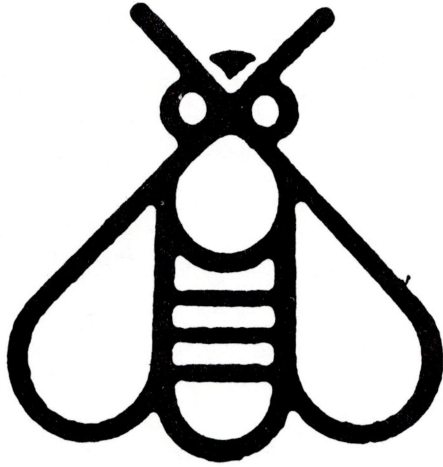


**NATIONAL BEEKEEPERS
ASSOCIATION**

OF N.Z. INCORPORATED



P.O Box 4048

Wellington

1987/88

INDUSTRY PLAN

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 thier RESPONSIBILITIES TO THE COMMUNITY.

GOALS OF THE NBA

- GOAL A: INCREASE INDUSTRY PROFITABILITY
- GOAL B: IMPROVE BEEKEEPER EDUCATION AND TRAINING
- GOAL C: IMPROVE BEEKEEPER CO-OPERATION AND COMMUNICATION
- GOAL D: IMPROVE INDUSTRY PUBLIC RELATIONS
- GOAL E: ACHIEVE MORE EFFECTIVE LIAISON WITH GOVERNMENT AGENCIES
- GOAL F: IMPROVE EFFECTIVENESS OF NATIONAL BEEKEEPERS ASSOCIATION

OBJECTIVES AND ACTION PLANS

GOAL A: INCREASE INDUSTRY PROFITABILITY

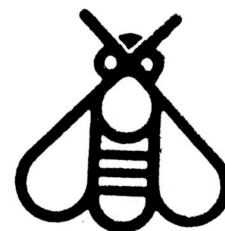
OBJECTIVE 1: Inform the industry of what weather forecasting information useful to beekeepers is available by December 1987:

ACTIONS:

- 1 Arrange a meeting with representative of NZ Meteorological Service
WHO: Exec Secy WHEN: 13 July 1987
- 2 Prepare a brief of beekeepers requirements
WHO: Ian Berry WHEN: 13 July 1987
- 3 Ascertain what information from NZMO can provide and at what cost
WHO: Nat Exec WHEN: Sept meeting
- 4 Prepare report for NZ Beekeeper
WHO: Nat Exec WHEN: 20 Nov 1987
- 5 Publish results in New Zealand Beekeeper
WHO: Editor WHEN: Summer 1987

OBJECTIVE 2: Develop a marketing strategy for New Zealand honey by May 1988.

- 1 Give progress report to Conference on actions to date
WHO: Exec Secy WHEN: July 1987
- 2 Market Research Committee to report to Executive on contents of marketing reports by Massey, Victoria and Auckland Universities
WHO: Marketing Committee WHEN: September 1987
- 3 Analyse research results from Massey and Auckland in consultation with consultants
WHO: Marketing Committee WHEN: December 1987
- 4 Develop marketing strategy on basis of research results
WHO: Marketing Committee WHEN: December 1987
- 5 Initiate discussions with Market Development Board with a view to exploring new product development and possible off shore packing of honey
WHO: Exec Secy WHEN: July meeting



GOAL B: IMPROVE BEEKEEPER EDUCATION AND TRAINING

OBJECTIVE 1: Further develop the audio-visual resource collection within the NBA Technical Library by May 1988.

- 1 Provide list of appropriate material to Nat Exec (slide sets, posters and videos)
WHO: Ted Roberts WHEN: July 1987
- 2 Decide on purchases for 1987 year
WHO: Nat Exec WHEN: July meeting
- 3 Arrange purchase of selected material
WHO: Nat Exec or agent WHEN: 30 August 1987
- 4 Publicise availability of material in NZ Beekeeper
WHO: Librarian WHEN: December 1987

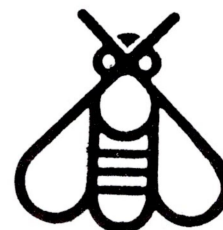
OBJECTIVE 2: To establish a system to ensure that suitable candidates receive adequate funding for beekeeping training by May 1988.

