



State Significant Development Application - SSSDA 7228 Consultation Summary Report



Sydney Zoo, Bungarribee Park (Western Sydney Parklands)

February 2016 ■ 15247

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JBA operates under a Quality Management System that has been certified as complying with ISO 9001:2008. This report has been prepared and reviewed in accordance with that system. If the report is not signed below, it is a preliminary draft.

This report has been prepared by:



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Communications Coordinator

8/02/2016

This report has been reviewed by:



Krista Murphy
Communications Manager

11/02/2016

1.0 Overview

Sydney Zoo engaged JBA to provide communications and stakeholder engagement services for the project. The consultation program included engagement with the local community, neighbours and key stakeholders to present the proposal and gather feedback.

The consultation activities ensured that all stakeholders were informed about the proposal and had the opportunity to provide feedback prior to the submission of the State Significant Development Application (SSDA) and during public exhibition. The feedback received during the consultation process was considered during the preparation of the SSDA.

The consultation activities were designed to address the Secretary's Environmental Assessment Requirements (SEARs), and ensure that all stakeholders were informed about the proposal and had the opportunity to provide feedback.

1.1 Consultation summary

The communications and stakeholder engagement activities included:

- The development and implementation of a Stakeholder and Community Engagement Strategy to guide the consultation process to ensure all relevant stakeholders were consulted and to raise awareness of the project.
- The establishment of a project email and phone number for the public to request more information and ask questions about the project.
- The preparation and the distribution of a media release and media alert for the Sydney Zoo media launch, which was sent to all major metropolitan and regional media outlets.
- A media launch to announce the Sydney Zoo project, involving key speakers including Minister Speakman, local government representatives and members of the Sydney Zoo board.
- A consultation website www.talksydneyzoo.com provided a hub of information about the project and collect feedback.
- Online engagement via Facebook, Instagram and Twitter.
- Stakeholder consultation with relevant authorities, agencies and organisations.
- Two postcard notifications to 4,500 surrounding residents and businesses to notify them of the project, invite them to attend the information sessions and advise them of the phone and email contact details for more information.
- Newspaper advertisements in the Blacktown Sun and Blacktown Advocate to advise the wider community of the project, the community information sessions and the phone and email contact details for more information.
- The development of display boards that outline the project, the planning process and consultation opportunities, which were placed on display at both community information sessions.
- Two community information sessions at the Bungarribee Resource Centre Community Hub to enable the wider community to view the plans and provide feedback both prior to lodgement of the SSDA and during public exhibition of the SSDA.

2.0 Consultation activities

2.1 Media launch

A media launch was held on 7 September 2015 at the Bungarribee Super Park. The Minister for Environment, the Hon Mark Speakman announced Sydney Zoo's plans to bring the \$36 million tourist attraction to Western Sydney. This event was attended by a wide range of key stakeholders including Members of Parliament, representatives from state and local government, peak bodies, strategic partners and a wide range of major metropolitan and regional media outlets.

The Sydney Zoo launch received wide spread positive media coverage with all the main key messages being included in the reports across a number of major metropolitan and regional media outlets including:

- Sydney Morning Herald
- The Daily Telegraph
- The Australian
- Blacktown Sun
- Blacktown Advocate
- The Mount Druitt Star
- Penrith Press
- Ten news
- Nine network news
- Prime news
- 107.3FM
- 702 ABC
- A range of online news websites.

2.2 Project website

The project website www.talksydneyzoo.com was launched alongside the media announcement on 7 September 2015. The project website includes information about the site, the proposal, the planning process, partnerships and consultation opportunities. Please refer to **Attachment A** for an example. The project website remained active until the end of the public exhibition period.

An online feedback form on the website allowed people to comment and register to the mailing list. A contact email address and phone number were also listed with visitors encouraged to send through any questions or concerns to the project team

The website has had over 7,068 views and 122 phone and email enquiries were responded to from 7 September 2015 to 8 February 2016. The key topics of the enquiries included:

- positive comments and excitement regarding opening of the zoo
- clarifying the location of the site
- animal welfare
- future job opportunities

- future business opportunities
- potential traffic and construction impacts.

2.3 Social media

Sydney Zoo has engaged with the local community and stakeholder online via Facebook, Instagram and Twitter. The Sydney Zoo Facebook page has received a total of 4,208 likes to date. Project updates, images and consultation details have been published via social media channels. Please refer to **Attachment A** for an example.

A Facebook advertising campaign was launched on 14 September 2015, to ensure users could easily find the Sydney Zoo page and received the latest project information. A total of 13 comments or questions have been received via Facebook. The key topics of the enquiries included:

- future job opportunities
- completion and opening date of the zoo
- animal welfare
- animal species
- the location of the site
- excitement about the proposal.

2.4 Stakeholder consultation

Sydney Zoo has consulted with the following authorities, agencies and organisations to date and the key issues and the discussion topics are summarised below.

