



New South Wales Apiarists' Association

Strategic Plan 2021–2026



The New South Wales Apiarists' Association Inc. (NSWAA) is the state peak body for commercial Apiarists'.

The NSWAA is committed to ensuring the future of the beekeeping industry, and the Executive Council represents its members in liaison with government, media and the general community.

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➤ Glossary

ABA – Amateur Beekeeping Association of NSW.

AFB – American Foulbrood

ABK – Australasian Beekeeper Magazine.

Agrifutures – trading name for Rural Industries Research and Development Corporation.

AHBIC – Australian Honey Bee Industry Council.

Apiarist – Beekeeper. Apiculture – Beekeeping.

BIBCC – Bee Industry Biosecurity Consultative Committee.

BBO – Bee Biosecurity Officer.

EPA – Environment Protection Authority.

HBN – Australian HoneyBee News

HPMA – Honey Packers & Marketers Association

NSWAA – NSW Apiarists' Association.

PHA – Plant Health Australia.

SAG – State Advisory Group.

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➤ **President's Foreword**

This strategic plan builds on the original 2015–2019 business plan. This plan was workshopped with members from every NSWAA branch in 2021. The diverse background of all the workshop attendees gives this plan validity to represent the priorities of NSWAA members regardless of the scale of their bee operation.

This is a steering document for the executive and sub committees that also informs the members of the executive priorities. This document can be amended to reflect changes in issues that the executive are required to deal with.

This is a five-year document which should be reviewed in 2026 to ensure the document accurately reflects the issues and priorities of the NSWAA. This document will help NSWAA move forward as agriculture and the landscape around us changes.

Stephen Targett CSM President



► NSW Apiarists' Association Overview 2021

The NSW Apiarists' Association (NSWAA) is the peak industry body for NSW's 1066 (i) commercial apiarists and has provided over a century of service to its members.

The NSWAA represents a majority of the state's commercial beekeepers and the NSW apiary industry is characterised by:

- Contributing \$36 million annually to the NSW economy from the value of honey and associated bee products. (ii)
- Contributing to \$129 million of national gross value of honey and associated bee products at the farm gate. (iii)
- Providing the greatest number of commercial pollination hives nationally that service the 35 agricultural industries dependent on honey bees for their production. John Karasinski from Curtin University estimated in a 2018 paper that the average economic value of honey bee pollinators in Australia in 2015 was 14.2 billion dollars (iv)
- Being the nation's leader in production of honey and the ownership of hives that account for 40–45% of the national honey crop. (ii)
- Having approximately 12,008 registered beekeepers accounting for 355,413 registered hives (i).

► NSW Honeybee Industry Overview

Honey bees (*Apis mellifera*) were successfully introduced to Australia in 1822. They have since become a vital component of the food producing landscape within our country. Unfortunately, for a range of reasons, the future vitality of honey bees and the viability of beekeeping is under threat.

The annual gross value of production of honey and associated bee products at the farm gate in Australia in 2018/2019 was estimated to be \$ 129 million (iii). The revenue received from paid pollination for beekeepers in 2019 was \$ 40.2 million (v). The greater part of beekeeping income comes from honey sales with the percentage of income from paid pollination increasing annually for many beekeepers.

The greatest value of honey bees to Australia is in their value as a plant pollinator of a very significant list of agricultural and horticultural crops. Karasinski has estimated this at \$14.2 billion per year (iv). What is known is that the contribution will continue to rise in line with the increase in value of horticultural and agricultural crops.



Table 1 provides a list of many of the economically important horticultural and agricultural crops and the degree to which the interaction of honey bees benefits the final yield of that crop.

Table 1: Pollination responsiveness of selected crops (as percentage of yield)

Source: Pollination Aware: The Real Value of Pollination in Australia (RIRDC Pub. No. 10-081, August 2010)

Commodity	Responsiveness (%)	Commodity	Responsiveness (%)
Tree crops		Vine crops	
Almond	100	Blueberry	100
Apple	100	Cucumber	100
Apricot	70	Kiwi	80
Avocado	100	Pumpkin	100
Cherries	90	Rockmelon	100
Citrus	0–80	Squash	10
Grapefruit	80	Watermelon	70
Lemon & lime	20	Seed production	
Macadamia	90	Beans	10
Mandarin	30	Broccoli	100
Mango	90	Brussel sprouts	100
Nectarine	60	Cabbage	100
Orange	30	Canola seed	100
Papaya	20	Carrot	100
Peach	60	Cauliflower	100
Pear	50–100	Celery	100
Plum & prune	70	Clover	100
Ground crops		Lucerne	100
Peanuts	10	Mustard	100
Broadacre crops		Onions	100
Canola	15		
Cotton	10		
Soybeans	10–60		
Sunflower	30–100		

The role of honey bees in the pollination of legume species within improved pasture grazing management systems is highly significant. The various clovers and lucerne which make up a very large proportion of the valuable nitrogen fixing legume mix in improved pastures benefit from the visits of honey bees to pollinate these plants.



Thus, the livestock agricultural industries are by implication also reliant on the valuable pollination contribution provided by honey bee foraging behaviour.

