



# A FUTURE *for* THE WILD

Securing a shared future  
for wildlife and people

**ANNUAL REVIEW 2014–2015**

# 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 that all of us have an obligation to protect the world's precious wildlife, not just in our lifetimes, but for generations of the future.**

Our Zoos create experiences that delight and inspire lasting connections between people and wildlife. We aim to change lives and make conservation champions eager to engage with their communities to value the wildlife in their care, and around the world.

Our enterprises range from operating a frozen gene bank for the Great Barrier Reef, to building homes for orphaned Chimpanzees in the Congo and transforming Australian school children into conservation heroes.

Our conservation breeding programs for threatened wildlife help a myriad of species, from tiny vibrant Corroboree Frogs to majestic Asian Elephants.

We work in partnerships to support 35 research and conservation projects across Australia, and a further 35 programs around the globe.

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



# OUR STRATEGIC DIRECTION



## 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.



**TARONGA ZOO**

**Symbol**  
Platypus  
(*Ornithorhynchus anatinus*)  
**Opened**  
October 1916  
**Site**  
28 hectares  
**Animals**  
Number of Animals: 4,003  
Species/sub-species: 326



**TARONGA WESTERN PLAINS ZOO**

**Symbol**  
Giraffe  
(*Giraffa camelopardalis*)  
**Opened**  
February 1977  
**Site**  
788 hectares  
**Animals**  
Number of Animals: 535  
Species/sub-species: 67



### 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.



Our People & Organisational Effectiveness

Families interacting with a fascinating Green Iguana. PHOTO: LORINDA TAYLOR

# INSPIRING *for* THE WILD

Coral reefs across the globe are under threat from changes in water temperature and ocean acidification. Taronga Western Plains Zoo operates a frozen gene bank for coral species from the Great Barrier Reef as an insurance program against potential catastrophe. Coral sperm already collected and cryogenically frozen have been thawed and used to fertilise eggs to produce these baby corals.

REPRESENTING NINE DIFFERENT SPECIES,  
DUBBO IS CURRENTLY HOME TO THE LARGEST COLLECTION  
OF FROZEN CORAL CELLS IN THE WORLD.



*Aclathrata coral polyps produced from the zoo's frozen gene bank where sperm was thawed and used to fertilise an egg.*  
PHOTO: EMILY HOWELLS, AIMS



The Hippo calf Kibibi was the first born at Taronga Western Plains Zoo in over a decade.  
PHOTO: KELSEY MELHUIISH

## IN 2014-15 OUR ZOOS WERE ENGAGED IN VITAL WORK FOR WILDLIFE FROM THE SNOWFIELDS OF KOSCIUSZKO TO THE PALM OIL PLANTATIONS OF SOUTH-EAST ASIA.

**Our outstanding breeding successes included African Lions, Black Rhinoceros, gorillas and Chimpanzees; and the release into the wild of 77 zoo-bred Regent Honeyeaters and 692 Corroboree Frogs.**

One of the highlights of the year was the NSW Government announcement of a \$164.5 million development program for our Zoos over the next 10 years recognising the contributions the Zoos make on many levels from student education to scientific research.

This support enables us to maintain the cutting edge of wildlife presentation, taking advantage of world-leading ways to get people involved in efforts for wild animals.

By June 30, Zoo staff had been working in field projects from Africa and Indonesia to Christmas Island to Booderee National Park in NSW.

Taronga's 360 Degree approach to wildlife and conservation has fully integrated local, national and international conservation projects. These include the popular Project In Situ programs in NSW that directly involve

students in local conservation initiatives for Little Penguins, Yellow-bellied Gliders, Platypus, Booroolong Frogs and Regent Honeyeaters. Taronga is also expanding its community action programs. The Zoos won a \$250,000 grant from Google to increase the capability of the Wildlife Witness App that supports TRAFFIC's efforts to reduce the illegal trade in wildlife.

Taronga and other zoos support a Crime Data Analyst at TRAFFIC's Kuala Lumpur office who has already begun to record results from reports via the Wildlife Witness App.

The Zoos' partnership with Woolworths continued to deliver strong educational outcomes with the Super Animals collectibles engaging with millions of children through the 1.6 million albums and 220 million animal sound cards distributed nationally.

Projects promoting the use of sustainably produced Palm Oil (Raise Your Palm), reducing plastic waste and mobile phone recycling are being revamped and expanded for our visitors and supporters to increase their involvement with direct action for conservation.

The Zoos' Scientific Research projects tracked penguins and turtles and investigated wildlife disease. The Wildlife Hospitals at both zoos treated and cared for over 1,000 injured or orphaned Australian animals.

Taronga Western Plains Zoo welcomed four Asian Elephants to new facilities there, joining the Zoo's African and Asian Elephant cubs, while media interest in the birth of three lion cubs and a hippo calf, Kibibi was intense.

Taronga also coordinated the Population and Habitat Viability Assessment for Greater Bilbies in partnership with the Save the Bilby Fund and other organisations supporting bilby conservation from across the nation.

Innovative projects to reach different community groups while contributing to the Zoos' financial sustainability included the new Wild Ropes adventure course, a revamped and record-breaking Twilight Concert series and the Dinosaurs in the Wild exhibit, which helped draw record crowds across the Christmas holidays. The Taronga Foundation raised \$7.7 million; bringing its contribution in 15 years to \$77 million.

Over 1.7 million people visited both Taronga Zoos in 2014/15, the second highest paid' visitation in over 12 years, after 2009/10 when Taronga Zoo celebrated the birth of an elephant calf. Combined admissions revenue exceeded \$33.2 million, an increase of 6.4% on last year.

The Zoos celebrated 40 years of support from our dedicated volunteers, won major NSW tourism awards and experienced record Zoo Friends growth to reach over 77,000 memberships.

\* Includes All Paid Admissions and Zoo Friends, Paid Education and Overnight Stays.