Stakeholder group & date	Discussion summary
Briefing Tim Robertson - Senior Policy Advisor at The Office of the NSW Premier 29 May 2015	<ul style="list-style-type: none"> ▪ Sydney Zoo discussed potential opportunities of which Sydney Zoo and State Government might work together through joint ventures. These opportunities could occur through the following initiatives: <ul style="list-style-type: none"> – Working with The University of Western Sydney or Western Sydney Tafe to sponsor a centre of excellence that focuses on the effect of climate change on wildlife. – Sponsoring a learning centre or training programmes for troubled or disadvantaged youth in Western Sydney. – Designing a learning centre that specialises in Indigenous studies that focuses around nature and the land. This learning centre would assist in engaging the local indigenous population in a cooperative way to educate its youth and the wider community. ▪ Sydney Zoo informed The Office of the NSW Premier that these initiatives were high level concepts. ▪ Sydney Zoo commented that they were happy to work together with The Office of NSW Premier to develop

	<p>alternative initiatives that more closely align with their policy objectives.</p> <ul style="list-style-type: none"> ▪ Sydney Zoo suggested the opportunity for a follow-up meeting with the relevant personnel with The Office of the NSW Premier or Minister Speakman to discuss initiatives further. ▪ Sydney Zoo informed The Office of the NSW Premier that they would endeavour to keep them informed throughout the process.
<p>Stakeholder meeting</p> <p>Blacktown City Council</p> <ul style="list-style-type: none"> ▪ BCC Mayor and Councillors ▪ General Manager, BCC <p>12 June 2015</p>	<ul style="list-style-type: none"> ▪ There is an opportunity for Blacktown City Council (BCC) to enhance Sydney Zoo’s community programs. This could be through the following initiatives: <ul style="list-style-type: none"> – working with Eagle Raps, a local youth suicide prevention charity on programs around work experience and job training – approaching the children’s ward at Mt Druitt Hospital, Blacktown to discuss quality of life experience for terminally and chronically ill children. ▪ BCC is actively involved with high school students and their work experience placements. ▪ Sydney Zoo to review Sydney Business Park’s long term unemployment strategy for ideas. ▪ BCC to introduce Jake Burgess from Sydney Zoo to the Manager of Community Development to discuss how these ideas may work in practice. ▪ BCC is supportive of Sydney Zoo’s concept of incorporating a vet clinic and an animal rescue centre within the proposal. ▪ BCC is concerned with water quality maintenance. ▪ Sydney Zoo will ensure to keep BCC informed throughout the planning process. Sydney Zoo wants to provide BCC with the opportunity to comment and input on the proposal throughout the planning process. ▪ Sydney Zoo wants to work with BCC to achieve the best possible outcomes for stakeholders. ▪ Sydney Zoo to provide BCC with a briefing on the master plan in mid to late August. This will be around the same time as when the Secretary’s Environmental Assessment Requirements are lodged. ▪ Sydney Zoo looks forward to building a long and productive relationship with Council and the community of Blacktown.
<p>Stakeholder meeting</p> <p>Dr Andy Marks- Director of Strategic and Government relationships at the University of Western Sydney.</p>	<ul style="list-style-type: none"> ▪ Sydney Zoo is interested in forming a joint venture with the University of Western Sydney (UWS) to create a Centre of Excellence in Wildlife Conservation. ▪ Initially, Sydney Zoo seeks to provide space within their lease area to support the publicity of the UWS. ▪ UWS to provide people with appropriate expertise.

<p>12 June 2015</p>	<ul style="list-style-type: none"> ▪ UWS to take initial responsibility for the drafting of the proposal. An Initial draft is expected to be finalised in early August 2015.
<p>Informal briefing</p> <p>Steve Kerlander – Senior Regional Coordinator, Greater Western Sydney of the NSW Department of Premier and Cabinet</p>	<ul style="list-style-type: none"> ▪ Sydney Zoo provided Steve Kerlander with an overview of the development proposal and a press pack.
<p>25 June 2015</p>	
<p>Briefing</p> <p>Busways Transport for NSW</p> <ul style="list-style-type: none"> ▪ Andrew Glass ▪ Dave Davies ▪ Edward Osiowy 	<ul style="list-style-type: none"> ▪ Sydney Zoo provided Busways and Transport for NSW with an overview of the project. ▪ Sydney Zoo outlined they expect 700,000 to a million locally based visitors to the Zoo per annum. Of which a significant proportion (10% to 15%) arrive by public transport. The majority of these visitors will arrive in off peak periods – weekends, public holidays and school holidays. A memorandum justifying the projected visitation numbers was provided.
<p>20 August 2015</p>	<ul style="list-style-type: none"> ▪ The zoo will be open from 9am - 10pm in summer, and 9am - 8pm in winter. ▪ Sydney Zoo is investigating operating a night Zoo and will therefore be open for the full available period. ▪ Sydney Zoo noted a point discussed regarding pedestrian access from the Great Western Highway into the park and outlined that this will be addressed as part of the Development Application process. ▪ Potential for zoo related transport ticketing was discussed.
<p>Email correspondence</p> <p>Busways Transport for NSW</p> <ul style="list-style-type: none"> ▪ Andrew Glass ▪ Dave Davies ▪ Edward Osiowy 	<ul style="list-style-type: none"> ▪ Sydney Zoo thanked Busways and Transport for NSW for their time and interest in the project. ▪ Sydney Zoo invited Busways and Transport for NSW to the media launch in September 2015 that would announce the Sydney Zoo project. ▪ Sydney Zoo provided Busways and Transport for NSW further information about the project.
<p>21 August 2015</p>	
<p>Briefing</p> <p>Hugh McDermott – State Member for Prospect (Labor)</p> <p>18 September 2015</p>	<ul style="list-style-type: none"> ▪ Sydney Zoo provided Hugh McDermott with a draft of the KMPG report. ▪ Sydney Zoo invited Hugh McDermott to attend the community information session and provided the consultation website www.talksydneyzoo.com. ▪ Sydney Zoo thanked Hugh McDermott for his offer for a letter of support for the State Significant Development Application.

