

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

<b>Council initiatives</b> Live work invest promotion		<b>Measure</b> Percentage of new visitors to live, work, invest website. <i>(Notes below 1 to 3 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).</i> 1. Percentage annual increase in "live, work, invest" website visitors. Target set in LTCCP was 5%.		<b>EB</b>
<b>Result 2010/11:</b> 86.85%	<b>Target 2011/12:</b> 80%	<b>Result 2011/12:</b> 80.91%	<b>Achieved - Comments:</b> Council has maintained the live, work, invest website.	

<b>Council initiatives</b> Buy Far North campaign		<b>Measure</b> Number of new businesses registered on Buy Far North website. 2. Number of businesses registered on Buy Far North website.		<b>EB</b>
<b>Result 2010/11:</b> 58	<b>Target 2011/12:</b> 450	<b>Result 2011/12:</b> 7	<b>Not Achieved - Comments:</b> This reflects economic conditions. Council has established an economic development working party that will address the strategic direction for economic development. As part of this strategic direction Council will look at reviewing and improving its inward investment tools.	

<b>Council initiatives</b> Buy Far North campaign		<b>Measure</b> Percentage of returning visitors to Buy Far North website 3. Number of website hits / month to Buy Far North website. Target set in LTCCP was 400.		<b>EB</b>
<b>Result 2010/11:</b> 35.65%	<b>Target 2011/12:</b> 50%	<b>Result 2011/12:</b> 9.80%	<b>Not Achieved - Comments:</b> This reflects economic conditions. Council has established an economic development working party that will address the strategic direction for economic development. As part of this strategic direction Council will look at reviewing and improving its inward investment tools.	

<b>Council initiatives</b> Event attraction		<b>Measure</b> Number of major high profile events attracted to the district.		<b>EB</b>
<b>Result 2010/11:</b> 0	<b>Target 2011/12:</b> 1	<b>Result 2011/12:</b> 0	<b>Not Achieved - Comments:</b> Council has not been successful in attracting high profile events to the district. However to compensate for this Council has been supporting events within the district that have the potential to become high profile. For example Captain Morgan Snapper Bonanza.	



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<b>Council initiatives</b> Community plans		<b>Measure</b> Percentage community support for plan in each community.		PS SC
<b>Result 2010/11:</b> 92%	<b>Target 2011/12:</b> 75%	<b>Result 2011/12:</b> 90 %	<b>Achieved - Comments:</b> Council has successfully completed the Kaitaia, Ahipara community plans, with development assistance being provided for Kawakawa. Support by the community for this initiative was well received.	
<b>Council initiatives</b> Small town beautification projects		<b>Measure</b> Percentage community support for the outcome of each project.		EM SC
<b>Result 2010/11:</b> 92%	<b>Target 2011/12:</b> 75%	<b>Result 2011/12:</b> 0%	<b>Not Achieved - Comments:</b> Small town beautification program no longer exists. Efforts have been transferred to support the 30 year growth strategy.	
<b>Council initiatives</b> Pursuing inward investment		<b>Measure</b> Number of new projects benefiting from inward investment.		EB
<b>Result 2010/11:</b> 15	<b>Target 2011/12:</b> 10	<b>Result 2011/12:</b> 12	<b>Achieved - Comments:</b> Council has maintained a proactive business navigation service that supports inward investment.	
<b>Council initiatives</b> Supporting new business opportunities		<b>Measure</b> Number of new business opportunities assisted.		EB
<b>Result 2010/11:</b> 30	<b>Target 2011/12:</b> 35	<b>Result 2011/12:</b> 27	<b>Not Achieved - Comments:</b> Council has maintained a proactive business navigation service that supports new business initiatives. However, due to the restructure of the department, resources have been utilised to assist with the development of the growth strategy with the potential outcome of long term sustainability across the district.	

