

Location profile: Central

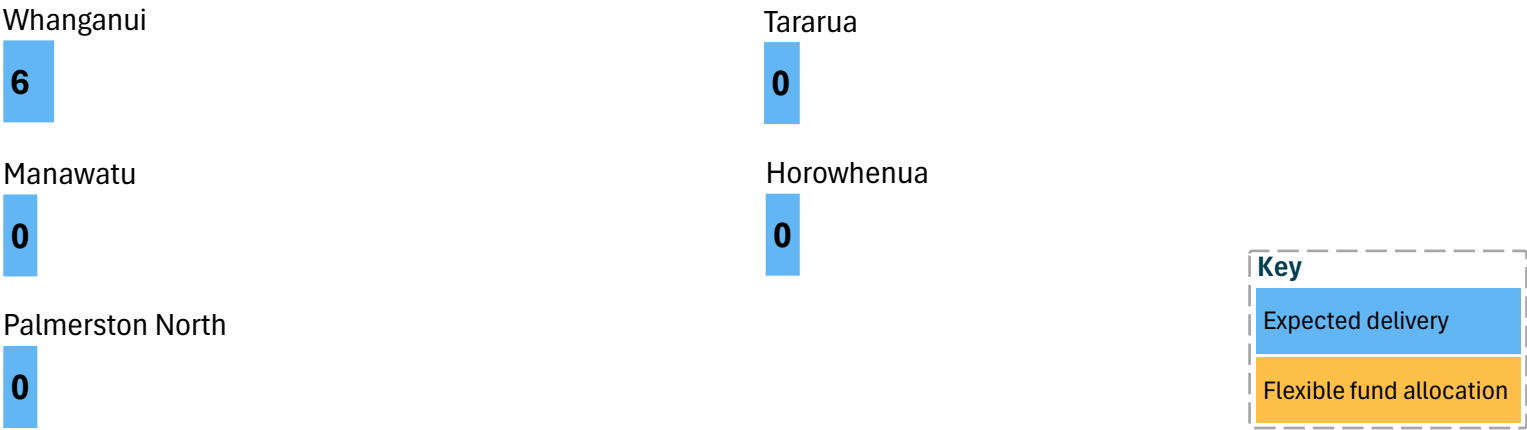
Housing investment plan: allocation of flexible fund (November 2025)

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	Whanganui	Manawatu	Palmerston North	Tararua	Horowhenua
Transitional housing	Number of contracted places as at September 2025	27	21	111	S	9
Māori housing	Number of homes contracted as at September 2025	33				
Kāinga Ora	Stock in need of renewal as at June 2025	76%	72%	67%	0%	45%
	Proposed regional renewal intentions (number of homes) to June 2027	70 - 120				
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.						

Data and insights

Measure	Description	Whanganui	Manawatu	Palmerston North	Taranua	Horowhenua
Demographics	June 2024 Population Estimate (000s)	48.6	34.8	92.5	19.3	37.7
	Proportion of population is Māori as at 2023	28%	18%	21%	27%	28%
	Average household size (people) as at 2023	2.4	2.6	2.6	2.5	2.4
	Average projected population growth (annually) 2023-2053	0.1%	0.6%	0.3%	0.2%	0.9%
Housing register (June 2025)	HR total applicants (households)	210	84	402	39	147
	HR per 10,000 population	43	24	44	20	39
	National - 75 th percentile per 10,000 population	43				
Severe housing deprivation (SHD, 2023)	SHD (all categories) individuals	1,212	444	1,521	444	924
	SHD (first 3 categories) individuals	363	132	471	162	246
	SHD (first 3 categories) per 10,000 population	76	41	54	87	67
	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	Good	Good	Poor
	Change in rental affordability (1 year change)	1.0%	0.3%	3.1%	1.7%	3.9%

Other relevant information

Provider Landscape		
Registered CHPs:		Other providers:
• Emerge Aotearoa Housing Trust	• The Salvation Army	• Kimiora-a-lifeline Charitable Trust
• Home in Place (New Zealand) Limited	• Trust House Limited	• Te Kumete o Paerangi Trust Limited Partnership
• Linkpeople Limited	• Tupoho Housing Limited	• Te Ranga Maro Charitable Trust
• Manawatu Community Housing Trust		

Iwi accord
There are no iwi accords in the Central region.

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.