



# TARANAKI REGIONAL HOUSING STRATEGY

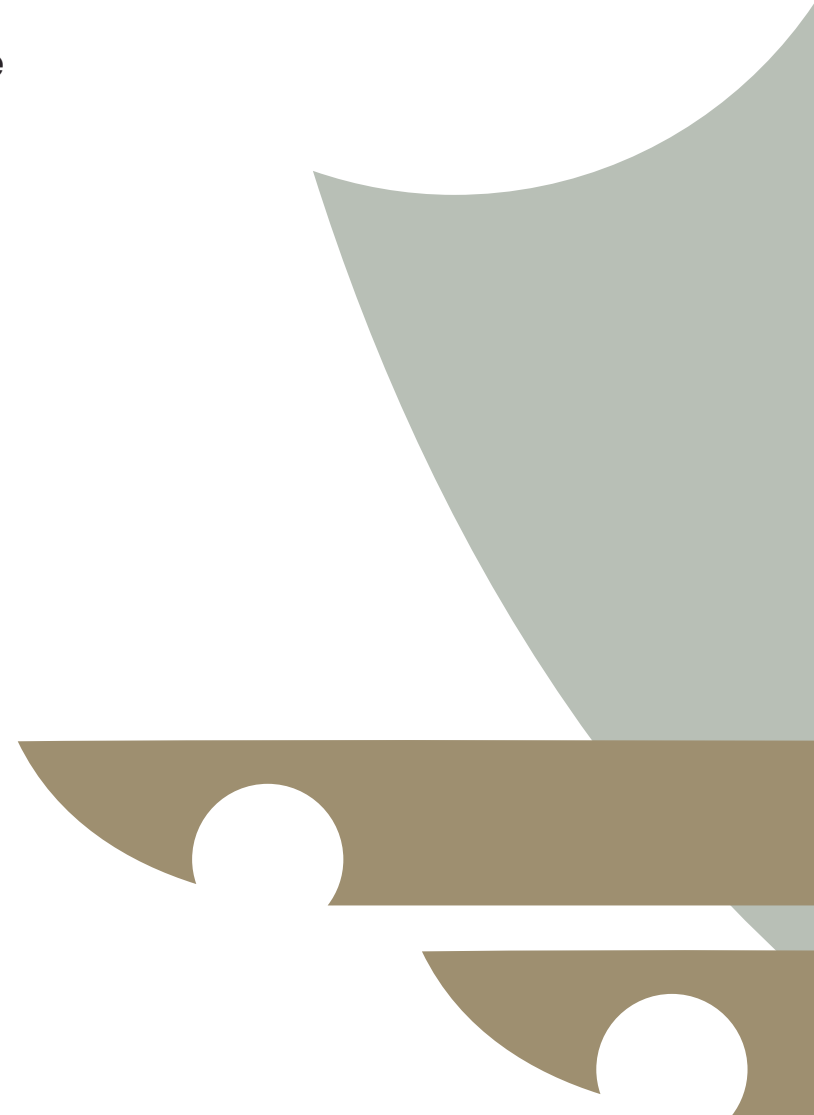


TARANAKI  
HOUSING  
INITIATIVE  
TRUST

## INTRODUCTION AND BACKGROUND

Post-COVID-19 Regional Recovery Planning in Taranaki aimed to integrate a range of developments throughout all three districts. The Regional Leadership Group (RLG), made up of Taranaki's Mayoral Forum, Iwi Chairs, Regional Public Service Commissioners, and community leaders, oversaw this recovery planning. During this process, it became evident that housing presented a pressing issue in the region.

In response, a comprehensive housing strategy for Taranaki was developed in 2021 to provide an overarching framework to take on the challenges and opportunities that exist for housing across the region. This strategy was the result of collaborative work by the RLG, Ngā iwi o Taranaki Recovery, civic Regional Recovery Teams, and a Housing Steering Group.