NSW is ideally located to capitalise on the growth of paid pollination services that has significant benefits to regional economies and the State. To meet predicted demand from one horticultural industry, the almond industry that is completely dependent upon honey bees, will require the placement of 270,850 hives in almond orchards by 2025 or 60 % of Australia's current total number of commercial hives. The almond industry's value of production was approximately \$750 million from February 28, 2018, to March 1, 2019 (vi). Almond exports in the 2017/2018 marketing year accounted for \$A 429 million (vii).

NSW is the largest producer of honey products within Australia, with an estimated annual honey crop of 14,000 tonnes in a normal season. Climatic influences have a major impact on the nectar and pollen produced by flowering plants. Rainfall has a major impact on the growth and bud initiation of all flowering plants.

NSW production varies from 40 to 45% of the total honey crop of Australia. NSW honey production and associated bee products such as queen bees, package bees, beeswax, propolis and honey comb is estimated to be worth \$36 million annually.

Honey has an age-old reputation for use in cosmetics and health. Honey has antimicrobial qualities depending upon the source of the nectar and it works against a very wide range of microbes that cause infections, even antibiotic-resistant super bugs. Under strict guidelines honey is increasingly being used in medical and surgical applications and it has additional therapeutic qualities, including anti-inflammatory, antioxidant, and pre-biotic properties. Given the communities demand for proven natural remedies the recognition of honey's value in medical applications could enhance prospects for a much greater value and return to beekeepers based in regional NSW in the future.

Beekeeping in a changing climate characterised by extreme events such as floods, bushfires and drought will impact on the beekeeping industry, the production of honey and the vital role in crop and plant pollination. This is a challenge confronting the NSW Apiarists' Association.

► Executive Summary

The 2021–2026 NSWAA Strategic Plan follows on from the 2015 to 2019 plan. The plan's aim is for it to be a working document with a multitude of functions. It will be expected to be a foundation document to aid in charting the course of the NSWAA. Ideally it will become a component of every meeting agenda the NSWAA Executive has and a script for a potential Communication Plan. In unison with a Communication Plan it could aid as a template for both Honeybee News to inform stakeholders and as a reporting structure for the Association's Annual report.

This strategic plan also aims to:

- both grow the Association and grow its influence.
- provide focus, direction and action for the Executive.
- prioritize resources of time, money and people.
- assist in determining what is core business for the Association and what is then best left to other bodies.
- communicate the direction of the organization to its Association members and its stakeholders.
- provide an overarching plan supported by issue-based areas of operation.

The form of the strategic planning process that was undertaken by a working group in Dubbo on 22nd of February 2021 was – Issues-based strategic planning – that commenced by examining issues facing the organization and then small teams identified strategies to address those issues and action plans with responsibilities. The teams reported back to the larger group in a plenary session.

The fundamental principle that underscores this strategic plan is that it has to be adaptable in every way to deal with the constant changes in the economic, social and natural environment that beekeepers operate within. What the priorities are in 2021 may not be so in 2022 and the actions identified by the working group may need to be modified, enhanced or changed accordingly. This plan to be a useful tool to the NSWAA must be redrafted as required over the coming 5 years.

The issues identified by the working group were in order of priority with 1 most important:

Resources	1	Pollination	5
Communication	2	Research	6
Biosecurity	3	Development & Training	7
NSWAA and industry	4		



The issues identified and prioritised by the Association are:

Issue 1. Natural Resources

Program: 1.1 Increase the access to native forested areas currently unavailable to industry

Aim: "To increase the access to the native forests and open spaces public resource annually by 10% per annum up to 2026"

How:

1. Identify currently unavailable areas such as national parks, railway corridors and crown lands.
2. Identify the appropriate agency responsible for the identified unavailable areas and present a case to them for access to beekeepers.
3. Use the NSWAA publication – "Apiary Sites on Public Lands" as a guiding resource.

Who: The NSWAA Executive will nominate an "industry" resource committee person.

When: A progress report to the NSWAA every 3 months commencing at a date to be advised.

Cost: Not determined.

Program 1.2 Increase the planting of bee suitable plant species such as trees, crops and shrubs such as yellow box timber and leguminous plantings on farm land to benefit honey bees and the farmer

Aim: "To have in place a sustained resource for apiarists to run a profitable business supporting an increase of 100,000 in hive numbers by 2025."

How: By identifying a body who are willing to develop a submission to Agrifutures.

Who: The agencies to be approached to assist in this campaign will be Agrifutures, seed companies, land owners, universities, beekeepers, Meat and Livestock Australia and Land Care. The NSWAA will identify an individual to be responsible for this program.

When: This proposal is a significant project that will be dependent upon many agencies. The NSWAA will need to provide energy and commitment commencing with an approach to Land Care initially with the aim to grow from there. A September 2022 launch was suggested by the planning group.

Cost: Not determined.



Program 1.3 Lobbying the NSW Government to fund Forest NSW to allow the replacement of infrastructure to enable access to floral resources

Aim: "Beekeepers to have access to 100% of their bee sites by 2024."

How: A working party of NSWAA representatives lobbying the appropriate Ministers and Government agencies responsible for Forests NSW.

Who: The NSWAA Resource Committee working with primarily Forests NSW and Local Land Services and National Parks and Wildlife Services.

When: By 2024.

Cost: Not determined.

Issue 2. Communication

Program 2.1 Connecting with the NSWAA members, commercial and amateur beekeepers

Aim: "To increase the membership of the NSWAA and the increased involvement of membership."

