





PART 1 - MATAMATA-PIAKO DISTRICT TODAY  
2006-2016 LONG-TERM COUNCIL COMMUNITY PLAN

## PART 1 – MATAMATA-PIAKO DISTRICT TODAY

### 1.0 AT A GLANCE

	Matamata-Piako District	Rest of New Zealand
Medium Age	35.8 years	34.8 years
Medium Age - Maori People	20.2 years	21.9 years
People Aged 65 years +	14%	12.1%
People Aged Under 15 years	24.9%	22.7%
Median Income <sup>1</sup>	\$20,100	\$18,500
Average Hourly Wage <sup>2</sup>	\$18.80	\$21.17
% of people Enrolled to Vote (Aged 18 years+)	99.41%	95.36%
Residents that Speak Maori	3.7%	4.3%
Unemployment Rate	5.2%	7.5%
Ethnicity		
New Zealand European	89.7%	80.1%
Maori	13.2%	14.7%

At A Glance

<sup>1</sup> Census 2001 <sup>2</sup> Statistics NZ September 2005

### 1.1 THE PEOPLE

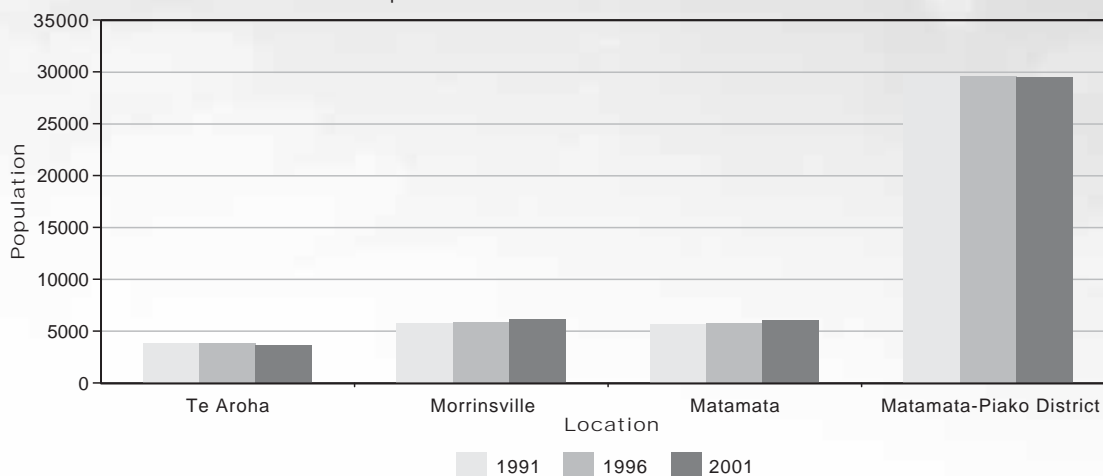
There are three main towns within the District: Matamata, Morrinsville and Te Aroha where approximately half of the population live.

The District population was 29,472 at the 2001 Census. This has since been re-counted at 30,300. Population growth between the 1996 and 2001 Census showed a slight decrease of -0.7%. Current population projections show an overall decrease in the districts population over the next 20 years. The medium projections estimate the population to decrease to about 28,300 in 2026.<sup>1</sup>

However, population projections<sup>2</sup> show that a high population projection will lead to increases in Morrinsville and Matamata over the next 26 years.

The median age of Matamata-Piako residents at the 2001 Census was 35.8 years, which was higher than the rest of New Zealand with a median age of 34.8. The median age of Māori people in the District was 20.2 years compared with 21.9 years for all Māori in New Zealand.

