

1995/96 National Beekeepers Association Industry Plan

Prepared in Wellington, 4/5 March 1995

Guiding statement: The National Beekeepers Association will create the climate for excellence, enjoyment and profitability in beekeeping.

Note: During the re-write of the objectives and actions plans, some of the meanings and intentions were not clear to me. I have left those items underscored.
Nick Wallingford, 8 May 1995.

1 To ensure the future existence of the National Beekeepers Association of New Zealand

1 Investigate new and revised roles for the NBA

- 1 Prepare description of current NBA roles.
Responsibility: _____ *By:* _____
- 2 Prepare discussion paper for possible future involvement of NBA
Responsibility: _____ *By:* _____
- 3 Provide poster at Conference asking for comments on current and potential NBA roles.
Responsibility: _____ *By:* _____

2 Provide a document to accompany Comm Levy ballot paper setting out benefits of NBA

- 1 Write to groups for input (Commodity levy from Marketing Comm, Disease Comm, Library Comm, Export Cert Comm, ARAC, Publications Comm, Executive, Hobbyists)
Responsibility: President *By: 15 March 1995*
- 2 Collate input and use to prepare pamphlet.
Responsibility: R Rowe, B Floyd *By: 15 May 1995*
- 3 Produce pamphlet to accompany ballot materials
Responsibility: H Brown *By: 31 May 1995*

3 Improve Executive performance by providing pay

- 1 Prepare discussion paper on remuneration Executive members including budgetary implications and number of Executive members.
Responsibility: _____ *By:* _____
- 2 Present ideas to members in NZ Bkpr article
Responsibility: _____ *By:* _____
- 3 Prepare rule changes for Special Meeting consideration as required
Responsibility: _____ *By:* _____

4 Actively encourage members to seek executive positions

- 1 Prepare article for NZ Beekeeper describing the work of the Executive
Responsibility: *By:*
- 2 Produce Executive Guideline handbook
Responsibility: *By:*
- 3 Ask each branch to submit names of individuals with particular interest in Executive/national concerns to provide on-going mailing list for materials
Responsibility: *By:*
- 4 Provide leadership training workshop
Responsibility: *By:*

5 Improve communications to branches

6 Increase membership

- 1 Identify all sectors/interest groups in the industry
Responsibility: *By:*
- 2 Identify benefits of NBA for all beekeepers
Responsibility: *By:*
- 3 Communicate effectively the benefits to all beekeepers and raise the profile of the NBA
Responsibility: *By:*
- 4 Undertake a membership drive nationally
Responsibility: *By:*

7 Improve committee effectiveness

- 1 Provide guidelines for committees, current personnel list to committees
Responsibility: *Exec Secy* *By:* 1 April 1995
- 2 Request suggestions for inclusion in terms of reference for each committee, identifying responsibilities and inter-relationships
Responsibility: *President* *By:* 15 May 1995
- 3 Request activity plan, budget requirements from each committee for inclusion in NBA's budget process
Responsibility: *President* *By:* July 1995

2 Enhance industry educational opportunities

1 Undertake an industry wide education needs analysis

- 1 Obtain information on current educational programmes available
Responsibility: *By:*
- 2 Conduct a survey of the industry to establish perceived needs
Responsibility: *By:*
- 3 Determine the best method for bridging any gaps between what is available and what is sought/needed
Responsibility: *By:*

2 To investigate the establishment of an industry training organisation (I.T.O.)

1 Request current providers of tertiary/formal education and training programmes to provide assistance in determining advantages to the NBA in forming an ITO.

Responsibility: _____ *By:* _____

2 Request New Zealand Qualifications Authority to provide assistance in determining advantages to the NBA in forming an ITO.

Responsibility: _____ *By:* _____

3 Prepare a paper for discussion and determination based on the above.

Responsibility: _____ *By:* _____

3 Continue to produce relevant articles of an educational/learning nature in the NZ Beekeeper

Responsibility: _____ *By:* _____

1 Contract with recognised writers to provide regular articles.

Responsibility: _____ *By:* _____

4 Provide mechanism to enable technology transfer

3 To ensure effective bee disease control
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1 Support the aims of the Disease Committee as expressed in the Pest Management Strategy