**Cameron Kerr**  
Director and Chief Executive

# DIRECTOR *and* CHIEF EXECUTIVE'S REPORT

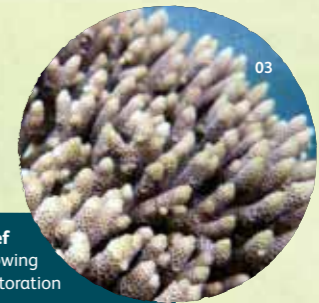




**Christmas Island**  
Christmas Island Flying Fox Health, Ecology and Conservation



**Kimberley Region**  
Banking Cane  
Toad Predators

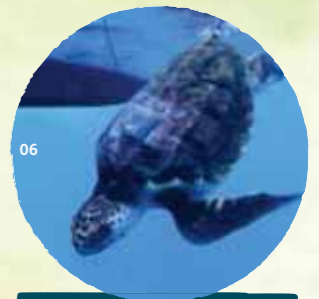


**Great Barrier Reef**  
Preserving and growing coral for future restoration  
Investigating outbreaks of systemic coccidiosis of Green Turtles



**Townsville**  
Resistance to Chytridiomycosis in Endangered frogs

**Highlands**  
Trialling fenced, disease-free enclosures to establish wild populations of Southern Corroboree Frogs  
Experimental reintroduction of Northern Corroboree Frogs



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

**Lord Howe Island**  
Satellite telemetry of Australian juvenile Loggerhead Turtles in the South Pacific Ocean

# YEAR in BRIEF

## RESEARCH & CONSERVATION SCIENCE IN AUSTRALIA

**Western Australia**  
Understanding shark attacks: Sensory cues emitted by aquatic mammals and humans



**Carnaby's Black Cockatoo**  
Conservation



**Dubbo**  
Tasmanian Devil nutritional requirements  
Asian Elephant semen cryopreservation  
Virtual Elephant Herds  
Creating the Kimberley Ark – Isemen cryopreservation in Australia's reptiles

**Western NSW**  
Greater Bilby Conservation with Australian Wildlife Conservancy

**Hunter Region**  
Disease Investigation – Eastern Grey Kangaroo Mass Mortality

**Riverina**  
George's Turtle Mortality Event Investigation  
Platypus conservation and management planning

**Oceans South of Sydney**  
Marine parks, predators & hotspots  
Sensing the seascape: Marine predator foraging  
Disease Investigation – Risso's Dolphin Mortality Investigation

**Sydney**  
Numerical modelling of swimming techniques in seals  
Song Learning in the Regent Honeyeater  
The Value of Human Wildlife Interactions  
Koala housing, husbandry and educational experiences for conservation outcomes  
Validating welfare indices in zoo housed species: accentuating the positive  
Do Koala Retrovirus variants alter immune function in captive Koalas?  
Developing Assisted Reproductive Technologies (ART) for critically endangered Australian amphibians

**Regent Honeyeater**  
Breeding Program



**Tasmania**  
Contraception for Tasmanian Devil management



**South Coast**  
Wild Shark Social Networks  
Long-nosed Potoroo Health Assessment and Translocation

**KEY**  
.....  
**Research**  
.....  
**Conservation Programs**  
.....

Taronga has a strong commitment to 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.

Through Taronga conservation science programs and collaborative investigations, this work will ultimately be applied to

make better informed wildlife and habitat management decisions.

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

Additionally, through conservation partnerships and field grants Taronga has directly contributed about \$400,000 to field conservation.

# YEAR in BRIEF OUR GLOBAL REACH

## TARONGA WORKS WITH CONSERVATION EXPERTS AND COMMUNITY GROUPS AROUND THE WORLD.

This work is vital to identify and reduce key threats to endangered and critically endangered species, protect important habitat for wildlife, and address human-wildlife conflict.

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

01 PHOTO: JUSTINE POWELL 02 PHOTO: TARONGA ZOO 03 PHOTO: RODNEY JACKSON 04 PHOTO: REBECCA SPINDLER  
05 PHOTO: DAVID KIRSHNER 06 PHOTO: CHRIS KARA 07 PHOTO: TARONGA ZOO 08 PHOTO: ERIN MORONEY

### Research

- China**  
Giant Panda sperm cryopreservation and metabolism
- 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

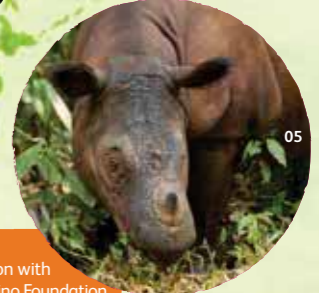
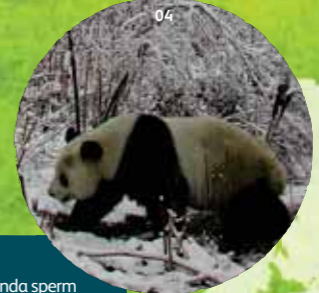
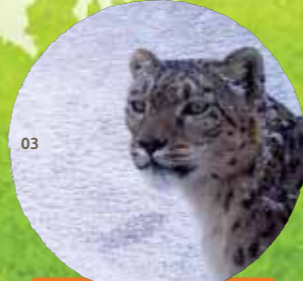
### Community Conservation Campaigns

- Beads for Wildlife**  
Supporting people and wildlife in Northern Kenya through alternative incomes and anti-poaching patrols
- Fish for Good**  
Encouraging shoppers and retailers to make choices that ensure an ocean-friendly future for marine life and humans
- They're Calling on You**  
Recycling mobile phones to reduce landfill and support primate conservation
- Responsible Palm Oil**  
Encouraging a shift in the Australian supply and demand towards 100% segregated certified sustainable palm oil (CSPO)
- Wildlife Witness**  
Combating illegal wildlife trade for greater protection of wildlife around the world including Sun Bears, rhinoceros and elephants

### Conservation Programs

- Borneo**  
Wetland Habitat Revival with The Orangutan Tropical Peatland Project
- Brazil**  
Protecting the Tapir with IPÉ  
Unveiling the life of the Giant Armadillo with IPÉ
- China**  
Halt the declining trend of François' Langur in Guangxi with Fauna and Flora International
- Democratic Republic of the Congo**  
Growing sustainable communities in Maiko-Tayna Kahuzi Beiga
- Indonesia, Sumatra**  
Keeping Supayang Wild with Wildlife Asia  
Sumatran Tiger Habitat Protection with Save Indonesian Endangered Species  
Rhino protection with International Rhino Foundation (Founding Member)  
Wildlife Protection in Bukit Tigapuluh with Australian Orangutan Project  
Improving sanitation for Asian Elephants at Way Kambas with Save Indonesian Endangered Species  
Monitoring illegal encroachment with the International Elephant Project
- Indonesia — Komodo Island**  
Komodo Dragon surveillance with Komodo Survival Program
- Indonesia - Sulawesi**  
Aquaponics for Conservation with Selamatkan Yaki
- Kenya**  
Watching over Bongo with Bongo Surveillance Project  
Alternative Income for Wildlife Protection with Northern Rangelands Trust
- Madagascar**  
Lemur Habitat Protection in Madagascar with Omaha's Henry Doorly Zoo and Aquarium, Madagascar Biodiversity Partnership and Conservation Fusion
- Mozambique**  
Preventing Human-Elephant Conflict with Bees with Niassa Carnivore Project
- Nepal**  
360° Snow Leopard Conservation with National Trust for Nature Conservation
- Philippines**  
Monitoring the highly endangered Philippine Crocodile with Mabuwaya Foundation
- Republic of the Congo**  
Building of Tchimpounga Chimpanzee reserve with Jane Goodall Institute

