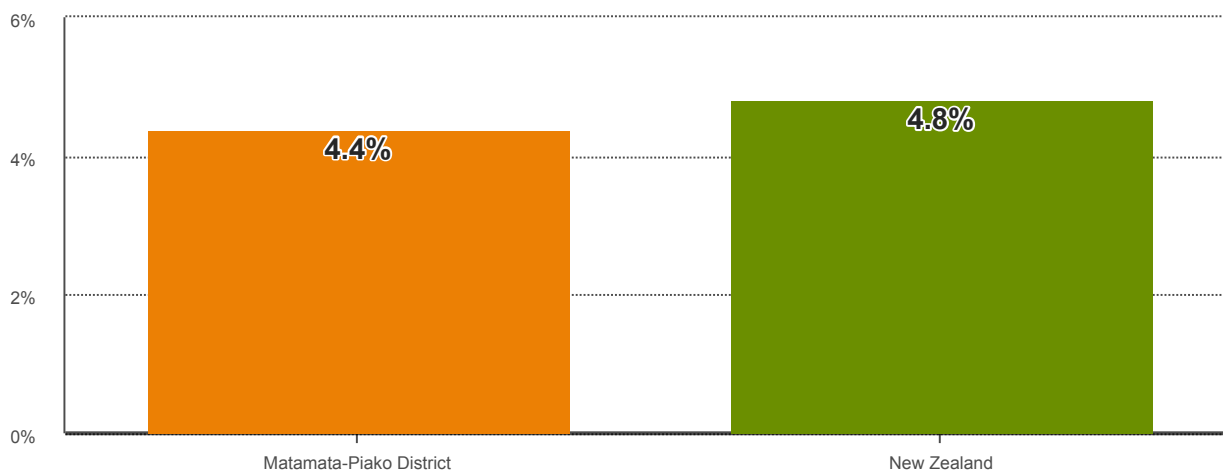
- A total of 5,832 business units were recorded in Matamata-Piako District in 2022, up 4.4% from a year earlier.

- The number of business units in New Zealand increased by 4.8% over the same period.

- Growth in the number of business units in Matamata-Piako District averaged 1.1%pa over the past 10 years compared with 2.1%pa in the national economy.

- Business unit growth in Matamata-Piako District varied from a high of 4.4% in 2022 to a low of -2.1% in 2010.

Figure 15: Annual average business unit growth, 2001-2022
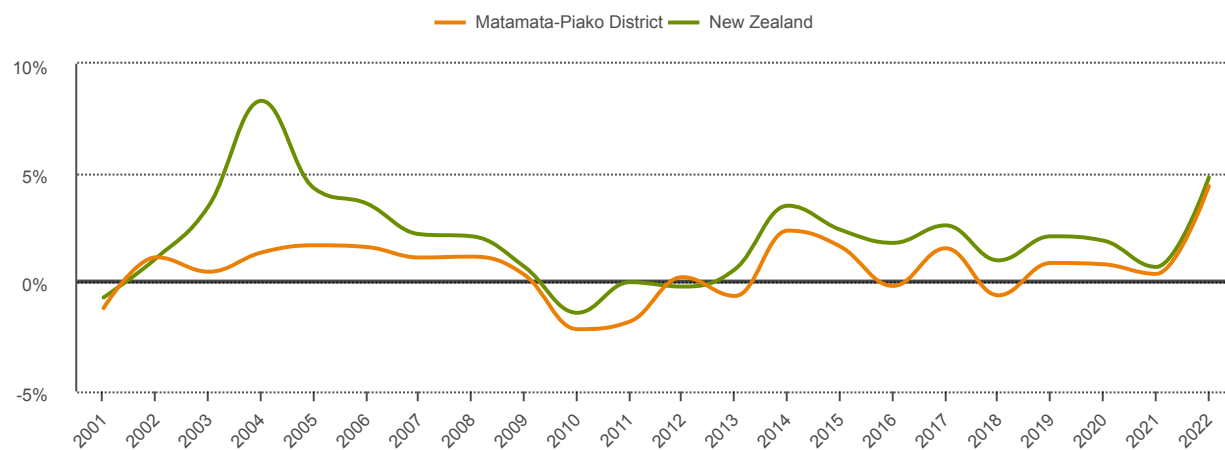
Change	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Matamata-Piako District	1.2%	0.3%	-2.1%	-1.8%	0.2%	-0.6%	2.4%	1.6%	-0.2%	1.5%	-0.6%	0.9%	0.8%	0.4%	4.4%
New Zealand	2.1%	0.7%	-1.4%	0.0%	-0.2%	0.6%	3.5%	2.4%	1.8%	2.6%	1.0%	2.1%	1.9%	0.7%	4.8%

POPULATION GROWTH

How fast has Matamata-Piako District's population grown?

Population growth is an indicator of a region's attractiveness as a place to live and work. A strong regional economy with plentiful job opportunities will help a region retain its population and attract new residents from other regions and abroad. This section contrasts Matamata-Piako District's recent population growth with other districts and the country as a whole.

Figure 16: Population growth, year to Jun 2022
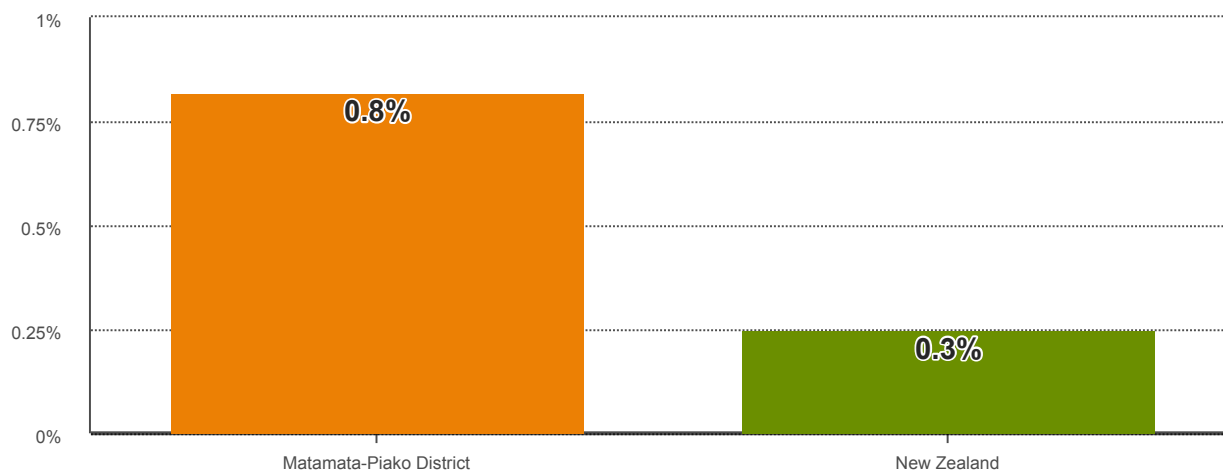
- Matamata-Piako District's population was 37,100 in 2022, up 0.8% from a year earlier. New Zealand's total population grew by 0.2% over the same period.

- Population growth in Matamata-Piako District averaged 1.3%pa over the last 5 years compared with 1.3%pa in New Zealand.

- Since 1996 growth in Matamata-Piako District reached a high of 1.8%pa in 2017 and a low of -0.3%pa in 2000.

