AHBIC strategic plan

2025-2030

Australian Honey Bee INDUSTRY COUNCIL

Our Value Proposition
Secure, sustainable, and prosperous honeybee and pollination industries, vital to agriculture, food security, and community well-being.

Our Statement of Purpose
To lead, advocate, and govern in a way that safeguards the resilience and prosperity of the Australian honeybee and pollination industries.

Our Values
⬡ Respect ⬡ Integrity ⬡ Accountability ⬡ Collaboration ⬡ Excellence ⬡ Empowerment ⬡ Apolitical

We will achieve our purpose by focusing on the pillars of:

Organisational Strength and Sustainability
Build a financially secure, well-resourced, and respected peak body for the Australian honeybee industry

Advocacy and Industry Leadership
Be the authoritative voice advocating for the Australian honeybee and pollination industries ensuring recognition as a cornerstone of food security and agriculture

Biosecurity, Market Integrity, and Resource Security
Safeguard the industry through world-class biosecurity, market development, product integrity and resource access

Priority outcomes and activities

Outcomes

- A sustainable business model ensuring financial security for AHBIC's mission.
- Enhanced industry's productivity through improved business capabilities.
- Stronger, collaborative partnerships with key stakeholders.

Activities

- Re-structure and reinvigorate AHBIC as a dynamic and effective peak body.
- Clearly define and communicate AHBIC's value proposition to stakeholders.
- Secure stakeholder support for a stable business model and organisational growth.
- Engage strategic partners to foster meaningful, long-term relationships.
- Identify new revenue streams to support AHBIC's activities and initiatives.

Outcomes

- Rapid and effective response to industry challenges.
- A harmonised, national framework that ensures long-term industry resilience.
- Increased funding and sustainability for the sector
- Greater recognition of the role of bees in food security and community prosperity. Nurture productive working relationships with other industry sectors.
- Stronger cross-sector relationships that enhance industry cohesion.

Activities

- Lead national and international discussions to identify challenges and opportunities.
- Develop and implement informed, responsive policies that reflect industry needs.
- Communicate effectively and efficiently with all stakeholders.
- Advocate for policies that protect primary production and business needs.
- Support industry R&D, knowledge transfer, and adoption of new practices.
- Ensure secure public and private land access for the industry.
- Strengthen AHBIC's brand, reinforcing its unity and values.
- Provide training and development for AHBIC representatives to improve.

Outcomes

- Strengthened link between honeybees and food security.
- Protection from low-quality imported product.
- A robust biosecurity system with advanced surveillance and a sustainable business model.
- Secure domestic markets while exploring new export opportunities.
- Trusted, authoritative voice on industry related issues.
- A national floral resource policy to support access for state associations.

Activities

- Promote profitable markets for hive products and pollination products through quality assurance.
- Quantify and communicate the economic value of the bee and pollination industries.
- Influence government policies to ensure honey product integrity and market protection
- Champion the uniqueness and provenance of Australian honey in global market.
- Foster shared responsibility across the industry for equal participation and, education.
- Advocate for resource access through streamlined cross-jurisdictional policies.
- Provide capacity building activities to train AHBIC representatives for greater effectiveness.