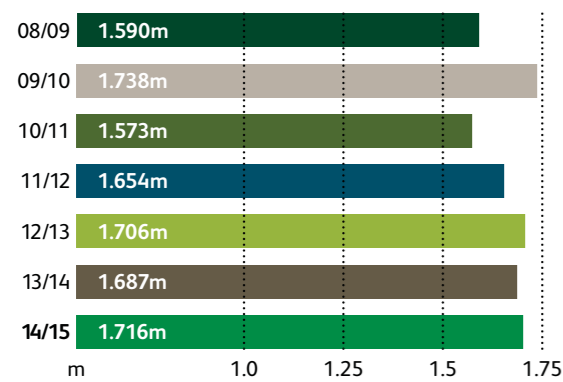
- South-East Asia**  
Stopping Wildlife Trade with TRAFFIC  
Changing human perception of Rhino horn use in Vietnam with Breaking the Brand
- Sri Lanka**  
Caring for orphaned elephants with the Elephant Transit Home
- Tanzania**  
Sustainable Farming for African Wild Dog Protection with Ruaha Carnivore Project
- Thailand**  
Protecting elephants and people in Kui Buri National Park with Thai Government  
Asia-wide Dhole Conservation with Smithsonian Institution
- Uganda**  
Innovation for Uganda's Forests with New Nature Foundation
- Zambia**  
Stopping Poaching in South Luangwa with the South Luangwa Conservation Society
- Zimbabwe**  
Wild Dog Protection with African Wildlife Conservation Fund



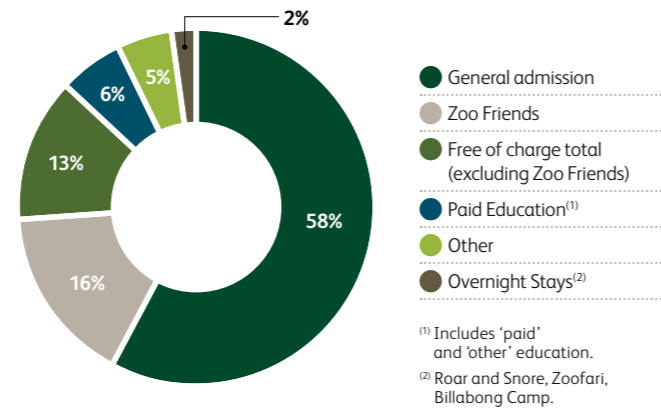
# YEAR in BRIEF

## VISITATION

Total visitation (million people)

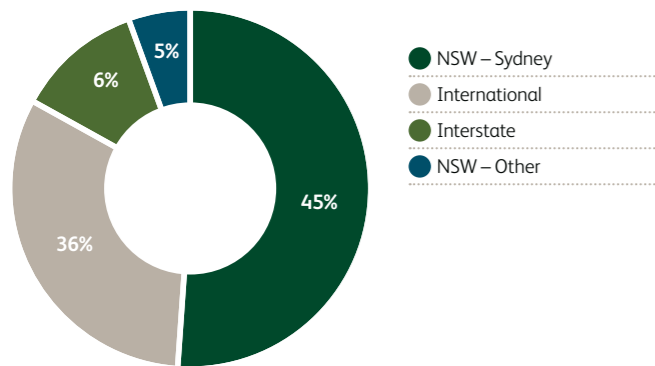


Guest ticketing mix

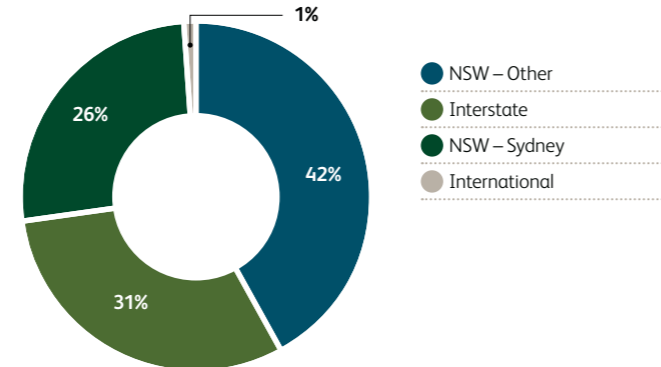


<sup>(1)</sup> Includes 'paid' and 'other' education.  
<sup>(2)</sup> Roar and Snore, Zoofari, Billabong Camp.

Origin of guests – Taronga Zoo



Origin of guests – Taronga Western Plains Zoo



Guest attendance

		2013/14	2014/15	Variance	Variance %
Consolidated result	Paid attendance <sup>(1)</sup>	1,373,768	1,400,544	26,776	1.9%
	Paid and FOC* attendance <sup>(2)(3)</sup>	1,686,606	1,715,992	29,386	1.7%
Taronga Zoo	Paid attendance <sup>(1)</sup>	1,186,372	1,190,824	4,452	0.4%
	Paid and FOC attendance <sup>(2)</sup>	1,464,078	1,473,236	9,158	0.6%
Taronga Western Plains Zoo	Paid attendance <sup>(1)</sup>	187,396	209,720	22,324	12%
	Paid and FOC attendance <sup>(3)</sup>	222,528	242,756	20,228	9%

\* 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.