## INTRODUCTION AND BACKGROUND

Significant developments since it was first created have made it necessary to update the Regional Housing Strategy to improve housing outcomes for everyone in the region. The revised 2025 Taranaki Regional Housing Strategy is now available, reflecting updates made in response to feedback and suggestions from various stakeholders, including the 3 district councils, iwi/Māori, community housing providers, and other key housing players.

This updated strategy remains a living document designed to promote sustainable, inclusive housing in Taranaki, adapting to changing policies, economic conditions, and regional housing needs. Stakeholders are encouraged to engage with the strategy and continue contributing to its implementation and success.

A Regional Housing Action Plan will accompany the strategy, detailing specific steps for implementation to provide direction for stakeholders and support monitoring and reporting activities.

The updated Strategy and accompanying Action Plan aim to provide a structured framework for addressing the region's housing needs, facilitating ongoing improvement, and ensuring that housing remains central to regional development priorities.

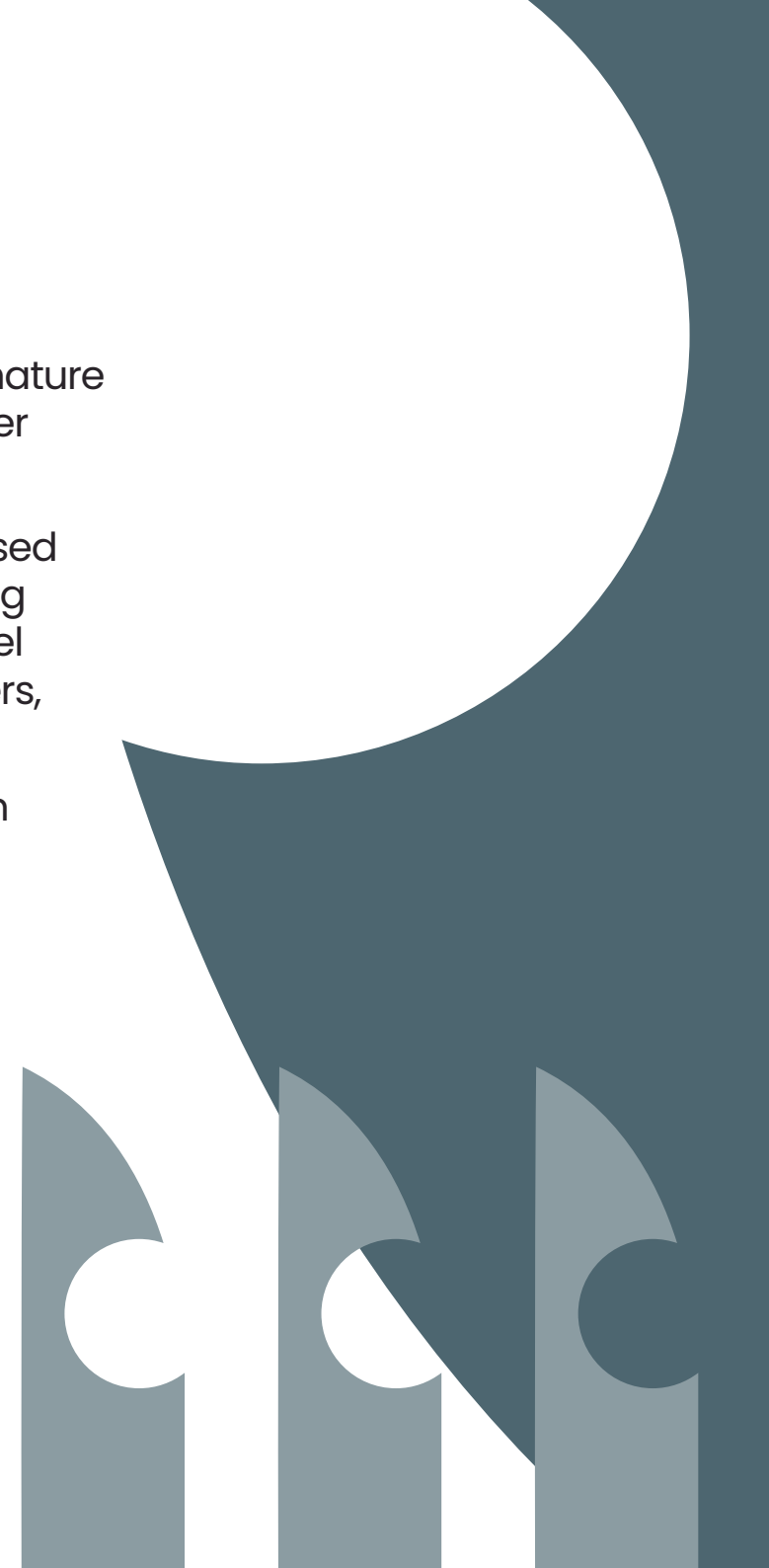
## WHY IS A REGIONAL STRATEGY IMPORTANT?

