

SECURING A SHARED FUTURE
FOR WILDLIFE AND PEOPLE

ANNUAL REVIEW 2013–2014

INSPIRING CONNECTIONS



TARONGA 
CONSERVATION SOCIETY AUSTRALIA.
For the Wild

A SHARED FUTURE *for* WILDLIFE AND PEOPLE

AT TARONGA ZOO AND TARONGA WESTERN PLAINS ZOO, WE BELIEVE THAT WILDLIFE AND PEOPLE CAN SHARE THIS PLANET.

We believe we all have a responsibility to make sure that animals don't just survive, but thrive. To make that happen, there's one species that has to lead the way. Ours.

Our zoos deliver experiences and programs that create genuine connections between people and wildlife. From amazing zoo-based experiences like the Taronga Bird Show, and the Zoofari overnight accommodation at Taronga Western Plains Zoo, to dynamic community programs galvanising popular support for wildlife protection, like the Wild!Rhinos trail and Project Penguin.

Through crucial partnerships in Australia and globally, we operate conservation breeding and recovery programs for threatened native fauna, including Tasmanian Devils, Cassowaries and Corroboree Frogs, and support a further 27 Conservation Partnerships and grants, for species as diverse as tortoises in Madagascar and Sumatran Tigers.

Our Zoos are not-for-profit organisations. We pay no dividends, but any surplus is put straight back into support and care for wildlife.



OUR STRATEGIC DIRECTION



New luxury tents at Zoofari Lodge. PHOTO: JOHN PATRICK

OUR VISION IS TO SECURE A SHARED FUTURE FOR WILDLIFE AND PEOPLE. OUR STRATEGIC PLAN DEFINES OUR UNIQUE ROLE, AND THE WAY WE CONTRIBUTE TO WILDLIFE CONSERVATION, SCIENCE AND LEARNING.

Our Vision

To secure a shared future for wildlife and people

Our Role

Our role in conservation is to create direct and positive connections between wildlife and people.

Through our efforts we protect endangered species, increase understanding of wildlife and inspire community action.

Our Values

Be supportive and enthusiastic
 Accept and take responsibility
 Show dignity and respect
 Innovate and take initiative
 Clear and simple
 Commitment to Taronga's WHS, animal welfare and customer service charters.

Wildlife

We breed, manage and care for wildlife, and undertake research, to deliver tangible conservation outcomes.

People

We create unique, dynamic and engaging learning experiences to positively influence and change behaviours.

Tangible Conservation Outcomes

Animals in Our Care

Visitor Experience & Learning

Financial Sustainability

Our People & Organisational Effectiveness



TARONGA ZOO
Symbol
 Platypus
(Ornithorhynchus anatinus)
Opened
 October 1916
Site
 28 hectares
Animals
 Number of Animals: 4,078
 Species/sub-species: 332



TARONGA WESTERN PLAINS ZOO
Symbol
 Giraffe
(Giraffa camelopardalis)
Opened
 February 1977
Site
 788 hectares
Animals
 Number of Animals: 570
 Species/sub-species: 69



DIRECTOR *and* CHIEF EXECUTIVE'S REPORT



IN 2013/14, TARONGA AND TARONGA WESTERN PLAINS ZOOS CONTINUED TO DELIVER WORLD-CLASS VISITOR EXPERIENCES. WE EXPANDED OUR COMMITMENT TO CONSERVATION SCIENCE AND PROVIDED UNIQUE LEARNING EXPERIENCES TO OVER 140,000 STUDENTS OF ALL AGES TO INSPIRE THE NEXT GENERATION OF CONSERVATION CHAMPIONS.

Total attendances at Taronga and Taronga Western Plains Zoos exceeded 1.6 million in 2013/14 and international visitation grew 21% from last year, now representing 34% of total visitors.

In a milestone year, Taronga also cemented its position as a leader in the Australian tourism industry, with both Taronga and Taronga Western Plains Zoos receiving Gold Awards at the Australian National Tourism Awards in February 2014.

Taronga and the bilby, an endangered Australian marsupial, also received global attention in April 2014 when the Duke and Duchess of Cambridge, together with Prince George, visited Taronga Zoo. The visit was broadcast to over 160 million people across 123 countries in 42 languages, and provided a unique platform to communicate the important role zoos play in endangered and critically endangered species management and recovery programs.

Beyond the Zoos' grounds, Taronga has been active in field conservation and research. Over 950 Southern Corroboree Frog eggs bred at Taronga Zoo were released into chytrid disease-free enclosures in Kosciuszko National Park, and artificial pools in alpine eucalypt forest as part of a new strategy to establish populations in habitat with low incidence of disease. Taronga played a critical role in a trial program for rodent eradication on Lord Howe Island by providing a team of specialist keepers and veterinary staff to ensure the welfare and care of 30 birds in a series of purpose-built aviaries.

Taronga's current and future research programs were bolstered by winning four competitive Australian Research Council (ARC) linkage grants, in partnership with various universities. Representing a 100% success rate on applications and \$1.7 million in funds dedicated to research that will benefit Australian wildlife, this is a significant achievement for Taronga and more importantly, for wildlife.

The year's successes in the fields of conservation, education and tourism are important and far-reaching; however I'm also proud to say that Taronga's most significant achievements in 2013/14 were defined by community participation and engagement. They represent Taronga's unique ability to partner with organisations to achieve positive outcomes for wildlife and people.

The 'Aussie Animals Collectables' campaign, a feature of Taronga's partnership with Woolworths, delivered 560 million educational cards across 900 stores nation-wide that engaged and enthralled Australian children with their native wildlife.

Taronga initiated a ground-breaking partnership with TRAFFIC and other zoo-based agencies to tackle the illegal wildlife trade in Southeast Asia, and designed and launched the Wildlife Witness smartphone app for tourists and locals to report illegal wildlife trade.

At the conclusion of another milestone year for Taronga, I would like to thank the Taronga Board and Taronga Chairman, Len Bleasel AM, for their advice and support in 2013/14. I'd also like to acknowledge and thank the staff and volunteers at Taronga and Taronga Western Plains Zoos for their tireless efforts to help secure a shared future for wildlife and people; they are our greatest asset.

