



DRAFT .

198~~7~~⁹/~~88~~⁹⁰ INDUSTRY PLAN

***National Beekeepers
Assn of NZ (Inc)***

PO Box 4048

Wellington

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

- 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 ~~F~~: ^{ensure adequate cost effective Govt. services} ~~ACHIEVE MORE EFFECTIVE LIAISON WITH GOVERNMENT AGENCIES~~
- GOAL ~~E~~: IMPROVE EFFECTIVENESS OF NATIONAL BEEKEEPERS ASSOCIATION

Goal ~~E~~ = Improve Industry Research Policy.

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DRAFT BEEKEEPING INDUSTRY PLAN 1989
FLOCK HOUSE - 14/15 MARCH

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 Comm WHEN: 31 May 1989

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

WHO: MRC WHEN: 4 May 1989

2B Commission and receive results of production survey

WHO: MRC WHEN: 30 June 1989

Finalize strategic marketing report

WHO: MRC WHEN: 30 August 1989

Present strategic marketing report to Nat Exec

WHO: MRC WHEN: 1 September 1989

Objective 2 - To increase government awareness of the potentially disastrous consequences to the beekeeping industry from the importation of honey into NZ

Prepare industry policy statement on importation of honey

WHO: A McCaw WHEN: 30 March 1989

R Berry

Circulate statement to Minister of Overseas Trade and Minister of Agriculture

WHO: Nat Exec WHEN: 30 March 1989

Prepare summary and suggested branch action plans

WHO: N Wallingford WHEN: 15 April 1989

Circulate to branches

WHO: Exec Sec WHEN: 30 April 1989

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

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

WHO: M Stuckey WHEN: 25 July 1989

Present paper at conference

WHO: M Stuckey WHEN: 25 July 1989

Prepare further action plans as necessary

WHO: Marketing Comm WHEN: 25 July 1989

GOAL B: IMPROVE BEEKEEPER EDUCATION AND TRAINING

To enhance opportunity for beekeeper/industry to use financial management skills/services by XXX

Catalogue courses and materials

Explore funding Telford/BOPP/MAF

Financial monitoring (Bkpr awareness, Ministerial awareness)

Seminars/Field days

Improve branch opportunities for financial help/coordination

Coordinate for courses MAF/BOPP

Cx systems

Journal series

Need is to increase skills, decrease bad decisions

GOAL E: IMPROVE THE INDUSTRY RESEARCH POLICY

Objective 1 - To establish a beekeeping industry research advisory committee by 1 March 1989

Prepare proposal for facilitating committee establishment

WHO: N Wallingford WHEN: 1 July 1989

S Ogden

M Goodwin

D Bettesworth

D Anderson

Circulate to industry and research interests

WHO: Comm above WHEN: 1 July 1989

Consider and finalise proposal

WHO: Nat Exec/NZAPA WHEN: 24 July 1989

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

Submit applications for funding for bee pathology services to
Industry Fund Trustees

WHO: Nat Exec WHEN: 15 March 1989

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

Draw up suggest guidelines for future contracts

WHO: Nat Exec WHEN: 1 July 1989

Determine ownership status of existing research contracts

WHO: Nat Exec WHEN: 1 July 1989

GOAL F: ENSURE ADEQUATE COST EFFECTIVE GOVERNMENT SERVICES

Objective 1 - To have in place an operational bee disease inspection service by

Approach MAF/Cabinet policy/legal sections for details of proposed act

WHO: Exec Sec WHEN: 30 March 1989

Invite Senior Agricultural Economist to Executive meeting

WHO: Exec Sec WHEN: 30 March 1989

Inform Acting Director General Agriculture of current developments in procuring funding

WHO: Nat Exec WHEN: 30 April 1989

Copies of above to Under Secretary and Regional Managers

WHO: Nat Exec WHEN: 30 April 1989

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.

Prepare draft proposal for manager's position including job description, costings and legal status of rules.

WHO: Nat Exec WHEN: 1 May 1989

Finalise proposal and prepare conference remit

WHO: Nat Exec WHEN: 4 May 1989

Circulate proposal prior to remit meetings

WHO: Exec Secy WHEN: 30 May 1989

Make presentation to annual conference

WHO: Pres WHEN: 25 July 1989

Make final decision for appointment

WHO: Nat Exec WHEN: 30 July 1989

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

Prepare standard application form

WHO: Trustees WHEN: 30 May 1989

Send sample application forms to Trustees

WHO: S Young and others WHEN: 15 July 1989

Discuss and finalise application forms for NBA Exec

WHO: NBA Exec/Trustees WHEN: 24 July 1989

Make list of potential applicants for funds

WHO: WHEN:

Decide on appropriate publications for promoting applications

WHO: WHEN:

Distribute information to potential applicants as appropriate

WHO: WHEN:

NBA PLANNING MEETING

A McCaw - S Lyttle unable to attend. Felt important that they attend, especially with recent linkup with Hororata. C Vardy to give Management by Objectives review. Each rep to provide quick review of specifics to their area. SWOT analysis to identify major issues. Session this evening if progress not being made. Tomorrow to continue. First meeting back in 1984. Five years on, still using the planning system for Exec, working on some goals and objectives from the original plan. Other changes include governmental changes, especially for MAF services.

Administration

- Executive
- Branches
- Specialty Groups

Marketing

- Research
- Promotion

Bee research

Education

Publications and Public Relations

Industry Servicing and Advisory

MAF

Legal

What are the essential activities for NBA/industry?

What are the desirable activities for NBA/industry?

How can we provide necessary funds and personnel for these activities?