Figure 17: Annual population growth, 1997-2022

Change	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Matamata-Piako District	1.0%	0.9%	0.9%	0.6%	0.6%	0.9%	1.2%	1.2%	1.5%	1.8%	1.4%	1.4%	1.7%	1.1%	0.8%
New Zealand	0.9%	1.0%	1.1%	0.8%	0.5%	0.8%	1.7%	2.1%	2.3%	2.1%	1.8%	1.6%	2.2%	0.4%	0.2%
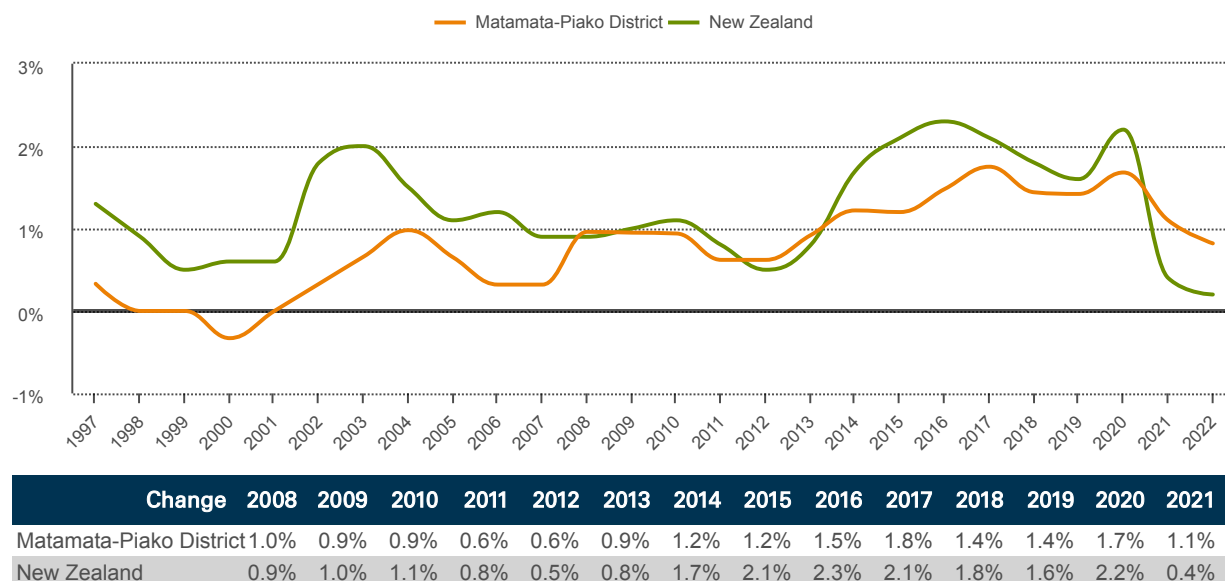
Figure 18: Population growth over the last 1, 2, 5, and 10 years
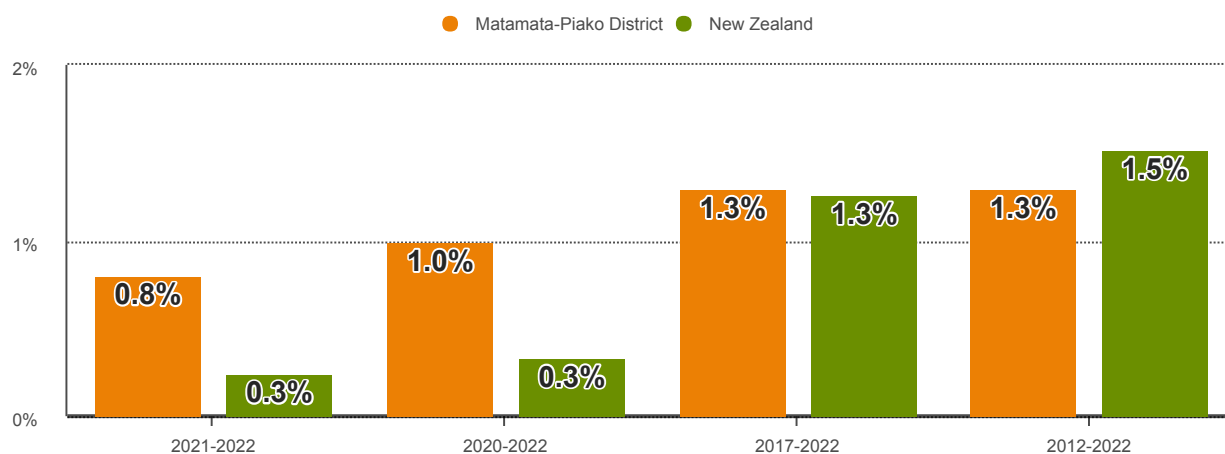
What is the source of Matamata-Piako District's population growth?

A region's population can grow through natural growth (births less deaths), net internal migration, and net international migration. This section describes the relative contributions of these two sources to population growth in Matamata-Piako District.

- Matamata-Piako District's population increased by 300 people in the year to June 2022. This net increase was made up of an internal net migration of 170, an international net migration of 20, and natural increase of 120.

Figure 19: Population source of Matamata-Piako District, 1997-2022
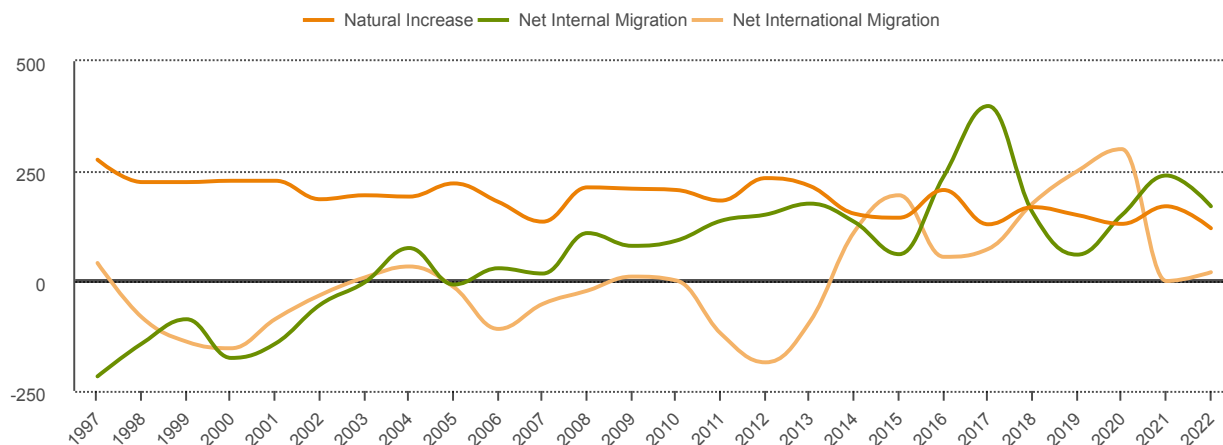
- The relative contribution of total net migration to natrual growth in Matamata-Piako District was higher than New Zealand in 2022.

What is the age structure of Matamata-Piako District's population?

- In 2022, 59.0% of Matamata-Piako District's population was of working age (15-64). This was significantly lower than the proportion of the national population (64.8%).

- Matamata-Piako District had a slightly higher proportion (19.4%) of young people (0-14) than the country as a whole (18.8%) and a significantly higher proportion (21.6%) of people 65 years and older compared with New Zealand (16.4%).

- Overall the dependency ratio in Matamata-Piako District (69.5%) was higher than in the national economy (54.4%). The dependency ratio expresses the number of persons outside of the working age as a proportion of the number of persons of working age (15 to 64 years).

Figure 20: Age composition of the population, year to June 2022
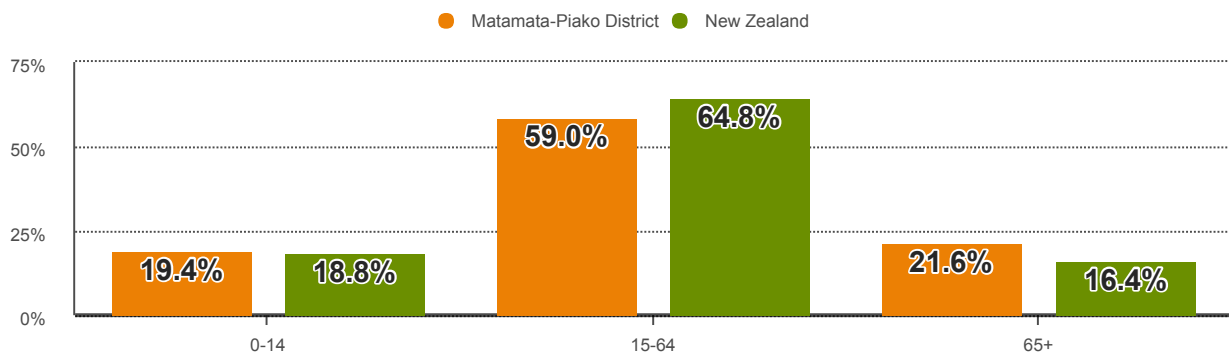
STANDARD OF LIVING

What are the mean earnings in Matamata-Piako District?

Earnings are income earned through employment. This series measures average annual earnings per filled job. Earnings are typically an important source of household income, well-being and choices available. Earnings in an area are determined by a number of factors including the industries in the area, the skills required in these industries and the ability of employers to find appropriately skilled labour.

Figure 21: Mean annual earnings, 2022
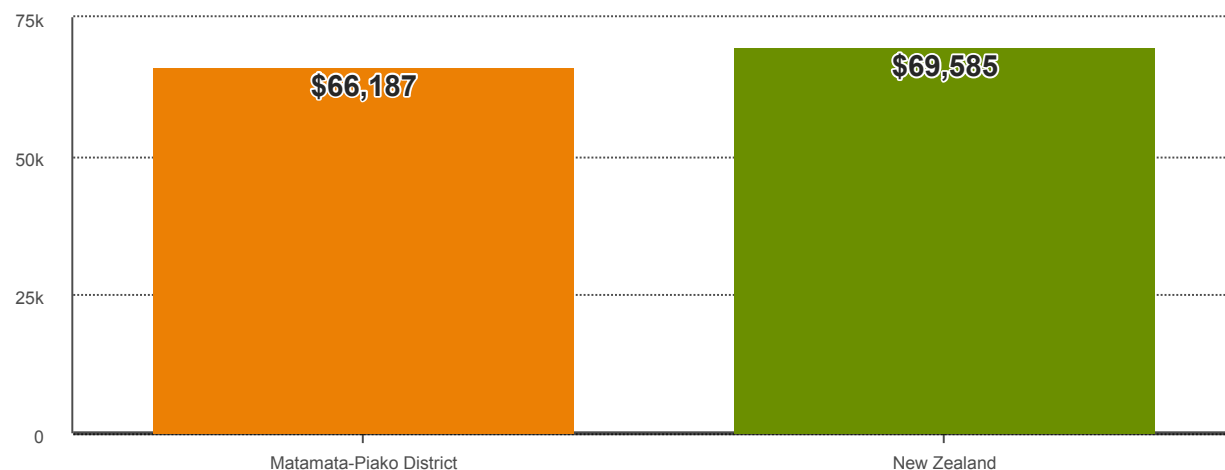
- Mean annual earnings in Matamata-Piako District were $66,187 in the year to March 2022, which was lower than the New Zealand mean of $69,585.