Finally I would like to thank Taronga's supporters – our Foundation Patrons, Zoo Friends and Zoo Parents, corporate partners and private donors – for their ongoing contributions to Taronga. Your support enables us to maintain the highest standard of welfare for the animals in our care and deliver truly unique experiences to the people of NSW and international visitors. Importantly, it's also enabled Taronga to continuously expand our conservation science initiatives in Australia and overseas, and inspire children and adults alike to create a better future for wildlife.

Cameron Kerr
Director and Chief Executive

We share 98%
of our genes
with Chimpanzees

INSPIRING *for* THE WILD

TARONGA CELEBRATED THE ARRIVAL OF CHIMP 'FUMO' INTO THE CONSERVATION BREEDING PROGRAM FOR THIS ENDANGERED SPECIES. JANE GOODALL'S VISIT IN MAY INSPIRED A NEW GENERATION OF WILDLIFE SUPPORTERS. STAFF FROM BOTH ZOOS VISITED AND GAVE THEIR EXPERTISE TO THE JANE GOODALL INSTITUTE'S TCHIMOUNGA CHIMPANZEE REHABILITATION CENTRE IN THE REPUBLIC OF CONGO.

Habitat destruction and poaching are the main threats to chimpanzees, with populations declining rapidly.

YEAR in BRIEF

RESEARCH & CONSERVATION SCIENCE IN AUSTRALIA

TARONGA HAS A STRONG COMMITMENT TO RESEARCH AND CONSERVATION SCIENCE ACROSS A RANGE OF DISCIPLINES INCLUDING ANIMAL BEHAVIOUR, REPRODUCTION, ECOLOGY, NUTRITION, GENETICS AND WILDLIFE HEALTH.

Taronga scientists bring diverse expertise and work with partners, including universities and State and Federal government agencies, to address urgent environmental questions and needs.

Taronga's collaborative investigations and conservation science programs include the **Australian Registry of Wildlife Health, Wildlife Reproductive Centre and Australian Marine Mammal Research Centre.**

This work is ultimately applied to make better informed decisions about effective wildlife and habitat management.

The successful **Taronga Conservation Science Initiative** has already leveraged over \$4.6 million in scientific grants to explore issues of significant importance in the marine and terrestrial environments.

KEY
RESEARCH
CONSERVATION PROGRAMS

01 PHOTO: JANE HALL 02 PHOTO: TARONGA ZOO 03 PHOTO: AIMS 04 PHOTO: TONY BRITT-LEWIS
 05 PHOTO: MICHAEL MCFADDEN 06 PHOTO: TARONGA ZOO 07 PHOTO: TONY BRITT-LEWIS 08 PHOTO: TARONGA ZOO



01
Christmas Island
 Population health assessment of the Christmas Island Flying Fox

02
Queensland
 Reforestation of Cassowary Habitat
 Greater Bilby Conservation with Save the Bilby Fund

03
Great Barrier Reef
 Preserving & growing coral for future restoration

Central Coast
 Do oil spills leave lasting health consequences for Pelicans?
 Effectiveness of wildlife corridors in the Gosford region

Western Australia
 Banking on Cane Toad Predators
 Carnaby's Black Cockatoo Conservation

04
Dubbo
 Tasmanian Devil nutritional requirements

05
Highlands
 Trialling fenced, disease-free enclosures to establish wild populations of Southern Corroboree Frogs

06
Lord Howe Island
 Satellite telemetry of Australian juvenile loggerhead turtles

Riverina
 Platypus conservation and management planning

Sydney
 Song Learning in the Regent Honeyeater
 Numerical modelling of swimming techniques in seals
Regent Honeyeater Breeding Program

Oceans South of Sydney
 The value and function of marine parks

07
Tasmania
 Contraception for Tasmanian Devil management

08
Jervis Bay
 Analysis of shark social networks

YEAR in BRIEF

OUR GLOBAL REACH

TARONGA WORKS WITH A LARGE NUMBER OF CONSERVATION EXPERTS AND COMMUNITY GROUPS AROUND THE WORLD TO IDENTIFY AND REDUCE KEY THREATS TO ENDANGERED AND CRITICALLY ENDANGERED SPECIES, PROTECT VITAL HABITAT FOR WILDLIFE, AND ADDRESS HUMAN-WILDLIFE CONFLICT.

From Brazil to Nepal, and Mozambique to Indonesia, Taronga also commits staff time and expertise to support more than 30 field conservation and research projects.



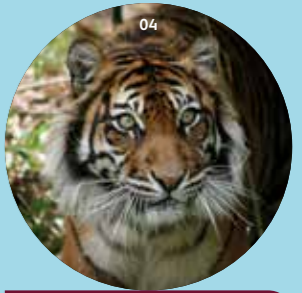
Congo
Building of Tchimpounga Chimpanzee reserve with the Jane Goodall Institute



Nepal
360° Snow Leopard Conservation with the National Trust for Nature Conservation

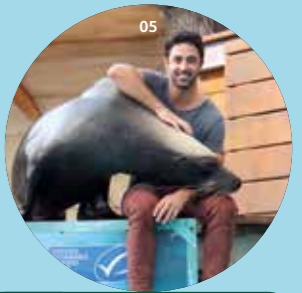


China
Giant Panda sperm cryopreservation and metabolism

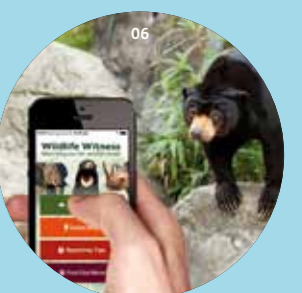


South-East Asia
Stopping Wildlife Trade with TRAFFIC

Fiji
Ecology and population dynamics of the Critically Endangered Fijian Crested Iguana



Fish for Good
Encouraging shoppers and retailers to make seafood choices which ensure an ocean-friendly future for both marine life and humans



Wildlife Witness
Combating illegal wildlife trade for greater protection of wildlife around the world including Sun Bears, elephants and rhinoceros

RESEARCH

- Fiji**
Ecology and population dynamics of the Critically Endangered Fijian Crested Iguana
Assessment of Fijian Iguanas in the eastern Fijian Islands
- Thailand and Singapore**
Asian Elephant Semen Cryopreservation
Aerosol transmission of pathogenic bacteria in Asian Elephants
- Indonesia — Sulawesi**
Selamatkan Yaki National Park – Sulawesi Crested Black Macaque conservation
- China**
Giant Panda sperm cryopreservation and metabolism

