

Community Outcome: A vibrant and thriving economy

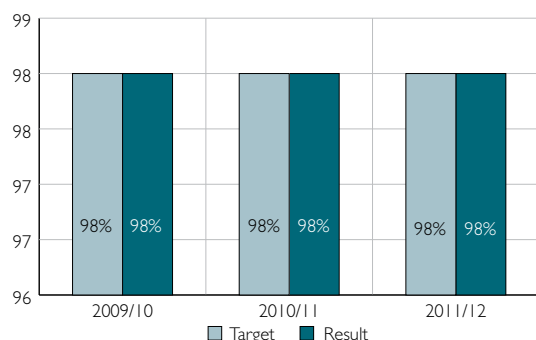
About this Outcome: The contribution of tourism to the district is acknowledged

Actual achievements against the Key Performance Indicators (KPI) and targets that the Council uses to monitor levels of service are detailed below:

KPI: Increased door count	LTP Target	Result 2012/13
ACHIEVED: Improved layout of premises and selling retail has encouraged visitors to use Council i-SITEs.	265,000	388,951
<i>*This KPI above is new in the LTP 2012/13. Unable to provide a three year view of performance.</i>		

KPI: Annual customer satisfaction rating	LTP Target	Result 2012/13
ACHIEVED: Continued effort to ensure staff are well trained and equipped to deliver visitor information.	98%	99%

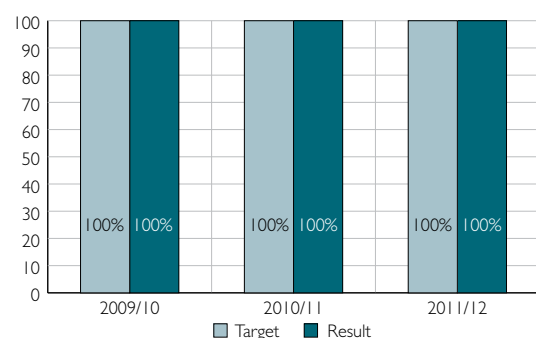
Graph shown below details a three year view of performance:



KPI: Retain VIN Accreditation	LTP Target	Result 2012/13
ACHIEVED: Continued effort to retain accreditation.	100%	100%

Graph shown below details a three year view of performance:

(The difference being "Achieve annual visitor info network (VIN) accreditation" was used to monitor this KPI in previous years)



KPI: Increased door count	LTP Target	Result 2012/13
ACHIEVED: Sold \$101,381 worth of goods, compared to \$99,202 in 2011/12. Improved layout of premises and selling retail has encouraged visitors to use Council i-SITEs.	2%	2%
<i>*This KPI above is new in the LTP 2012/13. Unable to provide a three year view of performance.</i>		