



MISSION STATEMENT: *BETTER BEEKEEPING, BETTER MARKETING*

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 A: INCREASE INDUSTRY PROFITABILITY

Objective 1: Establish a NZ honey stock stabilisation scheme by December 1990

1. Prepare article based on M Stuckey's talk to Dunedin conference on NZ Honey Stock Stabilisation Scheme
WHO: Mike Stuckey *WHEN: April 1 1990*
2. Publish article in NZ Beekeeper
WHO: Editor *WHEN: May 1990*

Objective 2: To ensure that the industry is aware of standards for exported organic honey

1. Obtain MAF standards for organic food production
WHO: M Reid *WHEN: When available*
2. Obtain Biological Producers Council standards for organic food production
WHO: A McCaw *WHEN: When available*
3. Notify via Buzzwords re: availability of standards from Exec
WHO: Nat Exec *WHEN: When available*

Objective 3: To formulate quality standards for the beekeeping industry

1. Identify possible products and services to which quality standards could be applied
WHO: Nat Exec *WHEN: 15 March 1990*
2. Promote the benefits of standards to the beekeeping industry via NZ Beekeeper
WHO: P Bray, G White *WHEN: 10 April 1990*
3. Request submissions on quality standards from identified groups
WHO: Nat Exec *WHEN: July 1990*
4. Prepare discussion papers of quality standards
WHO: Industry speciality group representatives *WHEN: September 1990*
5. Circulate draft to identified speciality groups for comment
WHO: Nat Exec *WHEN: September 1990*
6. Facilitate discussions with identified groups where required
WHO: Nat Exec *WHEN: December 1990*
7. Formulate quality standards for industry to adopt
WHO: Industry groups *WHEN: March 1991*
8. Promote the benefits of quality standards to the beekeeping industry via NZ Beekeeper and Conference
WHO: Executive *WHEN: March 1991*

GOAL B: IMPROVE BEEKEEPER EDUCATION AND TRAINING

GOAL C: IMPROVE INDUSTRY CO-OPERATION AND COMMUNICATION

Objective 1: To establish an industry code of practice by March 1991

1. Collate returned comments on code of practice from branches
WHO: Gavin White *WHEN: July 1990*
2. Prepare list of topics for inclusion in an industry code of practice
WHO: Gavin White, Nick Wallingford *WHEN: July 1990*
3. Circulate to branches for further comment
WHO: Exec Sec *WHEN: August 1990*

Objective 2: To ensure the *NZ Beekeeper* meets the requirements of the association by March 1991

1. Carry out an evaluation of present content, circulation and costings of the journal
WHO: Ted Roberts, Andrew Matheson, Gavin White, Allen McCaw, Gerard Martin *WHEN: 15 April 1990*
2. Forward individual contributions to Ted Roberts
WHO: Above group *WHEN: 20 April 1990*
3. Collate and compile a report and recommendations for further actions by Nat Exec
WHO: Exec Officer *WHEN: 30 April 1990*
4. Present recommendations to Executive
WHO: Exec Officer *WHEN: 2 May 1990*
5. Consider recommendations and prepare editorial guidelines for editor
WHO: Nat Exec *WHEN: September 1990*
6. Discuss with journal editor
WHO: President, Exec Officer *WHEN: December 1990*
7. Establish on-going monitoring procedures with editor
WHO: Nat Exec *WHEN: December 1990*

GOAL D: IMPROVE INDUSTRY PUBLIC RELATIONS

Objective 1: To promote the NBA to targeted groups by December 1990

1. Obtain printing quotes for various print runs for NBA information brochure
WHO: Exec Officer, Andrew Matheson *WHEN: May 1990*
2. Suggest changes to information brochure for reprint
WHO: Murray Reid, Andrew Matheson *WHEN: May 1990*
3. Decide on distribution of information brochure
WHO: Nat Exec *WHEN: May 1990*
4. Produce and arrange printing of information brochure
WHO: Nick Wallingford *WHEN: 30 August 1990*
5. Distribute to MAF AAOs as required
WHO: Nick Wallingford *WHEN: 15 September 1990*

Objective 2: To produce a reprint of the beekeeping industry profile document by August 1990

1. Obtain final costings for profile document
WHO: Nick Wallingford, Andrew Matheson *WHEN: May 1990*



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| 2. Produce and print profile document
WHO: Nick Wallingford, Andrew Matheson | WHEN: 30 June 1990 |
| 3. Consider and finalise distribution list
WHO: Nat Exec | WHEN: July 1990 |
| 4. Arrange distribution of revised profile document
WHO: Exec Sec | WHEN: September 1990 |

GOAL E: IMPROVE THE INDUSTRY RESEARCH POLICY

Objective 1: To establish an apicultural research fund

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| 1. Prepare proposal for the establishment of the research fund
WHO: A McCaw | WHEN: 15 May 1990 |
| 2. Prepare a remit for conference remit paper
WHO: A McCaw | WHEN: 25 May 1990 |
| 3. Promote remit at conference
WHO: Nat Exec | WHEN: July 1990 |

Objective 2: To increase external funding input to beekeeping research.