COMMUNITY CONSERVATION CAMPAIGNS

- Wildlife Witness**
Combating illegal wildlife trade for greater protection of wildlife around the world including Sun Bears, elephants and rhinoceros
- Fish for Good**
Encouraging shoppers and retailers to make seafood choices which ensure an ocean-friendly future for both marine life and humans
- They're Calling on You**
Recycling mobile phones to reduce landfill and support primate conservation
- Beads for Wildlife**
Supporting people and wildlife in Northern Kenya through alternative incomes and anti-poaching patrols
- Sustainable Palm Oil Campaign Development**

CONSERVATION PROGRAMS

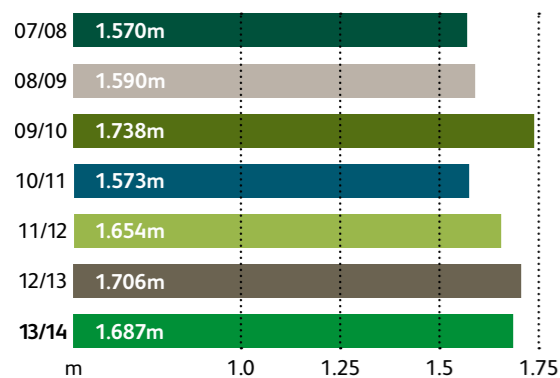
- Borneo**
Wetland Habitat Revival with The Orangutan Tropical Peatland Project
- Brazil**
Protecting the Tapir with IPÉ
- Congo**
Building of Tchimpounga Chimpanzee reserve with the Jane Goodall Institute
- Democratic Republic of the Congo**
Growing sustainable communities in Maiko-Tayna Kahuzi Beiga
- Fiji**
Fijian Crested Iguana Conservation
- Indonesia — Komodo Island**
Komodo Dragon surveillance with the Komodo Survival Program
- Indonesia — Sulawesi**
Aquaponics for Conservation with Selamatkan Yaki
- Indonesia — Sumatra**
Rhino protection with the International Rhino Foundation (Founding Member)
Wildlife Protection in Bukit Tigapuluh with Australian Orangutan Project
Keeping Supayang Wild with Wildlife Asia
Sumatran Tiger Habitat Protection with Save Indonesian Endangered Species
- Kenya**
Watching over Bongo with the Bongo Surveillance Project
Alternative Income for Wildlife Protection with the Northern Rangelands Trust

- Madagascar**
Lemur Habitat Protection in Madagascar with Omaha's Henry Doorly Zoo and Aquarium, and the Madagascar Biodiversity Partnership and Conservation Fusion
- Mozambique**
Preventing Human-Elephant Conflict with Bees with Niassa Carnivore Project
- Nepal**
360° Snow Leopard Conservation with the National Trust for Nature Conservation
- South-East Asia**
Stopping Wildlife Trade with TRAFFIC
- Sri Lanka**
Caring for orphaned elephants with the Elephant Transit Home
- Tanzania**
Sustainable Farming for African Wild Dog Protection with the Ruaha Carnivore Project
- Thailand**
Protecting elephants and people in Kui Buri National Park with the Thai Government
Asia Wide Dhole Conservation with the Smithsonian Institution
- Uganda**
Innovation for Uganda's Forests with the New Nature Foundation
- Zambia**
Stopping Poaching in South Luangwa with the South Luangwa Conservation Society
- Zimbabwe**
Wild Dog Protection with the African Wildlife Conservation Fund

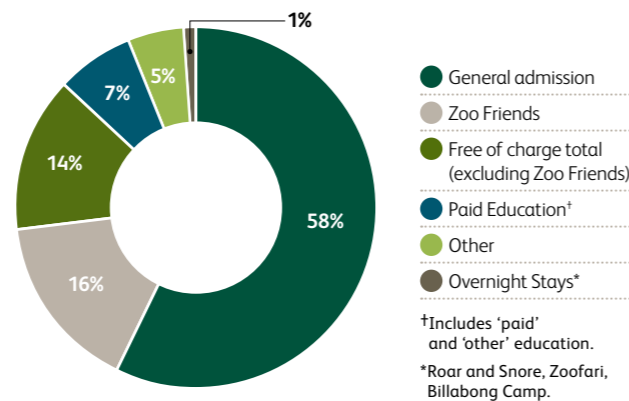
YEAR in BRIEF

VISITATION

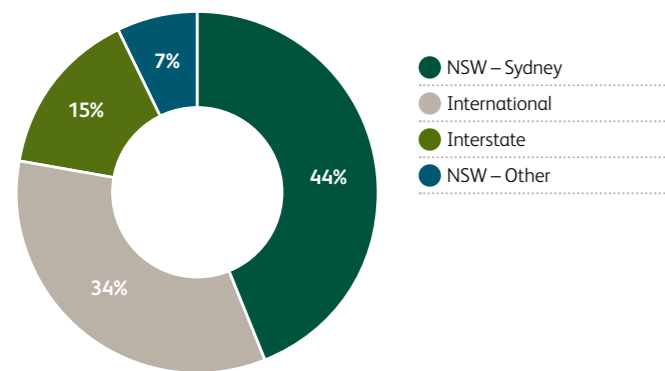
Total visitation (million people)



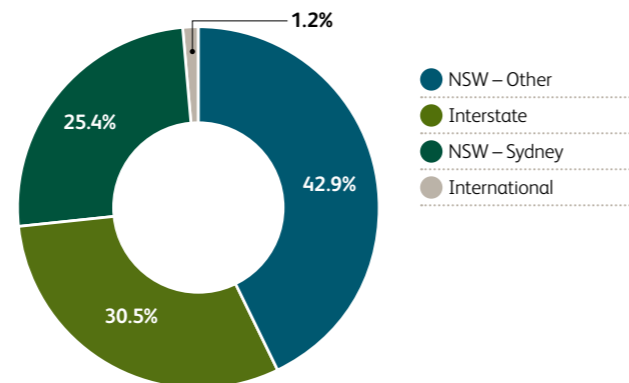
Guest ticketing mix



Origin of guests – Taronga Zoo



Origin of guests – Taronga Western Plains Zoo



Guest attendance

		2012/13	2013/14	Variance	Variance %
Consolidated result	Paid attendance ⁽¹⁾	1,355,877	1,373,768	17,891	1.3%
	Paid and FOC* attendance ⁽²⁾⁽³⁾	1,706,278	1,686,606	-19,672	-1.2%
Taronga Zoo	Paid attendance ⁽¹⁾	1,159,627	1,186,372	26,745	2.3%
	Paid and FOC attendance ⁽²⁾	1,477,638	1,464,078	-13,560	-0.9%
Taronga Western Plains Zoo	Paid attendance ⁽¹⁾	196,250	187,396	-8,854	-4.5%
	Paid and FOC attendance ⁽³⁾	228,640	222,528	-6,984	-2.7%

