

SECTION 5: OUR DISTRICT, ECONOMY AND POPULATION

OUR DISTRICT TODAY

The Matamata-Piako District is a rural area of 175,477 hectares in the Waikato Region. Just over two thirds of the District's population live in one of three main towns (Matamata, Morrinsville and Te Aroha), with the remainder living in rural areas. The District is well known for its dairy farming and thoroughbred racing industry but has a number of other key features.

Major attractions include Mount Te Aroha (952m high) and the stunning Kaimai-Mamaku Forest Park, which offer visitors a range of day walks or overnight tramps. At the foot of the mountain is the Mokena Geyser (the only natural hot soda water geyser in the world), and the historic Te Aroha Domain, featuring Swim Zone Te Aroha and the Te Aroha Mineral Spas.

Matamata is well known as the location of the Hobbiton Movie Set, which was used for the world famous Lord of the Rings movies, and The Hobbit trilogy. The Hobbiton Movie Set is now one of New Zealand's major tourist destinations, attracting over 500,000 each year. Matamata is also home to the historic Firth Tower Estate and Museum. Matamata has a strong equine and racing community, and it has produced many fine thoroughbred horses that can now be found racing internationally. The easy rolling terrain surrounding Morrinsville makes for some of the best farmland in New Zealand, earning it the title 'Cream of the Country'. Morrinsville is also home to the Wallace Gallery, which showcases artwork from around the District and wider region and the Morrinsville Museum.



GENERAL INFORMATION ABOUT THE DISTRICT

	2014/15	2015/16	2016/17
Number of electors (enrolled)*	22,991	23,236	23,414
Number of rating units**	15,006	14,877	14,890
Value of improvements**	\$3,968,782,000	\$4,064,097,500	\$4,065,600,500
Net land value**	\$6,291,427,400	\$6,292,556,400	\$6,300,578,400
Total capital value**	\$10,260,209,400	\$10,356,653,900	\$10,366,178,900
Total rates	\$30,134,000	\$30,800,000	\$30,821,000
Average total rates per property	\$2.008	\$2.070	\$2.070

* Electoral enrolment centre

** At the end of the preceding financial year

*** Excludes metered water rates, targeted rates from industries, lump-sum contributions and penalties.

The number of rating units has decreased overall during 2015/16. All council's were required by the Valuer General to amalgamate contiguous rural rating units into a single title. As such, 320 rating units were amalgamated down to 180 rating units.

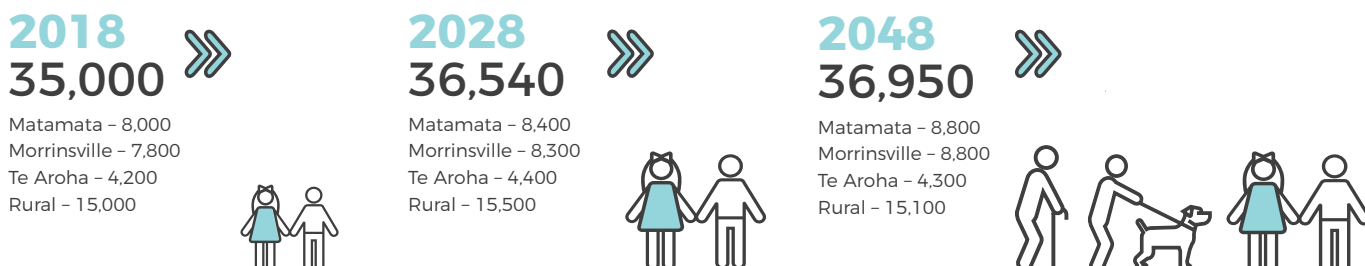
OUR DEMOGRAPHIC FUTURE AND OUR ECONOMY

We are planning for the future, which means we need to consider what the demographic future might look like in our District. What will our population be? What ages will they be? How many households will there be? How many people will live in each household?