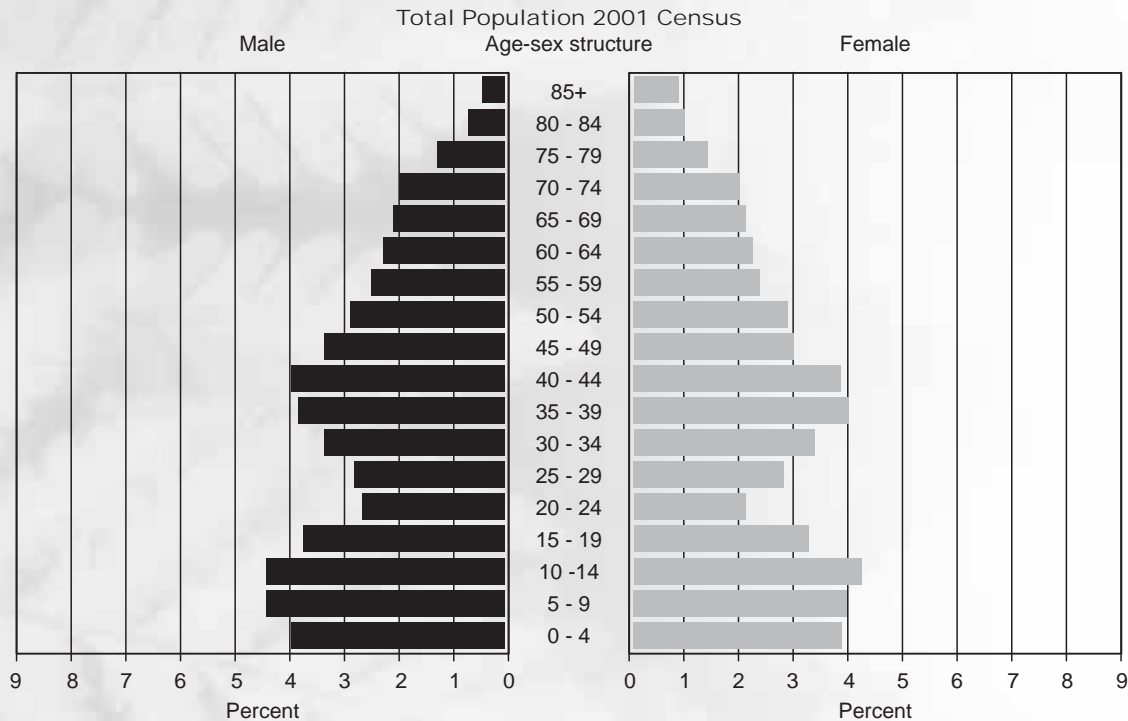
Population Numbers 1991 - 2001



<sup>1</sup> Demand and Growth for Matamata-Piako

<sup>2</sup> These projections are based on assumptions made about future fertility, mortality and migration patterns of the population and, although the assumptions are formulated to represent future trends, they are subject to uncertainty.

In the 2001 Census the district had a higher proportion of older and younger people than the New Zealand average. Fourteen percent of people (4,134) are aged 65 and over, all of New Zealand only has 12.1%. The number of people aged 65 and over is expected to increase over the next 20 years.



Twenty five percent (24.9% or 7,353) of people in the district were aged under 15, compared with 22.7% for all of New Zealand.

In 2001 the median income for people aged 15 and over in the district was \$20,100, compared with \$18,500 for all of New Zealand. Employees residing in the district earned an average of \$18.80 per hour in September 2005 compared to \$21.17 for the rest of New Zealand. The average wage for the district is up by 3.8% (\$0.69) from June 2005.<sup>3</sup>

### Health and Wellbeing

In the year ending December 2004 there were 6,362 publicly funded hospital discharges of district residents, compared with 6,503 discharges in the previous year. Of these discharges, 11.9% were for complications of pregnancy and childbirth while 8.6% as a result of injury and poisoning.<sup>4</sup>

The number of reported traffic accidents on the district roads has slightly increased in the past two years. Eighty one accidents were reported in the year ending June 2004 and 90 in the year ending June 2005.<sup>5</sup>