*FOC – Free of charge. 1. Includes Zoo Friends, paid education and overnight stays; 2. Includes function guests and Twilight Concert attendees at Taronga Zoo; 3. Includes function guests at Taronga Western Plains Zoo.



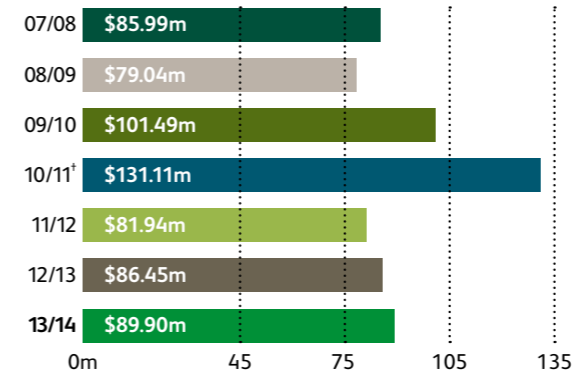
YEAR in BRIEF

FINANCIALS



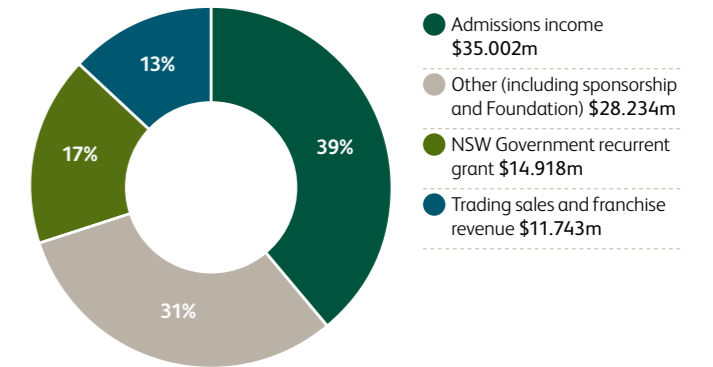
Regent Honeyeater breeding program. Taronga operates a breed-for-release program for this at-risk species. This year, around 7,000 trees were also planted by Taronga staff along with an army of volunteers to form critical habitat. PHOTO: DEAN INGWERSEN

Total income (\$m)

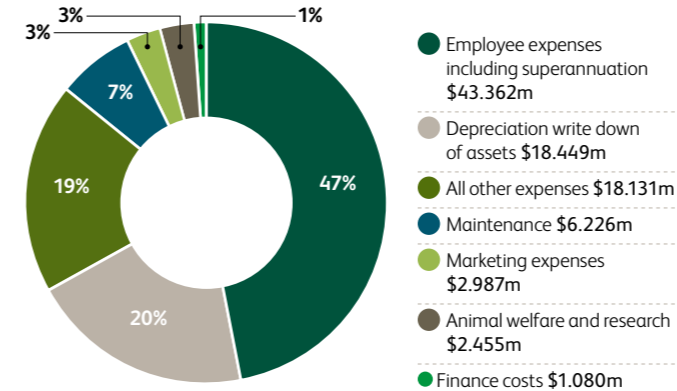


*Total income includes one-off Government grant of \$36 million.

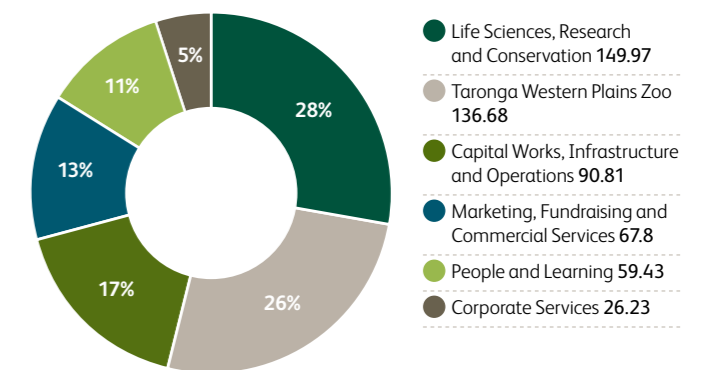
Sources of income for Taronga programs



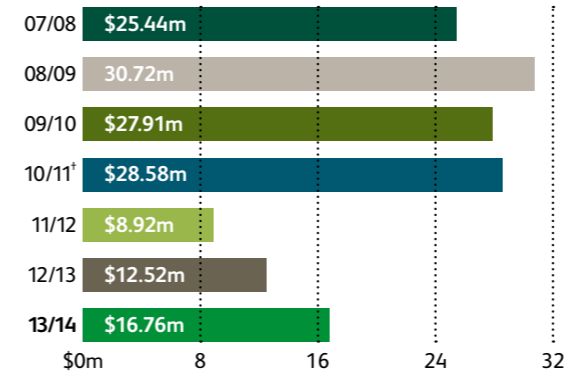
Allocation of recurrent resources to expense types



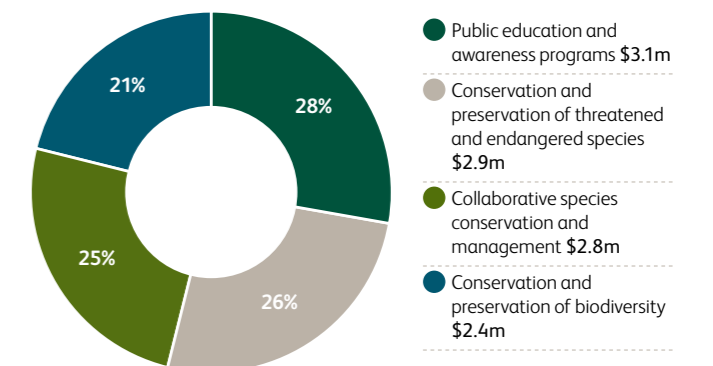
Allocation of employees by Taronga divisions