Regional Housing strategies and action plans recognise the regional nature of housing issues and that actions cannot be undertaken by one player alone to shift and fundamentally influence these issues.

The Taranaki Regional Housing Strategy (TRHS) adopts a systems-based approach to identifying necessary changes within the regional housing continuum to improve regional housing outcomes. It offers a high-level framework for discussion and action on housing for key housing players, agencies, and local communities

Having and actioning a regional housing strategy enables, rather than restricts, individual action and offers key benefits such as:

- Enabling individual players' efforts to be supported by others where there is alignment
- Presenting a coordinated front and cohesive, coherent case for funding support for government or other funding
- Maximising limited regional resources in areas such as resource management planning, construction, and development.



## SCOPE OF THE TARANAKI REGIONAL STRATEGY

The Taranaki Regional Housing Strategy (TRHS) offers a comprehensive approach to housing that encompasses the entire housing spectrum. It promotes collaboration between iwi, local councils, and the regional council, alongside community housing providers and developers, to address housing issues and capitalise on opportunities in the Taranaki Housing Ecosystem.

## OUR VISION

Everyone in our region has access to affordable, healthy and sustainable housing within inclusive, connected communities.

# HOUSING CONTINUUM



## **Homelessness & Rough-sleeping**

People living without adequate shelter, in temporary or shared accommodation, or in housing that is unfit for habitation. Includes rough sleeping on the streets, in alleys, or in vehicles.



## **Emergency Housing**

Immediate, temporary accommodation for people experiencing homelessness or crisis.



## **Transitional Housing**

Short-term housing with support services for individuals or families in urgent need, often a bridge to more stable tenure.



## **Social Housing**

Subsidised housing provided by Kāinga Ora or registered Community Housing Providers (CHPs), typically for low-income households. Rent is often income related.



## **Assisted Rental**

Below-market rental housing targeted at moderate-income households, often supported by CHPs or local councils.



## **Assisted Ownership**

Progressive home ownership (PHO) models assist households in owning their homes through arrangements such as rent-to-buy, shared ownership, or leasehold schemes.



