

Summary Business Plan 2008 / 2012



Our Aspiration

"Advancing Australian Apiculture"

Our Mission

"To ensure the long term economic viability, security and prosperity of the Australian Honey Bee Industry in Australia."

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| Strategic Goal 1. To improve access to Resource Areas | Strategic Goal 2. To improve promotion in Overseas, Australian and Niche Markets | Strategic Goal 3. To prevent the entry of pests and diseases into the Australian Industry. | Strategic Goal 4. To promote Australian Pollination Services | Strategic Goal 5. To secure additional funding for AHBIC | Strategic Goal 6. To improve the attractiveness of the Industry for new entrants | Strategic Goals 7. To explore Carbon Trading and the opportunities it presents for the Industry |
| Business Outcomes <ul style="list-style-type: none"> Increased access to resource areas around Australia | Business Outcomes <ul style="list-style-type: none"> Industry people in key markets acknowledge the value of the Australian industry | Business Outcomes <ul style="list-style-type: none"> Maintenance of a quarantine facility | Business Outcomes <ul style="list-style-type: none"> Funding secured for Pollination Australia | Business Outcomes <ul style="list-style-type: none"> Increase AHBIC budget by increasing financial resources | Business Outcomes <ul style="list-style-type: none"> Develop appropriate training programme | Business Outcomes <ul style="list-style-type: none"> Establish a pathway for industry to participate |
| Target <ul style="list-style-type: none"> To regain access to Qld SE forests | Target <ul style="list-style-type: none"> Growth in domestic sales | Target <ul style="list-style-type: none"> Maintain quarantine facility Sustainable sentinel hive programme | Target <ul style="list-style-type: none"> \$800,000 per annum additional funding for pollination R&D and education | Target <ul style="list-style-type: none"> 10% increase in budget | Target <ul style="list-style-type: none"> New entrants to the industry become voluntary contributors to AHBIC | Target <ul style="list-style-type: none"> Develop additional hectares of resource material |
| Strategies <ul style="list-style-type: none"> Engagement of public sector land managers Publicity of industry's environmental credentials Development of an industry EMS | Strategies <ul style="list-style-type: none"> Develop targets Develop promotional materials 1 PR consultant – one day per week – for one year Develop website | Strategies <ul style="list-style-type: none"> Seek continued government funding for sentinel hive programme Develop an alternative to Eastern Creek quarantine facility | Strategies <ul style="list-style-type: none"> Establish Pollination Australia Engage plant industry | Strategies <ul style="list-style-type: none"> Seek discussion with states in respect of registration arrangements | Strategies <ul style="list-style-type: none"> Address non commercial groups Further development of website | Strategies <ul style="list-style-type: none"> Engage HBRDC to produce a position paper Lobby State and Federal Governments |
| strategic goal 8. to promote the Consumption of honey and the importance of the Australian Apiary Industry to the public | | | | | | |
| BUSINESS OUTCOMES <ul style="list-style-type: none"> Increase the awareness of the Apiary Industry to the Australian public and consumers | | | | | | |
| TARGET <ul style="list-style-type: none"> The Australian community | | | | | | |
| STRATEGIES <ul style="list-style-type: none"> Use of targeted press releases, public relations and events to develop a consistent message | | | | | | |