



NATIONAL BEEKEEPERS' ASSOCIATION

OF N.Z. INCORPORATED

1984/85 INDUSTRY PLAN

Contents

Page No.

MISSION of the NBA

1

GOALS of the NBA

2

OBJECTIVES based on

3-7

NBA Goals

ACTION PLANS based on

8-32

NBA Objectives

MISSION OF THE NBA

**"BETTER BEEKEEPING ,
BETTER MARKETING"**

Including the following aims:

- * Preserving the **BUSINESS STATUS** of members
- * Helping members and those they employ to obtain
a **GOOD STANDARD OF LIVING**
- * Helping members provide their customers with
QUALITY PRODUCTS AND SERVICES at reasonable
cost
- * Helping members fulfill their **RESPONSIBILITIES TO
THE COMMUNITY**

GOALS OF THE NBA

- A. INCREASE INDUSTRY PROFITABILITY**
- B. IMPROVE BEEKEEPER EDUCATION AND TRAINING**
- C. IMPROVE BEEKEEPER CO-OPERATION AND
COMMUNICATION**
- D. IMPROVE INDUSTRY PUBLIC RELATIONS**
- E. ACHIEVE MORE EFFECTIVE LIAISON WITH
GOVERNMENT AGENCIES**
- F. DEVELOP A LONG-TERM INDUSTRY PLAN**

OBJECTIVES BASED ON NBA GOALS

A. Goal: INCREASE INDUSTRY PROFITABILITY

1. Objective: TO HAVE MORE THAN HALF OF NBA BRANCHES ACTIVELY INVOLVED IN TREES FOR BEES PROGRAMMES BY SPRING, 1985
2. Objective: INVESTIGATE THE FEASIBILITY OF ESTABLISHING A NEW ZEALAND HONEY PROMOTION PLAN BY 1986
Formulate
marketing
3. Objective: INCREASE AWARENESS OF POTENTIAL BEEKEEPING COST SAVINGS (on-going)
4. Objective: ESTABLISH A PROMOTION MATERIALS RESOURCE PACKAGE FOR LOCAL BEEKEEPING AND BEE PRODUCT PROMOTION ACTIVITIES BY DECEMBER, 1985

B. Goal: IMPROVE BEEKEEPER EDUCATION AND TRAINING

1. Objective: INITIATE NATIONAL CERTIFICATE LEVEL COURSE IN BEEKEEPING BY FEBRUARY, 1985
2. Objective: ALL BEEKEEPERS ABLE TO RECOGNIZE ALL MAJOR BROOD DISEASES BY DECEMBER 1, 1984
3. Objective: RECOGNITION BY NBA OF TELFORD FARM TRAINING INSTITUTE CERTIFICATE BY DECEMBER, 1985
4. Objective: ASCERTAIN REQUIREMENTS FOR INCREASED EDUCATIONAL/TECHNICAL CONTENT IN NZ BEEKEEPER, BY MARCH, 1985
5. Objective: CREATE AN AUDIO-VISUAL RESOURCE COLLECTION WITHIN THE NBA TECHNICAL LIBRARY BY DECEMBER, 1985

**C. Goal: IMPROVE BEEKEEPER
CO-OPERATION AND
COMMUNICATION**

**1. Objective: PROMOTE CO-OPERATIVE VENTURES
BETWEEN BEEKEEPERS BY JULY, 1985**

**2. Objective: ESTABLISH INTER-BRANCH
COMMUNICATION NETWORK BY JULY,
1985**

**D. Goal: IMPROVE INDUSTRY PUBLIC
RELATIONS**

**1. Objective: UNDERTAKE A PUBLIC AWARENESS
CAMPAIGN BY JUNE 1985, OF THE
CONSEQUENCES OF ILLEGAL
IMPORTATIONS OF BEES, BEE PRODUCTS
AND APPLIANCES**