The percentage of people aged 18 and over enrolled to vote in the Piako Electorate (99.39%) is higher than for the whole of New Zealand (95.25%), as at 23 December 2005. Piako Electorate voter turnout at the 2005 General Election was 80.47% of people enrolled to vote.<sup>6</sup>

<sup>3</sup> Matamata-Piako District Quarterly Review- September 2005, Statistics New Zealand & Quarterly Employment Survey, September 2005 Quarter, Statistics New Zealand

<sup>4</sup> Matamata-Piako District Quarterly Review- September 2005, Statistics New Zealand

<sup>5</sup> Matamata-Piako State of the Environment Report 2005

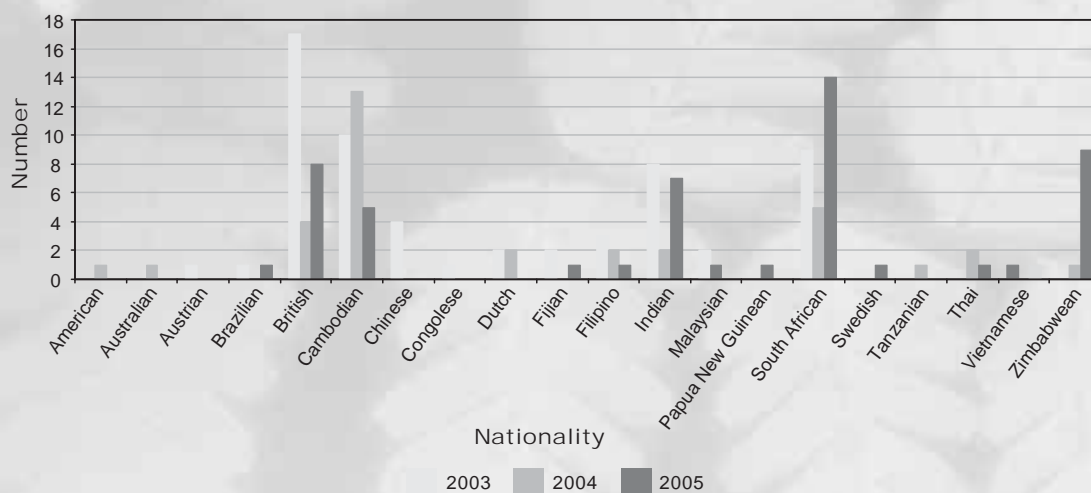
<sup>6</sup> New Zealand Electoral Commission Website. Please note that some voters may be enrolled to vote in the Piako Electorate but reside elsewhere, for example due to tertiary study.

## Ethnic Diversity

The majority of residents (89.7%) identify themselves as New Zealand European – higher than for all of New Zealand (80.1%). Thirteen percent (13.2% or 3,762) of people in the district said they belong to the Māori ethnic group compared with all of New Zealand at 14.7%. Other ethnic groups with more than 200 people in the district include: British and Irish (408), Dutch (393) and Indian (252).<sup>7</sup>

The most common nationality gaining New Zealand Citizenship in the district is British, followed by South African and Cambodian.<sup>8</sup>

Diversity of Citizens Gaining NZ Citizenship by Nationality 2003 - 2005



Source: Department of Internal Affairs, 2006

## Languages Spoken

English is the most common language spoken in the district followed by Māori. Around 3.7% of the districts residents speak Māori, which is lower than the New Zealand average.