How:

1. Listen to the needs of NSWAA members, commercial and amateur beekeepers.
2. Website – members login to access the online resources, that highlights outcomes and a section that provides the minutes of past meetings.
3. Physical connection through NSWAA Conference, Field Days, Trade Shows, Honeyland, Branch meetings, social gatherings, beekeeper breakfasts, wine and cheese nights, tours associated with conference and workshops.
4. Phone and text messaging of reminders for registration renewals, early bird opening and closing dates, general reminders, grant proposal application closing dates.
5. Social media – NSWAA Facebook page.
6. Email – construct and maintain an email tree that includes all members of the NSWAA. Emails to members will provide reminders for registration renewals, early bird opening and closing dates, general reminders, grant proposal application closing dates, e bee and Honeybee News in pdf.
7. Advertise in the ABK to connect with beekeepers not members.
8. Media – TV, radio.
9. Postal – registration renewals, conference details and Honeybee News.

**Who:**

1. NSWAA Secretary and the website manager.
2. NSWAA Coordinators.
3. NSWAA branches and NSWAA secretary.
4. NSWAA branches and Secretary.
5. NSWAA Secretary.
6. NSWAA State Secretary, Honeyland Coordinator and Trade Show Coordinator advertise in the ABK.
7. NSWAA investigate.
8. NSWAA Secretary.

When: All points by September 30, 2021.

Cost: Not determined.

Program 2.2: Community – educate and engage the NSW community

Aim: “To increase community awareness of the benefit of bees.”

(To achieve a measure of campaign success a sample survey would need to be conducted of the same group before and after the active communication campaign.)

How:

1. Face to face.
2. Website.
3. Journals, Honeybee News and the Australian Beekeeper.
4. Field Days – such as Henty (interstate), Field Days and Orange ANFD.
5. Branch meetings.
6. Conference, events and World Bee Day.
7. Honeyland.
8. Social media.

**Who:**

This program will require a team approach that would involve all beekeepers equipped with the tools to effectively communicate a common message.

1. Beekeepers in the community – basically everyone.
2. NSWAA Secretary.
3. AHBIC, NSWAA, Branches, beekeepers, NSW DPI, a coordinator and editor.
4. Honeyland coordinator, NSWAA, volunteers, Amateur Beekeeping Association, beekeepers with an emphasis on team work.
5. Branch members, ABA, volunteers, NSWAA.
6. NSWAA Secretary, ABA, Coordinators.
7. Honeyland Coordinator.
8. NSWAA, NSWAA Secretary and possibly branches.

When:

1. Now and then ongoing.
2. As soon as possible.
3. Now and ongoing.
4. Easter 2022.
5. Now and ongoing.
6. Now and ongoing.
7. Now and ongoing.
8. Now and ongoing.

Cost: Not determined.



Program 2.3 Connecting with the consumer to buy Australian products.

Aim: “To educate the NSW consumer about the health and consumer safety advantages of Australian produced honey.”

How:

1. Pollination dependent agricultural industries.
2. Social media – dispel myths and misinformation regarding supermarket honey through education. And respect for other beekeepers through positive thoughts on Facebook that are valued by industry. A link to Questions and Answers on the NSWAA website to dispel misinformation.
3. Field days.
4. Schools – packer samples.
5. Honeyland.
6. Agricultural events and shows.
7. Supermarkets – point of sale promotion with honey samples, pamphlets and a generic buy Australian campaign.

Who:

1. AHBIC, NSWAA, Branches, beekeepers and pollination dependent agricultural industries – (need for team work).
1. NSWAA, NSWAA Secretary and beekeepers.
2. NSWAA, branch members and the ABA.
3. AHBIC, individual beekeepers and the ABA.
4. NSWAA, Honeyland Coordinator, beekeepers, volunteers and ABA.
5. Branch members, volunteers and the ABA.
6. NSWAA Secretary.
7. HPMA.

When: Now and ongoing.

Cost: Not determined.



Issue 3. Biosecurity

Program 3.1 Control disease and educate beekeepers, enforcing compliance while supporting research

Aim: “To minimise the incidence of AFB to less than 1% and containment of heavy metals and OTC within MRL’s, through better bee keeping practices.”

How:

1. Promote the Code of Practice.
2. Ensure compliance is enforced by NSW DPI.
3. Plant Health Australia to direct Bee Biosecurity Officers via BIBCC.
4. PHA communication to Bee Biosecurity Officers through phone conferences.
5. SAG to provide input to PHA BBO plans. State BBO plans can differ.

Who:

1. Bee Biosecurity education is the responsibility of the Bee Biosecurity Officer.
2. NSW DPI bee biosecurity compliance officers are responsible for compliance.
3. NSW DPI to prosecute instances of breaches of compliance.
4. Plant Health Australia to direct investigations.
5. BIBCC – stakeholder input into policy through the Chairperson of BIBCC.

When: 1 July 2021 onwards.

Cost: Are met through the honey levy and registration fees.

Program 3.2 Education to create possible minimum exposure to AFB, Chalkbrood and Varroa

Aim: “Success will be a measured reduction in AFB from decreased positives from culture tests as a result of increased compliance.”

