

Symbols used to identify each measure contributing to community outcomes

PS Public Safety EM Environment EB Education, Training and Business Opportunities SC Services that support Communities

Council Initiatives Live Work Investment promotion		Measure Percentage of new visitors to Live Work Invest website ¹ Percentage annual increase in Live, Work, Invest website visitors		EB
Result 2009/10: 6.6%	Target 2010/11: 80%	Result 2010/11: 86.85%	Achieved - Comments: Council has maintained performance of Live Work Invest website despite difficult economic prospects.	
In 2009/10 Council advised: Current economic prospects are subdued.			Challenges going forward: This work will be re-focused as part of Council's update of the Economic Development Strategy.	

Council Initiatives Buy Far North campaign		Measure Number of new businesses registered on Buy Far North website ² Number of businesses registered on Buy Far North website		EB
Result 2009/10: 404	Target 2010/11: 450	Result 2010/11: 58	Not Achieved - Comments: Council has not achieved target due to the subdued nature of the district economy.	
In 2009/10 Council advised: More active marketing of the website.			Challenges going forward: This work will be re-focused as part of Council's update of the Economic Development Strategy.	

Council Initiatives Buy Far North campaign		Measure Number of returning visitors to Buy Far North website ³ Number of website hits/month to Buy Far North website		EB
Result 2009/10: 271	Target 2010/11: 50%	Result 2010/11: 35.65%	Not Achieved - Comments: Council has not achieved target due to the subdued nature of the district economy.	
In 2009/10 Council advised: More active marketing of the website.			Challenges going forward: This work will be re-focused as part of Council's update of the Economic Development Strategy.	

Council Initiatives Event attraction		Measure Number of major high profile events attracted to the District		EB
Result 2009/10: 2	Target 2010/11: 1	Result 2010/11: 0	Not Achieved - Comments: Preparation work took place in 2010 to secure a large private sector event. This event is confirmed and will take place in the Bay of Islands late 2011.	
In 2009/10 Council advised: A repeat of efforts made in 2009/10.			Challenges going forward: This work will be ongoing and reviewed as part of Council's update of the economic development strategy and the Regional Events Strategy.	

¹ Indicators relating to the Live, Work, Invest and Buy Far North websites have been updated to give a better indication of the effectiveness of the initiatives

² As above

³ As above



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Council Initiatives		Measure		PS SC
Community Plans		Percentage community support for plan in each community		
Result 2009/10: 89%	Target 2010/11: 75%	Result 2010/11: 92%	Achieved - Comments: Through formation of Community Taskgroups who support developing their plan. Council supported this process with a skilled facilitator and other resources.	
In 2009/10 Council advised: The Taskgroups keeping their relevant communities on board over a long period leading to the final version of their community plan.			Challenges going forward: The Taskgroups will continue keeping their relevant communities on board over a long period leading to the final version of their community plan.	

Council Initiatives		Measure		EM SC
Small Town Beautification projects		Percentage community support for the outcome of each project		
Result 2009/10: 93%	Target 2010/11: 75%	Result 2010/11: 92%	Achieved - Comments: Taskgroups along with the facilitator have achieved this measure by focusing on concrete outcomes.	
In 2009/10 Council advised: Responsible agencies to take ownership and deal effectively with the community over each outcome resolution.			Challenges going forward: Responsible agencies will continue to take ownership and deal effectively with the community over each outcome resolution.	

Council Initiatives		Measure		EB
Pursuing Inward Investment		Number of new projects benefiting from inward investment		
Result 2009/10: 11	Target 2010/11: 10	Result 2010/11: 15	Achieved - Comments: Council has maintained performance in this area of work despite difficult economic prospects.	
In 2009/10 Council advised: Funding sources have tightened reflecting the economic situation.			Challenges going forward: This work will be ongoing and reviewed as part of Council's update of the economic development strategy.	

Council Initiatives		Measure		EB
Supporting new business opportunities		Number of new business opportunities assisted		
Result 2009/10: 27	Target 2010/11: 30	Result 2010/11: 30	Achieved - Comments: Council has maintained performance in this area of work despite difficult economic prospects.	
In 2009/10 Council advised: More proactive marketing of Live Work Invest message to attract new business.			Challenges going forward: This work will be ongoing and reviewed as part of Council's update of the economic development strategy.	