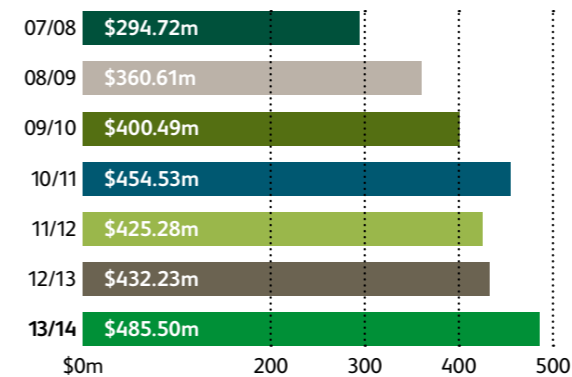
Expenditure on capital development and asset maintenance (\$m)



Total cost of Social Program Policy activities



Total assets (\$m)





Helping up to 21 million shoppers make sustainable seafood choices.

LEADING *for* THE WILD

PROJECT PENGUIN WENT FROM STRENGTH TO STRENGTH, WITH LOCAL SCHOOL CHILDREN COMMITTED TO THE LONG-TERM PROTECTION OF THEIR PENGUIN COLONY AT MANLY. THE ZOOS' PARTNERSHIP WITH WOOLWORTHS ADVANCED THE 'FISH FOR GOOD' COMMUNITY CAMPAIGN TO HELP UP TO 21 MILLION SHOPPERS EACH WEEK MAKE SUSTAINABLE SEAFOOD CHOICES.

TANGIBLE CONSERVATION OUTCOMES

Taronga supports tiger habitat protection in Sumatra.

Taronga supports three conservation programs in Indonesia that provide wildlife and habitat protection for critically endangered Sumatran Tigers. PHOTO: BOBBY JO CLOW

ENSURING ALL OUR EFFORTS CONTRIBUTE TO TANGIBLE AND MEASURABLE CONSERVATION OUTCOMES.

Key achievements

- Taronga initiated the ground-breaking partnership with TRAFFIC and other zoo-based agencies to tackle illegal wildlife trade in Southeast Asia, and launched the Wildlife Witness smartphone app for tourists and locals to report illegal wildlife trade.
- Over 950 fertile Southern Corroboree Frog eggs were produced at Taronga Zoo and released into chytrid disease-free enclosures in Kosciuszko National Park, and artificial pools in alpine eucalypt forest as part of a new strategy to establish populations in habitat with low disease incidence. An additional 150 juvenile frogs were released into specialist enclosures in Kosciuszko as a new rearing strategy.
- Four Australian Research Council (ARC) linkage grants were awarded to Taronga, in partnership with Universities. This was a 100% success rate on applications; with \$1.7 million of grants dedicated to research benefiting diverse wildlife including marsupials, sharks, amphibians and various animals in zoo care.
- A Marine Turtle Satellite Tracking Project was launched, enabling monitoring of marine turtles treated and released from Taronga Wildlife Hospital. Research into their movement and survival will shed light on the behaviour of marine turtles in NSW.
- A trial for the NSW Office of Environment and Heritage's Lord Howe Island rodent eradication plan was successfully completed, as a Taronga specialist team of keepers and veterinary staff took 30 birds into care in a series of purpose-built aviaries. Following the three month trial, all birds were released in good health and community relations on the island were strengthened ahead of the planned implementation of the program.
- Taronga's support to field conservation expanded further this year with thirteen new field conservation grants supported across Australia, Asia, Africa, and South America.
- Two new Australian conservation partnerships were established with Birdlife Australia for the conservation of the Carnaby's Black Cockatoo, and the Save the Bilby Fund for the conservation of the Greater Bilby.



Keeper Sprina Liu releases a Lord Howe Island Woodhen after a successful trial program aiming to rid the island of rodents.



Taronga launched the Wildlife Witness smartphone app as part of a joint campaign to halt illegal wildlife trade.



A research and community education program supports the remaining 350-500 Snow Leopards in Nepal. PHOTO: THE SNOW LEOPARD CONSERVANCY

Performance indicators

	2012/13	2013/14
Species which are classified as threatened ⁽¹⁾		
Taronga Zoo	28%	31%
Taronga Western Plains Zoo	45%	48%
Threatened species in conservation programs ⁽²⁾		
Taronga Zoo	46%	44%
Taronga Western Plains Zoo	77%	70%

1. Threat status determined by reference to international, national and state categories.
 2. Percentage of threatened species in Australian Species Management Program (ASMP) Conservation Programs and Population Management Programs.