Children are enthralled to meet Australia's unique wildlife at Billabong Camp, Taronga Western Plains Zoo. PHOTO: CLANCY JOB

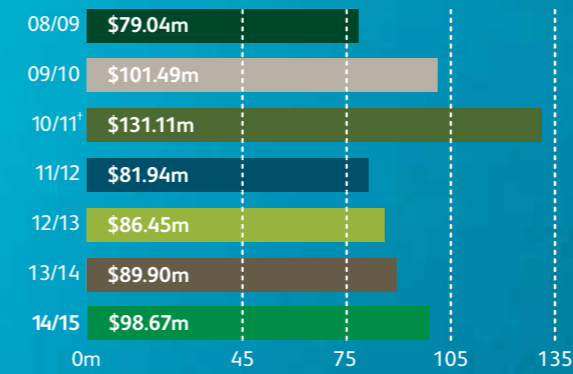
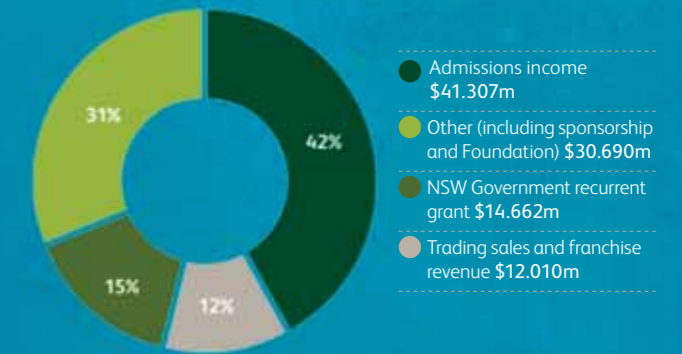




# YEAR in BRIEF

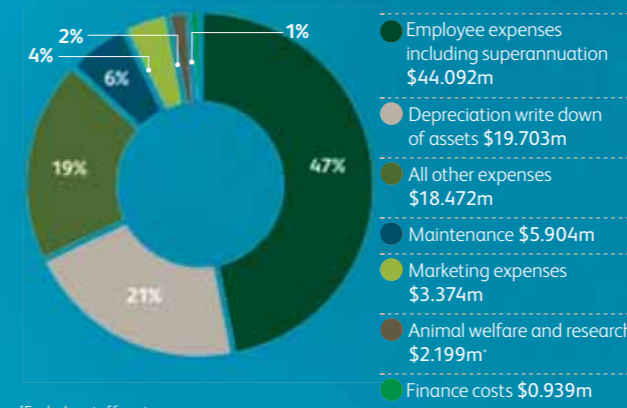
## FINANCIALS

### Sources of income for Taronga programs



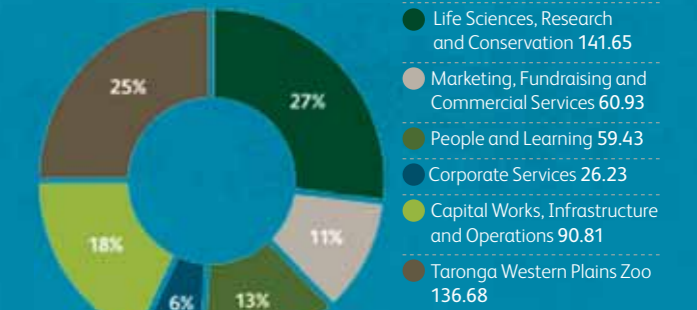
\*Total income includes one-off Government grant of \$36 million.

### Allocation of recurrent resources to expense types

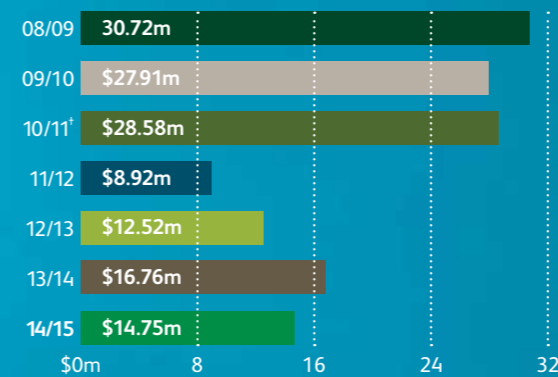


\*Excludes staff costs

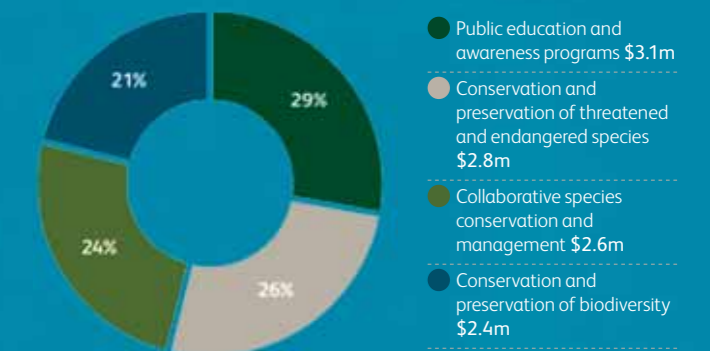
### Allocation of employees by Taronga divisions



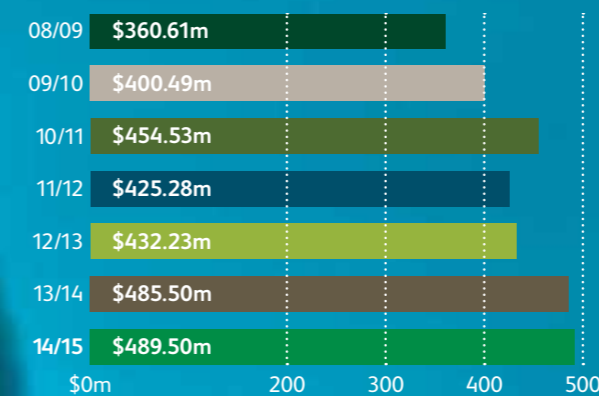
### Expenditure on capital development and asset maintenance (\$m)



### Total cost of Social Program Policy activities



### Total assets (\$m)



Nala, an Australian Sea-lion was born at Taronga Zoo and now takes part in the Seal Presentation to teach visitors about the importance of buying sustainable seafood. PHOTO: LORINDA TAYLOR

# LEADING *for* THE WILD

April saw the largest-ever release of Taronga Zoo-bred Regent Honeyeaters into the wild.

77 birds were released into north-east Victoria and intense local rain was the catalyst for flowering in the eucalypts of the ironbark forests that these 'Jewels of the Forest' call home, ensuring plenty of nectar to feed on.