- Mean earnings in Matamata-Piako District increased by 5.2% over the year to March 2022 compared with an increase of 5.6% in New Zealand.

- Since 2001, earnings growth in Matamata-Piako District reached a maximum of 5.6% in 2002 and a minimum of 2.3% in 2019.

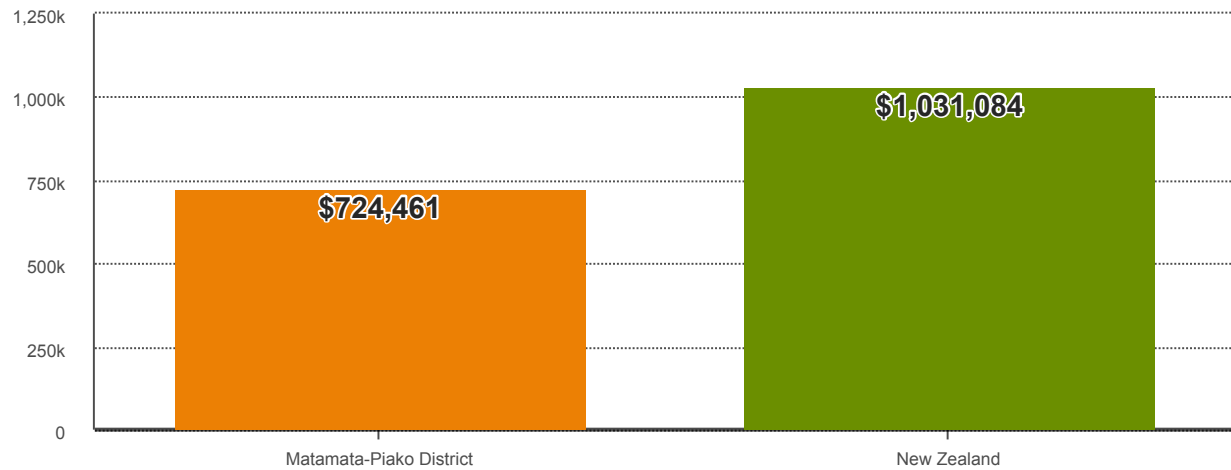### Figure 22: Mean earnings growth, 2002-2022
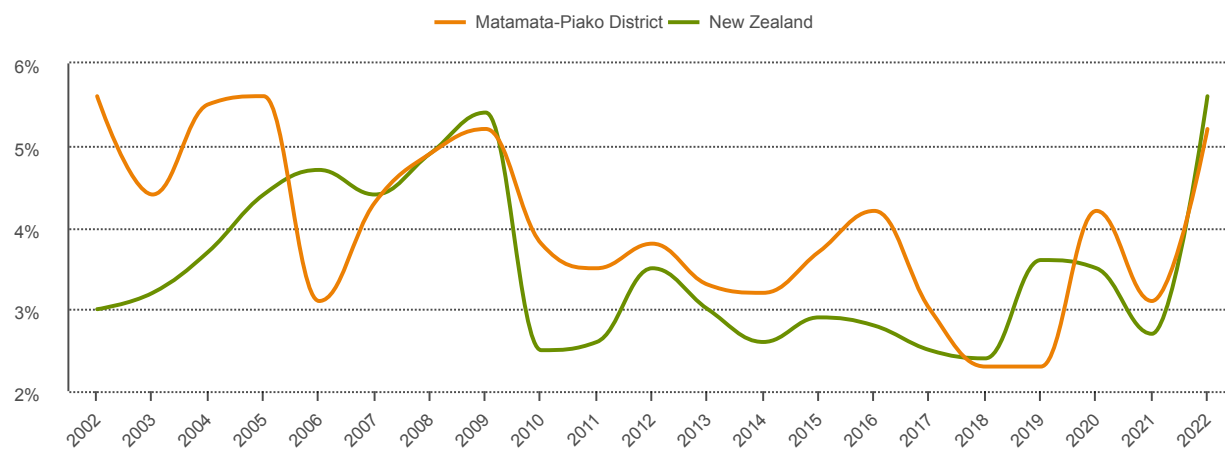
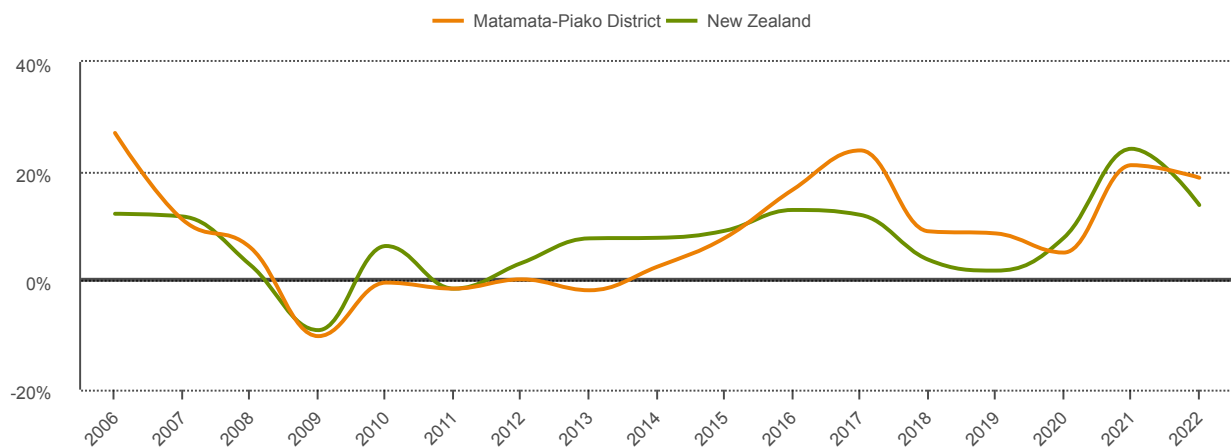| Change	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Matamata-Piako District	4.9%	5.2%	3.8%	3.5%	3.8%	3.3%	3.2%	3.7%	4.2%	3.0%	2.3%	2.3%	4.2%	3.1%	5.2%
New Zealand		4.9%	5.4%	2.5%	2.6%	3.5%	3.0%	2.6%	2.9%	2.8%	2.5%	2.4%	3.6%	3.5%	2.7%	5.6%

How do house values in Matamata-Piako District compare?

Expenditure on housing is a major component of household spending. This section describes the average current house values in Matamata-Piako District relative to the rest of the country.

Figure 23: Average current house values, 2022

- The Average current house value in Matamata-Piako District was $724,461 in 2022, which was lower than the New Zealand median of $1,031,084.

- House value growth in Matamata-Piako District was 18.8% for the year to March 2022. Growth was stronger that in New Zealand (13.8%).

Figure 24: House value growth, 2006-2022

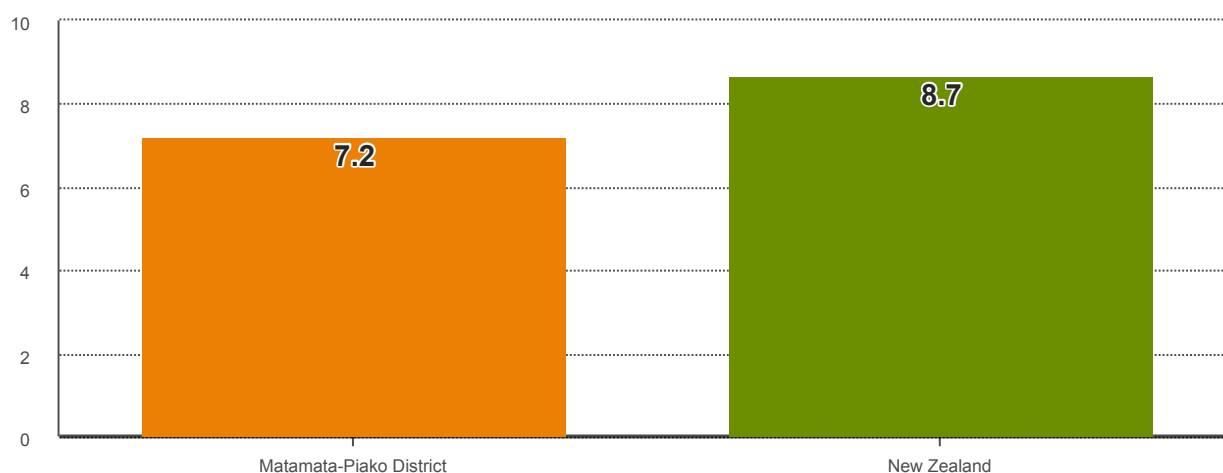| Change	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Matamata-Piako District	6.0%	-10.2%	-0.4%	-1.5%	0.2%	-1.8%	2.5%	7.8%	16.6%	23.8%	9.0%	8.6%	5.1%	21.1%	18.8%
New Zealand	2.8%	-9.1%	6.3%	-1.5%	3.2%	7.7%	7.8%	9.1%	12.9%	12.0%	3.8%	1.8%	7.8%	24.1%	13.8%

How affordable is housing in Matamata-Piako District?