1 Encourage good attendance at the Current Road Show meetings of the PMS. AFB team.

Responsibility: Executive *By:* mid March 1995

2 NBA to tender for the Exotic Disease Surveillance contract

1 Find out who passes out this contract (who is involved)

Responsibility: _____ *By:* _____

2 Maintain what we have now

Responsibility: _____ *By:* _____

3 Establish a pro-active response

Responsibility: _____ *By:* _____

4 Specify each disease possibility

Responsibility: _____ *By:* _____

3 NBA to run the apiaries register

1 Write to the Government

Responsibility: Executive Secretary *By:* 10 March 1995

4 Improve access to overseas markets

1 Produce strategy for the export of bees and bee products

- 1 Produce discussion paper to identify problems and propose solutions
Responsibility: Export Cert Comm By:
- 2 Circulate discussion paper to interested parties and call for comments.
Responsibility: Exec Secy By:
- 3 Collate comments and prepare final policy document
Responsibility: Export Cert Comm By:
- 4 Disseminate to interested parties
Responsibility: Exec Secy By:
- 5 Prepare article for NZ Beekeeper advising development and availability of assistance.
Responsibility: By:

2 Develop a strategy for NBA control of Export Certification to regain the initiative (industry representative in all negotiations)

- 1 Review discussion paper on the apiary register and the industry audit system
Responsibility: By: April 1995
- 2 Draft strategy document
Responsibility: Export Cert Comm By: May 1995
- 3 Circulate
Responsibility: Exec Secy By: May 1995

3 Ensure an effective advisory service

- 1 Investigate our own advisory service
Responsibility: By:
- 2 Investigate taking over the Ag. Link system
Responsibility: By:
- 3 Investigate and instigate workshops and seminars
Responsibility: By:
- 4 Perceive the needs of the industry
Responsibility: By:

5 To enhance marketing

1 Assist members to better match product to market requirements

- 1 Request Marketing Comm to prepare article for NZ Beekeeper on methods of obtaining market requirements and advice.
Responsibility: By:

2 Assist in the marketing of new and specialised bee products for the benefit of NBA members

- 1 Encourage people with relevant expertise in the specialised areas to work together supported by the NBA
Responsibility: _____ *By:* _____
- 2 Executive to write policy and circulate to all relevant people
Responsibility: Executive _____ *By: August 1995*

3 Assist in the marketing of honey for the benefit of NBA members

- 1 Support the work of the present Marketing Committee and faculty
Responsibility: _____ *By:* _____

4 Awareness of market orientation from product orientation

- 1 Assist members to identify diversification opportunities using bee products and other related products
Responsibility: _____ *By:* _____
- 2 Prepare article for NZ Beekeeper
Responsibility: _____ *By:* _____

6 More effective Disease Control Reporting

1 More cost effective AFB contract

- 1 The NBA to apply for the contract for AFB control and eradication
Responsibility: _____ *By:* _____
- 2 Apply to NBA
Responsibility: _____ *By:* _____

7 To increase the level of research and development

1 To develop an industry research and development policy

- 1 Draft a Research and Development policy discussion paper
Responsibility: ARAC _____ *By: 31 May 1995*
- 2 Produce suggested distribution list for the draft document
Responsibility: Exec and ARAC _____ *By:* _____
- 3 Distribute the draft document
Responsibility: Exec Secy _____ *By: 5 July 1995*
- 4 Collate the comments re: draft policy document
Responsibility: ARAC _____ *By: 30 June 1995*
- 5 Prepare summary of policy for NZ Beekeeper article.
Responsibility: ARAC _____ *By: July 1995*

2 Develop a research and development funding and management strategy

- 1 Prepare and submit a draft strategy to the Executive for comment
Responsibility: ARAC *By:*
- 2 Develop an operational plan and implement
Responsibility: Executive *By: September 1995*

8 Enhance communications and improve public relations activities

1 Establish policy guidelines for all public relations activities

- 1 Obtain relevant policy guidelines from other organisations
Responsibility: Exec Secy *By:*
- 2 Assess relevancy of others public relations materials
Responsibility: Exec Secy *By:*
- 3 Prepare draft of public relations guidelines
Responsibility: Exec Secy *By:*
- 4 for approval by the Executive
Responsibility: Executive *By:*

2 Continue to produce an effective industry journal

- 1 Prepare discussion paper for NZ Beekeeper requirements for 1996 financial year, including number of issues, content, budget.
Responsibility: *By:*
- 2 Conduct survey of magazine readers and advertisers to determine satisfaction levels.
Responsibility: *By:*
- 3 Review the business aspects of the journal to ensure requirements are met
Responsibility: Executive *By: September 1995*

3 To be the information centre of the industry

- 1 Prepare discussion paper on expectations and advantages of NBA archive provision.
Responsibility: *By:*
- 2 Appoint/establish an archivist/archives.
Responsibility: *By:*
- 3 Identify and obtain relevant publications for dissemination to the industry.
Responsibility: *By:*
- 4 Investigate the use of computer bulletin boards and Internet as a communication medium for beekeepers
Responsibility: *By:*
- 5 Investigate/establishment of an early warning system
Responsibility: *By:*