30 BIRDS WERE FITTED WITH RADIO

TRACKERS TO MONITOR THEIR PROGRESS

FOR 12 WEEKS AFTER RELEASE

# TANGIBLE CONSERVATION OUTCOMES



Little Penguin research to support wild colonies.  
PHOTO: TARONGA ZOO



A Loggerhead Turtle was rehabilitated and released.  
PHOTO: JAMES WOODFORD



Black Rhino calf Dafari was born in April.  
PHOTO: RICK STEVENS

160 juvenile and 46 adult Northern Corroboree Frogs bred at Taronga were released in the Brindabella National Park.  
PHOTO: LORINDA TAYLOR

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

### Key achievements

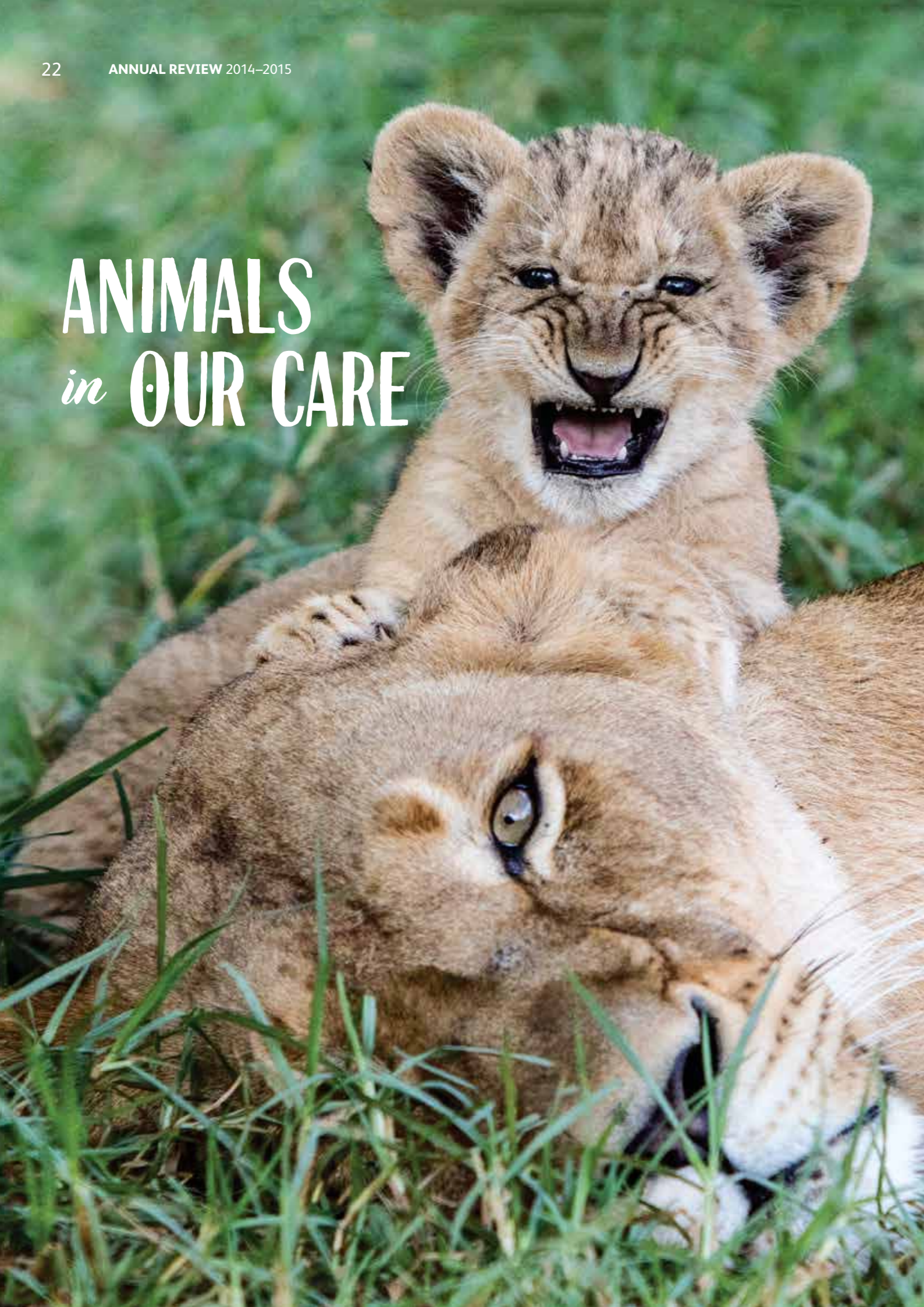
- In April, 77 Regent Honeyeaters bred and reared at Taronga were released into Chiltern–Mount Pilot National Park in north-eastern Victoria to bolster the dwindling population of wild birds. This is the largest-ever release of zoo-bred honeyeaters into the wild and was a significant contribution to the recovery of this critically endangered species.
- Marine keepers and scientists worked with the Little Penguin colony at Taronga Zoo to develop and refine trackers that give detailed information on animal location, depth and behaviour as well as sea temperature. This data is being used to interpret data from the wild to see where penguins go to find prey, how often they catch it and the output of energy to swim to find it.
- Staff from Taronga Zoo and the National Park and Wildlife Service staff released 160 juvenile and 46 adult Northern Corroboree Frogs at two sites in the Brindabella National Park (NP). The Northern Corroboree Frog is one of Australia's most threatened species, and continues to decline each year. Additionally, 445 zoo-bred Southern Corroboree Frog eggs and 41 adults were also introduced into disease free enclosures in Kosciuszko NP. The Zoo maintains a viable breeding colony for this species, which is functionally extinct in the wild, however frogs inside these two large field enclosures are thriving.
- Since April 2014, 26 endangered marine turtles were admitted to the Taronga Wildlife Hospital, all affected by plastic bag ingestion or were entangled in fishing line, hooks or other marine debris. Ten turtles were released of which six were fitted with satellite trackers. The data sheds light on the survival and movements of marine turtles in New South Wales waters. This program is run in conjunction with several community and school programs raising awareness of the devastating effects of marine debris on marine wildlife.
- A male Black Rhino calf 'Dafari' was born to Bakhita in April, a healthy continuance of the conservation breeding program for this Critically Endangered species at Taronga Western Plains Zoo.
- In partnership with 'Save the Bilby Fund', Taronga supported the Population and Habitat Viability Assessment (PHVA) workshop for the Greater Bilby. The workshop explored the plight of the Greater Bilby and its recovery needs using a proven process facilitated by the Conservation Breeding Specialist Group (CBSG). All key stakeholders were brought together to explore the challenges and agree threat amelioration measures and responsibilities. The outcomes of the workshop will form the basis of a new national Recovery Plan for the Greater Bilby.
- The Australian Registry of Wildlife Health (ARWH) undertook health investigations on 34 Long-nosed Potoroos translocated into Booderee National Park on behalf of Parks Australia. This NP has been devoid of native terrestrial mammals for more than 100 years as a result of cat and fox predation. The potoroos are breeding well since the release and further translocations of potoroos, Southern Brown Bandicoots and Eastern Quoll are planned.
- Taronga's 'Raise Your Palm' campaign encouraged the shift in the Australian demand for palm oil towards 100% segregated certified sustainable palm oil. Taronga hosted the 'Working together towards a Responsible Palm Oil future' symposium and developed a Joint Position Statement as the first step in a collaborative approach, bringing together over 15 Palm Oil stakeholder groups from across the NGO and Zoo landscape.
- Taronga's online Sustainability Training System was launched and rolled out across all Taronga Zoo staff.