The answers to these questions (and other demographics) all effect how we manage growth and plan for our infrastructure and services. All population figures in this Long Term Plan are projected as at 30 June of each year. This aligns with our financial year. We have used a medium growth profile in preparing this plan. These population projections have been provided by Rationale Consultants and economic data from Infometrics. You can read the full report from Rationale and Infometrics at mpdc.govt.nz.

POPULATION PROJECTIONS

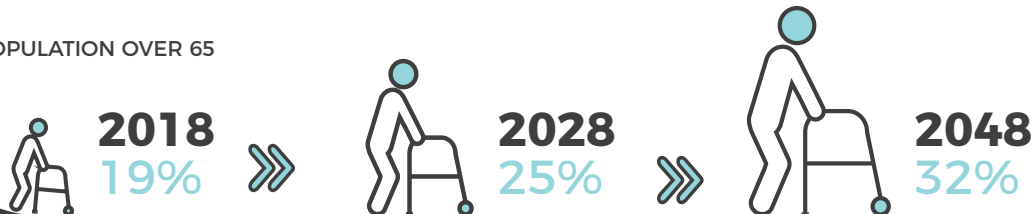
*Due to rounding, figures used in this section may not add to the stated totals.



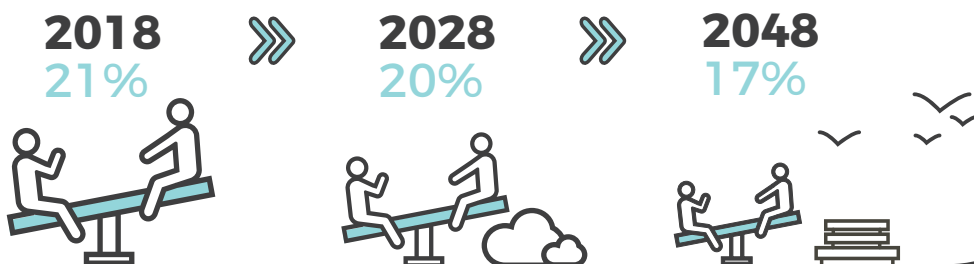
AN AGING POPULATION

Our population is projected to age and the number of young people (under 15 years) decrease. This changing age profile could have a flow-on effect to the make-up of the work force in the District and the services we provide like recreational facilities and pedestrian access. It also has impacts on the affordability of rates as many pensioners are on fixed incomes.

POPULATION OVER 65

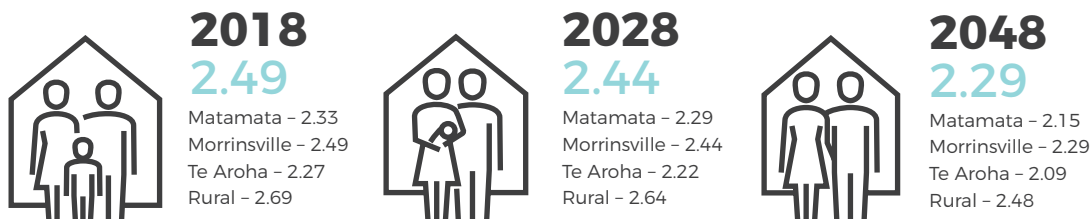


POPULATION UNDER 15



HOUSEHOLD SIZE

The average household size is projected to decrease likely due to the impact of the aging population and changing family structures.



