

Location profile: East Coast

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

Flexible fund allocation

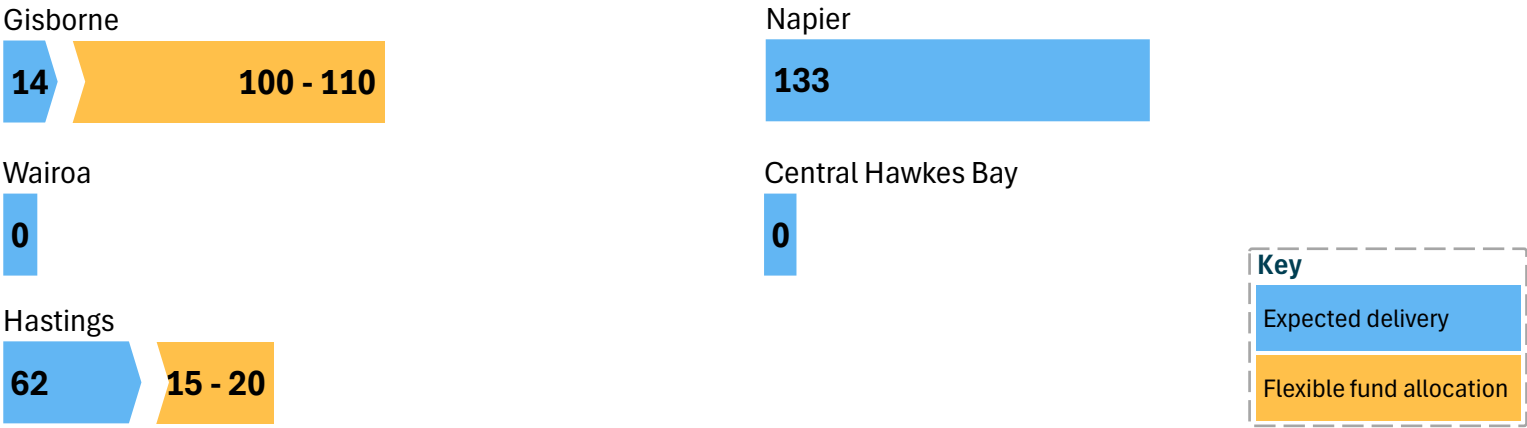
Location	Range of homes	Pathway(s)	Population(s) of interest	Preferred number of bedrooms	Available delivery mode(s)
Gisborne	100-110	• social housing • affordable rentals	• whānau Māori • sole parent households with dependent children • older people - kuia/kaumatua • disabled households	• majority small homes • some family homes • some large homes	• new builds
Hastings	15 - 20				

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	Gisborne	Wairoa	Hastings	Napier	Central Hawke's Bay
Transitional housing	Number of contracted places as at September 2025	108	9	162	195	21
Māori housing	Number of homes contracted as at September 2025	196				
Kāinga Ora	Stock in need of renewal as at June 2025	67%	81%	58%	64%	58%
	Proposed regional renewal intentions (number of homes) to June 2027	115 - 210				

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	Gisborne	Wairoa	Hastings	Napier	Central Hawkes Bay
Demographics	June 2024 Population Estimate (000s)	53.3	9.2	92.0	67.5	16.6
	Proportion of population is Māori as at 2023	55%	69%	28%	24%	25%
	Average household size (people) as at 2023	2.8	2.7	2.8	2.5	2.5
	Average projected population growth (annually) 2023-2053	0.3	0.1	0.6	0.4	0.7
Housing register (June 2025)	HR total applicants (households)	402	45	462	435	51
	HR per 10,000 population	75	48	50	64	30
	National - 75 th percentile per 10,000 population	43				
Severe housing deprivation (SHD, 2023)	SHD (all categories) individuals	2,754	327	1,770	1,668	267
	SHD (first 3 categories) individuals	960	132	810	687	99
	SHD (first 3 categories) per 10,000 population	188	150	94	106	64
	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	Improving	Good	Poor	Good
	Change in rental affordability (1 year change)	4.4%	-11.2%	1.2%	2.6%	-17.6%

Other relevant information

Provider Landscape	
Registered CHPs:	Other providers:
• Emerge Aotearoa Housing Trust	• Maru Ora Limited
• Habitat For Humanity Central Region Limited	• Maungaharuru Tangitū Trust
• Ka Uruora Kāinga Limited	• Nga Uri o Merekaraka Te Ra Ltd - Kāhuitara Trust
• Ngati Porou Oranga	• Ngāti Kahungunu Iwi Inc
• Te Taiwhenua o Heretaunga Trust	• Ngāti Pāhauwera Development Trust Ltd
• The Salvation Army	• Tātau Tātau o te Wairoa
• Trust House Limited	• Te Aitanga a Mahaki Iwi Trust
• Tūranganui-a-Kiwa Housing Limited	• Te Rūnanga o Tūranganui ā Kiwa
• Waiohiki Community Charitable Trust	• Toitū Tairāwhiti Housing Limited
• Wesley Wellington Mission Incorporated	• Wharariki Trust Hastings House Repair
• Whatever It Takes Trust Incorporated	

Iwi accords

There are is one iwi accord in the East Coast: Ngāti Porou.

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.