

APICULTURE NEW ZEALAND

STRATEGIC INTENT OF THE ASSOCIATION

- To be acknowledged as the peak industry body representing New Zealand Apiculture.
- To be recognised and endorsed by all sector participants and stakeholders as a credible and influential industry leader.
- To create an operating environment that facilitates best outcomes for members and stakeholders, without undue interference in the entrepreneurship and aspirations of individual businesses or other groups of like-minded individuals within sectors or the wider industry.
- To support and enable growth of the industry such that it becomes a significant contributor to the New Zealand economy.

MISSION

To support and deliver benefit to the New Zealand Apiculture industry by creating a positive industry profile, business environment and opportunities for members.

KEY ISSUES FACING THE INDUSTRY

Bee Health

including Varroa and pesticides

Biosecurity

including border control and response planning

Strategic Development

including R&D

Trade Issues

including market access for all bee products and mono-floral honey classification policy



STRATEGIC PILLARS UNDERPINNING THE ASSOCIATION'S WORK PLAN

There are four Pillars supporting the organisation's Strategic Intent and Mission. They are:

Protect

Initiate and lead policy and programmes to protect and enhance the health of NZ's bees, which support, enhance and further develop the ongoing growth and value of the Apiculture industry.

Represent

Speak and advocate for the Apiculture industry, particularly Association members, on all relevant issues, including to government.

Influence

Position Apiculture as a vital and growing sector which is of major social and economic significance to NZ, and promote the Association as the lead voice for the industry.

Inform

Ensure that NZ bee products are acknowledged for their authenticity and integrity, through the development of best practice policy for industry, which supports industry members to achieve best business outcomes.



PILLAR INTENT

Protect

- Bee health is a priority work stream.
- Biosecurity measures are considered 'appropriate' by members of the Association.
- Potential Incursions are well planned for - GIA.
- All relevant areas of industry research are proactively identified, appropriately funded and well managed.
- Risks to the industry are identified and mitigated.


Represent

- The Association is proactive and incisive when speaking on behalf of the industry, particularly its members, and gets involved early in issues that affect the industry.
- The Association has considered and appropriate influence when commenting on and managing sector policy.
- The Association actively supports and leads industry endeavours as required and appropriate to grow and develop.

Influence

- The industry's true value to NZ is widely recognised.
- A quality based platform is implemented to underpin the inherent and intrinsic value of NZ produced honey & bee products.
- Relevant government policies and market practices reflect the importance of the Apiculture industry and seek to protect and enhance it.
- The Association is recognised as the industry leadership body by all relevant stakeholders, and is trusted and respected.
- The Association's relationships with stakeholders are well managed and productive.

Inform

- Communications at all levels of the Association, across industry and with stakeholders, are effective and efficient.
 - The Association undertakes effective environmental scanning to ensure a proactive response/lead on issues that affect members.
 - Key data sets that underpin sound policy development are gathered and disseminated to relevant stakeholders.
 - Association members believe membership works to a common purpose.
 - Structures are in place to evaluate the organisation's performance.
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SPECIFIC OBJECTIVES

Achieving these Objectives will support the Goals and Strategic Intent:

Protect

- At least 80% of Apiculture NZ members rate industry biosecurity protection measures as 'appropriate'.
- Biosecurity is managed in partnership with government under a strong GIA Biosecurity programme.
- The Apiculture industry and its partners are well prepared to manage incursions of new pests and diseases and their impact.
- Industry has prioritised its research requirements, has the support of at least 80% of membership and has adequate funds available to undertake agreed projects
- **All** key stakeholders act in a co-ordinated fashion to help protect the health of NZ's bee populations.
- The Association has in place a proactive risk management process.

Represent

- Apiculture NZ membership includes at least 70% of the entire Apiculture industry.
- Members and stakeholders agree that Apiculture NZ speaks on behalf of 'industry' when appropriate.
- Apiculture NZ is recognised by all stakeholders as the peak industry representative body.
- At least 80% of members agree that policy decisions affecting the industry are handled favourably by Apiculture NZ.
- At least 85% of members agree industry-related standards and compliance conditions are 'appropriate' and 'effective'.
- At least 80% of members agree that the Association is adding value to the industry and their business.

Influence

- **All** key stakeholders agree Apiculture NZ is a 'credible and influential' voice.
- **All** key stakeholders agree the real value of Apiculture to NZ's economy.
- At least 80% of Apiculture NZ members are satisfied with the organisation's efforts to protect and promote the NZ Apiculture industry.

Inform

- At least 80% of Apiculture NZ members rate communication from the association as 'efficient and effective'.
 - **All** key stakeholders rate Apiculture NZ as an effective and efficient communicator and lead advocate on relevant issues.
 - The Apiculture NZ works to a three year rolling strategic plan and annual business plan with effective evaluation procedures.
 - The association leads the gathering, collation and provision of relevant industry data.
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