## **Private Rental**

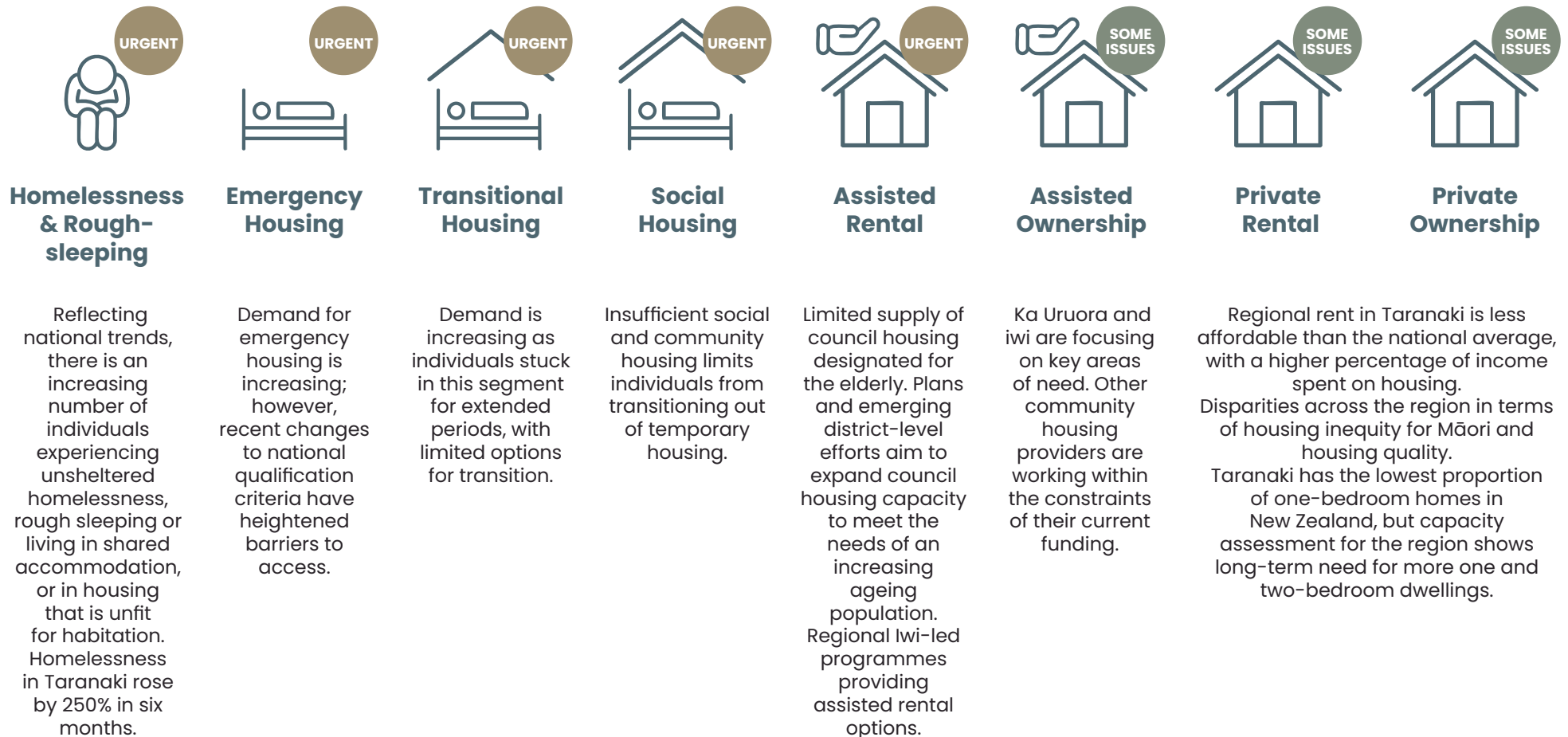
Housing rented at full market rates from private landlords.



## **Private Ownership**

Purchase and ownership of a property, either through mortgage financing or outright purchase.

# TARANAKI HOUSING CONTINUUM & ECOSYSTEM



## PRINCIPLES

**1**

**A collaborative approach**  
through robust partnerships among key housing players.

**2**

**Think long-term**  
so we build the right housing today for tomorrow.

**3**

**Regional housing plans**  
and actions guided by updated evidence and best practices in housing approaches and models.

**4**

**Create opportunities**  
to enable community participation in the delivery of housing.

**5**

**Build community connectivity**  
through social equity and inclusion.

## STRATEGIC PILLARS



### **STRATEGIC PILLAR 1**

#### **Plan & Resource**

Building strong partnerships among key housing stakeholders to effectively plan and allocate resources to meet Taranaki's housing needs, now and in the future.



### **STRATEGIC PILLAR 2**

#### **Opportunities**

Ensuring land availability and infrastructure readiness for future growth and use of innovative housing solutions.