ANIMALS IN OUR CARE

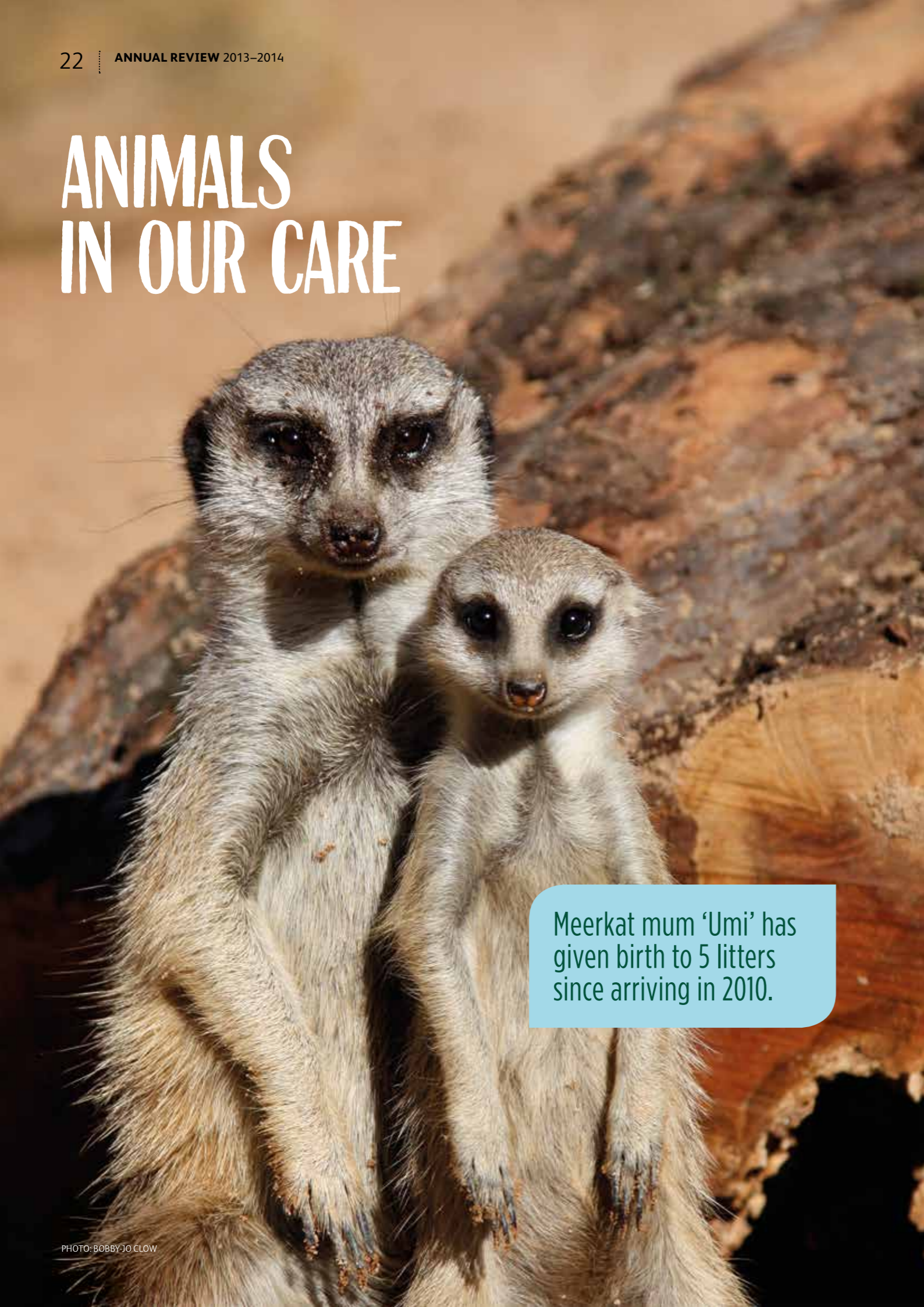


PHOTO: BOBBY JO CLOW

Meerkat mum 'Umi' has given birth to 5 litters since arriving in 2010.



'Nupela' was the first endangered Tree Kangaroo born at Taronga in 20 years.
PHOTO: SAM BENNETT



Rare king cheetah mother 'Halla' and her cubs at Taronga Western Plains Zoo.
PHOTO: LEONIE SAVILLE



...and now we are three — the only Galapagos Tortoises to be hatched in Australia.
PHOTO: SHALLON McREADDIE

THE CARE AND MANAGEMENT OF SUSTAINABLE POPULATIONS OF ANIMALS SUPPORTING CONSERVATION AND RESEARCH OUTCOMES AND ENABLING INSPIRATIONAL EXPERIENCES FOR VISITORS.

Key achievements

- Breeding of threatened and priority species in conservation programs that act against the threat of extinction in the wild, including the successful birth of three Cheetah cubs, the first to rare king cheetah mother 'Halla' at Taronga Western Plains Zoo.
- Taronga also saw the birth of the Eastern Bongo, Goodfellow's Tree-kangaroo joey, Andean Condor chick, and Southern Hairy-nosed Wombat, adding important individuals to these threatened species.
- The births of two Galapagos Tortoise hatchlings at Taronga Western Plains Zoo were only the second and third ever born in Australasia, following the previous birth of a hatchling in 2011.
- Other successful births throughout the year included otters, eland, zebra, Przewalski Horses, Tasmanian Devils, meerkats, Koalas and wallabies.
- Taronga Western Plains Zoo confirmed the pregnancy of two Southern Black Rhinoceros; this was a first for the Zoo's very successful rhinoceros conservation program to have two simultaneous pregnancies. Taronga Western Plains Zoo has had 11 Black Rhinoceros born in the program to date.
- Innovative initiatives for monitoring and measuring welfare at the zoos have been developed, including an Aged Animal Welfare Assessment, an Animal Welfare Incident Reporting system and an ethical decision making process.
- Taronga employed the first zoo nutritionist in Australia. Nutrition is one of the five domains of animal welfare and in line with Taronga's commitment to animal health and welfare, the zoos can now enhance the scientific approach to formulating animal diets and effectiveness in their preparation.
- A new tree plantation was developed as part of a broader strategy to support a sustainable browse supply for animals at both zoo sites into the future.

Performance indicators

	2012/13	2013/14
Species in conservation programs ⁽¹⁾		
Taronga Zoo	13%	14%
Taronga Western Plains Zoo	35%	33%
Wildlife rehabilitation		
Taronga Zoo	1,221	1,361
Taronga Western Plains Zoo	442	599

1. Percentage of total species in Australian Species Management Program (ASMP) Conservation Programs and Population Management Programs.

VISITOR EXPERIENCE & LEARNING



The Royal visit was seen by over 160 million people around the globe.

PHOTO: AUSPIC

CREATING INNOVATIVE AND ENGAGING EXPERIENCES THAT ATTRACT ZOO GUESTS, EXCEED GUEST EXPECTATIONS, INSPIRE LOYALTY AND INFLUENCE POSITIVE BEHAVIOUR CHANGE.