7 2001 Census Data  
8 2001 Census Data

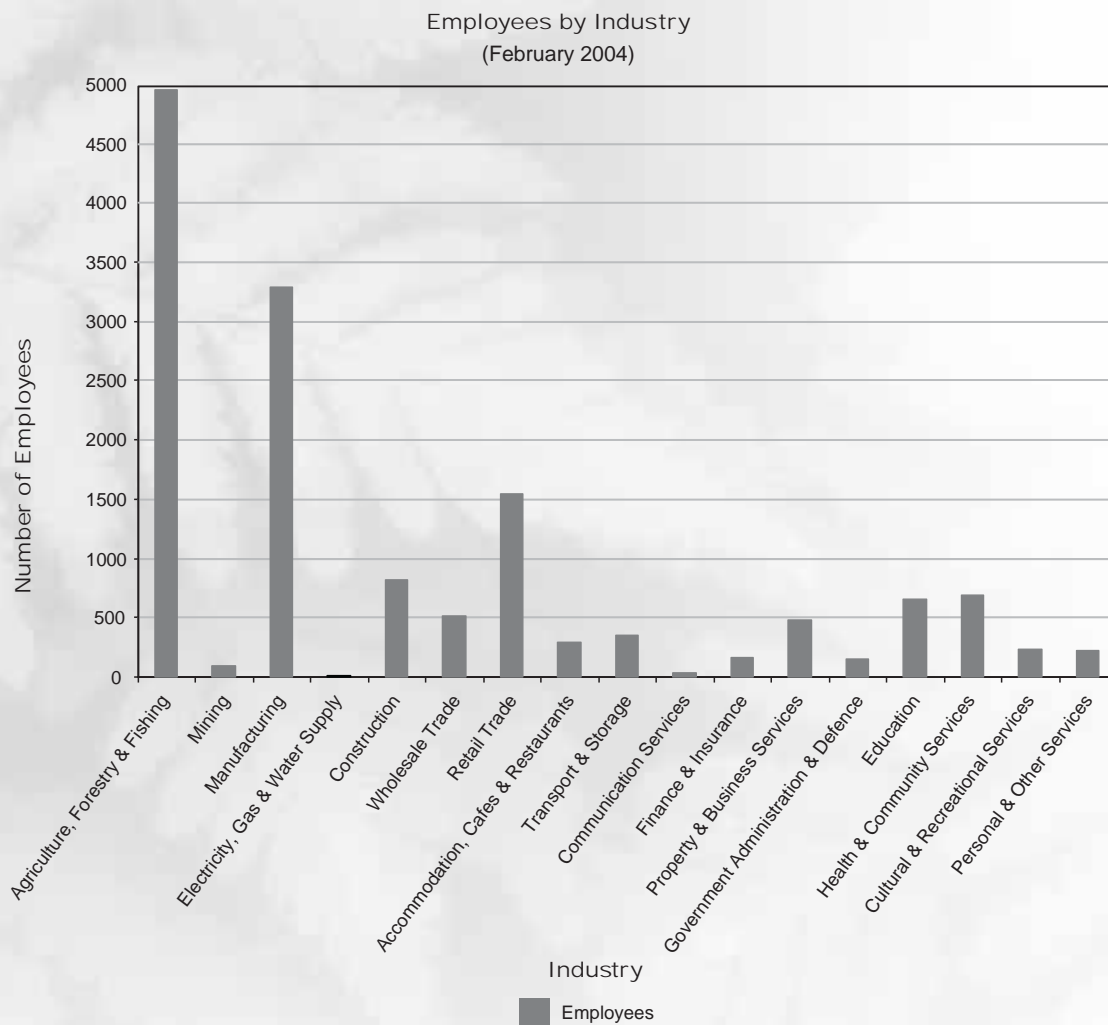
## 1.2 THE ECONOMY

### Growth

The district comprises approximately 8-9% of the Waikato regional economy, which has reduced from 10-12% in 2001. This could be attributed to high growth in other areas of the region. The five most valuable sectors of the district's economy are; dairy farming, retail trade, dairy manufacturing, meat processing and other farming. These top five sectors account for 47.5% of the district's Gross Regional Product which is a 1% decline since 2001. This is despite the higher exchange rates and higher prices for commodities which can have an adverse effect on output.