How:

1. Propose to NSW DPI that the commercial beekeeper registration be increased to fund compliance operations consistent with industry needs.
2. Support regulatory legislation and enable NSWAA to employ compliance, reallocate finances and lobby for legislative change.
3. Code of Practice.



Who:

1. Institute a NSWAA Biosecurity committee.

When: 1 September 2021.

Cost: Redirect present funds. Registration proposal as outlined above in 2.

Issue 4. NSW Apiarists' Association and the Honeybee Industry

Program 4.1 Communication – inform members of the activities, outcomes and achievements of the NSWAA executive

Aim: “To improve the understanding by NSWAA members of the activities, outcomes and achievements of the NSWAA executive.”

How:

Put this information in

1. ABK
2. HBN.
3. Sent directly to branches to post on social media.

Who: NSWAA State Secretary and Executive.

When: by March 22nd, 2021.

Cost: Inclusion in the ABK will come at a fee – this needs to be established and agreed to by the Executive.

Program 4.2 Membership – Increase membership of the NSWAA

Aim: “To increase membership through incentives for new entrants followed by a survey of what attracted them to join.”

How:

1. Offer discounts on products and services.
2. Communicate with NSW DPI regarding the provision of new registrants details being supplied to NSWAA for the purpose of informing new registrants of the benefits of NSWAA membership.

Who: NSWAA State Secretary.

When: to be determined.

Cost: to be determined.



Program 4.3 Cooperation with the Amateur Beekeeping Association to increase membership.

Aim: "To investigate synergies and cost cutting opportunities by combining appropriate activities with the Amateur Beekeeping Association."

How:

1. Initiate discussions on a cooperative position by arranging for a face to face meeting between NSWAA and ABA, if this is inconvenient then start with a phone conference.
2. Consider the opportunity of a concurrent conference.

Who: NSWAA State Secretary to arrange a meeting involving the executive from both Associations.

When: by December 31, 2021.

Cost: to be determined.

Program 4. 4 Community – educate and engage the NSW community.

Aim: "to develop a media campaign to educate and engage the NSW community about the benefits of beekeeping."

How:

1. Participation in Honeyland, Agricultural Shows and Field Days.
2. Use of social media – Facebook, Instagram and Twitter.
3. Radio, newspaper eg: The Land Newspaper, The Beehive, free community newspapers and school visits.

Who: Local branch members and State Secretary. Contract a communications specialist for important newsworthy press releases.

When: by December 31, 2022.

Cost: to be determined.

Issue 5. Pollination

Program 5.1 Need resources before pollination.

Aim: "To produce a report of industry significance for the NSW beekeeping and pollination dependent industries that details pollination hive requirements over the years from 2021 to 2026 and the projected availability of bee site floral resources on public and private lands to meet this demand."



How:

1. A study by industry is required to
 - a. Determine how many sites are required for a load of bees to build up for pollination.
 - b. Almond industry requirements for pollination in 2021 and beyond.
 - c. Blueberry industry requirements for pollination in 2021 and beyond.
 - d. Number of bee sites lost due to 2019–2020 bushfires, these sites will now have no current value for beekeepers and into the foreseeable future.
 - e. Identify opportunities in national parks that can aid in offsetting these losses. The Garden of Stones and the Putty Road are two suggested areas.
2. NSW land management agencies such as NPWS, Crown Lands, Water Board, Catchment Management Authorities, Local Land Services, Transport NSW and carbon credit set aside lands.

Who: The NSWAA Resources group to identify and nominate people for the tasks required. Eg: Steve Fuller for blueberries and Bryn Jones for almonds. This would be an ideal project to be funded by stakeholders who the working group could identify and approach. Once funds are secured it could be put out to tender.

When: This project needs to be owned by the NSWAA resources group. Action required is immediate and this preliminary action plan needs to be expanded by the group. The method of working on the project can be by phone, email, zoom or all three. A report back to the Executive by an agreed date.

Cost: to be determined as funds become available.

Program 5.2 Campaign against the use of Pesticides and Insecticides that affect the health and vigour of NSW honeybees

Aim: “To provide a safe passage for bees through tree crops and plants.”

How: Transparency and advocacy.

On honeybees

1. On continuous improvement with chemical labelling.
2. And support for bee information, SMART labelling and pop up pollinator risk.

On honey as a product

3. Beekeepers to understand the risk of new chemicals and potential residues with honey.



4. Need a review of current work, a project on risks, avoidance, develop a list of frequently asked questions and minimum residue levels for chemical products.

Who: Other groups associated with honeybees, beneficiaries or stakeholders such as AHBIC and dedicated industry people.

When: Ongoing.

Cost: To initiate the call for the requirements outlined above a project scope needs to be developed for consideration by funding bodies.

Program 5.3 Varroa preparedness.

Aim: "For 90 % of NSW beekeepers to attend varroa preparedness training."

How:

1. Hands on field days.
2. DPI training.

Who: NSWAA in conjunction with NSW DPI and AHBIC, a national and multiagency approach.

When: Ongoing.

Cost: Not provided.

Issue 6. Research and Development

Program 6.1 Future proofing the NSW Apiary Industry and Keeping Beekeepers in Jobs

Aim: "To ensure that the intent of the project is fulfilled and the outcomes are maximized for NSW beekeepers."