Key achievements

- Taronga's new Lemur Forest Adventure opened, showcasing precious lemur habitat and offering compelling lemur interactions. The exhibit included an engaging play area, and won an award for design and construction.
- Wild!Rhinos, an exciting community event bringing businesses, artists and schools together, created a spectacular trail of 125 rhino sculptures throughout Sydney, and regionally to Dubbo. The project generated awareness of threats faced by rhinos in the wild from poaching, and raised over \$1 million.
- Through Taronga's partnership with Woolworths, the Aussie Animals Collectables campaign launched in over 900 stores, with 560 million educational cards distributed. Research identified that 89% of participants believed it was an excellent tool to educate kids on Australian animals.
- Coordination of the visit of the Duke and Duchess of Cambridge to dedicate the Prince George Bilby Exhibit resulted in stories about Australia's unique wildlife reaching 160 million people across 123 countries in 42 languages.
- Taronga achieved double recognition at the Australian Tourism Awards with Taronga Zoo winning Australia's best Major Tourist Attraction and Taronga Western Plains Zoo winning best Tourist Attraction, both having already won their respective state categories to qualify for the national award.
- Taronga's collective social media audience surpassed 145,000 followers, including 110,000 on Facebook, and the new Instagram audience growing to over 20,000.
- The zoos' Burbangana and Walanmarra programs continued to work magic for at-risk NSW children. Fourteen children completed this Aboriginal-focused mentoring program that uses animals and people to reconnect children.
- The Taronga Western Plains Zoo local Dubbo Zoo Friends Membership exceeded a record 10,000 members; more than 20% of the local population.
- Refurbishment of outdoor exhibits at Taronga's Education Centre substantially boosted the delivery of quality, high impact wildlife encounters for students, guests and VIPs.
- Final episodes of the national television series, Wild Life at the Zoo showcased conservation and animal care at Taronga zoos. The series won a silver award in the New York Film and Television Awards.



Burbangana and Walanmarra programs transform lives.
PHOTO: NARDI SIMPSON



Both Zoos won top honours at the Australian Tourism Awards.



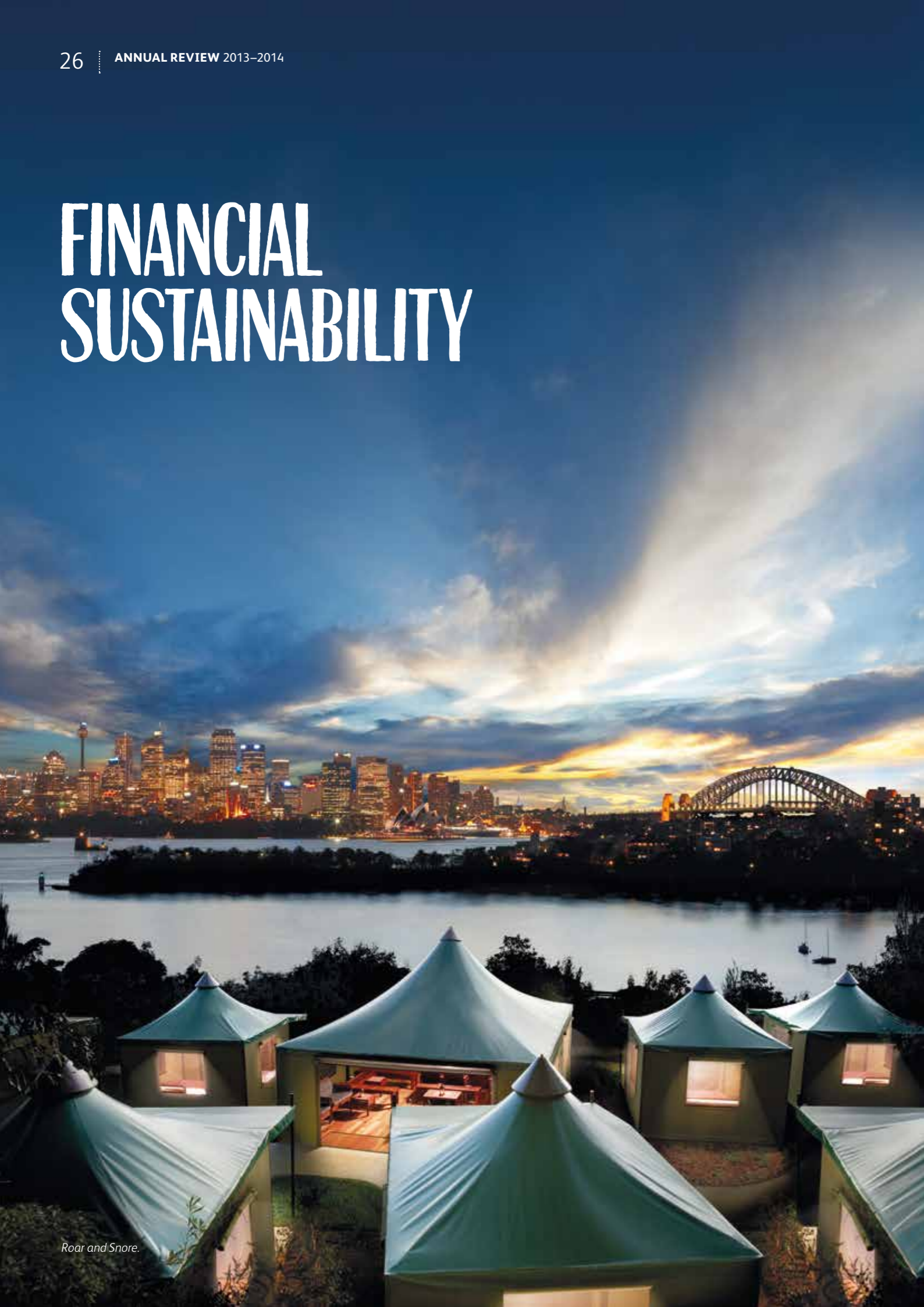
560 million Aussie Animals collectable cards enthralled children across the country.

Performance indicators

	2012/13	2013/14
Total visitation	1,706,278	1,686,606
Students visiting on a school excursion		
Taronga Zoo	108,142	107,006
Taronga Western Plains Zoo	13,384	11,613
People participating in Public / Outreach education programs		
Taronga Zoo	37,799	43,987
Satisfied guests as measured through satisfaction surveys		
Taronga Zoo	91%	91%
Taronga Western Plains Zoo	84%	88%
Complaints per 1,000 guests ⁽¹⁾		
Taronga Zoo	0.22	0.19
Taronga Western Plains Zoo	0.45	0.49
Conference and workshop proceedings delivered by staff (including workshops convened)	30	26

1. Calculation excludes Twilight concert attendees at Taronga Zoo and function guests at both Zoos.

FINANCIAL SUSTAINABILITY



Roar and Snore.

