

**NSW Apiarists' Association
Business Plan
2015-2019**

Advancing apiculture in NSW

October 2015

NSW Apiarists' Association

Glossary

ABA – Amateur Beekeeping Association of NSW

AHBIC – Australian Honey Bee Industry Council

Apiarist – Beekeeper

Apiculture – Beekeeping

DPI – New South Wales Department of Primary Industries

EPA – Environmental Protection Agency

NSWAA – New South Wales Apiarists' Association

PHA – Plant Health Australia

RIRDC – Rural Industries Research and Development Corporation

NSW Apiarists' Association

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Advancing apiculture in NSW

Vision

A sustainable and prosperous future for the commercial apiculture industry in New South Wales

Mission

To strive for the future of commercial beekeeping in NSW by advocating for our members to government and the community

The development and purpose of this Business Plan

NSW is the largest beekeeping state in Australia, and the NSW Apiarists' Association (NSWAA) is one of the oldest commercial apicultural associations in Australia. The Association staged the 100th annual beekeeping conference in NSW in 2013.

The Association's membership is primarily commercial beekeepers who are based in NSW, but commercial beekeepers from other states and territories, recreational beekeepers, scientists and other stakeholders are also welcome as members.

The nature of the challenges faced by the commercial beekeeping industry has changed significantly during the life of the Association, particularly over the past decade. These changes are also having a significant impact on the role of the volunteers that make up the NSWAA Executive Council.

It is imperative that the Executive Council has a clear and agreed mission, and that the limited resources available to the Association, both in terms of the time of the volunteer Executive and financially, are used as effectively as possible.

Therefore, the purpose of this Plan is to guide the Executive, and to define the areas of focus of the work undertaken by the Councillors on behalf of members. It is intended to be used by the current Executive and also by new Councillors as they are appointed, and it will guide their efforts towards achieving the mission of the NSWAA.

Although this is a five year Plan, it will be reviewed annually by the Executive to ensure it remains relevant and that the goals are being met.

The 2015 NSWAA Executive Councillors prepared this Business Plan; and it is based on input from members provided at the 2014 Workshop: *Speaking with a Strong Voice - Building and Maintaining Successful Industry Representation*.

Key Priority 1 – Work continuously for fair and secure access to essential floral resources held within public lands

1 - Strategies

- 1.1) Advocate strongly and consistently to endeavour to influence government, managers of public lands and other relevant stakeholders to support essential long term access to public lands for our members
- 1.2) Promote the importance of beekeepers to the NSW community, economy and food security, and the need for commercial beekeepers to have access to floral resources
- 1.3) Maintain a collection of resources that provide support for the importance of honey bees in agriculture and the environment, where these resources are based on sound science and produced by reputable sources

1 - Desired outcomes

Favourable apiculture policies with all public land managers, such as NSW Forestry Corporation, NSW National Parks and Local Land Services, which allow commercial beekeepers access to all potentially useful apiary sites where this does not cause public risk or undue damage to the area.

The key outcome will be an overall NSW state policy for commercial beekeeping on public lands, which is favourable to our needs, and that will help to enable our members to maintain sustainable beekeeping businesses.

Key Priority 2 – Represent NSW beekeepers in relevant biosecurity matters, and encourage appropriate pest and disease management

2 - Strategies

- 2.1) Collaborate with the Australian Honey Bee Industry Council (AHBIC), Plant Health Australia (PHA) and NSW Department of Primary Industries (DPI) and other relevant bodies to ensure the development and implementation of biosecurity safeguards that will provide safe guards to protect the honey bee industry from bee pests and diseases
- 2.2) Advocate to agencies such as the Environmental Protection Agency to encourage them to fairly and promptly respond to incidents that affect beekeepers
- 2.3) Engage with the Amateur Beekeeping Association to encourage good biosecurity practices amongst its members, and support in monitoring and surveillance for exotic pests and diseases

2 - Desired outcomes

Effective and practical biosecurity arrangements, practices and policies for NSW beekeepers.

Increased awareness of the importance of biosecurity amongst NSW beekeepers, and increased skills in implementing preventative measures that will reduce the risk of the transmission of honey bee pests and diseases.