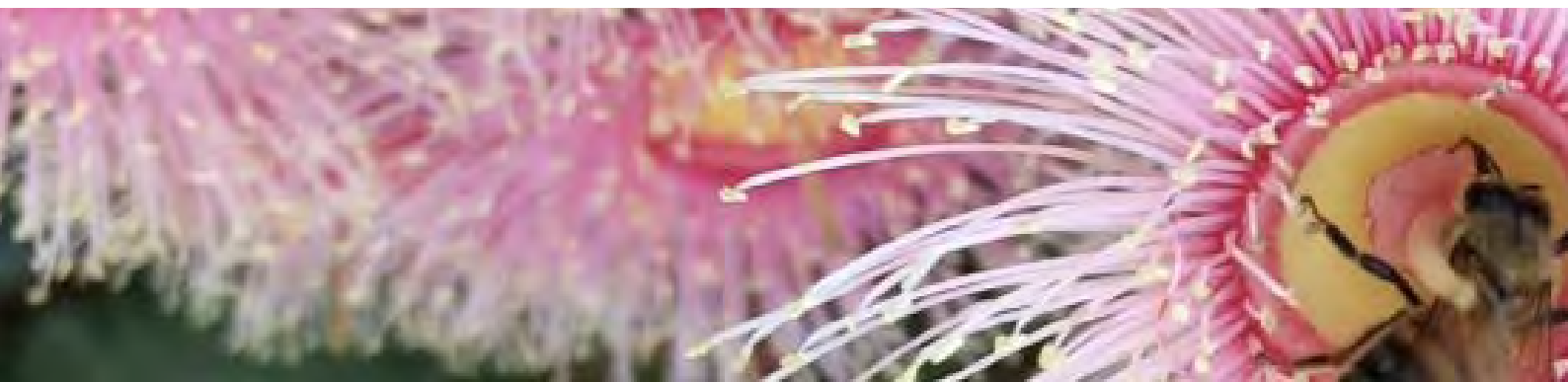
How:

1. Agreed communication with the University of Sydney on timely updates on progress.
2. Chairperson to review milestone reports received from the projects.
3. Project reports to be included in the Honeybee News and posted on the NSWAA website.

Who: President NSWAA or his / her nominee.

When: Ongoing.

Cost: Negligible.



Program 6.2 Scope out the possible research and development areas that will add value to the honeybee industry

Aim: “to identify possible research and development areas that will add value to the industry, improve beekeepers bottom line, improve work time effort and to pass on information to industry.”

How: Open call to the grass roots – research ideas from within the industry.

Who: NSWAA Executive, branch executive, NSWAA members, Universities and Research Groups.

When: Call put annually at the NSWAA Conference with it as an agenda item at meetings. A set agenda / research priority item or when a set time frame occurs .

Cost: To initiate the call for research and development ideas a minimum cost. Research investment to come from levies / Agrifutures / Government / Grants / Donations.

Issue 7. Development and Training Program

7.1 What: Succession Planning

Aim: “To increase industry participants entering the industry over a 5 year period followed by a survey for comparative reasons in 2026.”

How: Using new opportunities including beekeeping adventures, bee farms stays and a day with a beekeeper. The NSWAA to promote this concept with an expectation that it is put out there for others to run with it.

Who: A nominee from the NSWAA or a delegated person to develop and advertise an expression of interest for third party input from a group such as adventure tours or a registered training organization.

When: the proposal to be suggested at the 2021 NSWAA annual conference.

Cost: NSWAA time and costs involved in putting this to Conference.

Program 7.2 Pest and Disease Training

Aim: “To have each branch run one pest and disease course each year for up to 20 beekeepers.”

How:

1. Branches to run the courses. Face to face training, no online training for this important topic.
2. A training package could be developed to give each branch the means to offer a course each year.
3. A beekeeper with Certificate III in Pests and Diseases and at least 5 years of experience to deliver the course with assistance from other branch members, (may be from nearby branches if no one is available at the branch).



4. Package could contain PowerPoint and speaker notes, irradiated frames of diseases. It should also have a hive of live, well bees.

Who: A pest and disease sub committee with 2–4 members who have achieved the complete cert III in Beekeeping and with 5 years minimum experience in beekeeping.

When: March and April 2022 and 2023.

Cost: To be determined.

Program 7.3 Governance Training

Aim: “To create a measured improvement amongst the NSWAA Executive and Branch members in their understanding and provision of good governance.”

How: sponsorship from all Honey Industry Associations; Agrifutures, Insurers, Plant Health Australia and Honey Packers.

Who: The NSWAA Executive to initiate this project, communicate and identify applicants. This training needs to be made available to Branch Executives as well.

When: Commencing in 2022 with applicants supplied every two years thereafter.

Cost: To be determined.