Affordable housing is important for people's well-being. For lower-income households, high housing costs relative to income are often associated with severe financial difficulty, and can leave households with insufficient income to meet other basic needs such as food, clothing, transport, medical care and education. High outgoings-to-income ratios are not as critical for higher-income earners, as there is sufficient income left for their basic needs.

This section investigates the affordability of housing in the Matamata-Piako District and for the country as a whole by comparing average current house values with mean household income. We present a housing affordability index which is the ratio of the average current house value to average household income. A higher ratio, therefore, suggests that median houses cost a greater multiple of typical incomes, which indicates lower housing affordability.

Figure 25: Housing affordibility index, 2022

- In Matamata-Piako District, the average house value was 7.2 times the average household income in 2022. Housing was more affordable than in New Zealand (8.7).

### Figure 26: Housing affordibility, 2005-2022
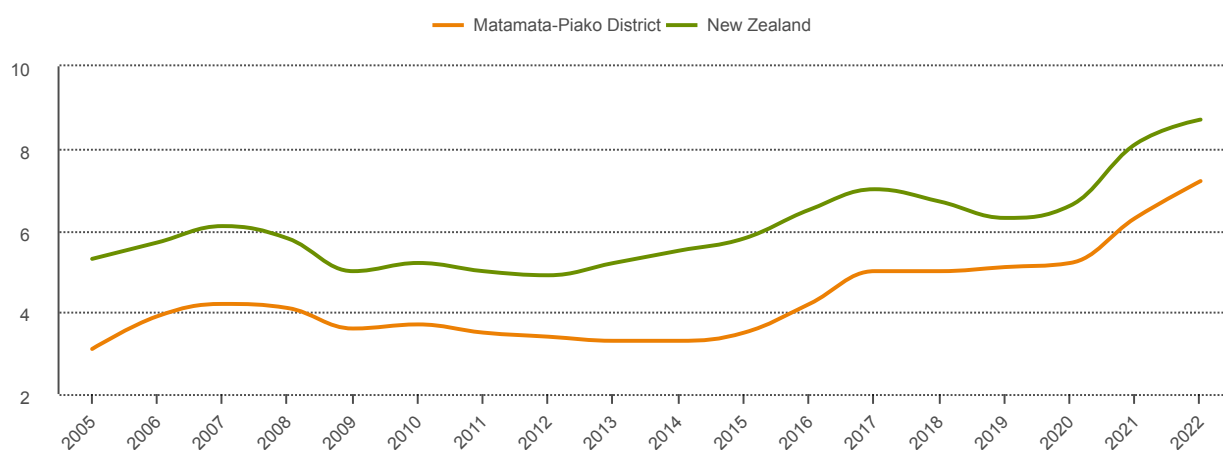
Level	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Matamata-Piako District	4.1	3.6	3.7	3.5	3.4	3.3	3.3	3.5	4.2	5.0	5.0	5.1	5.2	6.3	7.2
New Zealand	5.8	5.0	5.2	5.0	4.9	5.2	5.5	5.8	6.5	7.0	6.7	6.3	6.6	8.1	8.7

What is the average household income in Matamata-Piako District?

Household income is a fundamental measure of living standards and reflects the economic health of an area. Household income comprises multiples sources including earnings from employment (wages and salaries), earnings from self-employment, allowances, benefits and superannuation. By including incomes of all household members from a range of sources, it provides a more holistic measure of living standard and housing affordability than individual earnings.

This section looks at how average household income in Matamata-Piako District has changed over time and how this compares against annual average household income nationally. It is measured in current prices.

Figure 27: Mean household income, 2022
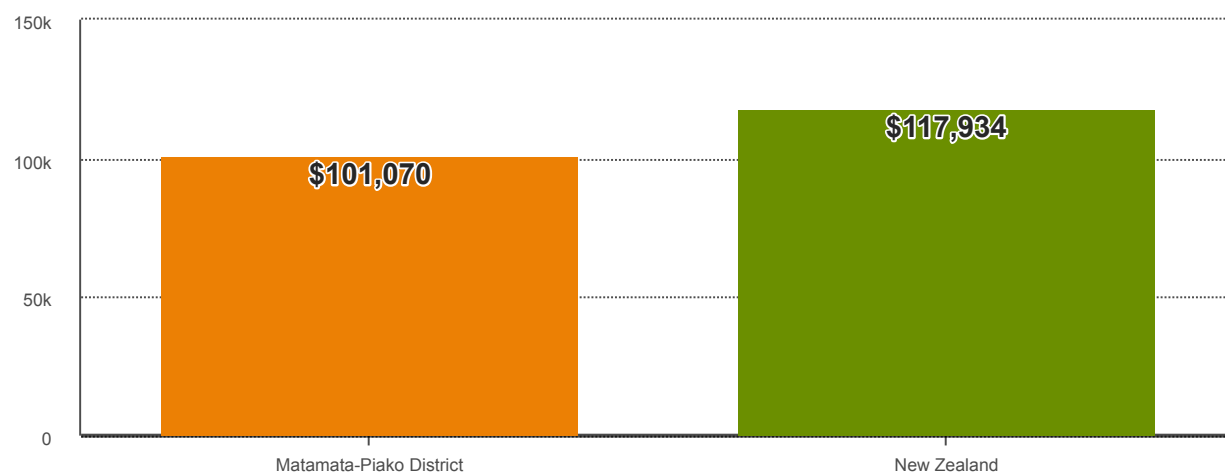
- The average household income in Matamata-Piako District was $101,070 in 2022, which was lower than the New Zealand average of $117,934.

- Household income growth in Matamata-Piako District was 4.4% for the year to March 2022. Growth was lower than in New Zealand (4.9%).

- Since 2000, household income growth in Matamata-Piako District reached a maximum of 10.2% in 2008 and a minimum of -5.0% in 2003.
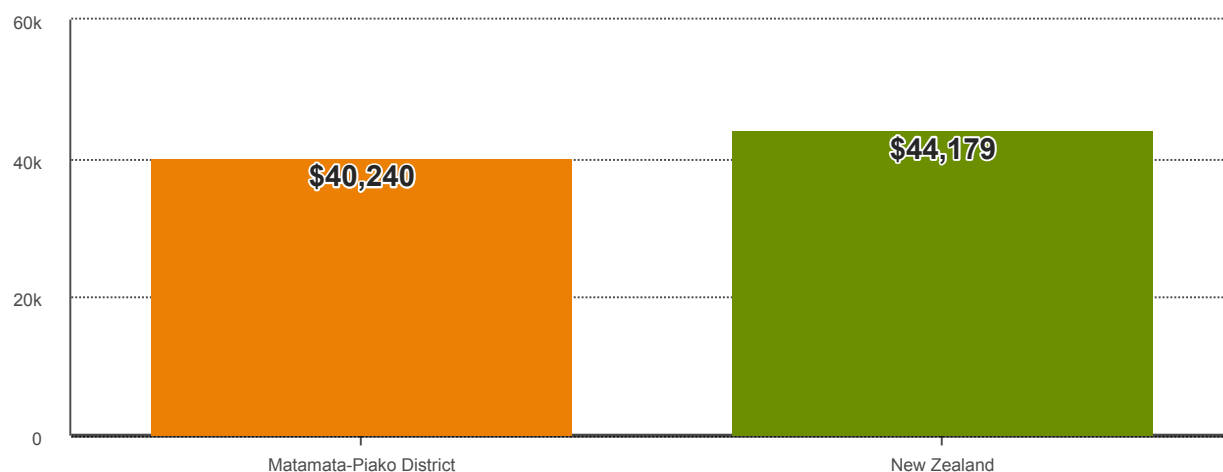
Figure 28: Mean household income growth, 2001-2022
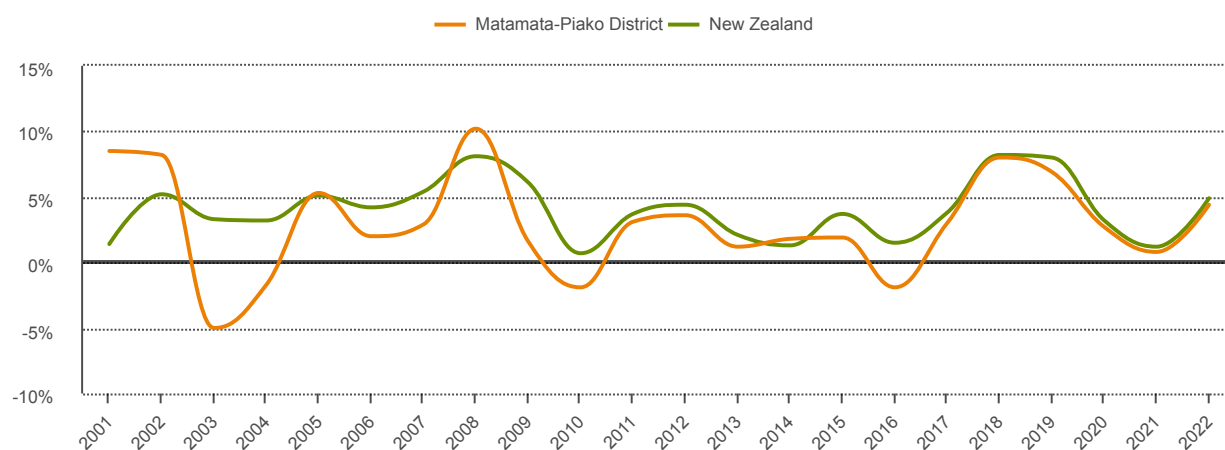
Change	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Matamata-Piako District	10.2%	1.6%	-1.9%	3.1%	3.6%	1.2%	1.8%	1.9%	-1.9%	3.0%	8.0%	6.9%	2.7%	0.8%	4.4%
New Zealand	8.1%	6.1%	0.7%	3.7%	4.4%	2.1%	1.3%	3.7%	1.5%	3.8%	8.2%	8.0%	3.2%	1.2%	4.9%

What is the average per capita income in Matamata-Piako District?

