

- 1 Review process, including history, what we can do and what we can't do.
- 2 Discuss Mission Statement - confirm or change
- 3 Describe meaning of current goals. Adjust goals as required.
- 4 Brainstorm activities which will eventually crystallise into objectives.
- 5 Select 'best bets' and develop action plans for next (1 to 2) year(s).
- 6 Write further action plans!

'Better beekeeping, better marketing'. Discussed origin (probably goes back to 1930s!). It does 'split' production and sales, but overall, still an admirable mission statement.

1 INCREASE INDUSTRY PROFITABILITY - Reducing costs, increasing income. Concept of sustainability. 'Increase income faster than the costs increase'. Individual/industry profitability? Descriptor: Make the industry more attractive to bank managers, making it more attractive to outside investors.

IMPROVE BEEKEEPER EDUCATION AND TRAINING - Is this still relevant? Telford up and going. But still need business management skills. Education more to do with book learning, training more to do with field skills.

IMPROVE INDUSTRY CO-OPERATION AND COMMUNICATION - Does it need improving, or can it just be maintained? Improve effectiveness of the sector groups. Emphasis might now be more on specialty groups rather than individuals.

IMPROVE INDUSTRY PUBLIC RELATIONS - Make sure we are known. Industry out to the public. Higher profile.

(DEVELOP?) IMPROVE THE INDUSTRY RESEARCH POLICY - Emphasis more on keeping funding sources, indentifying priorities. Need to keep related researching done to protect beekeepers.

ENSURE ADEQUATE COST EFFECTIVE INDUSTRY SERVICES - Was originally intended for government provision - now much wider. Not just NBA, but industry wide. ERP, apiary register, export certification, disease control programme, food hygiene regulations. We (NBA) are not the provider, but role to make sure that whoever does provide them gets them to our members in cost effective form. ENSURE ADEQUATE INDUSTRY SERVICES.

IMPROVE NBA EFFECTIVENESS - Industry structure. Communications to and from branches. Relationship with special interest groups. Can be efficient without being effective. Both important. ENSURE INDUSTRY ORGANISATIONAL EFFECTIVENESS, then took it back to the original. Sub-groups, branches, communication, administrative services including financial planning, executive.

1 Identify costs. Organic honey. Quality assurance. Minimum price for honey (price information). Diversification. Code of practice/industry standards. Honey product promotion. 1080. Sugar (esp liquid for the South Island).

2 Patterson scholarship. Bursaries. NZQA accreditation.

Endemic disease control programme. Business management skills. Quality assurance training. Beekeeper of the year.

3 Journal/Buzzwords. Sub-groups. Branch meeting attendance. ERP communications. Victim support. Opportunities for funding for business development.

4 Profile. Political awareness. Banking system information. Dealing with the news media. Press releases. School kit.

5 Identify priorities. ARAC. Quick tests for EFB. Review current policy. External funding. Trust funding. Marketing.

6 Export certification. Endemic disease control programme. ERP. Apiary register. Export certification. Food hygiene regulations. Biosecurity. Market access. Admin services. Executive officer.

7 Structure. Remits/conference. Sub-groups. Branches. Communication. Administrative services including financial planning. Executive. Exec officer.

1, 6 and 7 considered highest priorities of the goals.

3 and 5 next. 2 and 4 are the lowest.

1 INCREASE INDUSTRY PROFITABILITY  
(Identify costs.)

Diversification/Organic honey. Produce a list of contacts for people who want to find out more about a specific product. Increase awareness of possibilities for diversification.

1) Editor to commission article(s) to appear in NZ Bkpr possibilities on diversification. Who: Editor When July 94

Price information. Provide a regular summary for beekeepers to obtain current prices for commodities. Letter to packers association to ask for summary of conference calls, special emphasis on buying in prices and door sales. Who: Frances When: September 93.

'Maintain an effective marketing committee'

1) NW to combine drafts of MC operational guidelines, circulate to exec and A McCaw. Who: NW When: 15 May

2) Adopt operational guidelines. Who: Exec When: July 93.

3) Letter to MC giving date of 18 June for Exec consideration. Who: NW When: 1 May

4) Receive plan and consider

5) Approve plan and budget

6) Instruct Marketing Committee to prepare remit for funding.

Who:

7) Develop framework for timely reporting of activities and expenditure against plan and budget. AMcC and SG by Sep 93.

Protect beekeeping from the costs of 1080 poisoning programmes.

1) Assess information from LandCare/Ruakura trials re: 1080 baits and repellents. Who: Exec When: July

2) Develop strategy based on results of trials. Who: Exec When: July.

Minimise losses to beekeepers caused by the incorrect use of pesticides.

1) Ensure 'Dead bees don't pollinate' appears. Who: Exec Officer When: July 93.

