

Activity Performance Indicators

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

2013/14 results

Result Target

<p>1: Achieved</p> <p>Tourism sector:</p> <ul style="list-style-type: none"> Bay of Islands Marketing Group established and supported by Far North Holdings Limited and Council to promote the district to the domestic market; Supported Northland Inc. International (Regional Tourism Operator) Tourism Marketing; and Secured three national events being: NZ Powerboats, Tall ships with ATEED and Bathtubs. <p>Primary Sector:</p> <ul style="list-style-type: none"> Oyster farming project in the Bay of Islands supported. 	<p>1: Council supports 3 industry projects</p> <p>3</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Result</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>2012/13</td> <td>3</td> <td>3</td> </tr> <tr> <td>2013/14</td> <td>3</td> <td>3</td> </tr> </tbody> </table>	Year	Result	Target	2012/13	3	3	2013/14	3	3
Year	Result	Target								
2012/13	3	3								
2013/14	3	3								
<p>2: Not Achieved</p> <p>Fully functioning website and marketing materials created and liaison with the emerging cycle trail businesses has been achieved. These marketing products cannot go fully live until the cycle trail is fully constructed.</p>	<p>2: A marketing strategy is developed and implemented</p> <p>*Amended KPI focus (as part of the 2013/14 Annual Plan adoption) due to Council resolution to establish a business unit.</p> <p>90%</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Result</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>2013/14</td> <td>90%</td> <td>100%</td> </tr> </tbody> </table>	Year	Result	Target	2013/14	90%	100%			
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