<p>Correspondence</p> <p>Alan Gale – Media and Public Relations at Blacktown City Council</p>	<ul style="list-style-type: none"> ▪ Sydney Zoo provided Alan Gale with the consultation email address – www.talksydneyzoo.com to refer people with media enquiries to.
<p>Email correspondence</p> <p>Matthew Crane- Leader Exhibited Animals at the NSW Department of Primary Industries</p> <p>13 October 2015</p>	<ul style="list-style-type: none"> ▪ JBA provided Matthew Crane with information regarding stakeholder consultation for the Sydney Zoo State Significant Development Application. ▪ Matthew Crane provided Sydney Zoo with two minor suggestions regarding the Preliminary Assessment Report.
<p>Email correspondence</p> <p>Danny O’Connor – Chief Executive, Western Sydney Local Health District</p> <p>14 October 2015</p>	<ul style="list-style-type: none"> ▪ Sydney Zoo provided Danny O’Connor, Chief Executive at the Western Sydney Local Health District with correspondence regarding stakeholder consultation for the Sydney Zoo State Significant Development Application. ▪ Western Sydney Local Health District expressed no concern regarding the proposal.
<p>Email correspondence</p> <p>John Goodwin – Senior Environment Protection Officer at Environment Protection Authority</p> <p>15 October 2015</p>	<ul style="list-style-type: none"> ▪ Sydney Zoo provided John Goodwin at the Environment Protection Authority with correspondence regarding stakeholder consultation for the Sydney Zoo State Significant Development Application. ▪ John Goodwin informed Sydney Zoo that they would review the Environmental Impact Statement during the public exhibition period and anticipates that they will provide further comments to the Department of Planning and Environment during that time.
<p>Briefing</p> <p>Edward Osiowy and George Mobayed, Transport for NSW</p> <p>20 October 2015</p>	<ul style="list-style-type: none"> ▪ Sydney Zoo provided representatives from Transport for NSW with an overview of the project. ▪ Key issues that were discussed included: <ul style="list-style-type: none"> ▪ Projected patronage levels of the zoo ▪ Current public transport services and potential for increased demand ▪ Vehicle access ▪ The need for a coordinated approach to transport between Transport for NSW, Sydney Zoo and the Western Sydney Parklands Trust. ▪ Transport for NSW requested further info on the Super park and the retail precinct (which was subsequently provided) to look at overall incoming passenger numbers. Transport for NSW representatives advised that 794 is a key route for rescheduling in the 17/18 financial Year. Also that the rescheduling would depend on the economic rationale.
<p>Email correspondence</p> <p>Glenn Willis – Elanor Investors Group</p>	<ul style="list-style-type: none"> ▪ Glen Willis on behalf of Elanor Investors Group, the owner and operator of the Featherdale Wildlife Park responded to Sydney Zoo’s invitation to provide comments on the proposal.

<p>22 October 2015</p>	<ul style="list-style-type: none"> ■ Featherdale Wildlife Park were concerned about the following elements of the proposal: <ul style="list-style-type: none"> – The close proximity of the proposal to Featherdale Wildlife Park and the potential social and economic impacts on the long established operation at Featherdale. – Featherdale Wildlife Park request that Sydney Zoo provide a comprehensive social and economic impact analysis that addresses the viability of the project.
<p>Briefing</p> <p>Rachel Lonie, Sarah Burke - Office of Environment and Heritage & Rebecca Somer, Patrick Copas - Department of Planning and Environment</p> <p>22 October 2015</p>	<ul style="list-style-type: none"> ■ Sydney Zoo provided representatives from the Office of Environment and Heritage and Department of Planning and Environment with an overview of the project. ■ Key issues that were discussed included native vegetation on site, vegetation offsets, car parking and transport and timing of the planning process.
<p>Email Correspondence</p> <p>Tony Merrilees - Blacktown City Council / Tim Walton- Transport and Infrastructure Lead at Lyndsay Dynan</p> <p>16 November 2015</p>	<ul style="list-style-type: none"> ■ Email correspondence discussed the impact that the increased storage volume would have on the re-use efficiency for the Sydney Zoo site. ■ Discussion regarding allowance for a 'dead zone' in the bottom to account for sludge accumulation and minimum pump levels.
<p>Email Correspondence</p> <p>Peter Chia- Chief Executive Officer, Muru Mittigar Ltd</p> <p>1 December 2015</p>	<ul style="list-style-type: none"> ■ Sydney Zoo suggested the following joint initiatives between Muru : <ul style="list-style-type: none"> – An overview of Aboriginal culture in the whole Australian context. – More specific history and detail around the Darug people and their culture. – Bush medicines, technologies and food. How the people moved with the seasonality of the area in which they lived. – Resource management, population control and clan intermarriage rules. – Sydney Zoo and Muru will work together to develop a ranger program which would involve the placement of Aboriginal staff in Sydney Zoo to assist in achieving our indigenous employment target. – The ranger program to consist of multiple roles to allow workplace and cultural flexibility for the Aboriginal staff as required. – Muru to conduct cultural shows on a contract basis- format, frequency and timing to be agreed.