**E. Goal: ACHIEVE MORE EFFECTIVE
LIAISON WITH GOVERNMENT
AGENCIES**

- 1. Objective: INCREASE AG QUARANTINE SERVICES
AWARENESS OF BEE PRODUCT IMPORT
RESTRICTIONS BY JUNE 1985**

- 2. Objective: ENSURE MAF IS AWARE OF INDUSTRY
REQUIREMENTS FOR BEE PATHOLOGY
SERVICES BY DECEMBER 1984**

- 3. Objective: ENSURE MAF IS AWARE OF INDUSTRY
REQUIREMENTS FOR APIARY ADVISORY
SERVICES BY DECEMBER 1984**

- 4. Objective: ENSURE MAF IS AWARE OF INDUSTRY
REQUIREMENTS FOR APIARY INSPECTION
SERVICES BY DECEMBER, 1984**

- 5. Objective: ESTABLISH EFFECTIVE CRITERIA FOR
THE USE OF BEE HIVES AS COLLATERAL
SECURITY IN RURAL BANK LENDING BY
DECEMBER, 1985**

**F. Goal: DEVELOP LONG-TERM
INDUSTRY PLAN**

- 1. Objective: DEVELOP ON-GOING INDUSTRY
PLANNING STRATEGY BY JUNE, 1985**

**ACTION PLANS BASED ON
NBA OBJECTIVES**

A. Goal: INCREASE INDUSTRY PROFITABILITY

1. Objective: TO HAVE MORE THAN HALF OF NBA BRANCHES ACTIVELY INVOLVED IN TREES FOR BEES PROGRAMMES BY SPRING, 1985

Action	Person	Target Date	Maximum Cost	Task Result	Contingency Plan
a. Review Branches response to programme already offered by Executive	Executive	September Meeting, 1984	Nil		Non-responding branches to be sent letter outlining long-term advantages of schemes
b. Request Branches in conjunction with AAO's to create list of suitable local Trees for Bees for circulation to general public	Executive	September 30, 1984	Nil		
c. Write Branch Secretaries asking for information on current nectar/pollen source planting schemes in their areas	Executive	September 30, 1984	Nil		
d. Prepare article for <u>N Z Beekeeper</u> detailing programmes already underway	Executive	March 1985 Issue, <u>N Z Beekeeper</u>	Nil		
e. Each Branch to organize at least one Trees for Bees Field Day with local interest groups (eg Catchment Board, Tree Crops Assn., etc)	Branches	September 30, 1985	Nil		

* - requires action on the part of NBA Branches

NBA 1984-85 Industry Plan -- ACTION PLAN WORK SHEETS

A. Goal (cont.)

1. Objective (cont.)

Action	Person	Target Date	Maximum Cost	Task Result	Contingency Plan
f. * Branches to report to Annual Conferences on adoption of Trees for Bees programmes	Branches	Conference, 1985	Nil		

* - requires action on the part of NBA Branches

A. Goal: INCREASE INDUSTRY PROFITABILITY


2. Objective: INVESTIGATE THE FEASIBILITY OF ESTABLISHING A NEW ZEALAND HONEY PROMOTION PLAN BY 1986


Action	Person	Target Date	Maximum Cost	Task Result	Contingency Plan
a. Initiate marketing research study on current trends in honey consumption and sales (domestic market)	Executive (via researcher - eg university)	December, 1985	Study Grant (\$1,000)		
b. Request submissions from interested individuals and groups on plan for New Zealand-wide Honey Promotion Campaign	Executive	December, 1985	Competition prize?		
c. Make decision on feasibility of New Zealand Honey Promotion Plan based upon research report and submissions received	Executive	July, 1986	Nil		

* - requires action on the part of NBA Branches

A. Goal: INCREASE INDUSTRY PROFITABILITY

**3. Objective: INCREASE AWARENESS OF POTENTIAL BEEKEEPING COST SAVINGS
(on-going)**

Action	Person	Target Date	Maximum Cost	Task Result	Contingency Plan
a.  Canvas Branches for cost saving schemes presently underway	Executive	Annually	Nil		
b. Make information obtained available to members via on-going <u>N Z Beekeeper</u> journal column	Executive/ N Z Beekeeper Editor	Biennially	Nil		

 - requires action on the part of NBA Branches

A. Goal: INCREASE INDUSTRY PROFITABILITY

4. Objective: ESTABLISH A PROMOTION MATERIALS RESOURCE PACKAGE FOR LOCAL BEEKEEPING AND BEE PRODUCT PROMOTION ACTIVITIES BY DECEMBER, 1985