Per capita income is a widely used measure of living standard, as it accounts for all sources of household of income as well as household size. Household size is an important consideration, as households with a similar household income may have drastically different living standards depending on how many individuals their income is spread across. Per capita income is based on our household income series, adjusted for population.

This section looks at how average per capita income in Matamata-Piako District has changed over time and how this compares against annual average per capita income nationally. It is measured in current prices.

Figure 29: Mean per capita income, 2022

- The average per capita income in Matamata-Piako District was $40,240 in 2022, which was lower than the New Zealand average of $44,179.

- Per capita income growth in Matamata-Piako District was 6.0% for the year to March 2022. Growth was lower than in New Zealand (6.9%).

- Since 2000, per capita income growth in Matamata-Piako District reached a maximum of 11.1% in 2008 and a minimum of -4.6% in 2003.
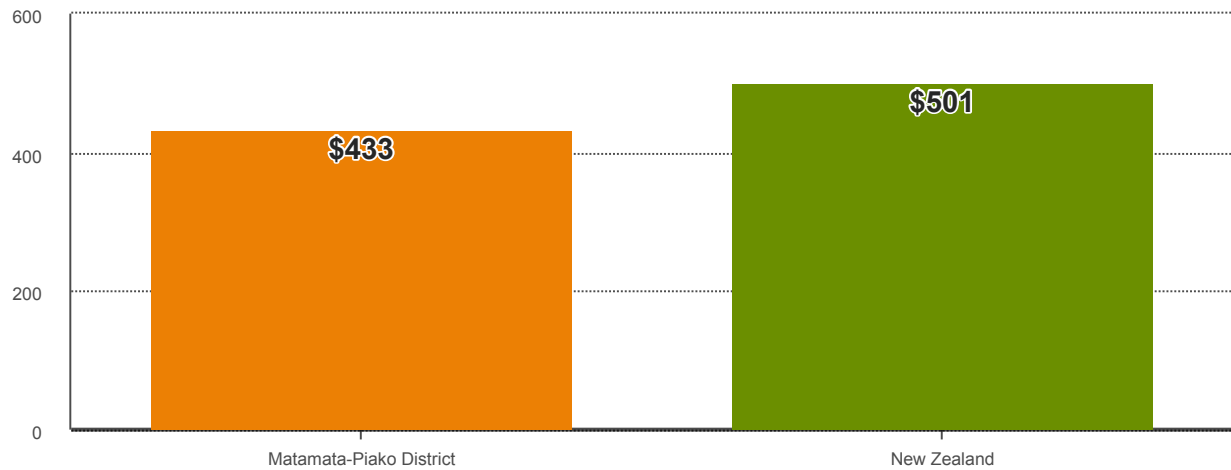
Figure 30: Mean per capita income growth, 2001-2022
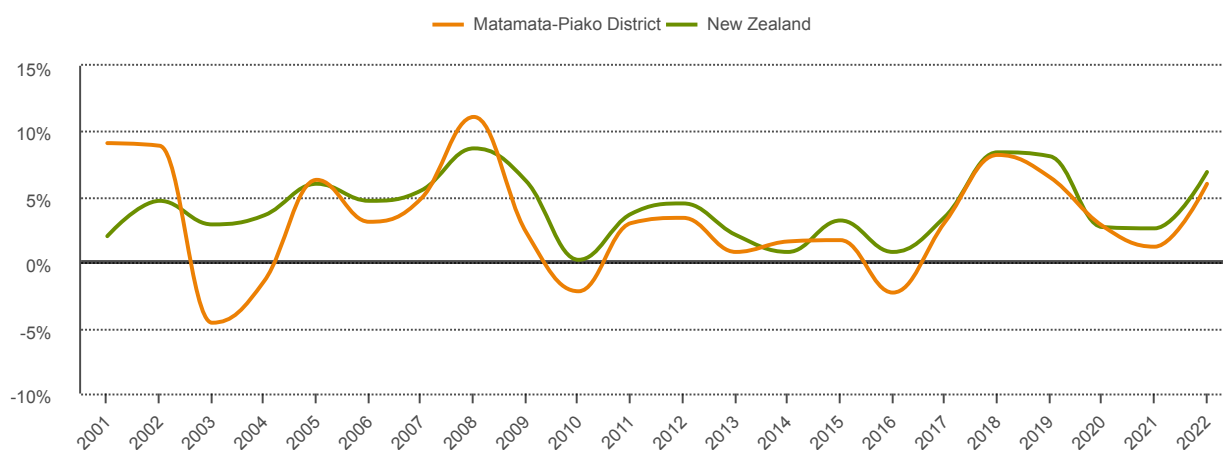
Change	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Matamata-Piako District	11.1%	2.3%	-2.2%	3.0%	3.4%	0.8%	1.6%	1.7%	-2.3%	3.1%	8.2%	6.5%	2.8%	1.2%	6.0%
New Zealand	8.7%	6.2%	0.2%	3.7%	4.5%	2.1%	0.8%	3.2%	0.8%	3.5%	8.4%	8.1%	2.7%	2.6%	6.9%

## How do rents in Matamata-Piako District compare?

Rent is a major component of household spending. This section gives average weekly rental prices each year for Matamata-Piako District, relative to the rest of the country.

Figure 31: Average weekly rent, year to March 2022

- Average weekly rent in Matamata-Piako District was $433 in 2022, which was lower than the New Zealand average of $501.

- Growth in average weekly rent in Matamata-Piako District was 8.5% for the year to March 2022. Growth was higher than in New Zealand (6.6%).

- Since 2000, average weekly rent growth in Matamata-Piako District reached a maximum of 11.8% in 2006 and a minimum of -0.7% in 2001.
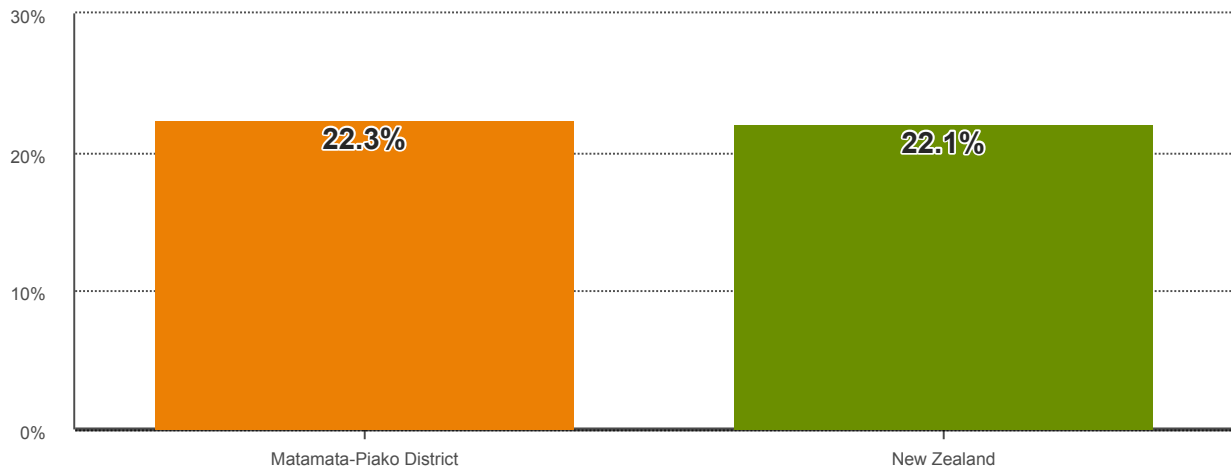
Figure 32: Growth in average rent, 2001-2022
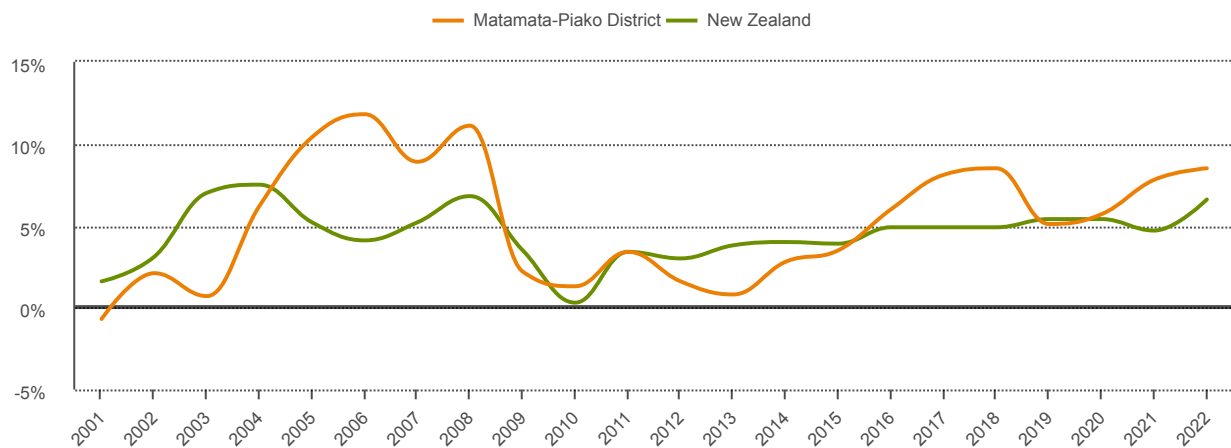
Change	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Matamata-Piako District	11.1%	2.2%	1.3%	3.4%	1.6%	0.8%	2.8%	3.5%	6.0%	8.1%	8.5%	5.1%	5.7%	7.8%	8.5%
New Zealand	6.8%	3.5%	0.3%	3.4%	3.0%	3.8%	4.0%	3.9%	4.9%	4.9%	4.9%	5.4%	5.4%	4.7%	6.6%

