

Community Outcome: A Vibrant and Thriving Economy

About this Outcome: Council's processes aid the establishment of new businesses and industry. Council supports major events that contribute to the economy of the district. All towns are encouraged and supported to develop their town centres and communities to attract new business investments, tourism and community resilience which locals will be proud of.

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

| KPI: Council supports 3 industry projects | LTP Target | Result 2012/13 |
|---|------------|----------------|
| <p>ACHIEVED: Through partnership working with Far North Holdings Limited (FNHL) Council has successfully supported 3 industry projects. Major initiatives are:</p> <p>Bay Of Islands branding project including events;</p> <p>Bee Venom added value industry project and;</p> <p>Support for the economic development of the Pou Herenga Tai-Twin Coast Cycle Trail</p> | 3 | 3 |
| <p><i>*This KPI above is new in the LTP 2012/13. Unable to provide a three year view of performance.</i></p> | | |

| KPI: Council supports 2 destination marketing projects | LTP Target | Result 2012/13 |
|---|------------|----------------|
| <p>ACHIEVED: Council has through its partnership with Far North Holdings Limited supported domestic marketing that prioritises the Auckland market and international marketing into Northland's target overseas markets of Australia, UK, USA and Europe. This marketing is facilitated by Northland Inc Tourism (formerly Destination Northland).</p> | 2 | 2 |
| <p><i>*This KPI above is new in the LTP 2012/13. Unable to provide a three year view of performance.</i></p> | | |