Program 7.4 Awareness of Age Distribution among commercial beekeepers

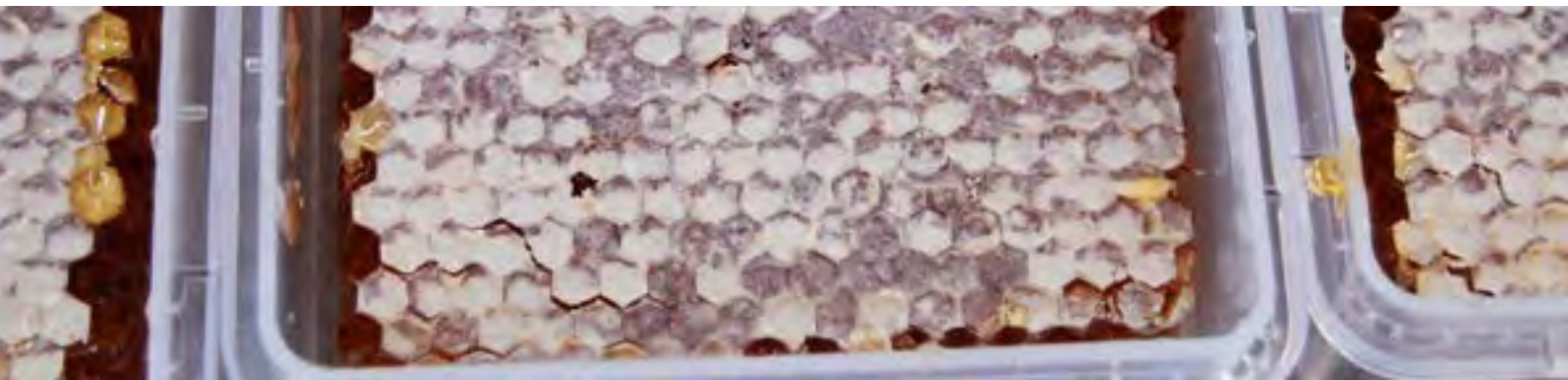
Aim: “To capture essential data and industry statistics to aid the NSWAA in representing industry needs to Government.”

How: Provision of age band data and identified essential data for capture upon registration of beekeepers.

Who: The NSWAA Executive Secretary.

When: Commencing in 2022 with applicants at registration.

Cost: No cost.



Program 7.5 What: Transfer of Skills through Mentoring and Training

Aim: “To transfer skills and training to new or inexperienced recreational beekeepers with a target of 20 students per annum.”

How: By

1. Collaborating with other organizations such as
 - a. Developing a partnership with the Amateur Beekeeping Associations.
 - b. Involving Registered Training Organisations with Cert III beekeeping on their scope and Apprenticeship organisations, that are able to provide school based traineeships and traineeships.
 - c. High schools in Commercial beekeeping areas usually have job and training expos where industry is invited to attend. Cert III in Beekeeping offers 4 units at HSC and up to 6 months off an Agricultural degree.
 - d. WWOOFERS (willing workers on organic farms).
 - e. Advertising / CB & Associates.
2. A proposal can be written giving the benefits of each traineeship. This can then be delivered at a meeting to either the apprenticeship organisation, High schools, job expos and fairs.
3. Pilot – to be run for 12 months.
4. Evaluate – over 12 months.
5. Commence activity.
6. Review over 12 months.

Who: Miskell Hampton

When: July to December 2021.

Cost: To be determined.

► Appendix

Responses from invited participants to the NSWAA strategic planning meeting – Dubbo 22nd February.

Person	Q1 – hopes	Q2 Vision	Q3 – Mission	Q4 Strengths AA	Strengths Industry	Weaknesses NSWAA	Weaknesses Industry	Opportunities NSWAA	Opportunities Industry	Threats NSWAA	Threats Industry	5. Ind issue of choice
1	New ideas to come in from other branch members	"a robust organisation with new & enthusiastic members who don't have to be conscripted & who represent the commercial industry	Keep us in the forefront with the politicians for a sustainable future.	*A good executive *Rapport developed with both the Govt and Opposition. * Civil in negotiations	*Government support over the past 18 months with grants, subsidies from the Fed and State.	not having sufficient time for preparation. Executive time poor tweaking the enthusiasm of the rank & file	-----	*need new ideas	-----	freeloaders who take the benefits obtained by NSWAA but are not members. *resource access limiting growth. Without resource security and availability another bushfire and 50% of industry could be lost.	Boom in pollination with no thought to the impact on floral resource. *pests and diseases Biosecurity *lack of action by regulatory side of NSWDP *resource access limiting growth. Without resource security and availability another bushfire and 50% of industry could be lost.	Resource
2	Forecast a way to secure the future of the Association	"to have more members, hopefully double membership, and have sufficient funds to keep them going.	As is – S Targett advocating for the NSWAA doing a great job.	Executive – advocacy work.	-----	Do not have enough members – it needs to be compulsory.	-----	-----	-----	-----	AFB An unfriendly, unappreciative & unsupportive Government	Raising awareness and encouraging new members.
3	Go forward with the Executive – succession plan	-----	Advocates strive for more cohesion with Govt and understand each other. Make them work us for us. Understand where AA are coming from.	Common goal	A big future, keep on the same path	*personalities, bickering between beekeepers	* bickering / lack of cohesion between packers and beekeepers	*cohesion working with Govt, strive / work in the same direction. *brokering deals with pollination.	-----	*fragmented *lost membership, need to strengthen from the base – local branches first	-----	1. Resources 2. Biosecurity