-
- Muru to be the preferred shortlist of supplier for all trees on establishment.
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2.5 Community information sessions

Two community information sessions were held at the Bungarribee Community Centre Resource Hub to inform the community of the project and give people the opportunity to view the plans.

Both sessions were advertised via 4,500 postcards, which were distributed to the local community and advertisements were published in the Blacktown Sun and Blacktown Advocate two weeks prior to the event.

The proposal was presented via a series of display boards, a video presentation and a large scale map of the masterplan. Members of the project team and Sydney Zoo senior management were also in attendance to answer questions and discuss the proposal. Please refer to **Attachment A** for examples of materials.

Visitors were invited to register their names and contact details to subscribe to the project mailing list, and also register any comments they had via feedback forms.

2.5.1 Community information session one

A total of 47 people attended the Sydney Zoo community information session held on 22 October 2015 at the Bungarribee Community Centre Resource Hub.

The feedback received during the community information session was overwhelmingly positive, with the majority of people welcoming the proposal and requesting to stay informed during the planning and development process.

The key topics discussed included:

- positive comments about the project
- discounted tickets for Bungarribee residents and families
- noise impacts
- car parking
- alignment of the project with the Western Sydney Parklands Trust master plan
- funding arrangements with the Western Sydney Parklands Trust and what they plan to do with revenue received from the lease of Sydney Zoo
- impacts on Featherdale Wildlife Park
- increased traffic and access via Great Western Highway
- connections with the Western Sydney Parklands via bike paths
- construction impacts
- wildlife conservation
- future consultation opportunities.



Caption: attendees at the community information session.

2.5.2 Community information session two

A total of 59 people attended the Sydney Zoo community information session held on 16 December 2015 at the Bungarrabee Community Centre Resource Hub.

This community information session was held during the public exhibition period of the EIS and SSDA to provide the community and stakeholders with further opportunity to view the plans and provide feedback.

The feedback received during the community information session generally positive. The key topics discussed included:

- positive comments about the project and excitement for opening of the zoo
- the creation of more local jobs
- opportunity for Western Sydney residents to have close access to a zoo
- a suggestion of free car parking to help attract more people to visit the zoo
- noise impacts
- increased traffic and access via Great Western Highway
- discounted tickets for Bungarrabee residents and their families
- educational programs for schools and preschools
- suggestion of an overnight safari experience
- potential odours as a result of the project
- impacts on Featherdale Wildlife Park
- environmental impacts as a result of the project
- potential to widen Doonside Road and the creation of a bus lane
- economic impacts on the local community
- interest in ancillary services such as merchandise kiosks and restaurants
- concern with animals escaping the zoo
- construction impacts
- wildlife conservation
- potential for bird exhibits

- potential job opportunities
- heritage items
- wayfinding signage.



Caption: attendees at the community information session.



Caption: attendees at the community information session

3.0 Consultation outcomes

The feedback received during the consultation activities has been considered in the development of Sydney Zoo's proposal and incorporated into the SSDA.

The following summary outlines the top 12 issues raised during the planning process and the relevant responses.

Key issue 1: How can you ensure the welfare and protection of the animals?

Response: Sydney Zoo's commitment to animal welfare is paramount - our core focus will be to provide exceptional care for our animals and strive to be known as an animal welfare advocate in Australia.

We have developed a comprehensive Animal Welfare Policy that will be overseen by our General Manager. Please also see the factsheet, [Protecting the Welfare of our Animals](#) for further information.

Sydney Zoo will be required to comply with the NSW Department of Primary Industries, Exhibited Animals laws and standards to ensure the protection of all animals. Sydney Zoo is required to comply with these laws in order to maintain its licence to operate - failure to comply can result in closure of the facility.

Key issue 2: Where are the animals being sourced from?

Response: All mammals, endangered species and exotic animals will be sourced from other existing facilities and will not be captured from the wild.

Key issue 3: How many different animal species are you proposing to have?

Response: There will be approximately 30 exhibits with a variety of exotic and native species.

Key issue 4: Why do we need another zoo?

Response: Over the last 98 years Sydney has grown considerably. Taronga Zoo is now difficult for many Sydney Siders to access. Sydney Zoo is built to service these people

The proposed development will provide a new recreational facility for Western Sydney, providing a range of benefits to the local and regional community as well as interstate and international tourists.

These include the provision of a high quality, educational and enjoyable venue for visitors, local employment opportunities and engagement with local schools.

The Zoo meets the objectives of the NSW Government's Plan for Growing Sydney, which prioritises the implementation of the Western Sydney Parklands Plan of Management. This Plan supports the delivery of the Sydney Green Grid to provide enhanced recreational and tourism facilities in Western Sydney, as well as employment growth in the West Central Subregion.

Sydney Zoo will become an important part of the social and cultural infrastructure of Western Sydney.

Key issue 5: Have you considered the economic impact that the project will have on Featherdale Wildlife Park?