### Employment

The manufacturing industry is the districts biggest employer with 33.8% of the total number of people employed. Retail trade is second with 15.8% of the total number of people employed.<sup>9</sup>



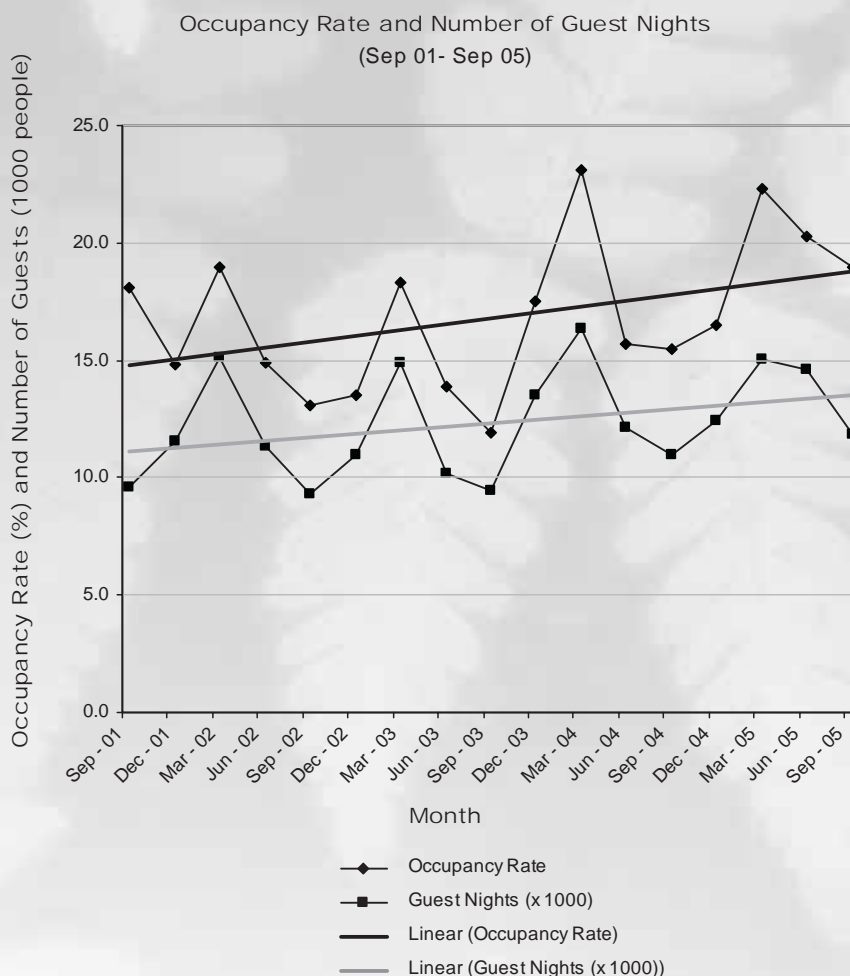
The 2001 Census unemployment rate in the district was 5.2%, compared with 7.5% for all of New Zealand. However, the unemployment rate for the Waikato region in September 2005 was 3.6% down from 8.0% in the 2001 Census. Potentially the unemployment rate in the Matamata-Piako district may have dropped as well.

<sup>9</sup> Matamata-Piako District Quarterly Review- September 2005, Statistics New Zealand

## Tourism

Tourism is currently a minor contributor to the district's economy. The number of guest nights and occupancy has slightly increased from September 2001 to September 2005. The total number of guest nights in the district for the September 2005 quarter was 11,839 compared with 10,944 for the September 2004 quarter, an increase of 8.2 %.