Action	Person	Target Date	Maximum Cost	Task Result	Contingency Plan
a. Establish Promotion Sub-committee of NBA Executive	Executive	September Meeting, 1984	Nil	Yes	
b. Obtain promotion materials already available (domestic and overseas)	Sub-committee	November Meeting, 1984	\$50.00 (mailing costs)		
c. Canvas NBA members for materials already in use	Sub-committee/ Branch Executives	December, 1984	Nil		
d. Review all materials obtained from b and c	Executive	March, 1985	Nil		
e. Decide on list of most suitable materials to make available for industry use	Executive	March, 1985	Nil		
f. Complete production of selected materials	Executive	September, 1985	production costs		

★ - requires action on the part of NBA Branches

NBA 1984-85 Industry Plan -- ACTION PLAN WORK SHEETS

A. Goal (cont.)

4. Objective (cont.)

Action	Person	Target Date	Maximum Cost	Task Result	Contingency Plan
g. Publicise availability of materials by distributing one Promotion Materials package to each Branch	Executive	December 1985	Nil		

⊛ - requires action on the part of NBA Branches

B. Goal: IMPROVE BEEKEEPER EDUCATION AND TRAINING

1. Objective: INITIATE NATIONAL CERTIFICATE LEVEL COURSE IN BEEKEEPING BY FEBRUARY, 1985

Action	Person	Target Date	Maximum Cost	Task Result	Contingency Plan
a. Attend meeting with Director of Continuing Education re staffing	I Berry	June 1	\$400.00		Request meeting with DCE
b. Arrange certification through AAVA	N Wallingford	December 31	Nil		Contact AAVA. Arrange NBA certification. Arrange TCB certification.
b1. Review proposal for certification	Executive	August 6, 1984			
b2. Submit final proposal to AAVA	Executive/ BOPCC	August 31, 1984	Nil		
c. Advertise course through <u>New Zealand Beekeeper</u> magazine	Education Committee	December 31	Nil		
d. Ensure set up of Certification Committee	I Berry	December 31	Nil		
e. Appoint NBA representative to Certification Committee	NBA Executive	December 31	Nil		
f. Provide list of NBA member examiners	NBA Executive	June, 1985	Nil		

⊛ - requires action on the part of NBA Branches

B. Goal: IMPROVE BEEKEEPER EDUCATION AND TRAINING

2. Objective: ALL BEEKEEPERS ABLE TO RECOGNIZE ALL MAJOR BROOD DISEASES
BY DECEMBER 1, 1984

Action	Person	Target Date	Maximum Cost	Task Result	Contingency Plan
a. Arrange showing of "Bee Diseases" film to all Branches	Executive/MAF	October 31, 1984	postage		
b. Arrange Branch members and/or Executive members to show "Bee Diseases" film to all hobbyist clubs	Executive/Branches	November 30, 1984			
c. Ensure MAF colour AgLink on bee diseases is sent to all registered beekeepers	Executive/MAF	September 30, 1984			
d. Request to MAF for AAO's to address all Branches at meetings or field days on hive inspection techniques and requirements	Executive (via MAF)	December 1, 1984			
e. Advertise publications suitable for disease identification	Executive	December 1984 <u>N Z Beekeeper</u>			

⊛ - requires action on the part of NBA Branches

B. Goal: IMPROVE BEEKEEPER EDUCATION AND TRAINING

**3. Objective: RECOGNITION BY NBA OF TELFORD FARM TRAINING INSTITUTE
CERTIFICATE BY DECEMBER, 1985**

Action	Person	Target Date	Maximum Cost	Task Result	Contingency Plan
a. Arrange meeting between Education Committee and Telford	P Marshall	June 30, 1984	\$400.00	Yes	
b. Report by Education Committee to Executive of NBA	Education Committee	1984 Conference	Nil	Yes	
c. Make recommendations to Telford Principal	Executive	1984 Conference	Nil	Yes	
d. Draft letters of support to Director General, Advisory Services Division; Telford Board of Directors	Alan McCaw/ John Third	August 10, 1984			
e. Submit application to Industry Fund trustees for Telford beekeeping student bursary	Executive	September 1984 Meeting	Nil		

