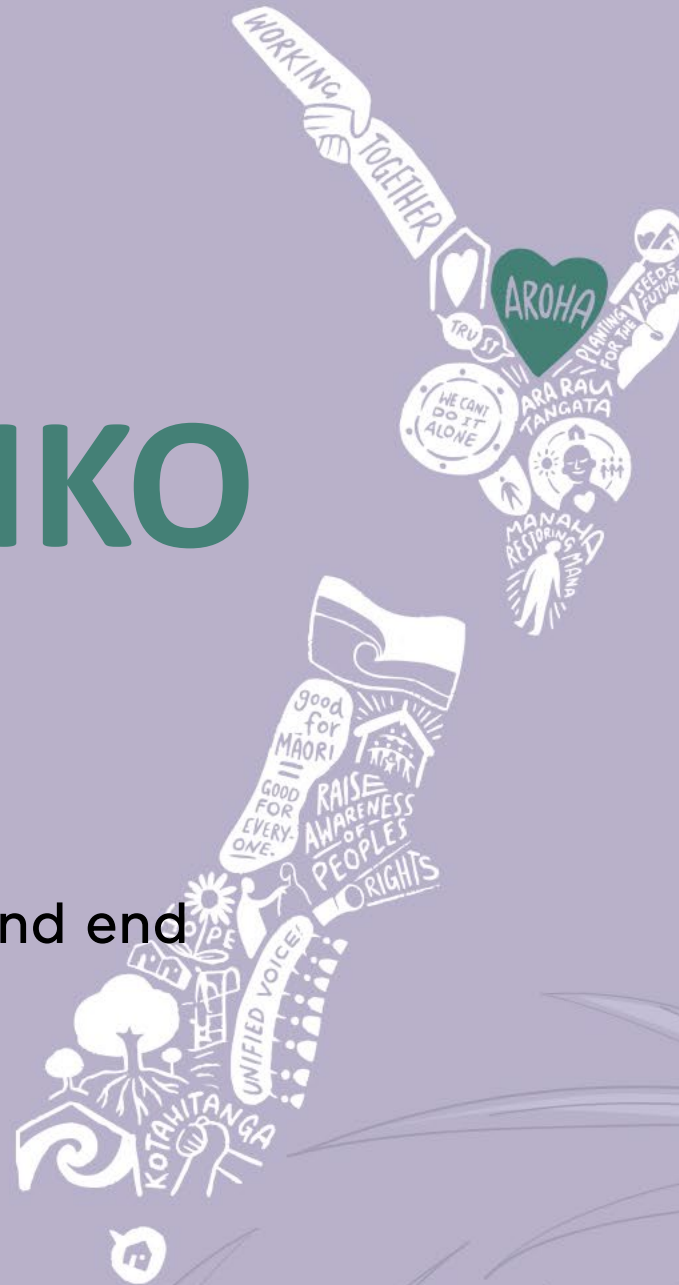


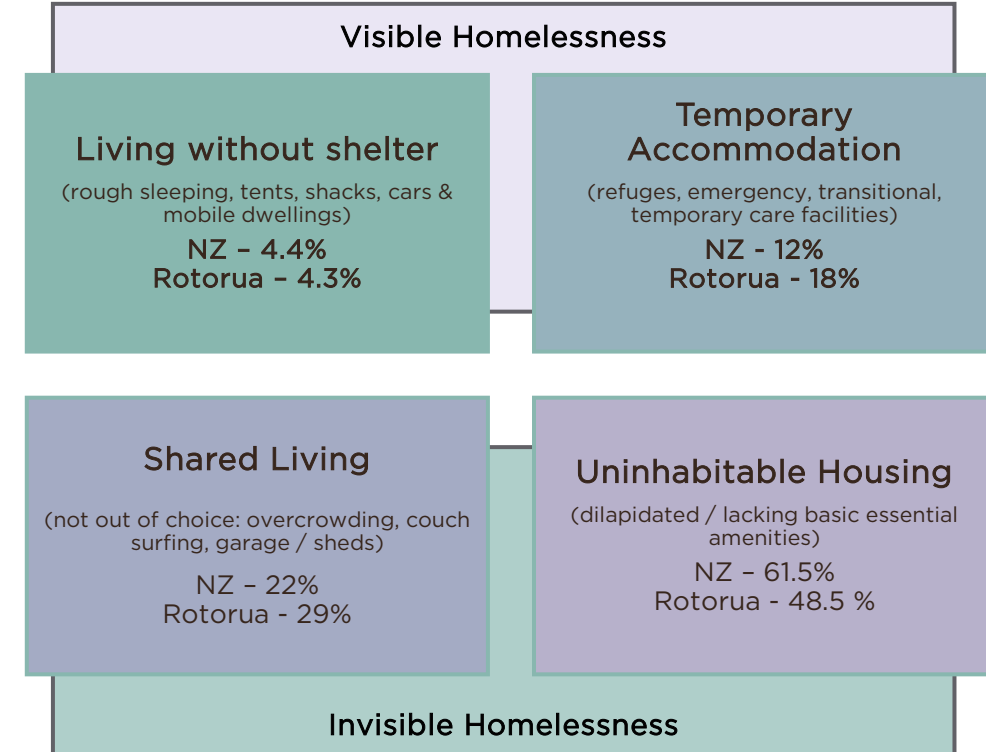
HE URUNGA RAU KOROMIKO 2026

A local strategy to manage, reduce, and end homelessness in Rotorua



Homelessness and Councils

- Homelessness has become one of the most visible social issues affecting communities throughout New Zealand.
- Councils in New Zealand experience that their residents hold their councils accountable for their response to homelessness.
- Councils bear the brunt of current shortfalls in the homelessness response through management of public spaces, facilities, and communications channels.
- Most councils say government policies and resources, and the levels of assigned funding are hindering their ability to respond to homelessness. The quality of data was seen as hindering ability to respond by most councils.
- The availability of social services was helping respond for most councils, but almost a third of councils felt lack of social services hinders their response.
- Homelessness issues are complex, with multiple organisations needing to work together to share the knowledge, expertise and resources needed to address this. Although central government controls policy and resource settings, Councils have an important local leadership role across the homelessness to housing continuum to influence and manage factors that determine whether people have a safe place to live.

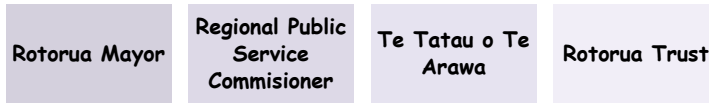


HE URUNGA RAU KOROMIKO 2026

A Local Strategy to manage, reduce, and end homelessness in Rotorua