Key Priority 3 – Work with AHBIC, other beekeeping associations, relevant government departments and other agencies as appropriate to achieve common goals, particularly around access to resources and biosecurity

3 - Strategies

- 3.1) Engage with AHBIC, other beekeeping associations, DPI, PHA and any other relevant agencies to ensure they are aware of the key priorities of the NSWAA
- 3.2) Maintain working and professional relationships with relevant agencies to strive for secure access to public lands and appropriate biosecurity infrastructure to enable NSW commercial apiarists to maintain sustainable beekeeping businesses

3 - Desired outcomes

Effective collaborations between the NSWAA Executive and other relevant bodies to protect and work for the interests of NSWAA members

Key Priority 4 – Ensure the NSWAA is financially viable

4 - Strategies

- 4.1) Review membership and other fees, annually
- 4.2) Establish a fund for additional crucial activities, particularly around the issue of access to floral resources
- 4.3) Regularly assess the financial viability and value to the Association of participation in Honeyland and other public events
- 4.4) Explore appropriate sponsorship options as they arise
- 4.5) Manage Association funds responsibly and ensure an independent yearly audit is conducted

4 - Desired outcomes

An Association that is financially sustainable with the resources it needs to work towards at its key propriorities

Key Priority 5 – Increase Association membership – where new members are aware of, and support, the key priorities of the Association

5 - Strategies

5.1) Use Honeyland, the website, social and/or other media to raise awareness of the NSWAA and its mission

5 - Desired outcomes

A vibrant and engaged NSWAA membership, and a sustainable Association

Other Priorities

The five key priorities above will be the main focus of the Executive, and then if and when time and resources permit, the NSWAA will also endeavour to:

Priority 6 – Help to facilitate training options for beekeepers and encourage new players into the industry

6 - Strategies

6.1) Work with appropriate education providers to encourage the development, running and advertising of relevant courses in areas including beekeeping skills, and also others such as leadership and governance where appropriate

6 - Desired outcomes

New and well-skilled beekeepers entering the commercial apiculture industry in NSW

Priority 7 – Participate in events for the public to raise awareness of the industry and promote beekeeping

7 - Strategies

7.1) Use the Honeyland stand at the Sydney Royal Easter Show to promote honey, beekeepers and beekeeping to the public, for as long as it remains worthwhile for the Association

7.2) Encourage NSWAA Branches and ABA to participate in other honey or bee events, such as National Honey Week

7 - Desired outcomes

Increased public awareness of the NSW commercial beekeeping industry, our importance to agriculture and the challenges we face

Priority 8 – Encourage research that will help the Australian beekeeping industry

8 - Strategies

- 8.1) If and where appropriate, participate in discussions with universities, government and other relevant bodies about research projects that could help improve the sustainability of beekeeping businesses
- 8.2) If and where appropriate, help link members who are interested in providing information, field sites and samples to researchers conducting projects of relevance or benefit to the beekeeping industry
- 8.3) Where appropriate, encourage and support the dissemination of applicable scientific findings to membership

8 - Desired outcomes

New and helpful knowledge on bee husbandry and other issues is developed and disseminated to NSWAA members

Communications

The NSWAA Executive will communicate with membership via the following mechanisms:

- *Honeybee News*
 - Published six times a year and mailed to current financial members
 - This will contain the President's Report that highlights recent activities of the Executive, as well as upcoming events and other relevant information for membership
- An electronic newsletter for members who have provided email addresses, and the Secretaries of all Branches
- A website with information and resources relevant to members
- Publication of the contact details of the Executive Councillors
- Engagement via social media

If and when appropriate, the Executive will engage media consultants, other communications experts or professionals who can provide beneficial services to the Association to help us achieve any of our goals.

Background on the importance of the NSW commercial apiculture industry

The New South Wales Apiarists' Association Inc. (NSWAA) is the state peak body for commercial beekeepers, and the Executive Council represents its members in liaison with government, media and the general community.

While the beekeeping industry is a relatively small one, it plays a crucial role within the agricultural sector of NSW, and all across Australia. Bees are essential not just for the production of honey and other hive products, but also for pollination of the food crops that feed us and our livestock.

Globally, one mouthful in three depends on honey bees. The commercial production of many foods is dependent on honey bees for pollination. This includes foods such as almonds and other tree nuts, berries, fruits, vegetables and their seeds, for both human consumption and livestock feed.

In Australia, two thirds of our Nation's agricultural output benefits from the pollination services of honey bees.

Our Association plays a crucial role in ensuring that we have a viable and sustainable beekeeping industry in NSW.

It is estimated that the NSW beekeeping industry contribute around \$36 million annually to the state's economy through the production of honey, bees wax and other hive products. While the value of pollination services provided by honey bees is estimated to be \$4-6 billion nationally.

There are currently around 3,000 registered beekeepers in NSW, which represents about 45 per cent of Australia's beekeeping industry.

The NSW Apiarists' Association is committed to ensuring the future of commercial beekeeping in NSW and in Australia. This is essential to maintain the livelihoods of its members, and also plays a crucial role in supporting many horticultural businesses, which in turn helps to protect food security for everyone.