★ - requires action on the part of NBA Branches

B. Goal: IMPROVE BEEKEEPER EDUCATION AND TRAINING

4. Objective: ASCERTAIN REQUIREMENTS FOR INCREASED EDUCATIONAL/TECHNICAL CONTENT IN NZ BEEKEEPER, BY MARCH, 1985

Action	Person	Target Date	Maximum Cost	Task Result	Contingency Plan
a. Prepare questionnaire on educational/technical content of <u>NZ Beekeeper</u>	Education Committee	October 31, 1984			
b. Send questionnaire to cross-section of industry and related individuals	Education Committee	December 1, 1984			
c. Include questionnaire in <u>NZ Beekeeper</u>	Education Committee	December 1984, <u>NZ Beekeeper</u>			
d. Request Branches to discuss and report on assessment of educational/technical content of <u>NZ Beekeeper</u>	Executive Secretary	December 1, 1984			
e. Assess response to questionnaire and Branch submissions	Executive	March 1985 Meeting			
f. Prepare report on requirements for educational/technical content and submit to editor	Executive	March 30, 1985			

⊕ - requires action on the part of NBA Branches

B. Goal (cont.)

4. Objective (cont.)

Action	Person	Target Date	Maximum Cost	Task Result	Contingency Plan
g. Institute regular column in <u>NZ Beekeeper</u> reviewing current bee research literature (eg "Research Review" column in <u>Gleanings</u>)	Executive	March 1985 <u>NZ Beekeeper</u>			

★ - requires action on the part of NBA Branches

B. Goal: IMPROVE BEEKEEPER EDUCATION AND TRAINING

5. Objective: CREATE AN AUDIO-VISUAL RESOURCE COLLECTION WITHIN THE NBA TECHNICAL LIBRARY BY DECEMBER, 1985

Action	Person	Target Date	Maximum Cost	Task Result	Contingency Plan
a. Review present materials available from National film unit	Executive Secretary	December 1, 1984			
b. Circulate other sources for AV material presently held within NZ	Executive	March 1, 1985			
c. Review availability of relevant overseas material available	Executive	March 1, 1985			
d. Review response to materials search (Actions a, b, c)	Executive	June 1985 Meeting			
e. Decision to obtain appropriate material for AV resource collection	Executive	September 1985 Meeting			

⊙ - requires action on the part of NBA Branches

C. Goal: IMPROVE BEEKEEPER CO-OPERATION AND COMMUNICATION

1. Objective: PROMOTE CO-OPERATIVE VENTURES BETWEEN BEEKEEPERS BY JULY, 1985

Action	Person	Target Date	Maximum Cost	Task Result	Contingency Plan
a. Request information from Branches on existing co-operative schemes	Executive	January 1, 1985			
b. Write <u>NZ Beekeeper</u> article on results of survey	Executive	March 1985 <u>NZ Beekeeper</u>			
c. Arrange for seminar preceeding Conference on co-operative possibilities in beekeeping	Executive	1985 Conference			

⊛ - requires action on the part of NBA Branches

C. Goal: IMPROVE BEEKEEPER CO-OPERATION AND COMMUNICATION

2. Objective: ESTABLISH INTER-BRANCH COMMUNICATION NETWORK BY JULY, 1985

Action	Person	Target Date	Maximum Cost	Task Result	Contingency Plan
a. <input checked="" type="checkbox"/> Request Branches to place all other Branch secretaries on mailing lists for newsletters, meeting and field day notices	Executive	September 30, 1984	postage		
b. Request MAF to circulate District Newsletters to each Branch secretary	Executive	September 1, 1984	Nil	Yes	
c. <input checked="" type="checkbox"/> Request Branches to supply comments on improved information exchange	Executive	March 30, 1985	Nil		
d. Act on any further recommendations arising from Action c	Executive	July 1985 Meeting	Nil		

- requires action on the part of NBA Branches

D. Goal: IMPROVE INDUSTRY PUBLIC RELATIONS

1. Objective: UNDERTAKE A PUBLIC AWARENESS CAMPAIGN BY JUNE 1985, OF THE CONSEQUENCES OF ILLEGAL IMPORTATIONS OF BEES, BEE PRODUCTS AND APPLIANCES