MEDIAN AGE

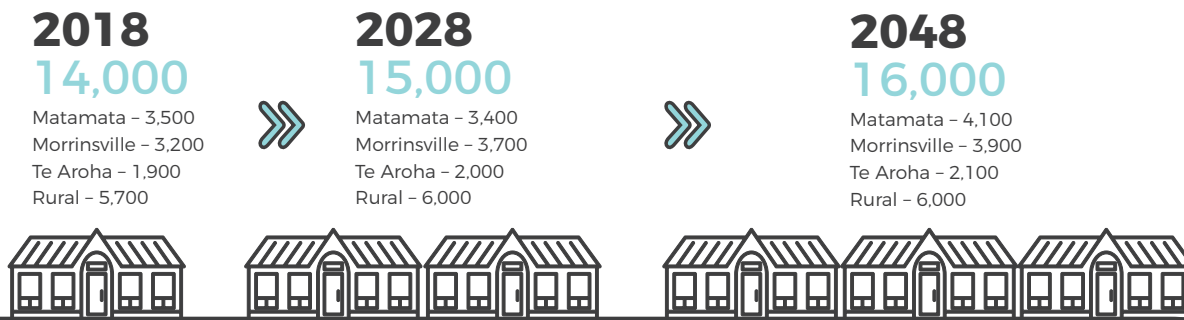
2018	39.9
2028	42.2
2043	37.5

*figures taken from Statistics NZ, 2013 population projections (2013-2043 update).



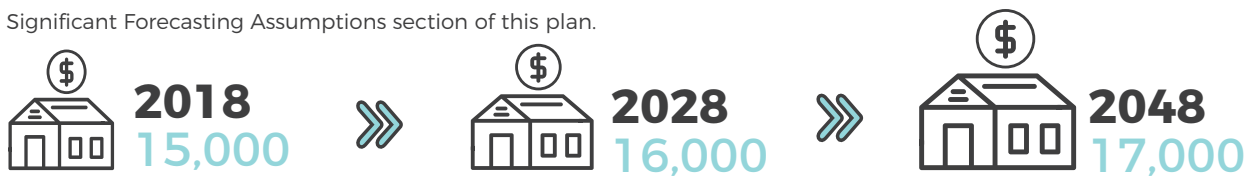
TOTAL DWELLINGS

The number of dwellings is projected to increase in line with the projected increase in population and rating units.



RATING UNIT PROJECTIONS

Rating Units are pieces of land that hold a certificate of title of equivalent (e.g. gazette notice). In preparing our budgets, we have applied a more conservative average annual growth in rating units. For more details refer to the Significant Forecasting Assumptions section of this plan.



District	2018	2019	2020	2021	2023	2024	2025	2026	2027	2028
	14,965	15,064	15,163	15,262	15,460	15,562	15,665	15,768	15,870	15,973

SPLIT OF URBAN/ RURAL POPULATION

Urban

2018 - 57.18%
2028 - 57.61%
2048 - 59.22%



VS

Rural

2018 - 42.82%
2028 - 42.39%
2048 - 40.78%



EMPLOYMENT GROWTH

MATAMATA-PIAKO DISTRICT (2016) 3.5%

NEW ZEALAND (2016) 2.7%

MATAMATA-PIAKO DISTRICT (2006-2016) 4%

NEW ZEALAND (2006-2016) 1.2%

* Annual average % change

TOTAL EMPLOYMENT

17,759

0.8%

(of national total)



UNEMPLOYMENT RATE

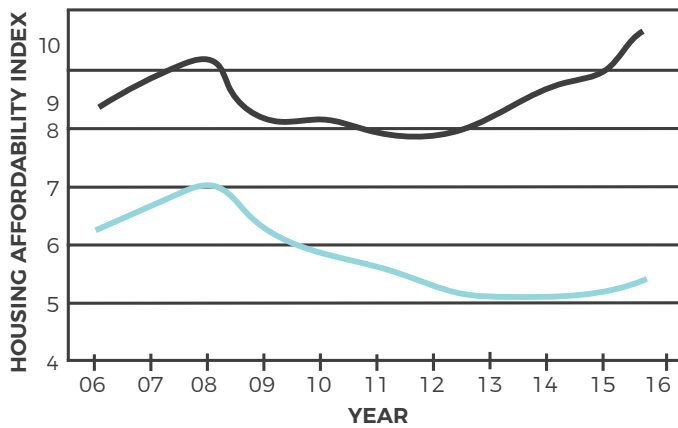
Between 2009 and 2016 the average unemployment rate was 3.74% in Matamata-Piako compared to 5.73% in New Zealand.