## How affordable is renting in Matamata-Piako District?

This section investigates the affordability of renting by comparing average weekly rents with average weekly household income. We present a rental affordability index which is the ratio of the average weekly rent to average household income. A higher ratio, therefore, suggests that average rents cost a greater multiple of typical incomes, which indicates lower rental affordability.

Figure 33: Rental affordability index, 2022

- In Matamata-Piako District, the average weekly rent accounted for 22.3% of the average household income in 2022. Renting was less affordable than in New Zealand (22.1%).

### Figure 34: Rental affordability index, 2001-2022
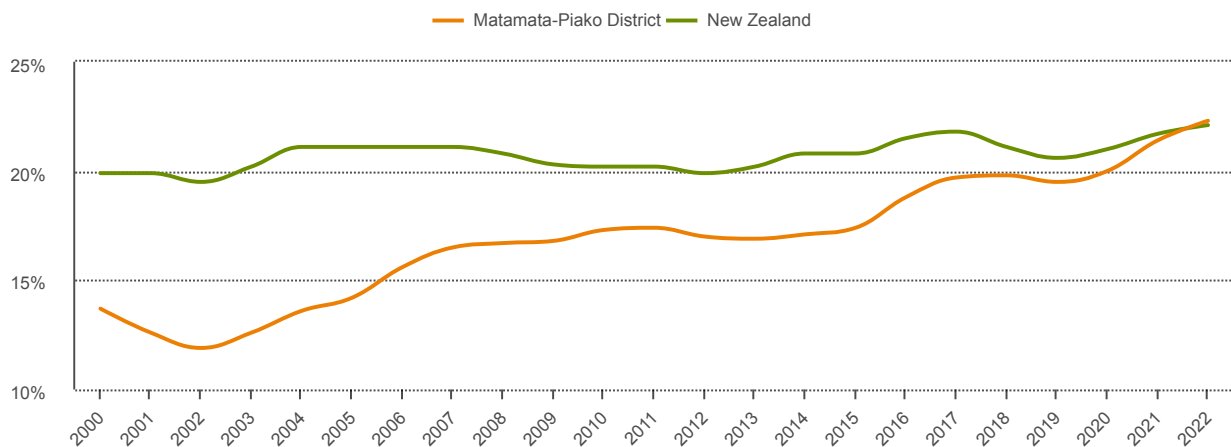
Level	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Matamata-Piako District	16.7%	16.8%	17.3%	17.4%	17.0%	16.9%	17.1%	17.4%	18.8%	19.7%	19.8%	19.5%	20.0%	21.4%	22.3%
New Zealand	20.8%	20.3%	20.2%	20.2%	19.9%	20.2%	20.8%	20.8%	21.5%	21.8%	21.1%	20.6%	21.0%	21.7%	22.1%

# How many beneficiaries are there in Matamata-Piako District?

This section looks at the number of people in Matamata-Piako District receiving benefits relative to the rest of the country.

Figure 35: Total beneficiaries as a proportion of working age (15-64) population, 2010-2022

● Matamata-Piako District   ● New Zealand
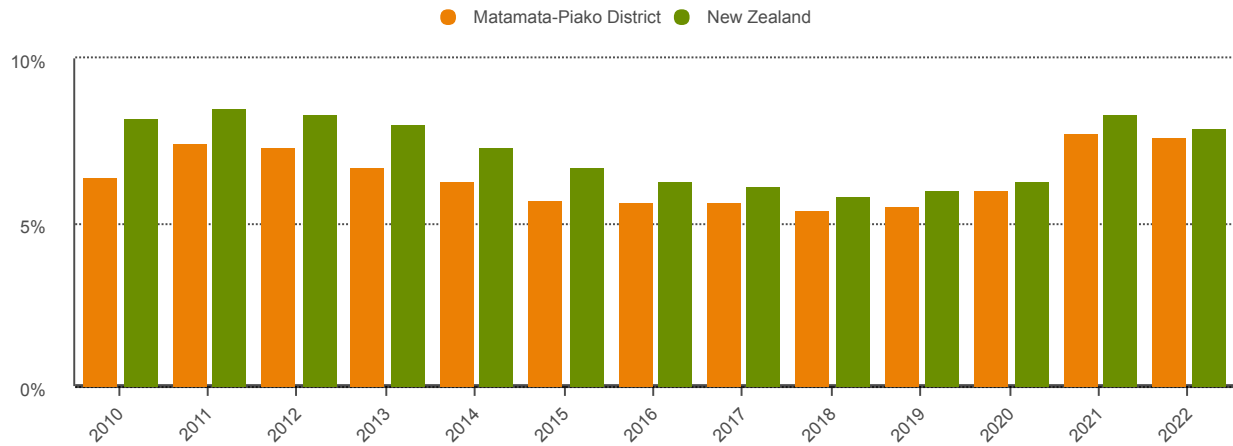
- In Matamata-Piako District there were 1,665 people on a benefit in 2022. This was a 1.5% decrease compared to the previous year.

Figure 36: Growth in beneficiary numbers, 2011-2022

—— Matamata-Piako District —— New Zealand
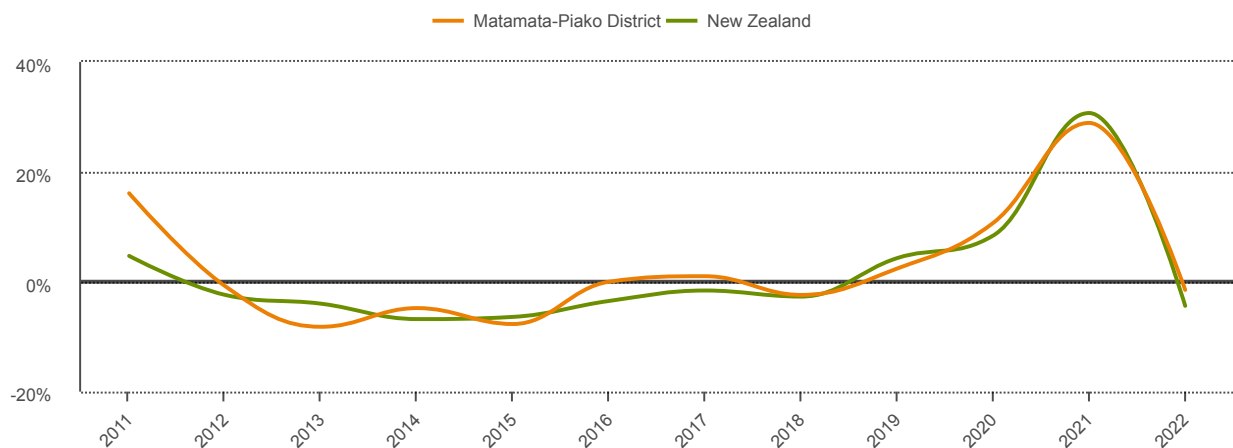
| Change	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Matamata-Piako District	16.1%	-0.8%	-8.2%	-4.8%	-7.7%	0.0%	1.0%	-2.4%	2.4%	10.7%	28.9%	-1.5%
New Zealand	4.7%	-2.4%	-4.0%	-6.8%	-6.4%	-3.5%	-1.6%	-2.7%	4.3%	8.4%	30.7%	-4.4%

TOURISM

Tourism has grown rapidly in New Zealand since 2000. Not only has the number of overseas tourist arrivals increased substantially, but the level of domestic tourism has also expanded rapidly as spending on leisure by New Zealand residents increased. This section describes the contribution of tourism to Matamata-Piako District's economy.