Action	Person	Target Date	Maximum Cost	Task Result	Contingency Plan
a. Request information and costing for poster advertising in airport and shipping arrival and departure facilities	Executive Secretary	December 1, 1984	Nil		
b. Contact travel agencies and tourist companies asking for co-operation in publicity campaign	Executive	December 1, 1984	Nil		
c. Prepare press statement for publication in newspapers, journals, periodicals etc (include samples of potentially harmful types of imports for their visual impact)	Executive	November 30, 1984	Nil		
d. Investigate costing for posters and pamphlet materials for public distribution	Executive	March 1985 Meeting	Nil		
e. Arrange for printing of posters and pamphlets as required	Executive	May 1, 1985	Printing Costs		

★ - requires action on the part of NBA Branches

D. Goal (cont.)

1. Objective (cont.)

Action	Person	Target Date	Maximum Cost	Task Result	Contingency Plan
f. Distribute posters and pamphlets as and where appropriate	Executive	June 1, 1985	Nil		
g. Prepare short article for travel magazines on NZ honey, but with hidden message of dangers from imports	Executive	June 1, 1985	Nil		

★ - requires action on the part of NBA Branches

E. Goal: ACHIEVE MORE EFFECTIVE LIAISON WITH GOVERNMENT AGENCIES

1. Objective: INCREASE AG QUARANTINE SERVICES AWARENESS OF BEE PRODUCT IMPORT RESTRICTIONS BY JUNE 1985

Action	Person	Target Date	Maximum Cost	Task Result	Contingency Plan
a. Request information from AQS of MAF regarding present AQS officer training programme	Executive	September 30, 1984	Nil		Contact Director personally
b. Write to Director AQS (Mr Julien Brown) suggesting in-service training programme on illegal bee product importations (offer NBA support and participation)	Executive Secretary	November 30, 1984			
c. Provide background material for training programme, eg queen cages, bee equipment, honey products list, etc	Executive	(as appropriate)	Nil		
d. Attend training seminar if requested and as appropriate	Executive (MAF AAOs)	(as appropriate)			

⊛ - requires action on the part of NBA Branches

E. Goal: ACHIEVE MORE EFFECTIVE LIAISON WITH GOVERNMENT AGENCIES

2. Objective: ENSURE MAF IS AWARE OF INDUSTRY REQUIREMENTS FOR BEE PATHOLOGY SERVICES BY DECEMBER 1984

Action	Person	Target Date	Maximum Cost	Task Result	Contingency Plan
a. Request to Director of Advisory Services for report on current and future status of Apiculture research in New Zealand	Executive Secretary	September 1, 1984			Prepare submissions on establishment of Bee Pathology Service
b. If requested, make decision regarding NBA funding assistance for establishment of Bee Pathology laboratory	Executive	September 1984 Meeting			
c. Prepare and make application for funding from Industry Trust Fund as required	Executive	November 1984 Meeting			
d. Meet with Director ASD to discuss establishment and funding of Bee Pathology laboratory	Executive	November 1984 Meeting			

⊛ - requires action on the part of NBA Branches

E. Goal: ACHIEVE MORE EFFECTIVE LIAISON WITH GOVERNMENT AGENCIES

5. Objective: ESTABLISH EFFECTIVE CRITERIA FOR THE USE OF BEE HIVES AS COLLATERAL SECURITY IN RURAL BANK LENDING BY DECEMBER, 1985

Action	Person	Target Date	Maximum Cost	Task Result	Contingency Plan
a. Meet with Rural Bank legal department representative to discuss questions relating to use of hives as security	Executive	November 1984 Meeting	Nil		
b. Form sub-committee to formulate guidelines to answer Rural Bank requirements	Executive	November 1984 Meeting	Nil		
c. Executive review of sub-committee report	Executive	March 1985 Meeting	Nil		
d. Submit report to Rural Bank	Executive Secretary	March 30, 1985	Nil		

