



**NATIONAL BEEKEEPERS
ASSOCIATION**

OF N.Z. INCORPORATED

P.O. Box 4048

Wellington

1989/90

INDUSTRY PLAN

BEEKEEPING INDUSTRY PLAN 1989

- GOAL A: INCREASE INDUSTRY PROFITABILITY
- GOAL B: IMPROVE BEEKEEPER EDUCATION AND TRAINING
- GOAL C: IMPROVE INDUSTRY CO-OPERATION AND COMMUNICATION
- GOAL D: IMPROVE INDUSTRY PUBLIC RELATIONS
- GOAL E: IMPROVE THE INDUSTRY RESEARCH POLICY
- GOAL F: ENSURE ADEQUATE COST EFFECTIVE GOVERNMENT SERVICES
- GOAL G: IMPROVE NBA EFFECTIVENESS

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GOAL A: INCREASE INDUSTRY PROFITABILITY

Objective 1 - To develop a marketing strategy for NZ honey by December 1989

1 Initiate investigation into potential increase of honey production.

WHO: Marketing Research Committee

WHEN: 31 May 1989

2A Obtain cost estimates for investigation (If greater than \$2000 report to Nat Exec)

WHO: M.R Committee

WHEN: 4 June 1989

2B Commission and receive results of production survey

WHO: M.R.Committee

WHEN: 30 June 1989

3 Finalize strategic marketing report

WHO: M.R.Committee

WHEN: 30 August 1989

4 Present strategic marketing report to Nat Exec

WHO: M.R.Committee

WHEN: 1 September 1989

Objective 2 - To increase government awareness of the potentially disastrous consequences to the beekeeping industry from the importation of honey by June 30th 1989.

1 Prepare industry policy statement on importation of honey

WHO: A McCaw / R. Berry

WHEN: 30 April 1989

2 Circulate statement to Minister of Overseas Trade and Minister of Agriculture

WHO: Nat Exec

WHEN: 15 May 1989

3 Prepare summary and suggested branch action plans

WHO: N Wallingford

WHEN: 15 May 1989

4 Circulate to branches for action

WHO: Exec Sec

WHEN: 30 May 1989

Objective 3 - Establish a NZ Honey Stock Stabilisation Scheme by December 1990

1 Prepare a discussion paper for NBA Marketing Committee on the merits of and implementation of a honey stocks stabilisation scheme

WHO: M Stuckey

WHEN: 25 July 1989

2 Present paper at conference

WHO: M Stuckey

WHEN: 25 July 1989

3 Prepare further action plans as necessary

WHO: Marketing Comm

WHEN: 25 July 1989

GOAL B: IMPROVE BEEKEEPER EDUCATION AND TRAINING

Objective 1 - To provide information for beekeepers to obtain financial management skills by 1 March 1990

1 Request NABU for list of financial information and services currently available

WHO: Nat Exec

Clive to do.

WHEN: 30 May 1989

2 Request proposal from NABU, including costings for financial management package, including written information, branch presentations

WHO: Nat Exec

WHEN: 30 May 1989

3 Receive and assess proposals for further action

WHO: Nat Exec

WHEN: 15 September 1989

4 Write further action plans as necessary

WHO: Nat Exec

WHEN: 15 September 1989

GOAL E: IMPROVE THE INDUSTRY RESEARCH POLICY

Objective 1 - To establish a beekeeping industry research advisory committee by 1 March 1990

1 Prepare proposal for facilitating committee establishment

WHO: N Wallingford WHEN: 1 July 1989
S Ogden
M Goodwin
D Bettesworth
D Anderson *DEPR. Louise Malone.*

✓ 2 Circulate to industry and research interests

WHO: Comm above WHEN: 1 July 1989

✓ 3 Consider and finalise proposal

WHO: Nat Exec/NZAPA WHEN: 24 July 1989

✓ 4 Establish advisory committee

WHO: Nat Exec WHEN: 1 January 1990

Objective 2 - To ensure the continued access to bee pathology services for the industry by July 1989

1 Submit applications for funding for bee pathology services to

✓ Industry Fund Trustees.

WHO: Nat Exec WHEN: 15 March 1989

2 Write further action plans following decisions of Trustees

WHO: Nat Exec WHEN: 5 May 1989

Objective 3 - To protect the industry interests when commercially valuable products are generated from industry funded research by 1 July 1989

1 Draw up suggested guidelines for future contracts.

WHO: Nat Exec WHEN: 1 July 1989

2 Determine ownership status of existing research contracts

WHO: Nat Exec WHEN: 31 July 1989

GOAL F: ENSURE ADEQUATE COST EFFECTIVE GOVERNMENT SERVICES

improved
Objective 1 - To have in place an operational bee disease inspection service by 31 December 1989...

- Review progress on*
- 1 Approach MAF/Cabinet policy/legal sections for details of proposed act
WHO: Exec Sec WHEN: 30 March 1989
 - 2 Invite Senior Agricultural Economist to Executive meeting
WHO: Exec Sec WHEN: 30 March 1989
 - 3 Inform Acting Director General Agriculture of current developments in procuring funding
WHO: Nat Exec WHEN: 30 April 1989
 - 4 Copies of above to Under Secretary and Regional Managers
WHO: Nat Exec WHEN: 30 April 1989
 - 5 Write action plans as required
WHO: Nat Exec WHEN: 4 May 1989

GOAL G: IMPROVE NBA EFFECTIVENESS

OBJECTIVE 1 - To establish a manager's position to service the NBA by 1 January 1990.

- 1 Prepare draft proposal for manager's position including job description, costings and legal status of rules.
WHO: NBA President WHEN: 1 May 1989
- 2 Finalise proposal and prepare conference remit
WHO: Nat Exec WHEN: 4 May 1989
- 3 Circulate proposal prior to branch remit meetings
WHO: Exec Secy WHEN: 10 May 1989

- 4 Make presentation to annual conference
WHO: NBA President WHEN: 25 July 1989
- 5 Make final decision for appointment
WHO: Nat Exec WHEN: 30 July 1989
- 6 Action decision on appointment
WHO: Nat Exec WHEN: 1 January 1990

Objective 2 - To increase the number and variety of applications for industry trust funds by 30 September 1989

- 1 Prepare standard application format
WHO: Trustees WHEN: 30 June 1989
- 2 Send sample application forms to Trustees
WHO: S Young and others WHEN: 15 June 1989
- 3 Discuss and finalise application forms for Trust funds
WHO: NBA Exec/Trustees WHEN: 24 July 1989
- 4 Make list of potential applicants for funds
WHO: Nat Exec / Trustees WHEN: 24 July 1989
- 5 Decide on appropriate publications for promoting applications
WHO: Nat Exec / Trustees WHEN: 24 July 1989
- 6 Distribute information to potential applicants as appropriate
WHO: Nat Exec WHEN: 30 July 1989