- 1 Produce a firm proposal(s) for the establishment of an educational trust fund(s) to support beekeeper training
WHO: Education Sub Comm WHEN: September meeting
- 2 Submit Telford Farm Training Institute application for bursary to Industry Fund trustees
WHO: Nat Exec WHEN: 13 July 1987
- 3 Make decision on establishment of educational trust fund scheme based on proposals.
WHO: Nat Exec WHEN: December 1987

GOAL C: IMPROVE BEEKEEPER CO-OPERATION AND COMMUNICATION

OBJECTIVE 1: To make a recommendation to the Minister of Agriculture and Fisheries regarding the importation of new bee stock.

- 1 NBA to organise seminar session on importation of bee stock at NBA Conference 1987
WHO: Nat Exec WHEN: 13 July 1987
- 2 Invite NZ Queen Producers Association to present discussion paper to pre-conference seminar
WHO: President, Exec Secy WHEN: 10 May 1987
- 3 Invite Denis Anderson to present a paper on the need for a bee genetic improvement programme to seminar
WHO: President, Exec Secy WHEN: 10 May 1987



Industry Plan - Page 4

- 4 Invite National AAO to outline the implications of the Apiaries Act 1969 regarding the importation of bee stock
WHO: President, Exec Secy WHEN: 10 May 1987
- 5 Discussion of the issue at Branch meetings
WHO: Nat Exec/Branch members WHEN: July 1987-March 1988
- 6 Take appropriate decision making action at Conference 1988
WHO: Nat Exec WHEN: 31 July 1988

GOAL D: IMPROVE INDUSTRY PUBLIC RELATIONS

OBJECTIVE 1: To publish an industry profile as a general awareness 'backgrounder' on the New Zealand beekeeping industry, and to compile a publicity pamphlet for schools and general public use by May 1988.

- 1 Presentation of proposal for pamphlet and profile document
WHO: Nick Wallingford, Andrew Matheson WHEN: 31 December 1987
- 2 Consider presentation and write further action plan
WHO: Nat Exec WHEN: 31 December 1987

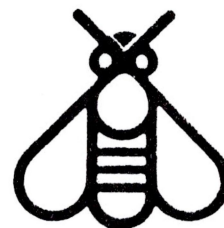
GOAL E: ACHIEVE MORE EFFECTIVE LIASON WITH GOVERNMENT AGENCIES

OBJECTIVE 1: To update Agricultural Quarantine Service information card and arrange printing by 31 December 1987.

- 1 Update information and prepare 'proof'
WHO: Andrew Matheson Gavin White WHEN: 30 June 1987
- 2 Check with AQS on suitability of new card
WHO: Nat Exec WHEN: 13 July 1987
- 3 Arrange printing
WHO: Gavin White WHEN: 30 September 1987

OBJECTIVE 2: To have in place an operational bee disease inspection service by 30 August 1988.

- 1 MAF to prepare draft contract to include costings for a bee disease inspection service
WHO: Murray Reid WHEN: 1 July 1987
- 2 Negotiate and finalise contract
WHO: Nat Exec and MAF WHEN: 13 July 1987



- 3 Prepare application for increased hive levy
WHO: Nat Exec WHEN: 13 July 1987
- 4 Submit application to Minister of Agriculture
WHO: Nat Exec WHEN: 15 August 1987
- 5 Review progress and write further action plans if
necessary
WHO: Nat Exec WHEN: 30 September 1987

GOAL F: IMPROVE EFFECTIVENESS OF NATIONAL BEEKEEPERS ASSOCIATION

OBJECTIVE 1: Produce and distribute a NBA promotional pamphlet by May 1988.

- 1 Commission MAF to produce outline concepts for Nat Exec
WHO: Murray Reid WHEN: 13 July 1987
- 2 Approval of 'concepts' and negotiation of contract to
produce
WHO: Nat Exec WHEN: 13 July 1987
- 3 MAF to produce proofs for approval
WHO: Murray Reid WHEN: 15 August 1987
- 4 Approval of proofs
WHO: Nat Exec WHEN: 30 August 1987
- 5 Printing and distribution
WHO: Nat Exec WHEN: 30 September 1987
- 6 MAF account to NBA
WHO: Murray Reid WHEN: 15 September 1987

Objective 2: Improve branch administration effectiveness by May 1988.

- 1 Collect and select material for training handbook
WHO: Exec Secy,
Nat Exec WHEN: December 1987
- 2 Prepare handbook for branch officials
WHO: Nat Exec WHEN: March 1988
- 3 Produce handbook and distribute to branches
WHO: Nat Exec WHEN: 31 March 1988
- 4 Arrange training session for 1988 Conference
WHO: Nat Exec WHEN: March 1988
- 5 Supply editor with list of documents for magazine and
arrange publication
WHO: Nat Exec WHEN: 15 August 1987