THE ONGOING MANAGEMENT OF OUR ENTERPRISE TO FUND AND SUSTAIN SUCCESSFUL CONSERVATION AND EDUCATION OUTCOMES.

Key achievements

- More than 1.6 million people visited Taronga Zoo and Taronga Western Plains Zoo in 2013/14, with Taronga Zoo recording its second highest Paid Admissions. The combined admissions revenue exceeded \$31 million, an increase of 4.8% on last year to reinvest into zoo programs.
- The Taronga Foundation raised nearly \$1 million from a broad range of events. The most successful Taronga fundraising dinner to date and a Zoofari gala dinner supported elephant and chimpanzee programs. Other successes included a breakfast hosted with Jane Goodall, an evening with John Cleese and New Year's Eve at Taronga.
- Taronga Western Plains Zoo achieved almost \$12.5 million in overall revenue from its operations for the year.
- Zoofari Lodge was transformed by a \$2.5 million redevelopment through the addition of 10 luxury safari tents adjacent to the African Savannah and the award of a \$250,000 grant to develop the Savannah Cabin project through the NSW Regional Economy Fund Grant Program.
- The continued success of Taronga Zoo's Roar and Snore and the major investment in accommodation at Taronga Western Plains Zoo yielded in excess of \$5.3 million in revenue from overnight stays, an increase of 12.8% on the previous year, contributing to the NSW Government's objective to double overnight visitor expenditure by 2020.
- Revenue generating activities at Taronga Zoo yielded strong results. Animal Encounters achieved a record outcome with financial growth in excess of 45% and 29,000 people attended the Twilight Concert series, a growth of 8% on last year.
- International visitors to Taronga Zoo grew by 21% on the prior year, with China leading the way with 53% growth.



The beautiful Billabong Camp visitor experience at Taronga Western Plains Zoo.



John Cleese generously supported events at both zoos.

PHOTO: PAUL FAHY



Jane Goodall's visit included hosting a fundraising event for chimpanzee conservation.

PHOTO: RICK STEVENS

Performance indicators

	2012/13	2013/14
Direct Government support per visitor (including contribution for capital development) ⁽¹⁾		
Taronga Zoo	\$9.98	\$9.13
Taronga Western Plains Zoo	\$11.75	\$10.47
Operating expenses per visitor (Excluding Taronga Foundation)		
Taronga Zoo	\$42.70	\$45.69
Taronga Western Plains Zoo	\$65.62	\$72.46
Capital expenditure per visitor		
Taronga Zoo	\$5.03	\$4.05
Taronga Western Plains Zoo	\$8.58	\$33.99
Taronga Foundation fundraising revenue	\$11.00	\$13.26

1. Calculation excludes Twilight concert attendees at Taronga Zoo and function guests at both Zoos.

OUR PEOPLE & ORGANISATIONAL EFFECTIVENESS

'Beads for Wildlife' provides alternative incomes for communities in Kenya.

THE ALIGNMENT OF PEOPLE AND PROCESSES WITH STRATEGY AND VALUES.

Key achievements

- Taronga was a joint winner of the Australian Business Award for Environmental Sustainability in October 2013. The Award recognises organisations that demonstrate leadership and commitment to the protection of the environment.
- In the NSW Volunteer of the Year Award, Taronga won the award for 'Excellence in Not for Profit Volunteer Management 2013'. The Volunteer of the Year Awards had over 4,000 nominations.
- Taronga was awarded the level of Silver Partner under the NSW Government OEH Sustainability Advantage Program.
- 12 Staff from Taronga and Taronga Western Plains Zoos were supported by the Zoo Friends membership program to attend and present papers at the Australasian Zoo and Aquarium Association conference.
- \$100k in state funding was received to develop and deliver Customer Service training to 251 employees across both Taronga Zoo and Taronga Western Plains Zoo.
- Taronga implemented a multi-tiered strategy in Preventing and Responding to Workplace Bullying including working closely with the Public Service Commission and the Anti-Discrimination Board.
- E-Learning modules were successfully rolled out across both sites in Work, Health and Safety (WHS), Pollution Incident Management and Bullying in the Workplace.
- Incident reporting significantly increased in 2013 enabling Taronga to implement effective corrective actions to prevent incidents recurring. WHS continued to be a high focus with the senior management and leadership teams to further prevent incidents. Taronga has not had any reportable injuries to WorkCover in the last financial year, or received any provisional improvement notices.
- Injury management processes have significantly improved enabling swift return to work for our valued zoo workers which has resulted in a lowered lost time injury frequency rate of 13.04.
- Taronga was an approved employer and received funding to participate in the federal government program "Investing in Experience" to strengthen age-management practices in the workplace.



Taronga won an excellence award for volunteer management, and enjoyed a 'Thank You' lunch.



Joint winner of the Australian Business Award for Environmental Sustainability.



YATZ students planting trees for Regent Honeyeater habitat.

Performance indicators

	2012/13	2013/14
Severity Rate		
Lost time injury frequency / workplace accidents for both zoos	13.58	13.04
Staff Turnover		
Taronga Zoo	3.0%	3.40%
Taronga Western Plains Zoo	2.7%	2.20%

ACTING *for* THE WILD

OVER 950 FERTILE SOUTHERN CORROBOREE FROG EGGS WERE PRODUCED THROUGH TARONGA ZOO'S CONSERVATION BREEDING PROGRAM AND RELEASED INTO CHYTRID DISEASE-FREE ENCLOSURES IN KOSCIUSZKO NATIONAL PARK, AND ARTIFICIAL POOLS IN ALPINE EUCALYPT FOREST AS PART OF A NEW STRATEGY TO ESTABLISH POPULATIONS IN HABITAT WITH LOW DISEASE INCIDENCE.

An additional 150 juvenile frogs were released into specialist enclosures in Kosciuszko as a new rearing strategy.





Please support our work by visiting us, becoming a member or making a donation. For more information go to taronga.org.au

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*Carbon footprint data evaluated by Labelia Conseil in accordance with the Bilan Carbone® methodology. Calculations are based on a comparison between the recycled paper used versus a virgin fibre paper according to the latest European BREF data (virgin fibre paper) available.

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