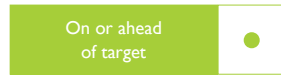


## How we performed against the first year of the Long-Term Plan (LTP) 2012/22

The tables below reflect the progress of our key work during 2012/13. Each action/project is linked to the strategic objectives and priorities set in the LTP. The progress at the end of the financial year against each action/project has been represented by:



### Strategic Objective:

Provide economic development for the Far North.

2012/13 Action/project	Background	Progress
<b>PRIORITY 1: We will encourage visitors to our district to use registered camp grounds.</b>		
Increase visitor usage at camp grounds	Northland Occupancy for holiday parks (motor camp grounds) was 13.79% up from 12.9% in 2012. Council provides a message to tourists through a travel guide smart phone "app", and campervans through a travel guide radio service to vans as they pass two "intellipoints" on entering the district at State Highway 12 and 1. This message encourages visitors to the district to stay at registered motor camps for their personal safety and for the protection of the environment.	●
<b>Progress comments:</b> Continue to provide Council's freedom camping message to visitors to the district through the NZ Talking Travel Guide Apps and Tourism Radio "intellipoints" to encourage visitors to stay at registered holiday parks (motor camp grounds).		