### Performance Indicators

	2013/14	2014/15
<b>Species which are classified as threatened <sup>(1)</sup></b>		
Taronga Zoo	31%	30%
Taronga Western Plains Zoo	48%	48%
<b>Threatened species in conservation programs <sup>(2)</sup></b>		
Taronga Zoo	44%	41%
Taronga Western Plains Zoo	70%	75%

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



## CARING FOR HEALTHY ANIMAL POPULATIONS FOR CONSERVATION OUTCOMES AND ENABLING INSPIRATIONAL EXPERIENCES FOR VISITORS.

### Key achievements

- In April four Asian Elephants, cows 'Thong Dee' and 'Porntip' and bulls 'Luk Chai' and 'Pathi Harn' were transferred to custom-built facilities at Taronga Western Plains Zoo. This supports the expansion of the conservation breeding program for this endangered species, and establishes the basis of the region's first bachelor herd.
- The births of two endangered Western Lowland Gorillas were significant milestones in the progress of Taronga's Gorilla family. In October, 'Mjukuu' born to mother 'Mbeli' was the first infant born to the new group led by young Silverback 'Kibali', followed by 'Fabumi' born to experienced mother 'Frala'.
- Australian Sea-lions are considered to be one of the world's rarest seals. 'Lexie', an Australian Sea-lion who arrived at Taronga as an orphaned pup in 2002, gave birth to a healthy male pup, named 'Max' in March. Keepers and Researchers are working together to further understand reproduction in Australian Sea-lions, which are notoriously difficult to breed.
- Three African Lion cubs were born at Taronga Western Plains Zoo to first-time parents 'Lazarus' and 'Maya' in February.
- Also in Dubbo, a hippopotamus calf 'Kibibi' was born to mother 'Cuddles' and father 'Mana' in September 2014.
- Taronga's Nocturnal House also achieved some noteworthy breeding milestones. For the first time, two female Greater Bilby joeys were born, as well as two healthy female Ghost Bat pups. In May 2015 a neonate Yellow-bellied Glider was discovered in the pouch, the 15th joey bred at Taronga.
- A new custom-made Elephant Transport System including containers, a trailer and tractor was completed, allowing improved socialisation between exhibits of the elephants at Taronga. This system was also used to transfer four elephants to Taronga Western Plains Zoo.
- The Taronga Wildlife Hospital provided services to the Office of Environment and Heritage (OEH), wildlife rescue groups, local councils and the public by accepting, treating and rehabilitating over 1,000 animals, mainly threatened species and many that are difficult to care for.
- A critical upgrade and expansion of the CCTV System involved the installation of visual and aural cameras in 11 exhibits across TZ and TWPZ. Animal care staff directly benefit from having access to real-time footage of animal behaviour, which boosts understanding and informs animal husbandry.



Four Asian Elephants were moved to Taronga Western Plains Zoo. PHOTO: RICK STEVENS



In a first for Taronga Zoo, two Greater Bilby joeys were born. PHOTO: ROB DOCKERILL



Australian Seal-lion 'Lexie' had her first pup, 'Max'. PHOTO: PAUL FAHY

First-time mother Maya had three African Lion cubs in February, a male and two females. PHOTO: RICK STEVENS

### Performance Indicators

	2013/14	2014/15
<b>Species in conservation programs<sup>(1)</sup></b>		
Taronga Zoo	14%	12% <sup>(2)</sup>
Taronga Western Plains Zoo	33%	36%
<b>Wildlife rehabilitation</b>		
Number of Cases	1,361	1,090

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

(2) The species in conservation programs has declined due to changes in the population of animals at Taronga Zoo. The indicator is being reviewed for 2016 as it does not recognise the breadth of programs and activities that Taronga is involved in or leads for the conservation of wildlife.



# VISITOR EXPERIENCE & LEARNING

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

### Key achievements

- A new \$164.5 million development program across both Zoos was announced, transforming visitor experiences over the next 10 years. The program is co-funded by the NSW Government and will deliver eight major wildlife exhibits at Taronga Zoo and nine at Taronga Western Plains Zoo as well as upgrades to the Wildlife Hospitals at both Zoos.
- Overlooking giraffes and zebras at Taronga Western Plains Zoo, the Savannah Cabins project was completed with 15 two bedroom, two bathroom family cabins opened to guests in September 2014.
- Wild Ropes opened at Taronga Zoo in December 2014 featuring four high ropes courses. More than 8,200 visitors conquered Wild Ropes in its first six months, attracting new guests to Taronga such as teenagers and corporate groups.
- Taronga Zoo's 'Dinosaurs in the Wild' exhibition was attended by over 424,000 people, the second highest recorded visitation for both paid and total visitation in the same period for the last six years, second only to the previous Dinosaurs in the Wild experience.
- Taronga Zoo was awarded NSW's best Major Tourist Attraction and Taronga Western Plains Zoo won best Tourist Attraction in the NSW Tourism Awards. Taronga Western Plains Zoo also won Best Unique Accommodation, recognising the outstanding overnight experience available across Zoofari Lodge and Billabong Camp.
- Taronga's Zoo Friends membership grew by 18% compared to previous year, growing to over 77,000 members, and generated an additional 20% in income.
- Efforts to tackle illegal wildlife trade were significantly boosted through a \$250,000 donation from the Google Impact Challenge. The Wildlife Witness smartphone app was upgraded with new security measures and functional capabilities to make it the most effective community tool in the fight against illegal wildlife trade, while a new campaign toolkit will expand the Wildlife Witness network.
- Taronga's partnership with Woolworths delivered outstanding educational outcomes with the Super Animals collectables engaging with millions of children. Over 1.6 million albums were sold and 220 million animal sound cards distributed.
- The award-winning 'Project Insitu' was expanded with the development of a 'Do It Yourself' tool kit, enabling schools to utilise the learning model to engage with their local communities and drive positive changes for the environment. This year over 2,000 students participated in the program.
- The Taronga Western Plains Zoo 'Makin TRACKS' program continued to deliver positive outcomes for Dubbo's at-risk youth. Training and skills are provided in carpentry, animal handling, hospitality and customer service. The program aims to break the cycle of disadvantage and improve learning outcomes.
- There were 2.1 million visitors to the website viewing almost 11 million pages.