Clive Vardy - Most causes of dissatisfaction relate to working conditions, salary, staff relationships, etc. Most employees aspire to, achievement, recognition, responsibility, advancement and attraction to the work itself. All planning processes are to identify and measure these.

With objectives, you know what to do. With priorities you know what to do first. With deadlines, you know when to do them. With progress reports, you know how you are doing.

Objective is statement of intent. Specific. Measureable, quantifiable. Time bound. An activity. Provides accountability. Simple as possible.

R Berry - Have these planning meetings really resulted in money for beekeepers, increased profitability?

T Roberts - Industry in more proactive rather than simple reactive.

*Obtained salaries dist. visits, Journal, Buzz us, promotion stickers
{ kept Ap. Insp's.*

R Berry - What were successes from last year? Only AQS. Has NBA looked at increased income generated to beekeepers and increased costs from planning exercise?

C Vardy - Need for structure to plan and report on successes.

A McCaw - Easy to measure success for some items. Many things

such as Buzzwords, Profile, and brochure have undefined 'success'.

P Bray - Part of democratic process of running industry.

R Berry - What better than remits from branches? How to make profit from beekeeping? Being flexible. Not over capitalised. Not subsidised. Involving all members of the industry in all important decisions affecting the industry.

A McCaw - 6 person National Exec no longer capable of accurately administering organisation.

R Berry - Does the planning process weaken branch activities?

D Warr - These two days to provide inputs to contribute positively to set right a variety of matters in the industry. Need to avoid the negative.

M Stuckey - Industry plan has emphasised communication skills throughout industry, rather than dollars and cents. From now on, we should be looking at increasing in a measurable sense the profit of beekeeping.

A McCaw - Need for last 5 years to set up facility, now ready to take the tools and put them to work.

mfll G White - Industry should set up the environment so that average beekeeper can increase skills and profit.

R Berry -
Expense of NBA \$100000
MAF 250000
Trust 74000
Research 200000
Beekeepers 50000
Total \$694000

Is the expense worthwhile for such a small industry?

\$20 mill

P Bray - Gains and rewards will ultimately come from areas such as research and planning process.

M Stuckey - Can't see any extra dollars. Sees possibilities such as with imports, etc. Feels that there are things we can be doing which 5 years ago we could not do because of conditions within the industry.

A McCaw - Raising of profile of NBA has occurred with outside organisations but also within industry. Days of HMA what happened was dominated by HMA.

I Dickinson - Co-op still dominates industry through payout, unfortunately. Some branches and many beekeepers have moved out of active involvement. Especially with request for more money, bottom end needs to be addressed.

N Wallingford - Without planning process the industry would

probably still be in same position.

A McCaw - Cost of administering industry should be a concern.

D Anderson - DSIR planning has been based on NBA planning.

M Goodwin - Same or similar system being used through too many organisations to be considered not worthwhile. Can't see other suggestions for alternative planning processes.

K Herron - Watch where dollars go but still need planning process.

S Young - Concerned with marketing and beekeepers at lower level who still don't seem to be involved in industry.

D Ward - Need for marketing emphasis.

G White - Can't go with highs and lows, got to go through centre. Planning needed to be prepared for two years or more down the track.

R Berry - Prices will be higher with no input from this meeting.

D Warr - Christchurch City Council using MBO process for full employment for Christchurch, involving full community.

A McCaw - Accountability, continuity, by declaring intention brings in other people (or puts them off). Feels that many results came as planned effort through planning process. Need for long term view.

M Goodwin - Lack of planning process led to research into artificial pollination.

NBA PLANNING MEETING
DRAFT OF GOALS, FIRST OBJECTIVE

- GOAL A: INCREASE INDUSTRY PROFITABILITY
Short term emphasis
- GOAL B: IMPROVE BEEKEEPER EDUCATION AND TRAINING
Financial/management
- GOAL C: IMPROVE INDUSTRY CO-OPERATION AND COMMUNICATION
Branch activities
Specialty groups
- 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

What or which?

Why?

Measureable

Timebound

Directional

How

What cost

Who

What if fails

GOAL B: IMPROVE BEEKEEPER EDUCATION AND TRAINING
To enhance opportunity for beekeeper/industry to use financial
mangement skills/services by XXX

Catalogue courses and materials

Explore funding Telford/BOPP/MAF

Financial monitoring (Bkpr awareness, Ministerial awareness)

Seminars/Field days

Improve branch opportunities for financial help/coordination

Coordinate for courses MAF/BOPP

Cx systems

Journal series

Need is to increase skills, decrease bad decisions

Priorities

MARKETING

Loss of markets due to tariffs, product quality

Loss of export assistance

Loss of govt services (QA and market access)

Honey imports (CER, MAF regs)
Higher honey prices
Local cooperation
Market perception
Promotion and research

SHORT TERM PROFITABILITY

Financial monitoring, improved business acumen (to goal B)
Reducing overheads
Research application
Encourage diversification
More paid pollination
Encourage diversification
Subsidised employees

LONG TERM PROFITABILITY

Importation of beneficial insects/plants
Possum control, 1080
Research/stock improvement
Loss of pesticide control
Loss of border control
User pays, land use, local restructuring

INDUSTRY SERVICING

Trust Funds
'Contract' services
Disease surveillance
Publications

RESEARCH

Research advisory body (blanket category)
New product development
Loss of personnel
Loss of research cooperation

To provide information for beekeepers to improve their financial management business skills by March 1990.

What: Journal article(s)
Seminar (Conference)
Branch meetings/fielddays

Who: NBA members
Advisors
Accountants
Telford/BOP Polytechnic