★ - requires action on the part of NBA Branches

NBA 1984-85 Industry Plan -- ACTION PLAN WORK SHEETS

E. Goal: ACHIEVE MORE EFFECTIVE LIAISON WITH GOVERNMENT AGENCIES

3. Objective: ENSURE MAF IS AWARE OF INDUSTRY REQUIREMENTS FOR APIARY ADVISORY SERVICES BY DECEMBER 1984

Action	Person	Target Date	Maximum Cost	Task Result	Contingency Plan
a. Request to Branches for submissions on present and future requirements for AAOs in their districts	Executive Secretary	September 30, 1984			
b. Request to Advisory Services Division of MAF for inclusion of Apicultural Study Option in Advisory Officer Work Experience Training Schemes (Lincoln and Massey)	Executive	September 30, 1984			
c. Request Minister of Agriculture to attend Executive meeting for discussion of Advisory Services	Executive	November 1984 Meeting			
d. Review industry requirements based on responses to a. and b. above	Executive	November 1984 Meeting			
e. Submit plan to MAF with recommendations, as appropriate	Executive	December 1, 1984			Discuss in meeting with MAF Advisory Services

* - requires action on the part of NBA Branches

E. Goal: ACHIEVE MORE EFFECTIVE LIAISON WITH GOVERNMENT AGENCIES

4. Objective: ENSURE MAF IS AWARE OF INDUSTRY REQUIREMENTS FOR APIARY INSPECTION SERVICES BY DECEMBER, 1984

Action	Person	Target Date	Maximum Cost	Task Result	Contingency Plan
a. Request Advisory Services Division to employ sufficient part-time inspectors to ensure at least 10% hive inspection rate in each district annually	Executive	September 30, 1984			
b. Write to Advisory Services Division asking for details of number of part-time inspectors employed in each district in the 1984-85 season	Executive	March 30, 1985			If insufficient, meeting with Director, ASD

★ - requires action on the part of NBA Branches

F. Goal: DEVELOP LONG-TERM INDUSTRY PLAN

1. Objective: DEVELOP ON-GOING INDUSTRY PLANNING STRATEGY BY JUNE, 1985

Action	Person	Target Date	Maximum Cost	Task Result	Contingency Plan
a. Construct Action Plans on objective not covered at Flock House	Flock House Participants	June 25, 1984	Nil	Yes	
b. Send Action Plans to NBA President	Flock House Participants	June 30, 1984	Nil	Yes	
c. Combined Action Plans sent back to participants	I Berry	July 15, 1984	Nil	Yes	
d. Report on Planning to Conference	Alan McCaw/MAF	1984 Conference	Nil	Yes	
e. Formulate Action Plans in buzz groups	Conference Members	1984 Conference	Nil	Yes	
f. Report on discussions to Conference	Buzz Group Leaders	1984 Conference	Nil	Yes	

⊕ - requires action on the part of NBA Branches

F. Goal (cont.)

1. Objective (cont.)

Action	Person	Target Date	Maximum Cost	Task Result	Contingency Plan
g. Using information from Actions c. and f. Draft Final 1984-85 Action Plan for NBA Executive	Alan McCaw/ MAF	August 31, 1984	Nil		
h. Finalize 1984-85 Action Plan (alterations where necessary)	Executive	September 1984 Meeting	Nil		
i. Send copy of final 1984-85 NBA Action Plan to all branches and Hive Levy payers, Advisory Services of MAF.	General Secretary	September 30, 1984	Nil		
j. Interim review of 1984-85 Plan	Executive	November 1984 Meeting	Nil		
k. Annual Review of Plan and creation of next year's draft plan	Executive	March 1985 Meeting	Nil		
l. Submit results of Annual Review and copy of 1985-86 draft plan to all NBA Branches	Executive Secretary	March 30, 1985	Nil		

⊕ - requires action on the part of NBA Branches

NBA 1984-85 Industry Plan -- ACTION PLAN WORK SHEETS

F. Goal (cont.)

1. Objective (cont.)

Action	Person	Target Date	Maximum Cost	Task Result	Contingency Plan
m. Revise Action Plans and Objectives with Conference input a. discussion groups b. Branch reports c. remits to Conference	Conference Members	1985 Conference			

⊛ - requires action on the part of NBA Branches