Tuanui

Independent Governance Group



Paihere

Strategy Leadership Group



Ringa Kōtui Strategic Work Streams

1
ESTABLISH A BY-NAME
REGISTER & COORDINATED
CASE MANAGEMENT



By-name register
Assertive Outreach
Immediate Access Housing
Issues & referrals management
Direct support and day programme

2
ESTABLISH A STRATEGIC
PLACEMENT TABLE WITH
HEALTHCARE ACCESS



Move people through HF, temporary accommodation, TH, KO and free up services designed for people living without shelter

Placements for those exiting state care, healthcare, and custody

Priority pathway for under 25s

Health access to those in housing system

3
INCREASE COMMUNITY-LED
SUPPLY IN ROTORUA



Iwi build programme
Residents build and repair programme
Redevelop and grow elder housing portfolio

Youth housing programme, safety Net & youth cohaus

4
STRENGTHEN COMMUNITY
ENGAGEMENT & PUBLIC
PERCEPTIONS ON
HOMELESSNESS



Rotorua's Narrative ownership story-telling project to tackle public perceptions

Neighbourhood activation and engagement events

Awareness and education campaigns on housing and health

Inner city engagement & partnerships

5
BUILD BETTER EVIDENCE
AND ADVOCATE FOR THE
RIGHT SOLUTIONS



Regularly capture and report on inflow-outflow data + administrative data

Coordinated Evaluation

Lead prioritised research projects to investigate chronic homelessness

Use evidence and local insights to draft position papers and advocate for policy change for identified issues