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| 1. Obtain further details from science foundation
WHO: Exec Sec | WHEN: 31 March 1990 |
| 2. Prepare application for science foundation according to requirements
WHO: ARAC | WHEN: 30 May 1990 |
| 3. Submit applications to science foundation.
WHO: ARAC | WHEN: 30 June 1990 |
| 4. Write further action plans
WHO: ARAC | WHEN: July 1990 |

Objective 3: To protect the industry interests when commercially valuable products are generated from industry funded research by 1 July 1990

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| 1. To obtain information from relevant sources on current research contracts
WHO: Exec Officer | WHEN: 2 May 1990 |
| 2. Report to Executive regarding information received on research contracts
WHO: Exec Officer | WHEN: July 1990 |
| 3. Make decision on further action plans as necessary
WHO: Nat Exec | WHEN: July 1990 |

Objective 4: To promote the value of beekeeping industry funded research

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| 1. Produce regular contributions on scientific developments for Buzzwords
WHO: Denis Anderson, Murray Reid, Andrew Matheson, Mark Goodwin | WHEN: On-going - May, August, November, February annually |
| 2. Produce a regular research digest column for the New Zealand Beekeeper
WHO: NABU | WHEN: May, November annually |
| 3. Arrange publication of research information with journal editor
WHO: Nat Exec | WHEN: May, November annually |

GOAL F: ENSURE ADEQUATE COST EFFECTIVE GOVERNMENT SERVICES



Objective 1: To have in place an improved and industry-funded AFB inspection and control service by 31 March 1991. ('Improved' means as defined in the draft contract for services. 'Industry-funded' implies establishment of fee and collection mechanism)

1. Keep a watching brief on the Commodities Levies Act
WHO: Exec Officer *WHEN: As required*
2. Obtain copy of bill and prepare submission for select committee
WHO: Nat Exec *WHEN: When available*
3. Prepare and draft regulations for apiary levy establishment
WHO: A McCaw, M Reid *WHEN: As required*
4. Discuss with Under Secretary for Agriculture
WHO: Nat Exec *WHEN: 3 May 1990*
5. Discuss with Director General of Agriculture
WHO: Nat Exec *WHEN: 2 May 1990*
6. Communication to all beekeepers on the developments with regard to apiary fee establishment
WHO: Nat Exec *WHEN: 1 September 1990*

GOAL G: IMPROVE NBA EFFECTIVENESS

Objective 1: Enhance NBA members identification with the Association

1. Arrange for an Exec member to visit each branch annually
WHO: Nat Exec *WHEN: July 1990*

Objective 2: Improve branch administration effectiveness by 31 December 1991

1. Prepare draft of guidelines for branch officials
WHO: Exec Officer, Gavin White *WHEN: July 1990*
2. Approve final draft of guidelines
WHO: Nat Exec *WHEN: July 1990*
3. Produce guidelines and distribute to branches
WHO: Nat Exec *WHEN: August 1990*

Objective 3: Formalise the position of Executive Officer by January 1991

1. Review the performance of the current Executive Officer
WHO: Nat Exec *WHEN: September 1990*
2. Prepare job description details for permanent Executive Officer position
WHO: Nat Exec *WHEN: December 1990*
3. Adopt job description
WHO: Nat Exec *WHEN: December 1990*
4. Reappointment of Exec Officer
WHO: Nat Exec *WHEN: 1 January 1991*

Objective 4: To increase the number and variety of applications for industry funds by 30 September 1990

1. Discuss with trustees the desirability of their preparing of a promotion sheet for distribution with application forms
WHO: Nat Exec *WHEN: 2 May 1990*
2. Prepare and produce promotional sheet for distribution following trustee approval
WHO: Nat Exec, Trustees *WHEN: July 1990*
3. Distribute promotional sheet to applicants
WHO: Exec Sec, Nat Exec *WHEN: As required*