NSW Premier Mike Baird announces new investment in both Zoos.  
PHOTO: PAUL FAHY



The Wild Ropes experience opened at Taronga.  
PHOTO: MATT SPOONER



Dinosaurs in the Wild was a popular exhibit.  
PHOTO: TARONGA ZOO

A 'light bulb' moment can create meaningful connections between people and wildlife.  
PHOTO: LORINDA TAYLOR

### Performance indicators

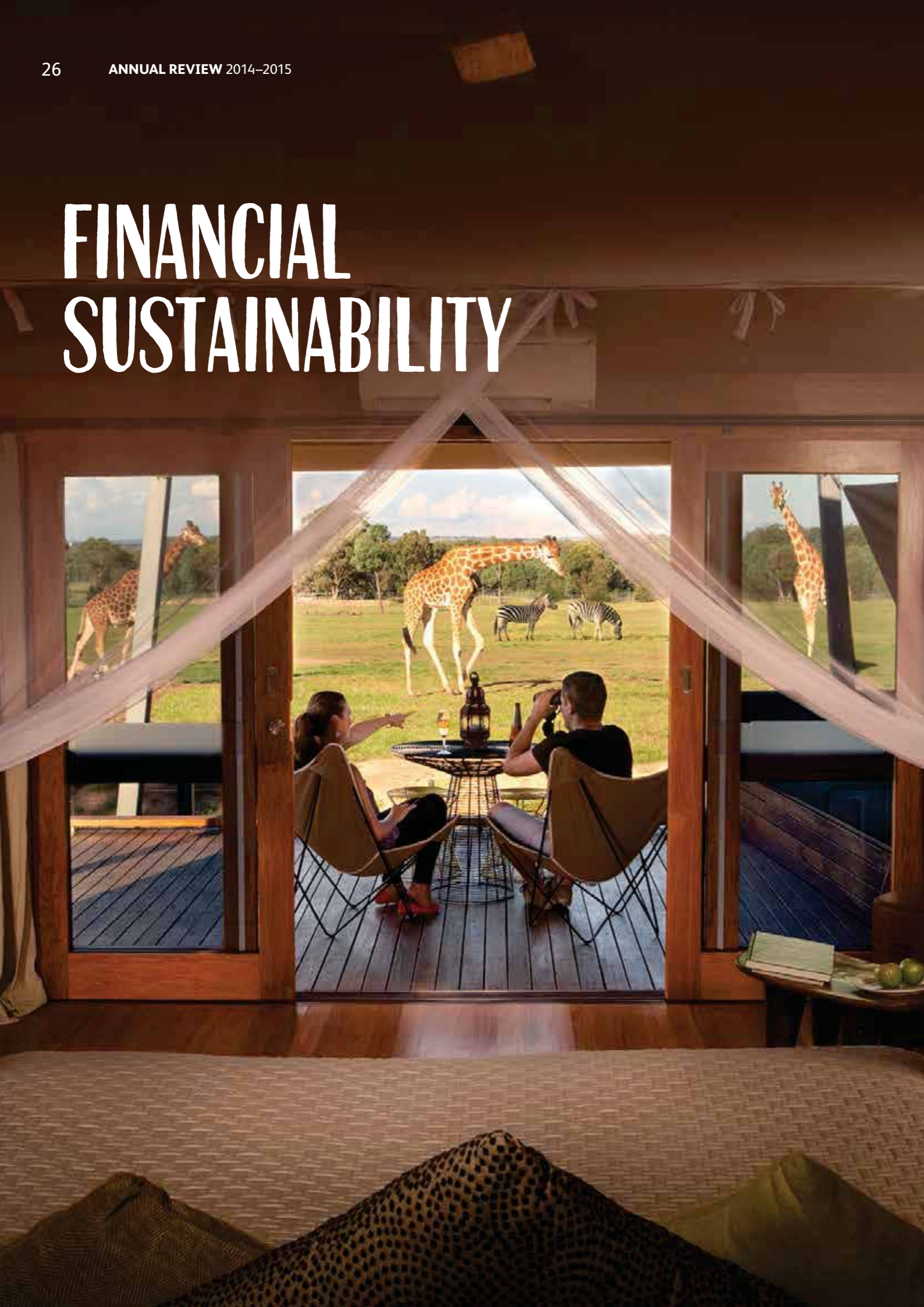
	2013/14	2014/15
Total visitation <sup>(1)</sup>	1,686,606	1,715,992
Students visiting on a school excursion		
Taronga Zoo	107,006	95,099
Taronga Western Plains Zoo	11,613	11,278
People participating in Public / Outreach education programs		
Taronga Zoo	43,987	42,655
Satisfied guests as measured through satisfaction surveys		
Taronga Zoo	91%	92%
Taronga Western Plains Zoo	88%	79% <sup>(2)</sup>
Complaints per 1,000 guests <sup>(3)</sup>		
Taronga Zoo	0.19	0.14
Taronga Western Plains Zoo	0.49	0.62

(1) Total Visitation (Paid admissions and FOC) includes Zoo Friends, paid education, overnight stays, functions guests and Twilight Concert attendees.

(2) Taronga Western Plains Zoo data collection method changed in 2014/15 and results are not directly comparable with those from prior years. Staff actively monitor visitor satisfaction via reviews posted on TripAdvisor, on which the Zoo is rated in the top 1% of attractions worldwide.

(3) Calculation excludes Twilight Concert attendees at Taronga Zoo and function guests at both Zoos.

