

Symbols used to identify each measure contributing to community outcomes

EB Education, Training and Business Opportunities SC Services that support Communities CH Culture and Heritage

Council Initiatives		Measure		EB SC CH
Deliver a quality visitor experience		Annual supplier Satisfaction rating		
Result 2009/10: 90%	Target 2010/11: 85%	Result 2010/11: 91%	Achieved - Comments: Achieved with training and ensuring that all visitor information consultants are well informed on all products we sell.	
In 2009/10 Council advised: Consistent training and up skilling for all visitor information consultants.			Challenges going forward: Visitor numbers may reduce due to world events including earthquakes and tsunamis. The Rugby World Cup offers opportunities to sell more products in during our autumn and winter season.	

Council Initiatives		Measure		EB SC CH
Deliver a quality visitor experience		Annual customer Satisfaction rating		
Result 2009/10: 98%	Target 2010/11: 98%	Result 2010/11: 98%	Achieved - Comments: Ensuring all visitor information consultants meet service standards. Utilised IBIS booking system to streamline visitor experience.	
In 2009/10 Council advised: Customer service training courses and improved service standards utilizing new systems and processes.			Challenges going forward: Ensuring training is undertaken continuously to keep service standards high.	

Council Initiatives		Measure		EB SC CH
Deliver a quality visitor experience		Achieve annual visitor info network (VIN) accreditation		
Result 2009/10: 100%	Target 2010/11: 100%	Result 2010/11: 100%	Achieved - Comments: All i-SITES are in line with i-SITE NZ's and Qualmark's standards.	
In 2009/10 Council advised: Continuous improvement strategies are adhered to in accordance with Council and Qualmark certification.			Challenges going forward: We must ensure the Bay of Islands i-SITE is located in a high traffic space and adheres to i-SITE NZ's and Qualmark's standards.	