Response: Sydney Zoo engage KPMG to undertake an economic assessment, which was used to inform the proposal.

Sydney Zoo has consulted with Featherdale Wildlife Park as part of the preparation of the EIS obtain feedback on the proposal. Sydney Zoo will provide a different service offering to Featherdale. The Australian exhibits in Sydney Zoo are smaller in size than Featherdale, with the majority of space in the Zoo dedicated to exotic species.

Sydney Zoo will have significantly less Australian species than Featherdale, and they have no plans for a bird aviary, which is key feature of the Featherdale Park.

Key issue 6: Have you considered the impact of noise on local residents?

Response: Sydney Zoo has submitted a State Significant Development Application and Environmental Impact Assessment to the Department of Planning and Environment. The Environmental Impact Assessment included both a Noise Impact Assessment and an Air Quality Impact Assessment, which provided an assessment of noise and air quality issues, and provided details on how these issues will be managed.

Key issue 7: Have you taken the potential traffic impacts into consideration?

Response: The Environmental Impact Statement includes a Transport and Traffic Impact Assessment, which assesses any issues with traffic and transport, and provides details on how these issues will be managed.

Preliminary traffic modelling suggests that the Great Western Highway has sufficient capacity to accommodate traffic generated by Zoo visitors.

Key issue 8: How can you ensure that animals won't escape?

Response: Sydney Zoo will be designed to meet strict standards required by the Exhibited Animals Protection Act 1986 NSW to ensure the safety of staff, neighbours and visitors. The zoo will be patrolled by security and staff and secured by a perimeter fence to ensure the safety of people and the protection of our animals. Sydney Zoo will ensure that all staff are appropriately trained and that a safety plan is in place in the unlikely event of an animals escaping.

Key issue 9: When will the zoo be open to the public?

Response: If approved, Sydney Zoo is anticipated to be completed in 2017.

Key issue 10: When will job opportunities become available?

Project response: If approved, Sydney Zoo is anticipated to be completed in 2017 and job opportunities will be published on the Sydney Zoo corporate website closer to this time. www.thezoo.sydney

Key issue 11: Expressions of interest in business opportunities.

Response: If approved, Sydney Zoo is anticipated to be completed in 2017 and expressions of interest in business opportunities will be published on the Sydney Zoo corporate website closer to this time. www.thezoo.sydney

Key issue 12: Is there an opportunity to run educational programs for school children and visitors?

Response: Yes, the zoo will promote strong educational programs on local Aboriginal and European heritage. It is anticipated that 40,000 school students will attend the zoo every year.

Sydney Zoo's proposal includes an educational program for school students to teach them about the challenges encountered by each species on exhibition, from habitat destruction, to illegal wildlife trade and poaching. School kits will be provided to students enable them to continue their learning journey.

The Australian animal exhibits will provide students with the opportunity to learn about the rich biodiversity of the Sydney region and the challenges that many ecosystems are currently facing. This program will educate students and visitors about local conservation measures being undertaken, such as nesting boxes, regeneration of native trees and shrubs, and various other ways in which we can better protect the native wildlife in the Sydney region.

Western Sydney has a rich Aboriginal history that needs to be protected and respected. Sydney Zoo is proposing to use the Australian wildlife exhibit to teach visitors about the rich local Aboriginal culture and heritage. This exhibit will feature stories about their beliefs, way of life and history of the Darug local Aboriginal people.

4.0 Conclusion

Sydney Zoo is committed to delivering its vision for the site, which will ensure that Sydney Zoo becomes a popular world class tourist attraction in Western Sydney and maintains the highest quality of care for the animals.

Consultation has been undertaken with the public, local residents and businesses, local stakeholders and government agencies in accordance with the Secretary's Environmental Assessment Requirements. The feedback received, has been considered and incorporated where possible into the SSDA.

It is clear the proposal will deliver considerable public benefits including \$36 million investment in Western Sydney tourism, \$45 million boost to the NSW economy with almost 745, 000 visitors expected per year. The proposal is also expected to create 160 jobs during construction and at least 120 jobs during operation.

Sydney Zoo is committed to being a good neighbour and will continue to engage with local communities and stakeholders throughout the planning and delivery of this project to mitigate any impacts where possible.

5.0 Appendix A: Communication materials

5.1 Postcard invitations to community information sessions



Dear resident / business owner,

Sydney Zoo is planning to develop a world class \$36 million tourist attraction in the Bungarrabee Precinct of the Western Sydney Parklands on the Great Western Highway.

If approved, Sydney Zoo would feature a wide range of native Australian and exotic animals from around the world in over 30 state of the art exhibits. Sydney Zoo is expected to be a major tourist attraction in Western Sydney, bringing more jobs to the area and a boost to the NSW economy.

Sydney Zoo is committed to providing exceptional care and welfare for our animals. A range of education and conservation programs would be designed to raise awareness about wildlife and habitat preservation, protection of endangered species and animal rescue initiatives.

Sydney Zoo is currently preparing a State Significant Development Application, which will be lodged with the Department of Planning and Environment towards the end of 2015.

On behalf of Sydney Zoo, JBA is consulting with the community to obtain feedback on the plans. We invite you to have your say and learn more about the proposal at our community information session.