# FINANCIAL SUSTAINABILITY



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

### Key achievements

- International visitation was at record levels in 2014/15 generating 36% of total visitation, an increase of 2.6% on the prior year. The growth in international visitation was primarily driven by Chinese visitors, increasing by 52% compared to the previous year as a result of a more strategic focus, improved relationships with operators and promotional offers.
- In its 15th year the Taronga Foundation raised a total net income of nearly \$8 million. \$900,000 was generated through a broad range of events, including a Taronga dinner raising funds for the Australian Sea-lion, the Zoofari Gala Dinner raising funds for tigers and the spectacular New Year's event at Taronga.
- With unique accommodation offerings in the new Savannah Cabins and an enhanced Zoofari Lodge coming on-line, overnight visitation to Taronga Western Plains Zoo grew by 111%, increasing to 29,600 in 2014/15. General visitation to Taronga Western Plains Zoo grew by 9% from 2013/14 to over 242,756.
- Continuing the accommodation successes, Roar and Snore at Taronga Zoo achieved record revenues of \$2.83m, a 5.5% growth over 2013/14 for this unique educational overnight experience.
- Over 1.7 million people visited both Taronga's Zoos in 2014/15; Taronga's second highest visitation in the last 15 years, second only to 2009/10 when Taronga celebrated the birth of Australia's first Asian Elephant calf.
- The annual summer concert series, Twilight at Taronga, was produced internally for the first time in 2015 to mark the series' 20th Anniversary. It celebrated its most successful year to date generating ticket sales of 25,600, which represented an increased net contribution of 25% above last year and eliciting overwhelming positive feedback from guests and artists alike.
- A new cash handling machine was acquired at Taronga, enhancing risk management and streamlining cash handling and reconciliation.
- Three new IT management systems brought significant efficiencies in the operation of accommodation bookings, the Ropes Course and the Taronga Training Institute's (TTI) Job Ready enrolment tool.

\* Includes All Paid Admissions and Zoo Friends, Paid Education and Overnight Stays.



Twilight at Taronga concerts were revamped with great results.  
PHOTO: MACLAY HERIOT



Savannah Cabins offered popular accommodation at Taronga Western Plains Zoo.  
PHOTO: JOHN PATRICK



International visitors enjoyed Australia's unique wildlife.

### Performance Indicators

	2013/14	2014/15
<b>Direct Government support per visitor (including contribution for capital development) <sup>(1)</sup></b>		
Taronga Zoo	\$9.13	\$8.92
Taronga Western Plains Zoo	\$10.47	\$9.43
<b>Operating expenses per visitor (Excluding Taronga Foundation)</b>		
Taronga Zoo	\$45.69	\$47.35
Taronga Western Plains Zoo	\$72.46	\$70.27
<b>Capital expenditure per visitor</b>		
Taronga Zoo	\$4.05	\$4.60
Taronga Western Plains Zoo	\$33.99	\$18.92
<b>Taronga Foundation fundraising revenue</b>	\$13.26	\$12.85m

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

New accommodation offerings at Taronga Western Plains Zoo have revolutionised people's experiences of wildlife.  
PHOTO: JOHN PATRICK

# OUR PEOPLE & ORGANISATIONAL EFFECTIVENESS



## THE ALIGNMENT OF PEOPLE AND PROCESSES WITH STRATEGY AND VALUES.

### Key achievements

- The development and roll out of the Taronga Leader Development Program has involved 98 participants covering modules including communication, emotional intelligence and personal effectiveness. Additionally, 63 new staff and 182 new volunteers participated in induction training.
- The Taronga Training Institute received funding to develop and implement Customer Service and Sustainability training across both TZ and TWPZ. 248 participants completed all four units of competency and a further 91 participants completed a component of the program.
- Implementation of the wide-ranging Government Sector Employment Act 2013 (GSE Act) involved reviewing performance management and recruitment practices, structural reforms to the senior executive team and the consequent impacts of these changes on Taronga policies and procedures.
- Taronga's volunteer program celebrated its 40th anniversary which was commemorated at a celebratory lunch coinciding with National Volunteer Week, hosted by Director Cameron Kerr.
- As part of a continuous improvement strategy, all policies and procedures around work, health and safety were reviewed and an improved and comprehensive management framework is being embedded within the organisation.
- Recognising that WHS training and instruction is a key factor in risk management, various workers were trained in emergency management, First Aid, working at heights, confined spaces, chainsaw use, manual handling, ergonomic assessment, chemicals, traffic control and firearms safety.
- There was a significant reduction in the Lost Time Injury Frequency Rate from 13.04 in 2013/14 to 7.04 due to an active approach to preventing injuries, and an effective rehabilitation program where they occurred. Improved emergency management processes included regular drills coordinated by Taronga's emergency team with realistic scenarios to prepare staff in the event of an emergency.
- Adoption of bespoke IT storage and management systems significantly enhanced business continuity planning by reducing downtime in the event of a disaster and allowing business systems to become operational again within minutes.
- A program of PC replacement and antivirus upgrade improved security across Taronga's IT networks through enhancement to the Standard Operating Environment for 550 users.
- A new and improved internal Intranet was created.



Over 1,100 active volunteers provide vital support to both Zoos. PHOTO: TARONGA ZOO



A fond farewell for outstanding outgoing Chairman Mr Len Bleasel. PHOTO: ANDERS ALEXANDER



The well received Taronga Leader Development program had 98 participants. PHOTO: TARONGA

### Performance Indicators

	2013/14	2014/15
<b>Severity Rate</b>		
Lost time injury frequency / workplace accidents for both zoos	13.04	7.04
<b>Staff Turnover</b>		
Taronga Zoo	3.40%	3.24%
Taronga Western Plains Zoo	2.20%	2.46%

Keeper Katie Horsburgh caring for 'Pip' the Red Kangaroo joey. PHOTO: PAUL FAHY

TARONGA'S 'WILDLIFE WITNESS' APP

ENABLES TRAVELLERS TO REPORT ILLEGAL

WILDLIFE TRADE WHERE THEY SEE IT

## ACTING *for* THE WILD

In 2014 an unprecedented 1,215 rhinos were poached across South Africa; an increase of 9,300% from the 13 poached in 2007. The demand comes from SE Asia where rhino horn is falsely believed to have medicinal qualities. TWPZ has the most successful Black Rhinoceros breeding program outside of Africa, with the latest arrival, a male calf born in April, called Dafari.





Please support our work. You can visit us, become a member or make a donation. For more information go to [taronga.org.au](http://taronga.org.au)

Taronga is a not-for-profit organisation dedicated to wildlife conservation and community education.

This document has been printed by Ecoprint, which is certified by the Forest Stewardship Council. The paper we choose to print on is Revive Laser, by Spicers which is 100% Recycled, and is manufactured from FSC Recycled certified fibre. Certified Carbon Neutral by the Department of Environment under the National Carbon Offset Standard (NCOS). Made in Australia by an ISO 14001 certified mill. No chlorine bleaching occurs in the recycling process.

Editor: Lisa Keen  
Designer: Lorinda Taylor  
Coordinator: Pam Burgoyne

Front Cover: Western Lowland Gorilla by Gemma Ortlipp

Back Cover: Green Sea-turtle released after rehabilitation, by Toby Zerna, The Daily Telegraph

Original 'For the Wild' campaign concept created by Whybin/TBWA.