6
PRIORITISE AND INVEST IN
SOCIAL INFRASTRUCTURE



Adopt and implement a "purple flag" system across key access points to prevent homelessness

Coordinate key access points, workspaces, meals, hubs alongside inner city development plans

Training for frontline staff to specialise in homelessness

Identify programmes that reduce hardship, and improve intergenerational outcomes in housing



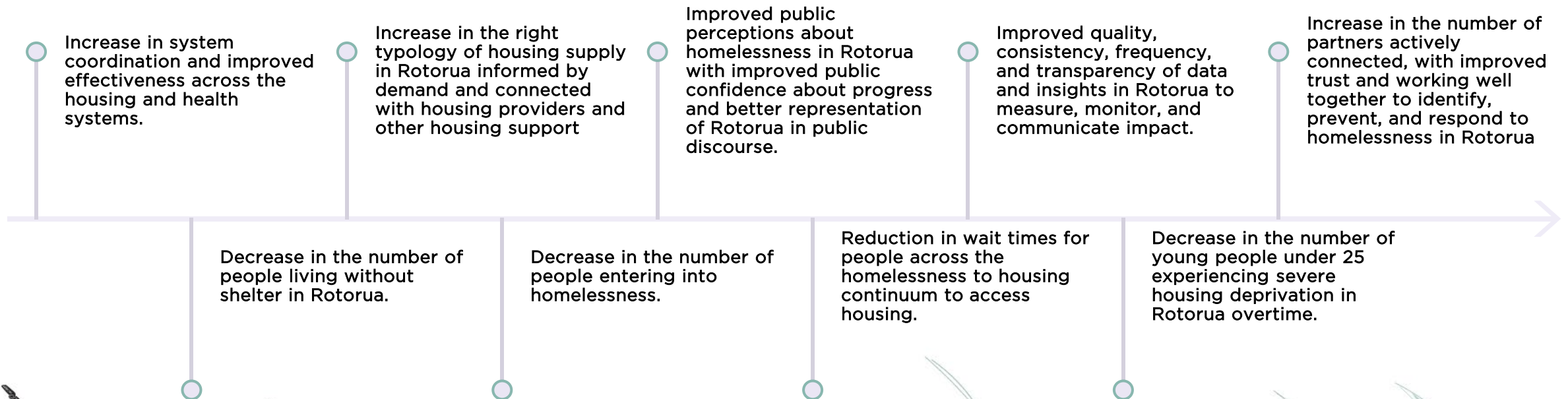
Who is responsible for governing and implementing the strategy?

Tuanui - the independent governance group monitors the overall progress and impact of the strategy

Paihere - the leadership group is responsible for the design and implementation as well as measuring progress for respective work streams

Ringa kōtui - each work group responsible for designing, collaborating, delivering, and reporting across key activities

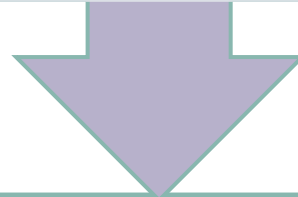
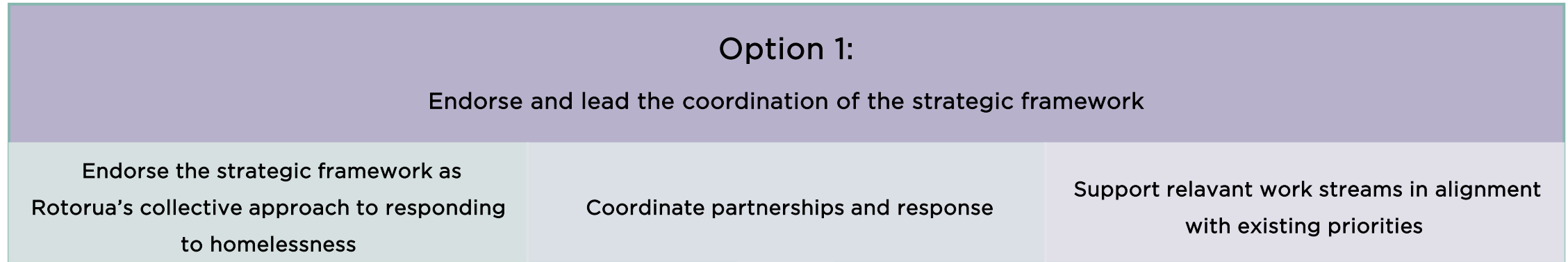
What does progress look like? Measuring key outcomes and the Strategy's overall impact:



Council's Role

- Convene partners across local government, central government, iwi, business, philanthropy, and the community sector.
- Align homelessness initiatives with broader planning, housing, community safety, urban development, and destination development priorities.
- Advocate for Rotorua's needs with central government using local evidence and community insights.
- Ensure local priorities inform government priorities, funding arrangements, and provider support.
- Maintain a long-term focus on prevention, housing supply, and community outcomes that extend beyond electoral and funding cycles.

Decision for Council



- Establishes a shared direction for Rotorua in alignment with the vision and long-term plans and growth priorities for the district
- Ensures coordination, implementation, and progress with independent monitoring and accountability in place
- Represent the whole community interest and the diverse groups living in Rotorua
- Strengthens advocacy for better resourcing and policy interventions
- Enables better alignment and consistency across council work programmes
- Attract investment, funding, and other resources to Rotorua through strengthened partnerships
- Shift the narrative on homelessness and improve Rotorua's reputation

Decision for Council

Option 2:

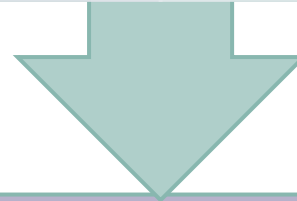
Status Quo

Reactive response to homelessness related issues and complaints

Work with current partners for referrals

Enforcement actions and escalations when required

Manage public space through currently available tools and resources



- Reduces existing response levels due to limited coordination mechanisms and no additional pathways
- Without a shared framework, homelessness response in Rotorua will continue to be reactive and increase the demand for costly short-term and temporary initiatives that could have negative impact on the people experiencing homelessness and the wider community.
- Limits opportunities to reduce system pressures through coordinated efforts to prevent future housing crisis.
- Reduces the level of input and representation of the diverse community groups in Rotorua.
- Reduces Rotorua's ability to advocate collectively for investment and policy change.
- No visible improvement in the reputation of Rotorua and public confidence remains low.

Partnerships

Governance Group:

Rotorua Lakes Council (RLC)
Regional Public Service Commission (RPSC)
Te Tatau o Te Arawa (TToTA)
Rotorua Trust

Rotorua Government Agency Group (RGAG):

NZ Police
Ministry of Social Development
Ministry of Cities, Environment, Regions, and Transport
Ministry of Education
Department of Corrections
Ministry of Justice
Health New Zealand (HNZ) and Lakes Mental Health and Addiction Services
Koi Ora, Rotorua Area Primary Health Services
Oranga Tamariki
Te Puni Kokiri

Community Providers:

Te Taumata o Ngāti Whakaue (TToNW)
WERA Aotearoa Charitable Trust (WACT)
LINK People
The Salvation Army (TSA)
Emerge Aotearoa
Lifewise
Visions of a Helping Hand
Victims Support
Family Harm Table
Te Waiariki Pūrea Trust (TWPT)
Mana Enhancing Stop

Other Partners:

Department of Internal Affairs
Bay Trust
Geyser Community Foundation
Rotorua Business Chamber
Rotorua NZ

Acknowledgements

Rotorua providers who engaged in workshops and discussions:

Love Soup
Feed Rotorua
Taiohi Tūrama
Te Wahi Whakaora Women's Refuge
Waiariki Women's Refuge
Ko te Tuara Totara o Fordlands
Mokoia Community Association
Te Runanga o Ngāti Pikiao
Papatuanuku Services
Manaaki Ora

National providers:

Housing First
Manaaki Rangatahi
Ma Te HuruHuru
Te Kāuru, Local Government Community of Practise



**ROTORUA
LAKES COUNCIL**
Te Kaunihera o ngā Roto o Rotorua