DATE:
Thursday 22 October 2015
.....

LOCATION:
Bungarrabee Community
Centre Resource Hub,
20 Sir Hercules Parade, Bungarrabee
.....

TIME:
Drop in at any time from 5pm to 8pm.
.....

Please visit www.talksydneyzoo.com
for more information or to subscribe to
our mailing list.
.....

FOR GENERAL ENQUIRIES:
☎ (02) 9956 6962
✉ feedbacksydneyzoo@jbaurban.com.au



have your say... on plans to bring Sydney Zoo to Bungarribee



Dear resident / business owner,

Sydney Zoo is planning to develop a world class \$36 million tourist attraction in the Bungarribee Precinct in the Western Sydney Parklands on the Great Western Highway.

If approved, Sydney Zoo would feature a wide range of native Australian and exotic animals from around the world in over 30 state of the art exhibits. It would be a major new tourist attraction for Western Sydney, bringing more jobs to the area and a boost to the NSW economy.

Sydney Zoo is committed to providing exceptional care and welfare for our animals. A range of education and conservation programs would be designed to raise awareness about wildlife and habitat preservation, protection of endangered species and animal rescue initiatives.

Sydney Zoo has recently lodged a State Significant Development Application (SSDA), with the Department of Planning and Environment. The SSDA and an Environmental Impact Statement are now on public display.

On behalf of Sydney Zoo, JBA is consulting with the community to obtain feedback on these plans. We invite you to have your say and learn more about the proposal at our community information session.



DATE:
Wednesday 16 December 2015

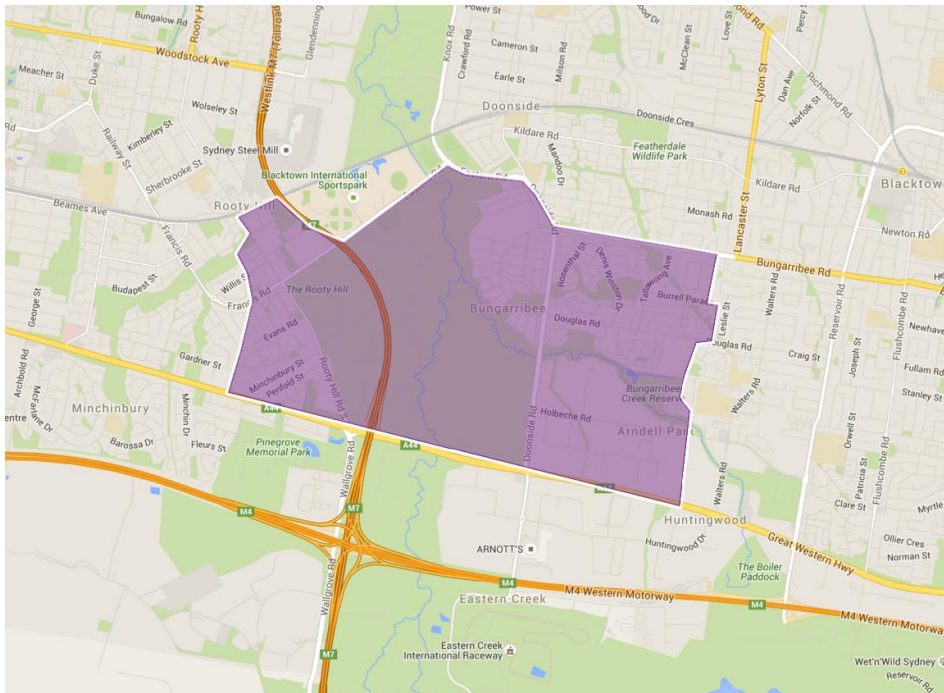
LOCATION:
Bungarribee Community Centre Resource Hub,
20 Sir Hercules Parade, Bungarribee

TIME:
Drop in at any time from 5.30pm to 7.30pm.

Please visit www.talksydneyzoo.com for more information or to subscribe to our mailing list.

FOR GENERAL ENQUIRIES:
☎ (02) 9956 6962
✉ feedbacksydneyzoo@jbaurban.com.au

5.2 Postcard distribution map



5.3 Newspaper advertisements

Newspaper advertisements were published in the Blacktown Sun and Blacktown Advocate two weeks prior to each community information session.



have your say... on plans to bring Sydney Zoo to Bungarribee

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Sydney Zoo is currently preparing a State Significant Development Application, which will be lodged with the Department of Planning and Environment towards the end of 2015.

On behalf of Sydney Zoo, JBA is consulting with the community to obtain feedback on the plans. We invite you to have your say and learn more about the proposal at our community information session.

DATE:
Thursday 22 October 2015

LOCATION:
Bungarribee Community Centre Resource Hub,
20 Sir Hercules Parade, Bungarribee

TIME:
Drop in at any time from 5pm to 8pm.

Please visit www.talksydneyzoo.com for more information or to subscribe to our mailing list.

FOR GENERAL ENQUIRIES:

☎ (02) 9956 6962

✉ feedbacksydneyzoo@jbaurban.com.au



have your say... Sydney Zoo, Bungarribee



Sydney Zoo is planning to develop a world-class \$36 million tourist attraction in the Bungarribee Precinct, Western Sydney Parklands on the Great Western Highway.