### **STRATEGIC PILLAR 3**

#### **Diverse Housing Supply**

To create communities with a mix of tenures and housing types to enhance social outcomes.



### **STRATEGIC PILLAR 4**

#### **Comprehensive Support Services**

To provide residents of the region with every opportunity possible to achieve secure and sustained housing.



# HOUSING ASPIRATIONS

## ACTIVITY

Develop mechanisms to foster shared understanding of the housing aspirations and actions in the region.

## INTERVENTION 1

Encourage collaboration among key housing stakeholders in the region to ensure that regional approaches are aligned with national policies and other opportunities.

## INTERVENTION 2

Identify opportunities for collaboration to improve housing outcomes in the region.

## FUTURE STATE

Collective understanding of where the opportunities and challenges are within the Taranaki housing ecosystem and how they might be overcome.

## OUTCOME

**Clarity of regional housing aspirations.**



## SUPPLY & DEMAND

### ACTIVITY

Develop and maintain a regional housing plan to meet long-term supply and demand.

### INTERVENTION 3

Systematise the ongoing collection of existing national and local data to forecast future housing and land requirements.

### INTERVENTION 4

Create and implement a regional action plan based on evidence to increase the availability of affordable housing options across the housing spectrum.

### INTERVENTION 5

Monitor the region's skills and workforce capacity in the construction sector to ensure that the demands for housing construction, retrofit and renewal programmes are met.

### INTERVENTION 6

Identify opportunities and plan for the remediation and repairs of substandard housing and improve the quality of homes to support the health and wellbeing of the region's residents.

### FUTURE STATE

Supply and demand forecast, broken down by housing tenure, typology, and location to meet the diverse range of needs in Taranaki, supported by comprehensive data and projections.

### OUTCOME

**Accuracy of forecasted demand, supply and construction capacity.**



## FUNDING

### ACTIVITY

Identify funding opportunities, facilitate and support regional funding applications to improve our success in securing funding commitments.

### INTERVENTION 7

Raise awareness of funding opportunities with key regional players.

### INTERVENTION 8

Co-ordinate regional funding applications to improve the Taranaki housing outcomes.

### FUTURE STATE

A co-ordinated regional approach to accessing funding that demonstrates alignment between all relevant parties.

### OUTCOME

**Success in securing funding.**



## COST REDUCTION & OPTIMISATION

### ACTIVITY

Identify ways of reducing costs using innovative housing systems.

### INTERVENTION 9

Research innovative and best practice housing models and share them with regional housing players.

### INTERVENTION 10

Creating opportunities to implement identified innovations, system improvements and apply lessons learned.

### FUTURE STATE

Cost effective building practices and innovative housing systems.

### OUTCOME

**Reduced cost of housing construction.**



## LAND ACCESS

### ACTIVITY

Ensuring there is enough residential land that is infrastructure-ready to meet future growth.

### INTERVENTION 11

Advise Councils on short-term, medium, and long-term housing needs to inform council planning processes.

### INTERVENTION 12

Monitor the status of council regulations regarding the development of papakāinga on rural land.

### INTERVENTION 13

Track progress in the development of papakāinga after regulatory changes, identifying constraints and assessing whether progress is being made.

### FUTURE STATE

Zoning and infrastructure enabling to make the most of available surplus and underutilised land for housing development.

### OUTCOME

**Accessibility of infrastructure ready land.**



## MIXED TENURE

### ACTIVITY

Promote public-private partnerships to unlock and deliver sustainable, affordable mixed-tenure opportunities that meet diverse housing needs.

### INTERVENTION 14

Develop a value proposition to attract more investment and development in areas of need in the housing continuum.

### INTERVENTION 15

Encourage the development of mixed tenure housing to meet variable demand/need and promote socio-economic diversity within communities.

### FUTURE STATE

Sufficient public-private partnerships across the entire housing continuum to effectively address the unmet housing needs.