2) Supply such support as requested by representative on Pesticides Board. Who: Exec When: Ongoing

- 2 Patterson scholarship.  
Bursaries.  
NZQA accreditation.  
Endemic disease control programme.  
Business management skills.  
Quality assurance training.  
Beekeeper of the year.
- 3 Journal/Buzzwords.  
Sub-groups.  
Branch meeting attendance.  
ERP communications.  
Victim support.  
Opportunities for funding for business development.  
Sugar (esp liquid for the South Island).  
Code of practice/industry standards, quality assurance.
- 4 Profile.  
Political awareness.  
Banking system information.  
Dealing with the news media.  
Press releases.  
School kit.
- 5 Identify priorities.  
ARAC.  
Quick tests for EFB.  
Review current policy.  
External funding.  
Trust funding.  
Marketing.

#### ENSURE ADEQUATE INDUSTRY SERVICES.

Endemic disease control programme.

- 1) Receive strategy proposal from committee to executive by 1 July
- 2) Consider strategy.
- 3) Remit to conference for funding
- 4) Adopt programme
- 5) Contract for 93/94 (modified rollover)
- 6) Establish new system for 94/95.
- 7) Suggest branches have one meeting to discuss disease.  
(Buzzwords? \*\*\*\*\*)

Export certification.

- 1) MAF RA and NBA need to resolve system for development of protocols to allow certification for coming season.  
Contact J Edwards to arrange meeting to discuss export protocols and to set up programme for ongoing discussions to resolve various issues. Honey and bees to EC. Bees to Korea. Bees through Hawaii. Bees to Canada. Bees to US. WHO: D Ward, F Trewby, M Wraight.

Endemic disease control programme.

ERP.

- 1) List of people from whom BDAC would be nominated.
- 2) Letter of commitment from NBA that NBA through branches will endeavour to provide field team members. (to Derek - process manager).

Food hygiene regulations.  
Biosecurity.  
Admin services.  
Executive officer.

- 7 Structure.
  - Remits/conference.
  - Sub-groups.
  - Branches.
  - Communication.
  - Administrative services including financial planning.
  - Executive.
  - Exec officer.

How we went about the work:

- 1 Review process, including history, what we can do and what we can't do.
- 2 Discuss Mission Statement - confirm or change
- 3 Describe meaning of current goals. Adjust goals as required.
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- 6 Write further action plans!

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**GOALS WITH COMMENTARY**

- 1 **INCREASE INDUSTRY PROFITABILITY** - Reducing costs, increasing income. Concept of sustainability. 'Increase income faster than the costs increase'. Individual/industry profitability? Descriptor: Make the industry more attractive to bank managers, making it more attractive to outside investors.
- 2 **IMPROVE BEEKEEPER EDUCATION AND TRAINING** - Is this still relevant? Telford up and going. But still need business management skills. Education more to do with book learning, training more to do with field skills.
- 3 **IMPROVE INDUSTRY CO-OPERATION AND COMMUNICATION** - Does it need improving, or can it just be maintained? Improve effectiveness of the sector groups. Emphasis might now be more on specialty groups rather than individuals.
- 4 **IMPROVE INDUSTRY PUBLIC RELATIONS** - Make sure we are known. Industry out to the public. Higher profile.
- 5 **IMPROVE THE INDUSTRY RESEARCH POLICY** - Emphasis more on keeping funding sources, indentifying priorities. Need to keep related researching done to protect beekeepers. Discussion on use of word 'develop' rather than 'improve'.
- 6 **ENSURE ADEQUATE COST EFFECTIVE INDUSTRY SERVICES** - Was originally intended for government provision - now much wider. Not just NBA, but industry wide. ERP, apiary register, export certification, disease control programme, food hygiene regulations. We (NBA) are not the provider, but role to make sure that whoever does provide them gets them to our members in cost effective form. **ENSURE ADEQUATE INDUSTRY SERVICES.**
- 7 **IMPROVE NBA EFFECTIVENESS** - Industry structure. Communications to and from branches. Relationship with special interest groups. Can be efficient without being effective. Both important. **ENSURE INDUSTRY ORGANISATIONAL EFFECTIVENESS**, then took it back to the original. Sub-groups, branches, communication, administrative services including financial planning, executive.

**ACTIVITY IDEAS BRAINSTORMED OUT OF EACH GOAL**

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## DEVELOPMENT OF IDEAS IN OBJECTIVES AND ACTION PLANS

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NZQA accreditation.

Endemic disease control programme.

Business management skills.

Quality assurance training.

Beekeeper of the year.

### 3 Journal/Buzzwords.

Sub-groups.

Branch meeting attendance.

ERP communications.

Victim support.

Opportunities for funding for business development.

Sugar (esp liquid for the South Island).

Code of practice/industry standards, quality assurance.

### 4 Profile.

Political awareness.

Banking system information.

Dealing with the news media.  
Press releases.  
School kit.

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ARAC.  
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Endemic disease control programme.

ERP.

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- 2) Letter of commitment from NBA that NBA through branches will endeavour to provide field team members. (to Derek - process manager).

Food hygiene regulations.

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Executive.  
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