Person	Q1 – hopes	Q2 Vision	Q3 – Mission	Q 4 Strengths AA	Strengths Industry	Weaknesses NSWAA	Weaknesses Industry	Opportunities NSWAA	Opportunities Industry	Threats NSWAA	Threats Industry	5. Ind issue of choice
4	Issues in the industry are articulated, the Exec get direction on where their energies should be directed.	Where NSWAA represents more of the commercial beekeepers as a % and the base has a good working relationship with Govt & DPI and devote resources in line with the priorities of the Association	Viability needs to be in the statement. Viability of beekeeping businesses, not paying too much for resource, differing business skill levels but viability principle.	*good public profile *supporting ag through pollination. * good working reln with State Govt i.e. – bushfires and drought	-----	*only rep 33% of comm beekeepers *succession planning – getting young people to come along.	*Lack of willingness of many beekeepers to follow & prioritise biosecurity. *no enforceable rules re apiary spacing leading to overstocking. *some dumping hives on neighbours outcompeting for resource. * pollinators do not pay the honey levy	* make the AA more relevant to comm beekeepers. *leverage Govt through pollination because of the industries that pollination impacts. *increase membership	*value adding the product	-----	*greedy beekeepers – courtesy missing with resource. *no limitation on who can enter an industry that is dependent on finite resources. *licensing see fisheries. *migratory industry *commercial registrations – now 1000 *some amateurs have 300 hives	1. Research towards value adding of the product. 2. Controls on access to resources in line with Govt & community expectation. Beekeepers moving bees in daylight hours.
5	To engage the younger beekeepers to be a part of things. NSWAA represent 33% of commercial beekeepers. Awareness of the benefits.	Pollination – good price for honey, more money than ever. "profitable beekeepers who act ethically"	Advocate for what the industry needs	*knowledge held by the Executive on how to work with Govt, DPI and other	* ability of beekeepers to adapt to a range of conditions & work with nature. *adaptability	-----	*ability to backstab & crash. * encroaching on and stealing resources.	*to involve others in industry	*blow itself up and start again. *more opportunities than ever especially with pollination of various crops.	*belief by beekeepers that they do not do any good *naysayers do not see the advantages of representation by NSWAA	*exotic p&d *imported honeys and impact on price. *illegal use of antibiotics esp. AFB That impacts on the integrity of honey as a food.	
6	A united approach to where industry needs to get to	An increased membership, a bigger and more encompassing membership with the wider beekeeping industry, especially the larger ones. Increase from 30 % to 70 %.	Agree with this. a voice for the industry, great interaction, banging on doors. Need more commercial operators understanding and believing in the NSWAA	*experience of the Executive *geographic representative spread of the Exec. *enthusiastic members operating in different areas. *talent to help	*great honeys that are pristine & special. *promote that the produce – honey is the main stay	-----	*access to resources – resource real issue *impact of bushfires *new operators and existing have increased hive numbers	*turnovers bring in new blood. *fresh set of ideas & understanding of the industry, do not have to be a beekeeper	*identify what are the opportunities. *can we get more resources say NPWS. *promote our great honey – sell the product at a premium price.	*reduction in revenue, need income/revenue stream to operate, dealing with Government and industry. *executive turnover- the loss of knowledge, skills and experience needs to be replaced with suitable candidates	*increase in hive numbers & the need for resource to match this. * varroa mite and exotic pests *consumer concern re adulterated honey – need to build consumer confidence in retail/ supermarket honey.	Resources

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7	Look to contributions from all sectors.	Much the same.	Representation	Elderly, established, well organised beekeepers with knowledge of members and their associates.	Being prepared and recognising the challenges of the future.	*issues get clouded by politics. *able to be divided	-----	*need more members – opportunity to increase membership.	*get organised for varroa – low-cost organisation and training	*Facebook – social media replacing the need for face to face at meetings. *paperwork.	*varroa *do not go brood less. *chemicals & spray drift	Pollination
8	Discuss resources, pests, and diseases such as varroa and pressure on private land resources.	An agency with increased participative membership that makes things work.	Current mission is accurate with amateur beekeepers included.	*lobbying effectively. people attending meetings creating a think tank. collective participation contributing knowledge, skills, and experience	-----	*fragmentation and apathy of membership	*apathy, a fractured approach and lack of cohesion.	*increased membership and participation would increase influence with Govt. *pollination	*diversification	*apathy	*varroa *current and ongoing access to public lands and their preservation.	Promotion of the benefits of NSWAA membership and sharing of knowledge, skills and experience
9	The Executive to find a direction to take the industry forward.	A balanced Executive that takes the views of all beekeepers.	To exhibit good beekeeping practice and maintain social licence with the community.	*Speak with one voice	*produce some of the best honey in the world.	*occasions when the voice of the Executive does not reflect the industry's position. *if you do not agree with the Executive you can be bullied.	*not every beekeeper is a member of the NSWAA.	*lead the industry	*current high prices for honey *pollination	*other beekeepers	*environmental issues especially water *access to floral resources on public lands	*Biosecurity *Resources
10	Set goals for the next 5 years.	A NSWAA that is working in the 21 st century presenting a strong voice to the community.	Represents all beekeepers	Bound together working for a common goal.	-----	Not seeing actions through, actions not resolved or not known to the membership.	Infighting amongst beekeepers. Some infighting is inconsequential.	Attracting new members, once registered provide an offer of free benefits from the NSWAA.	Showcase the value of the beekeeping industry to the whole community.	*ensure members feel they are benefiting from their membership of the Association.	*corporatisation of what have been family businesses.	Pollination.