### OUTCOME

**A variety of housing tenure options to support diverse housing needs.**



## HOUSING TYPOLOGY

### ACTIVITY

Encourage developments with a mixed range of housing options to meet diverse housing needs.

### INTERVENTION 16

Explore funding models and public-private partnership opportunities that enable the supply of diverse, purpose-built housing, contributing to the need across the housing continuum.

### FUTURE STATE

Houses built to meet the changing demography, resulting in demand for smaller, family-friendly, accessible housing and more sustainable accommodation in Taranaki.

### OUTCOME

**Suitability of housing typology.**



## HOUSING OPPORTUNITIES

### ACTIVITY

Raise awareness and ensure there are opportunities available to move through the housing continuum.

### INTERVENTION 17

Leverage and utilise existing housing facilitation and delivery models to create pathways for movement across the housing continuum.

### FUTURE STATE

The region's residents' access secure and sustained housing options.

### OUTCOME

**Secure and sustained housing.**



## SUPPORT SERVICES

### ACTIVITY

Enhance access to support for people who are housing deprived (homeless) or in emergency, transitional, and community housing.

### INTERVENTION 18

Collaborate with housing, health and social service providers to deliver support services to those most in need.

### INTERVENTION 19

Improve access to client-centered services to help people navigate the housing continuum.

### FUTURE STATE

Wrap-around support services to ensure that no-one is disadvantaged in housing.

### OUTCOME

**Comprehensiveness of support services aimed at improving housing outcomes.**



## FINANCIAL AND TENANCY SERVICES

### ACTIVITY

Ensure services are available to increase financial and tenancy literacy to improve housing outcomes.

### INTERVENTION 20

Enhance financial and tenancy literacy service offerings to meet the need across the housing continuum.

### FUTURE STATE

A suite of products that everyone in Taranaki has the opportunity to access.

### OUTCOME

**Availability of financial literacy and sustaining tenancy support services.**

## GLOSSARY OF TERMS

Term	Definition
Community Housing Provider (CHP)	Non-government organisations registered to provide long-term housing.
Social Housing	Subsidised housing provided by Kāinga Ora or registered Community Housing Providers (CHPs), typically for low-income households. Rent is often income-related.
Public Housing	Often used interchangeably with social housing, but may specifically refer to government-owned housing stock.
Social Housing Register	A waitlist managed by the Ministry of Social Development for people eligible for public or transitional housing.
Tenure	Types of housing arrangements that define how individuals or households occupy and pay for their homes.
Mixed Tenure Housing	Mixed tenure housing refers to a residential development that intentionally includes more than one form of housing tenure within the same site or neighbourhood such as private ownership, private rentals, affordable rentals, shared equity/progressive home ownership.
Market Rental	Housing rented at full market rates, without subsidy.
Rent-to-Buy/Own	A hybrid model where tenants pay rent with the option to purchase the property at a later date. Often used to support pathways to home ownership.
Affordable Rental	Below-market rental housing targeted at moderate-income households, often supported by CHPs or local councils.
Shared Ownership	A model where the occupant owns a portion of the property and pays rent on the remainder, with the option to increase ownership over time.
Papakāinga	Māori housing on Māori ancestral land, supporting communal living and cultural connection.

## LINKS AND RESOURCE

### **Taranaki Regional Housing Strategy**

- Supporting Document, v0.16, 10th December 2021 (MHS, 2021)  
A comprehensive document that provides detailed underlying evidence for the Taranaki Regional Housing Strategy. It should be read alongside the overview map of the Strategy.  
<https://taranakihousingstrategy.org.nz/assets/volumes/downloads/Taranaki-Housing-Strategy-Report-v0.16-Final.pdf>

### **Related Documents**

- The National Policy Statement Urban Development 2020 (NPS-UD) – Housing and Business Capacity Assessment
- Future Development Strategy 2024 – 2054
- The Government’s Going for Housing Growth Programme (CHG Programme). This programme has 3 pillars that, in combination, seek to address the root causes of New Zealand’s housing shortages.