The accommodation occupancy rate of 19 % for September 2005 was 3.5 % higher than during the September 2004 quarter. The national occupancy rate during September 2005 quarter was 30.9 % compared with 31.8 % during the September 2004 quarter.<sup>10</sup>



## 1.3 OUR ENVIRONMENT

### Water Quality

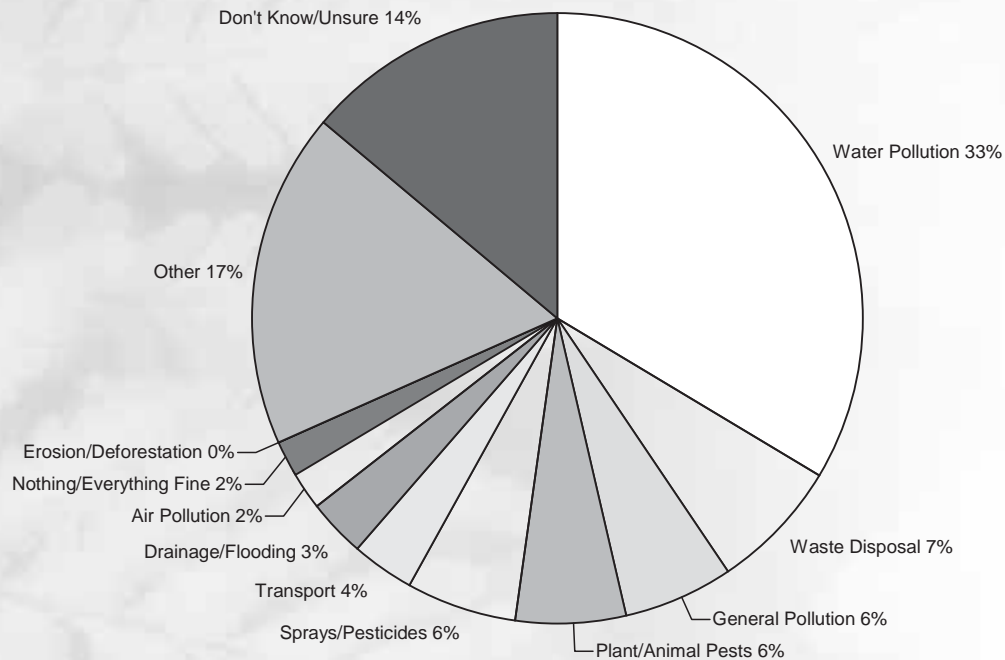
Environment Waikato is responsible for sampling and measuring the health of our rivers and streams. The water quality in the districts main rivers ranges from 'excellent/satisfactory' to 'unsatisfactory'. From 2000 to 2004, 43.1% of the samples taken from rivers within the catchment measured as 'excellent', while 35.3% of samples measured 'unsatisfactory'.<sup>11</sup>

<sup>10</sup> Matamata-Piako District Quarterly Review- September 2005, Statistics New Zealand

<sup>11</sup> Environment Waikato Environmental Indicators, River Water Quality.

## Environmental Behaviour

The most important environmental issues raised by residents in the district were:



Forty five percent of rural residents and 30% of urban residents felt that the overall state of their local environment had improved. Water pollution is by far the most important issue raised by residents.

Recycling is carried out regularly by about 33% of the district's residents. In 2004/05, 22% of total waste disposed at the district transfer stations was recycled, down from 27% the previous year.<sup>12</sup>

## Soils

Erosion can be a potential problem on the steeper slopes of the district. The 1992 Regional Indigenous Vegetation Inventory classified approximately 20,686 hectares of vegetated land as having 'severe erosion potential' in the district.

## Biodiversity

Approximately 25,062 ha (or 15%) of the districts land is in native vegetation. Of this:

- 20,262 ha (11.5%) is held within Department of Conservation estate
- 4,387 ha is privately owned
- 255 ha is protected by a QEII covenant
- 12.6ha is in Council reserves

Threats to the biodiversity include:

- Plant pests such as Manchurian Wild Rice and Water Poppy, particularly in the Piako and Waihou rivers
- The spread of other plant pests in the district
- Mammalian pests (e.g. possum, feral goats and cats, rats, and mustelids such as ferrets and stoats)<sup>13</sup>

<sup>12</sup> Matamata-Piako State of the Environment Report 2005

<sup>13</sup> Matamata-Piako State of the Environment Report 2005