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11	Unaware of the intention of the meeting.	A stronger position in respect to dealing with Government effectively from a strong membership base	“Could be more active within the community, involvement with amateurs and confront the stigma associated	*depth of knowledge of members with commercial beekeepers.	*what is provided to the community through food production and economically supporting local communities.	*apathy amongst some members *individualism / self interest *lack of knowledge of what the Association does for its members.	*self interest	*extracting donations	*pollination	*apathetic member *wrong people involved then things can go wrong	*over reliance on pollination	Honey production and relevant research.
12	Identify more people to come in and support the Association.	An Association led by a 25- year-old President supported by a CEO.			*other agricultural industries are so reliant on honeybees.		*beekeepers are not united.	*pollination dependant industries to lobby on behalf of beekeepers and promoting the industry.	*community support for the bee industry.		*Overseas honey on supermarket shelves. New labels, different lines – local product is losing shelf space.	*Sowing crops to benefit sheep & cattle while creating a floral resource for honeybees. *Bushfire recovery.
13	An association with greater involvement from branch presidents and other beekeepers in supporting and assistance roles.	A stronger association with more involvement from other agricultural industries with more people connected and involved.		*volunteers who pour their energy into the industry however this is limited.	*the best honey in the world that needs to be promoted. *NSW’s unique floral resources.	*the Association Executive needs to be more inclusive with representatives from other beekeeping bodies. *need to develop communication linkages with other representative bodies.			*the public are more engaged with bees. A feel-good syndrome surrounds bee.	*beekeepers not working as a team. *industry freeloaders take advantage of the benefits created by the NSWAA Executive without contributing.	*Foreign honeys – an inferior product. * Foreign adulterated wax. *volume of bees (explosion) currently in NSW requiring resource to aid in pollination. *dumping on sites	*Working with beekeepers face to face, organising conferences, packing shed visits and field days.

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14	A fresh approach	Control of rogue operators	-----	*development of community awareness and support through Honey land etc. *wins with holidays on site costs, truck registration etc.		*people who get elected may not work in the interests of all.	*rogue elements currently operating – affecting the image of responsible operators.	*growing membership	*pollination / almond boom. *honey and wax prices from a varroa free source.	*not working together. *COVID, no Conference or show has left a communication vacuum. * Branches need to see/hear from someone from the Executive.	*imported honey, wax, and paraffin wax. *disease – AFB. *too many hives and some not worked properly.	*Biosecurity & regulation. Dealing with rogue beekeepers especially regarding AFB.
15	A learning experience.	“an association characterised by passionate young beekeepers actively involved in its operation”		*effective advocacy role. *good rapport with the community.	*honey as a health food, gut health *well considered by the community		*rank and file beekeepers who accept the hard-won benefits from the Association but will not become members.		*pollination *greater honey flow.		*age demographic of beekeepers – 55 to 60yo. *younger generation hesitant to take it on. Succession planning issues. *managing in an uncertain environment with the vagaries of climate change and the associated unknowns. *pest & disease	*Resources *Getting young people involved in the industry.
16 & 17	Aid in moving the industry forward	all NSW beekeepers under the one banner working for the common good of amateurs and commercial with branch members more involved.	-----	*good Exec council members. *advocacy	*pollinator for many ag crops. *diverse enterprise with product & service (pollination)	*communication	*apathy and lack of commitment to joining. *two organisations with one purpose. *Divided industry. *divisive with dumpers creating hate and division.	*consideration of outsourcing. *membership drive. *merging of ABA and NSWAA would provide funds and a range of knowledge, skills, and experience.	*best products in the world.	*lack of revenue flow causing me to fold up.	*pest & disease *finite resource base. *misuse of OTC with AFB.	*Any *Pollination.

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18	Work towards communication, inclusion, information, and industry compliance. with clear direction and transparency from the NSWAA.	One beekeeper association inclusive of all beekeepers with affordable fees, good contact and communication supported by technically competent staff.	Need to remove the word commercial and underline community. Not enough is done in the community.	<p>*The NSWAA has addressed through Govt the needs of the industry.</p> <p>*Voice of the industry beekeepers.</p>	<p>*support from PHA and NSW DPI</p> <p>*information</p> <p>*Floral reserves</p> <p>*Best honey in the world</p>	<p>*contact with members, stakeholders and the community are poor.</p> <p>*need more on the website for teachers and students.</p> <p>*contact info needs to be constantly updated.</p> <p>*list of members is out of date.</p> <p>*Honeyland should not be a chore but a great opportunity.</p> <p>*branches are not asked for help.</p>	<p>*push for self-governance.</p> <p>*lack of experienced compliance / regulatory officers to support enforcement.</p>	<p>*Honeyland</p> <p>*maintain pressure on Government to enforce compliance.</p> <p>*revenue from fines to pay regulatory off.</p> <p>*NSWAA to own the developments that may come from diversification.</p> <p>*consider packers – 2- way comms.</p> <p>*Create linkages with honeybee beneficiaries.</p>	<p>*apitherapy / venom</p> <p>*more R&D for medical potential of honey.</p>	<p>*all beekeepers are beekeepers.</p>	<p>*free pollination not recognised.</p> <p>*access rights not well understood.</p>	<p>*Communication</p> <p>*Members</p>



► Sources

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