Tourism GDP

Table 12: Tourism GDP, 2001-2022

| | Matamata-Piako District | | New Zealand | |
Year	Level	Change	Level	Change
2000	$10.2m		$3,239m	
2001	$11.0m	8.3%	$3,484m	7.5%
2002	$11.6m	5.6%	$3,948m	13.3%
2003	$12.6m	8.2%	$4,555m	15.4%
2004	$13.5m	7.3%	$4,982m	9.4%
2005	$14.0m	3.8%	$5,452m	9.4%
2006	$15.2m	8.2%	$5,800m	6.4%
2007	$16.1m	6.3%	$6,172m	6.4%
2008	$17.7m	9.9%	$7,004m	13.5%
2009	$17.5m	-1.1%	$6,718m	-4.1%
2010	$19.1m	9.0%	$7,151m	6.4%
2011	$22.2m	16.5%	$7,460m	4.3%
2012	$25.3m	14.0%	$7,869m	5.5%
2013	$27.5m	8.4%	$8,033m	2.1%
2014	$35.9m	30.7%	$8,908m	10.9%
2015	$44.9m	25.0%	$10,385m	16.6%
2016	$53.0m	18.1%	$12,121m	16.7%
2017	$51.9m	-2.0%	$12,405m	2.3%
2018	$58.3m	12.2%	$13,788m	11.1%
2019	$57.8m	-0.8%	$14,444m	4.8%
2020	$57.4m	-0.6%	$15,108m	4.6%
2021	$36.8m	-35.9%	$9,588m	-36.5%
2022	$38.3m	3.9%	$10,005m	4.3%

### Figure 37: Annual average tourism GDP growth, 2001-2022
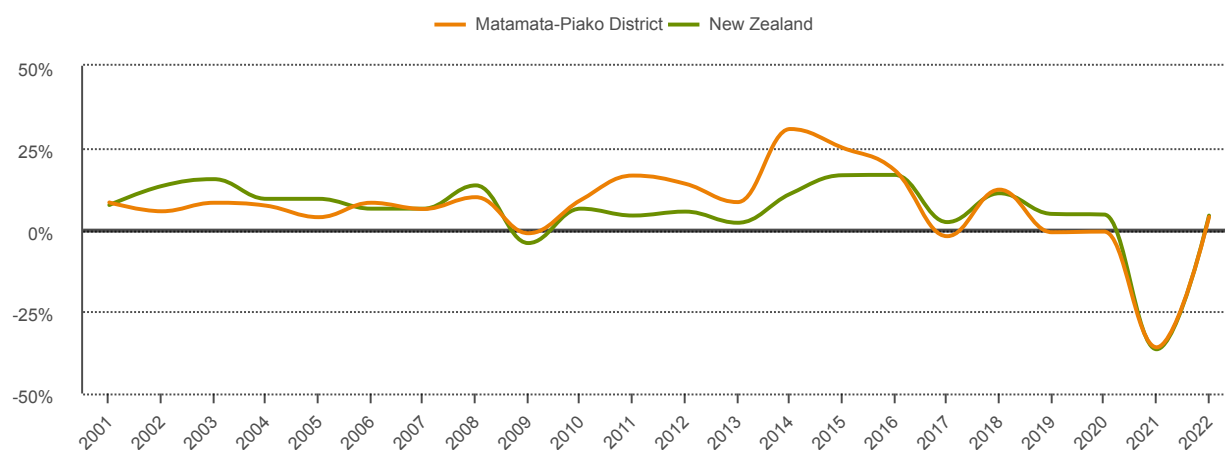
- The tourism industry contributed $38.3m towards GDP in Matamata-Piako District in 2022. This amounted to 1.6% of the Matamata-Piako District's economic output in 2022, up from 1.3% ten years ago.

- Economic output in Matamata-Piako District's tourism industry increased by 3.9% in 2022, compared with a 4.3% increase in New Zealand.

- Growth in the industry in Matamata-Piako District has averaged 4.2% over the last ten years, compared with 2.4% in New Zealand.

Tourism Employment

Table 13: Tourism employment, 2001-2022

| Year | Matamata-Piako District | | New Zealand | |
	Level	Change	Level	Change
2000	556		152,607	
2001	571	2.7%	157,386	3.1%
2002	575	0.7%	162,042	3.0%
2003	569	-1.1%	169,968	4.9%
2004	561	-1.4%	177,861	4.6%
2005	571	1.8%	184,761	3.9%
2006	585	2.5%	190,893	3.3%
2007	613	4.8%	197,028	3.2%
2008	630	2.8%	198,219	0.6%
2009	640	1.5%	198,558	0.2%
2010	598	-6.6%	187,083	-5.8%
2011	638	6.8%	181,881	-2.8%
2012	661	3.5%	175,866	-3.3%
2013	716	8.4%	173,724	-1.2%
2014	817	14.1%	175,023	0.7%
2015	967	18.4%	191,886	9.6%
2016	1,119	15.7%	210,180	9.5%
2017	1,129	0.9%	208,920	-0.6%
2018	1,180	4.5%	222,201	6.4%
2019	1,131	-4.1%	220,665	-0.7%
2020	1,061	-6.2%	219,093	-0.7%
2021	646	-39.1%	141,417	-35.5%
2022	710	9.9%	145,032	2.6%

Figure 38: Annual average tourism employment growth, 2001-2022
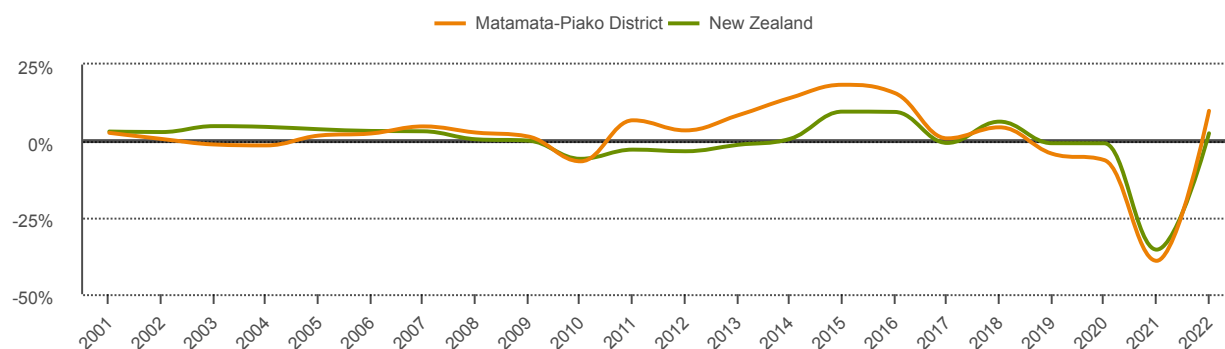
- The tourism industry employed an average of 710 people in Matamata-Piako District in 2022. This amounted to 3.8% of the Matamata-Piako District's total employment in 2022, down from 4.1% in 2012.

- Employment growth in the industry in Matamata-Piako District has averaged 0.7% over the last ten years, compared with -1.9% in New Zealand.

- Employment in the tourism industry increased by 9.9% in 2022, compared with a 2.6% increase in New Zealand.

TECHNICAL NOTES

Time period

This economic profile reports on March years (eg 2022 refers to the 12 months to March 2022) for all indicators except population (as at June) and dairy sector statistics (May year) and business units (snapshot as at February).

Broad economic sectors

Primary industries extract or harvest products from the earth and include agriculture, forestry, fishing, and mining. Goods-producing industries produce manufactured and other processed goods and include manufacturing, electricity, gas and water, and construction. High-value services include **knowledge intensive** service industries. Other services include all service industries that are not knowledge intensive, such as retail trade, and food and accommodation services. 'Other' includes owner occupied property operation and **unallocated** activity.

Broad skill levels

Highly skilled occupations typically require a bachelor degree or higher qualification and include professionals such as accountants, teachers, and engineers, as well as most managers such as chief executives. This category is consistent with skill level one of the Australia New Zealand Standard Classification of Occupations (ANZSCO).

Medium-high skilled occupations typically require an NZ Register Diploma, an Associate Degree or Advanced Diploma. The category includes some managers (such as retail managers) and technicians (such as architectural draftspersons, ICT support technicians and dental hygienists). This category is consistent with skill level two of the ANZSCO classification.

Medium skilled occupations typically require an NZ Register Level 4 qualification. The category includes tradespersons (such as motor mechanics), skilled service workers (such as firefighters), as well as skilled clerical and sales workers (such as legal secretaries and estate agents). This category is consistent with skill level three of the ANZSCO classification.

Low skilled occupations typically require an NZ Register Level 3 qualification or lower. It includes a range of lower skilled occupations from general clerks, caregivers, and sales assistants, through to cleaners and labourers. This category is consistent with skill level four and five of the ANZSCO classification.