Year	Matamata-Piako District	New Zealand
2009	3.2%	4.5%
2010	4.1%	6.5%
2011	4.1%	6.2%
2012	4.4%	6.0%
2013	3.7%	6.2%
2014	3.7%	5.7%
2015	3.5%	5.4%
2016	3.2%	5.3%

HOUSING AFFORDABILITY MATAMATA-PIAKO DISTRICT & NEW ZEALAND

MATAMATA-PIAKO DISTRICT
NEW ZEALAND



This graph shows the affordability of housing in the Matamata-Piako District and for the country as a whole through an index which is the ratio of the average current house value to average annual earnings.

A higher ratio, therefore, suggests that median houses cost a greater multiple of typical incomes, which indicates lower housing affordability. It suggests Matamata-Piako District has more affordable housing relative to New Zealand as a whole.



SOCIAL AND ECONOMIC DEPRIVATION (2013)

MATAMATA-PIAKO DISTRICT

6.6

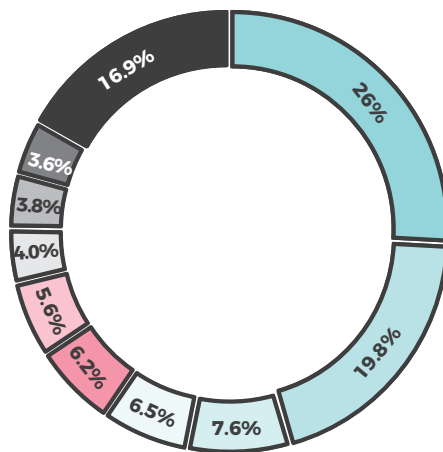
NEW ZEALAND

5.49

The index of socioeconomic deprivation combines census data relating to income, home ownership, employment, qualifications, family structure, housing, access to transport and communications to give a picture of how socially and economically deprived a community is. The deprivation index has a scale where 1 represents the areas with the least deprivation and 10 the areas of highest deprivation. A value of 10 therefore indicates that the area is in the most deprived 10% of areas in New Zealand.

INDUSTRY PROPORTION OF GDP

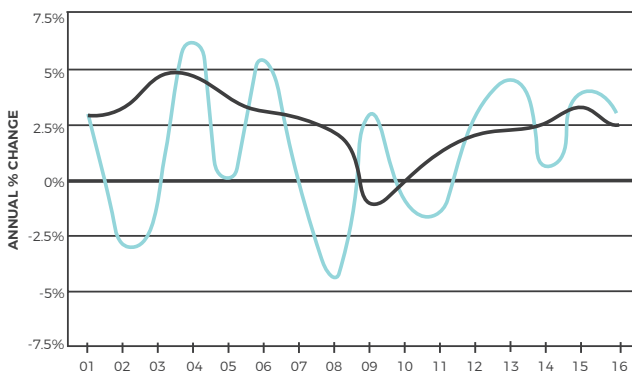
Our District is one of New Zealand's cornerstones of the dairy industry, with some of the best quality soils in New Zealand. We also have a strong presence of other large industries like horticulture and meat processing. These all play a major role in building a strong local economy. Gross domestic product means, the total value of goods and services produced in an area. It is a common way of measuring the performance of an economy.



- Agriculture, Forestry, Fishing
- Manufacturing
- Unallocated
- Rental, Hiring, Real Estate
- Owner-Occupied Property Operation
- Construction
- Retail Trade
- Prof, Scientific Services
- Wholesale Trade
- All others

ECONOMIC GROWTH

MATAMATA-PIAKO DISTRICT
NEW ZEALAND



GROSS DOMESTIC PRODUCT

\$1,706

million in 2010 prices

0.8%

of national total