Sydney Zoo has recently lodged a State Significant Development Application (SSDA), with the Department of Planning and Environment. The SSDA and Environmental Impact Statement has been placed on public display.

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Wednesday 16 December 2015

Drop in at any time from **5.30pm to 7.30pm**

Bungarribee Community
Centre Resource Hub,
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✉ feedbacksydneyzoo@jbaurban.com.au



5.4 Display boards



Welcome

Welcome to the community information session about the Sydney Zoo project – we are here today to provide you with information about the plans, answer your questions and collect feedback.

Sydney Zoo is seeking to develop part of the Bungarribee Precinct in the Western Sydney Parklands, to provide a new family oriented, conservation, education and recreational facility.

Sydney Zoo aims to become one of Sydney's leading educational and conservation oriented attractions, providing a rare opportunity to reshape and revitalise Western Sydney as a major tourist destination. It will be a truly world-class zoo exhibiting a wide range of popular exotic and native Australian animal species.

JBA is working on behalf of Sydney Zoo to undertake community consultation for this project to ensure local communities and stakeholders are involved in the project and can have their say throughout the planning process.

JBA is also currently preparing a State Significant Development Application that will be lodged with the Department of Planning and Environment in late 2015. There will be further consultation opportunities during the public exhibition period later this year.

Have your say on the Sydney Zoo project

Sydney Zoo is keen to consult with the community and stakeholders throughout the planning process to ensure feedback is captured during the preparation of the Development Application. We want to hear your thoughts on the proposal, please complete a feedback form or speak to one of our project team members.

About Sydney Zoo

Sydney Zoo's executive team is comprised of highly experienced professionals, with extensive experience in owning and operating similar facilities. John Burgess, Sydney Zoo's co-founder and Executive Chairman, was also the founder and former Managing Director of Sydney Aquarium.

Sydney Zoo's General Manager – Life Sciences, Craig Sowden has extensive experience in housing endangered animals, marine mammals and Australian marsupials at the Sydney Aquarium, Wildlife World and other international facilities.

www.talksydneyzoo.com





The Sydney Zoo proposal

The Sydney Zoo proposal would provide a new world-class \$36 million zoological park in Blacktown, Western Sydney. The 16.5 hectare site is located in the Bungarribee Precinct, Western Sydney Parklands.

Sydney Zoo would offer a range of programs that enable visitors to develop their knowledge and respect for living creatures and the environment. These education and conservation programs will increase awareness about issues such as poaching and habitat destruction.

The Sydney Zoo proposal includes:

- Over 30 state of the art exhibits
- Elevated walkways and board walks across the African grasslands exhibit, providing a tree tops perspective of animals such as lions, cheetahs, elephants, zebra, giraffes and rhinoceros
- Underwater glass viewing areas to observe hippopotamus, crocodiles and other aquatic life
- Native Australian reptile and nocturnal animals house featuring leading exhibit design methods
- A native fish aquarium, featuring freshwater bull sharks.

Sydney Zoo design

Sydney Zoo is committed to delivering best practice design on all aspects of the project and has brought together a leading team of experts including, urban designers, architects and other technical specialists to ensure the best possible outcomes are achieved for this project.



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Partnerships

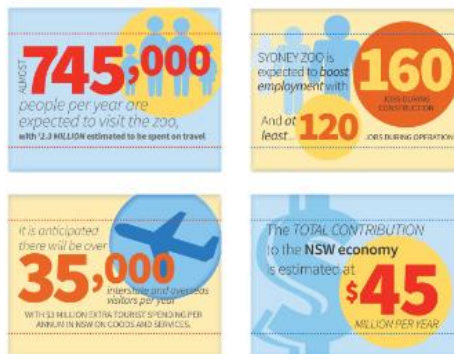
Sydney Zoo is collaborating with a number of organisations to provide additional benefits including wildlife rescue, protection of endangered species, education of Aboriginal culture and excellence in wildlife conservation and research. Sydney Zoo is currently exploring partnerships with:

- University of Western Sydney – for a centre of excellence in wildlife conservation research
- Faculty of Veterinary Science, The University of Sydney – for veterinary services, animal nutrition, welfare and behavioural enhancement, wildlife rescue and recovery
- Muru Mittigar – Aboriginal culture and history, bush planting and recovery
- Australian Wildlife Conservancy – public outreach and animal housing

Project benefits

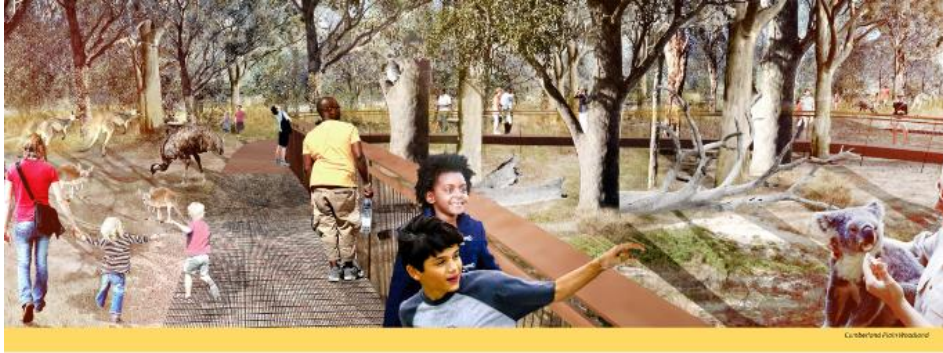
If approved, Sydney Zoo would become a catalyst for change in the area and would provide significant benefit to the local community and broader NSW. It will also encourage conservation, Aboriginal cultural recognition, urban bushland renewal and community education.