Business units

Data on the number of businesses is sourced from the Business Demography statistics from Statistics New Zealand. Businesses are measured by geographic units, which represent a business location engaged in one, or predominantly one, kind of economic activity at a single physical site or base (eg a factory, a farm, a shop, an office, etc). All non-trading or dormant enterprises, as well as enterprises outside of New Zealand, are excluded from business demography statistics.

The number of business units is based on a snapshot as at February each year.

A significant number of enterprises are recorded as having zero employment. Enterprises in the zero employee count size category may have:

- working owners who do not draw a wage from their business
- labour provided by other businesses or contractors
- business activity that requires no labour (eg holding company).

Only business units that are economically significant enterprises are included. To be regarded as economically significant they must meet at least one of the following criteria:

- annual expenses or sales subject to GST of more than $30,000

- 12-month rolling mean employee count of greater than three

- part of a group of enterprises

- registered for GST and involved in agriculture or forestry

- over $40,000 of income recorded in the IR10 annual tax return (this includes some units in residential property leasing and rental).

Dependency ratio

The dependency ratio is the number of under 15 year olds and over 65 year olds as a ratio of the rest of the population (working age).

Earnings

Earnings data comes from the quarterly Linked Employer Employee Data published by Statistics New Zealand. LEED publishes the mean earnings of full quarter jobs for each quarter. Full quarter jobs may include full time and part time jobs. Earnings include overtime and lump sum payments. We sum the mean earnings for the four quarters making up the year to arrive at an estimate of average annual earnings.

Employment by industry

Employment is measured as an average of the four quarters making up each year. The unit of measurement is filled jobs, based on work place address.

Regional employment numbers are from Infometrics' Regional Industry Employment Model (RIEM). The model draws heavily on quarterly and annual Linked Employer Employee Data (LEED) published by Statistics New Zealand. RIEM differs from data from Business Demography in that it is a quarterly series (BD is annual) and it includes both employees and self-employed, whereas BD only includes employees.

Employment by occupation

Employment in each industry is converted to occupational employment using the relationship between industry and occupational employment observed in various Population Censuses. The Population Census measures the occupational composition of employment in each industry and how this changes over time. Occupations confirm to the categories used in the Australian New Zealand Standard Classification of Occupations (ANZSCO).

Employment by qualification and field of study

Employment by occupation is converted to employment by qualification using the unique matching between occupation and **the five qualification or skill levels used** in the Australian New Zealand Standard Classification of Occupations (ANZSCO). Fields of study for each combination of occupation and skill are obtained from Population Census. Shares of employment in a particular occupation and skill combination for each field of study can, thus, be aggregated into demand for labour by skill/qualification.

Gross Domestic Product

Gross Domestic Product (GDP) measures the value economic units add to their inputs. It should not be confused with revenue or turnover.

Total GDP is calculated by summing the value added to all goods and services for final consumption – ie it does not include the value added to goods and services used as intermediate inputs for the production of other goods as this would result in double counting. As a result, GDP estimates should not be confused with revenue/turnover/gross output.

In this profile Gross Domestic Product for each region and territorial authority (TA) is estimated by Infometrics. A top-down approach breaks national production-based GDP for each industry (published by Statistics New Zealand) down to territorial authority level by applying TA shares to the national total. Each TA's share of industry output is based on the share of employment measured in the Linked Employer Employee Data (LEED), which is, in turn, based on taxation data. Our estimates are benchmarked on regional GDP published by Statistics New Zealand which ensures we capture differences in regional industry productivity and changes in productivity over time. In the 2022 GDP estimates we incorporate Infometrics' estimates of the proportions of industries in each territorial authority which were able to operate under each COVID-19 alert level to capture the economic impacts of the pandemic.

GDP is measured in constant 2022 prices.

Household income

The Infometrics household income series is a comprehensive estimate of average household incomes within each region or territorial authority area. The series captures labour market earnings (wages, salaries and self-employment) as well as allowances (e.g. Disability Allowance), benefits (e.g. Jobseeker Support) and superannuation. Investment income is excluded.

Infometrics models the series with a top-down approach, first measuring all incomes received by households in New Zealand, then apportioning them to smaller areas using various sources of administrative data. As there is a time lag in the availability of administrative data we use contemporary indicators to project our estimates to the most recent quarter. Infometrics estimates of the number of occupied private households are used to translate total income in each area into a per household mean.

The Infometrics household income series tends to be slightly higher than Census measures. Census tends to underestimate household incomes because individuals often fail to recall all their income when completing their Census form.

House values

House values (dollar value) are sourced from QVNZ. The levels used are average current values. An average current value is the average (mean) value of all developed residential properties in the area based on the latest house value index from QVNZ. It is not an average or median sales price, as both of those figures only measure what happens to have sold in the period. These average current values are affected by the underlying value of houses (including those not on the market) and are quality adjusted based on the growth in each house's price between sales.

Industrial classification

This profile uses industry categories from the 2006 Australia New Zealand Standard Industrial Classification (ANZSIC). The ANZSIC is a hierarchical classification with four levels, namely divisions (the broadest level also referred to as 1-digit categories), subdivisions (3-digit), groups (4-digit) and classes (7-digit).There are approximately 500 7-digit industries.

This profile also uses a grouping of 54 industries. These are the industries used by Statistics New Zealand in the national accounts.

Knowledge intensive employment

Knowledge intensive employment is measured as employment in industries (measured at the 7-digit industry level) which are defined as **knowledge intensive**.

Knowledge intensive industries

Knowledge-intensive industries are industries that satisfy two basic criteria: At least 25 per cent of the workforce must be qualified to degree level and at least 30 per cent of the workforce must be employed in professional, managerial, as well as scientific and technical occupations.

Māori industry and occupational employment

Infometrics models Māori industry and occupational employment data by drawing on detailed data from the Census, Household Labour Force Survey (HLFS) as well as the Infometrics Regional Employment Industry Model (REIM) and the Infometrics Regional Industry-Occupational matrix. Employment is measured at the place of work.

Per capita income

Per capita income is based on the Infometrics household income series, and translated into per capita incomes using estimates of the number of occupied private households and population.

Population

The population numbers presented in this profile are based on Statistics New Zealand's Estimated Resident Population (ERP). The ERP is an estimate of all people who usually live in an area at a given date. Visitors from elsewhere in New Zealand or from overseas are excluded.

The ERP is not directly comparable with the census usually resident population count because of a number of adjustments. The ERP at 30 June 2018 is based on the 2018 census usually resident population count, adjusted for:

* net census undercount (based on the 2018 Post-enumeration Survey)
* residents temporarily overseas on census night
* births, deaths, and net migration between census night and the date of the estimate
* reconciliation with demographic estimates at ages 0–9 years.

Prices

In this profile, we present all GDP estimates in constant 2022 prices. GDP presented in constant prices is sometimes referred to as real GDP. By using constant prices we remove the distractionary effect of inflation. It enables us to meaningfully compare GDP from one year to the next.

Productivity

Productivity measures the efficiency of production. In this profile, we measure productivity as GDP per filled job (ie the amount of economic activity generated on average by each filled job). Labour is only one input into production. The output of each employee may differ across industries in a region due to differing access to machinery, technology, and land. Therefore, productivity comparisons should only be made in circumstances where it is reasonable to assume that capital intensity will be broadly the same – for example, when looking at productivity within an industry over a limited-time period, or when comparing productivity of a particular industry with that same industry in another region.

Rents

Rents ($ per week) are sourced from monthly data provided by MBIE and averaged across each year using weighted geometric means. Rental data pertains to averages from data collected when bonds are lodged and does not control for specifications of the home (eg size, number of bedrooms, age of home, etc).

Self-employment

Self-employment rates are from Annual Linked Employer Employee Data (LEED).

Tourism employment

Our estimates of tourism employment leverage off our tourism GDP estimates. We are able to use our understanding of the proportion of output in each industry in a territorial authority that is associated with tourism and apply this proportion to underlying employment levels in that industry. Summing up tourism employment by industry gives us an indication of the total number of jobs in a region that are attributable to the tourism industry.

Tourism GDP

Our estimates of tourism GDP are measured in millions of dollars and are in 2022 **prices**. The estimates draw on the Tourism Satellite Accounts (TSA) published by Statistics New Zealand, in conjunction with data on guest nights, visitor expenditure data from MBIE, and Infometrics' regional GDP model. The TSA estimates the contribution of the tourism industry to GDP nationally. For the years 2009-2013, we have apportioned tourism GDP from the TSA to each territorial authority (TA) using constrained shares of visitor expenditure from MBIE's visitor expenditure data.

For the years before 2009, we have calculated growth rates in each TA's tourism GDP, by adjusting TSA industry ratios (that summarise the proportion each industry's output associated with tourism) and applying these adjusted ratios to our estimates of the TA's GDP. Our adjustment takes into consideration each TA's relative exposures to industries and guest night shares compared to the national economy. The estimates for each TA are then benchmarked on the national total from the TSA.

Unallocated

Unallocated items include taxes levied on the purchaser rather than the producing industry (such as GST, import duties, and taxes on capital transactions), and items that cannot easily be allocated to a specific industry (such as the seasonal adjustment balancing item). A seasonal adjustment balancing item is necessary to ensure that the sum of all seasonally adjusted industries can be reconciled with total GDP.