

Location profile: Bay of Plenty

Housing investment plan: allocation of flexible fund (November 2025)

Flexible fund allocation

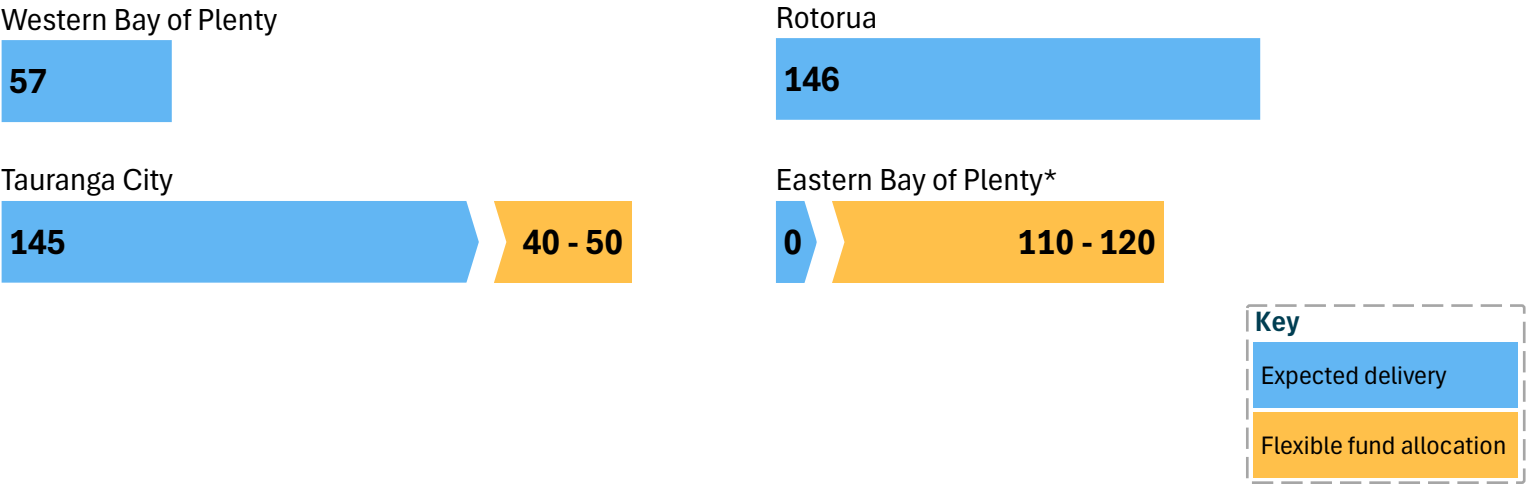
Location	Range of homes	Pathway(s)	Population(s) of interest	Preferred number of bedrooms	Available delivery mode(s)
Tauranga	40 - 50	• social housing • affordable rentals	• whānau Māori • sole parent households with dependent children • older people - kuia/kaumatua • disabled households	• majority small homes	• new builds
Eastern Bay of Plenty*	110 - 120			• majority small homes • some family homes • some large homes	

Government investment in social housing

Pre-Budget 2024 investment (regional)



Budget 2024 and Budget 2025 investment (territorial authority)



Other government activity in the region

Pathway	Description	Western Bay of Plenty	Tauranga	Rotorua	Whakatāne	Kawerau	Ōpōtiki
Transitional housing	Number of contracted places as at September 2025	S	159	207	33	S	9
Māori housing	Number of homes contracted as at September 2025	174					
Kāinga Ora	Stock in need of renewal as at June 2025	13%	3%	37%	46%	62%	34%
	Proposed regional renewal intentions (number of homes) to June 2027	25 - 50					

This table does not reflect the full extent of the Government’s housing investment in the region. Additional funding or initiatives may exist beyond those shown.

*Eastern Bay of Plenty includes the districts of Whakatāne, Kawerau and Ōpōtiki

Data and insights

Measure	Description	Western Bay of Plenty	Tauranga	Rotorua	Whakatāne	Kawerau	Ōpōtiki
Demographics	June 2024 Population Estimate (000s)	62.0	162.8	77.8	38.4	7.6	10.4
	Proportion of population is Māori as at 2023	22%	19%	43%	49%	63%	66%
	Average household size (people) as at 2023	2.7	2.6	2.7	2.7	2.7	2.7
	Average projected population growth (annually) 2023-2053	1.5%	1.5%	0.5%	0.2%	0.7%	0.5%
Housing register (June 2025)	HR total applicants (households)	180	621	633	252	54	84
	HR per 10,000 population	29	38	81	65	71	83
	National - 75 th percentile per 10,000 population						43
Severe housing deprivation (SHD, 2023)	SHD (all categories) individuals	1,116	1,920	1,680	939	396	453
	SHD (first 3 categories) individuals	675	996	867	543	144	237
	SHD (first 3 categories) per 10,000 population	120	65	117	146	191	235
	National - 75 th percentile (first 3 categories) per 10,000 population						118
Market indicators	Supply responsiveness (consents per capita to Price Cost Ratio new builds)	Good	Good	Poor	Poor	Poor	Poor
	Change in rental affordability (1 year change)	4.3%	3.2%	3.6%	1.0%	-0.8%	4.3%

Other relevant information

Provider Landscape		
Registered CHPs:	Other providers:	
• Abbeyfield New Zealand Incorporated	• Home Foundation - Ōpotiki	• Tauhara North Kāinga Ltd
• Accessible Properties New Zealand Limited	• Kōkōhinau Papakāinga Trust	• Te Pahitaua Adventure Solutionz Ltd
• Airedale Residential Limited	• Maru Ora Limited	• Te Rūnanga o Ngai Te Rangī Iwi Trust
• Autism Charitable Trust Board	• Ngāti Ranginui Iwi Society Incorporated	• Te Whakatōhea Māori Trust Board
• Habitat For Humanity Central Region Limited	• Ngāti Uenukukōpako Iwi Trust	• Te Whānau a Maruhaeremuri Hapū Trust
• Home in Place (New Zealand) Limited	• Ngāti Whakaue Holdings Limited	• The Cobham Street Trust
• Linkpeople Limited	• Ōwhata Kohanga Rakau Housing	• Whakatōhea Māori Trust Board
• Manawa Community Housing Trust	• Rangīnui No 12 Trust	
• Mangatawa Papamoa Blocks Incorporated		
• Tauranga Community Housing Trust		
• Te Taiwhenua o Heretaunga Trust		
• Te Taumata o Ngāti Whakaue Housing Limited		
• The Salvation Army		

Iwi accords

This are two iwi accords in the Bay of Plenty: Tūhoe (He Tapuae) and Te Arawa River.

This location profile forms part of the Housing Investment Plan

You can view the full plan here: [Housing investment plan: allocation of flexible fund \(November 2025\)](#)

Refer to the location profile references for data definitions and caveats.