



## Activity Performance Indicators

- The activity service and performance results in 2013/14 is detailed below:

### 2013/14 results

Result Target

| <p><b>1: Achieved</b><br/>Improved layout of premises and selling retail has encouraged visitors to use Council i-SITES.</p> <p><b>2: Achieved</b><br/>Continued effort to ensure staff are well trained and equipped to deliver visitor information.</p> | <p><b>1: Increased door count</b><br/><b>295,775</b></p> <table border="1"> <thead> <tr> <th>Year</th> <th>Result</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>2012/13</td> <td>~390,000</td> <td>~265,000</td> </tr> <tr> <td>2013/14</td> <td>265,000</td> <td>~265,000</td> </tr> </tbody> </table>   | Year     | Result | Target | 2012/13 | ~390,000 | ~265,000 | 2013/14 | 265,000 | ~265,000 | <p><b>2: Annual customer satisfaction rating</b><br/><b>98%</b></p> <table border="1"> <thead> <tr> <th>Year</th> <th>Result</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>2009/10</td> <td>~98%</td> <td>~98%</td> </tr> <tr> <td>2010/11</td> <td>~98%</td> <td>~98%</td> </tr> <tr> <td>2011/12</td> <td>~98%</td> <td>~98%</td> </tr> <tr> <td>2012/13</td> <td>~99%</td> <td>~98%</td> </tr> <tr> <td>2013/14</td> <td>98%</td> <td>~98%</td> </tr> </tbody> </table> | Year | Result | Target  | 2009/10 | ~98% | ~98%    | 2010/11 | ~98% | ~98%   | 2011/12 | ~98%   | ~98%   | 2012/13 | ~99% | ~98% | 2013/14 | 98%   | ~98% |
|---|--|----------|--------|--------|---------|----------|----------|---------|---------|----------|---|------|--------|---------|---------|------|---------|---------|------|--|---------|--------|--------|---------|------|------|---------|-------|------|
| Year  | Result   | Target   |        |        |         |          |          |         |         |          |   |      |        |         |         |      |         |         |      |  |         |        |        |         |      |      |         |       |      |
| 2012/13   | ~390,000   | ~265,000 |        |        |         |          |          |         |         |          |   |      |        |         |         |      |         |         |      |  |         |        |        |         |      |      |         |       |      |
| 2013/14   | 265,000  | ~265,000 |        |        |         |          |          |         |         |          |   |      |        |         |         |      |         |         |      |  |         |        |        |         |      |      |         |       |      |
| Year  | Result   | Target   |        |        |         |          |          |         |         |          |   |      |        |         |         |      |         |         |      |  |         |        |        |         |      |      |         |       |      |
| 2009/10   | ~98%   | ~98%     |        |        |         |          |          |         |         |          |   |      |        |         |         |      |         |         |      |  |         |        |        |         |      |      |         |       |      |
| 2010/11   | ~98%   | ~98%     |        |        |         |          |          |         |         |          |   |      |        |         |         |      |         |         |      |  |         |        |        |         |      |      |         |       |      |
| 2011/12   | ~98%   | ~98%     |        |        |         |          |          |         |         |          |   |      |        |         |         |      |         |         |      |  |         |        |        |         |      |      |         |       |      |
| 2012/13   | ~99%   | ~98%     |        |        |         |          |          |         |         |          |   |      |        |         |         |      |         |         |      |  |         |        |        |         |      |      |         |       |      |
| 2013/14   | 98%  | ~98%     |        |        |         |          |          |         |         |          |   |      |        |         |         |      |         |         |      |  |         |        |        |         |      |      |         |       |      |
| <p><b>3: Achieved</b><br/>Continued effort to retain accreditation.</p> <p><b>4: Not Achieved</b><br/>The lease to Opononi Four Square has had a direct impact on retail sales which have declined.</p>   | <p><b>3: Retain VIN Accreditation</b><br/><b>100%</b></p> <table border="1"> <thead> <tr> <th>Year</th> <th>Result</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>2009/10</td> <td>100%</td> <td>100%</td> </tr> <tr> <td>2010/11</td> <td>100%</td> <td>100%</td> </tr> <tr> <td>2011/12</td> <td>100%</td> <td>100%</td> </tr> <tr> <td>2012/13</td> <td>100%</td> <td>100%</td> </tr> <tr> <td>2013/14</td> <td>100%</td> <td>100%</td> </tr> </tbody> </table> | Year     | Result | Target | 2009/10 | 100%     | 100%     | 2010/11 | 100%    | 100%     | 2011/12   | 100% | 100%   | 2012/13 | 100%    | 100% | 2013/14 | 100%    | 100% | <p><b>4: Increase sale of goods</b><br/><b>1.24%</b></p> <table border="1"> <thead> <tr> <th>Year</th> <th>Result</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>2012/13</td> <td>2%</td> <td>2%</td> </tr> <tr> <td>2013/14</td> <td>1.24%</td> <td>2%</td> </tr> </tbody> </table> | Year    | Result | Target | 2012/13 | 2%   | 2%   | 2013/14 | 1.24% | 2%   |
| Year  | Result   | Target   |        |        |         |          |          |         |         |          |   |      |        |         |         |      |         |         |      |  |         |        |        |         |      |      |         |       |      |
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| 2012/13   | 100%   | 100%     |        |        |         |          |          |         |         |          |   |      |        |         |         |      |         |         |      |  |         |        |        |         |      |      |         |       |      |
| 2013/14   | 100%   | 100%     |        |        |         |          |          |         |         |          |   |      |        |         |         |      |         |         |      |  |         |        |        |         |      |      |         |       |      |
| Year  | Result   | Target   |        |        |         |          |          |         |         |          |   |      |        |         |         |      |         |         |      |  |         |        |        |         |      |      |         |       |      |
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| 2013/14   | 1.24%  | 2%       |        |        |         |          |          |         |         |          |   |      |        |         |         |      |         |         |      |  |         |        |        |         |      |      |         |       |      |