

THE OUTCOMES FROM THE WORKSHOP HELD AT THE TAURANGA NBA CONFERENCE - Tuesday 19th JULY 1994

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The top five areas of concern, or areas which required to be enhanced were :

- Public relations
- Improved communications
- Government influence
- Increased research
- Improved services
 - Disease control
 - Education
 - Marketing
 - Exporting
 - Administration
- 1) Advisors
- 1) Information
- 1) Library
- 1) Publication
- 1) Education
- 3) Thinkers
- 3) Leadership
- 5) Disease control

We Want:

- Creating right environment for the industry to prosper

How?

- People
- Grass roots environment through to President - synergy (whole rather than parts)
- Employ at least 1 full time person to the Executive
- Research & Development
- People get together eg. Field days, conferences, meetings
- Increased commitment
- Look at all beekeepers - 1 → 17,000 hives
- Excitement and enthusiasm through to grass roots.

INTENSIVE STUDY GROUP Communication (Now)

- Beekeeper Journal
- Branch system
- Newsletters
- Commercial publication
- Interest groups (communication)
- Beekeeper → Beekeeper
- Educational forums -
 - Conference
 - Field days
 - Seminars
- News media

Improvement(Future)

- Centralisation of information base
- Communication facilitator
- Utilise technology developments
- Improve speed
- Improve targeting effectiveness

BOARD GUIDELINES

- CEO Executive
 - Latitude
 - Right person
- Power to implement based on guidelines
- Industry Council
- Regional
- National
- Branch remits
- Policy formation

STRENGTHS

- Good nation cover
- High represent
- Diversity
- United
- Forum
- ? Rules
- Discipline
- Ethics
- Standards
- Common cause
- Goals
- Marketing committee
- Information
- Industry discipline
- Industry planning
- Diverse Representation/National cover
- Disease control
- Marketing
- Interest groups
- Communication
- Political clout
- Open to everyone
- Education/library
- Togetherness
- compact
- Common interest
- Willing member involvement
- Forward looking
- Planning
- Diverse
- Exists
- Conference
- Magazine - communication
- Cohesive
- Tradition
- Represents all beekeepers
- History of success
- Regional structure
- Industry reporting
- Leadership
- Self funding
- Works - co-operative
- Sub committees
- Resources
- Continuity
- Productive
- Democracy(voting structure)
- Competition from other industries
- Our products
- Geographical location
- People
- Honey lovers being stuck together
- Natural product
- "Clean green image"
- Technology
- Leadership with foresight that promotes strength and unity/continuity
- Marketing industry and communication
- Strength in diversity using available talents
- self funding

WEAKNESSES

- Lack of communication
- Apathy
- Size
- Lack of conformity
- Geographical spread
- Lack of resources
- Diverse personal ambition
- Struggles/overloads
- Political structure
- Lack of ability to follow through
- Fragmentation - lessening political clout
- Funding difficulty
- PR deficiencies
- Channelling of resources
- Lack of education
- Jack of all trades, master of none
- Producer focus rather than marketing/consumer focused
- Reactive
- Trade barrier
- Individuality
- Leadership
- Infighting
- Lack of commitment
- Polarisation/lack of self-discipline
- Slow response
- Structural problems
- Costs/time
- Remits → action
- Fragmentation/diverse action
- Geographic spread
- Communication problems
- Small size
- Secretiveness
- Mistrust
- Misunderstanding
- Individualism
- Funding problems
- Lack of admin control
- Voting system
- Lack of member participation
- Political interference
- Lack of political clout
- Conservatism
- Too democratic
- Lack of discipline
- Inexperience
- Diversity of interest
- Lack of leadership
- No money
- Single minded interest group
- Uneven representation
- Poor pay
- Lack of accountability
- No clear path between decision & exec
- Work overload on exec
- Exercise in futility
- Old ideas/hang on to the past
- Young ideas
- Structure:
 - size
 - effectiveness/efficiency
 - performance outcomes
 - focus
 - measurements
 - lack of education
 - product focus
- Trade barriers
- Supplies/liability
- Executive tangents
- Poor planning
- Self interests
- Over bearing personalities
- Lack of volunteers
- Too negative

OPPORTUNITIES

- Export liaison
 - Proper resource utilisation
 - develop honey as high value product
 - Lift prosperity of all beekeepers
 - Raise more money
 - More political
 - MMP
 - Improve admin efficiency
 - Education
 - Scissor policy
 - More involvement in affect matter
 - Hire specialists
 - Lift the profile
 - Better information dispersement
 - Image
 - Wear a tie
 - Become more professional
 - "New Zealand" uniqueness
 - Improved communication
 - Improved funding base
 - Increased research
 - Increased participation
 - Increased membership - recruiting
 - Government influence/lobby
 - Increased flexibility
 - Improved service ie disease control, education, marketing, exporting, admin
 - Public relations
 - Generating income
 - Diversification
 - Improved lifestyle
 - Certification
 - Quality standards
 - Promotion of product(s)
 - Communicating to public
 - Product marketing
 - Raising awareness of beekeeping opportunities
 - Honey qual
 - Greater control of beekeeping industry destiny
 - Growth
 - GATT/CER
 - Become commercially viable
- Reorganisation
 - Research/education
 - Extend CEO services
 - Wider funding base
 - Generating income/lifestyle
 - Reduces charges to members
 - Religion
 - Creating right environment for private enterprise
 - Communication:
 - Liaise with Government
 - " " beekeepers
 - " " customers
 - " better with public
 - Product:
 - marketing
 - quality
 - health
 - Control:
 - Protocol
 - certification
 - disease control

THREATS

- Total organisation collapse
- Apathy/complacency
- Lack of finance
- Resistance to change -
parochialism
- Biosecurity/exotics
- Exotic disease
- Ourselves - non communication
- Our attitudes
- Lack of forward
planning/budgeting
- World honey prices
- Costs (high) overheads
- Government politics eg CER/Gatt
- Reactive
- Funding
- Competition from other industry
- Division within the organisation
- Internal politics
- Religion
- Nectar source failure
- Economic climate
- Forestry
- Imports
- Possum control
- Resource Management Act
- Conservation (DOC)
- Non communication
- Interest rates
- Diversity and expectation
- Fall over
- Disillusionment
- Lack of money
- Negative attitudes
- Polarisation
- No training for future executive
- Reliance on volunteers
- Internal bickering
- Loss of compulsory membership
- Competing organisations
- Apathy
- Recruiting
- Continuity of powers that be
- Reduced communication
- Major disease outbreak
- Fragmentation
- Funding loss (legislation)
- Misconception of role of NBA
- Loss of member interest
- Lack of skills
- Excessive levies
- Inequitable/unfair levies
- overload of financial work
- Limited member resources
- PR difficulties
- supply difficulties
- Lack of 2 way dissemination
- Negative attitudes
- Under resourced
- Poor communication
- Lacking accountability
- Inadequate planning
- Diversity and geographic spread
of members