The zoo would help to revitalise the surrounding area, facilitate economic growth in Blacktown, increase employment opportunities and highlight Western Sydney as a key tourist destination.



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Education and conservation

Sydney Zoo aims to bring a unique opportunity to experience Australian and exotic animals to Western Sydney. Our animals are conservation ambassadors – by providing visitors the opportunity to see them firsthand, the animals promote a cycle of understanding and empathy, which is the foundation for harnessing conservation ethics. This passion for conservation is therefore enhanced, not only for those lucky enough to see these beautiful animals in the wild, but for all visitors to Sydney Zoo.

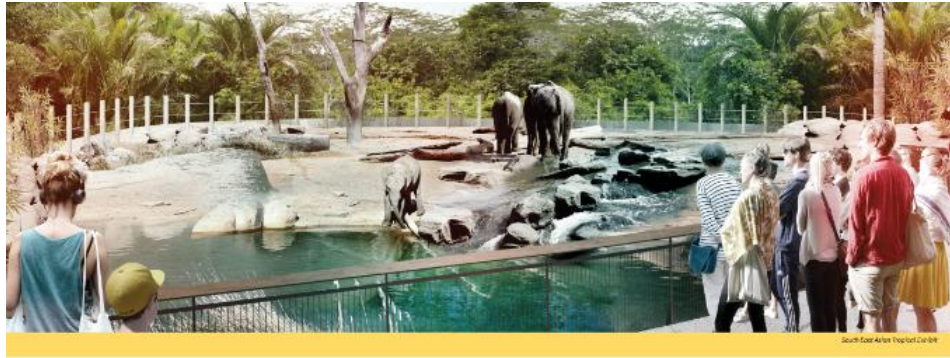


To ensure effective implementation of this cycle, Sydney Zoo's commitment to education is combined with the highest levels of respect for animals and their ongoing welfare. To fulfil this commitment, Sydney will:

- Ensure that animal welfare is the highest priority
- Treat the animals with dignity and respect
- Ensure that the animals live in an environment that is enriching and stimulating to encourage natural behaviours
- Deliver a range of education programs to promote conservation ethics, which will focus on:
 - Promotion of conservation and habitat preservation ethics to the community and school children, at both a regional and local level
 - Promotion of local Aboriginal cultural heritage and values.

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Protecting the welfare of our animals

Sydney Zoo's commitment to animal welfare is paramount - our core focus will be to provide exceptional care for our animals and strive to be known as an animal welfare advocate in Australia. Sydney Zoo aims to be at the forefront of the modern zoo paradigm - exemplary animal welfare standards are the foundation of how we work.

Our number one priority is to ensure that at all times, the needs, interests and welfare of the animals is our primary consideration. Sydney Zoo has developed a comprehensive Animal Welfare Policy that will be overseen by the Zoo's curator and reported to the Company's Board of Directors.

Sydney Zoo intends to operate on 'gold standard' basis - with exceptional exhibition quality and animal husbandry practices. We will employ a comprehensive approach to animal welfare to ensure we fulfil all of the animal's needs in a number of ways, this approach is outlined below.



Where will the animals come from?

All mammals, endangered species and exotic animals will be sourced from other existing facilities including zoos or wildlife parks and will not be captured from the wild. Some fish may be humanely captured from local waterways.

Sydney Zoo is currently investigating partnerships with reputable organisations that are pursuing breeding efforts overseas to ensure the survival of critically endangered species.

Legal protections for animals in zoos

Sydney Zoo will be required to comply with laws and standards to ensure the protection of all animals. This legislative framework has been developed in conjunction with industry associations and is regulated by the NSW Department of Primary Industries, Exhibited Animals. Sydney Zoo is required to comply with these laws in order to maintain its licence to operate.

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Planning process and next steps



Thank you for visiting today's session, please fill out a feedback form so that your suggestions, concerns or support for the project can be considered for the State Significant Development Application. The Department of Planning and Environment will place the Development Application on exhibition in late 2015. At this time, you will have another opportunity to view the plans and make a submission to the Department of Planning and Environment.

FOR MORE INFORMATION

☎ (02) 9956 6962 or ✉ feedbacksydneyzoo@jbaurban.com.au

www.talksydneyzoo.com



Sydney Zoo Master Plan and Animal Exhibits

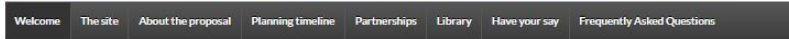


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JBA

5.5 Project consultation website



Welcome

Welcome to the Sydney Zoo consultation website - this site provides you with everything you need to know about the Sydney Zoo development proposal and how to be a part of the conversation.

JBA is working on behalf of Sydney Zoo to implement the community consultation process for this project to enable the community and stakeholders to be involved throughout the planning process and provide important feedback.

Sydney Zoo is seeking to develop part of the Bungarrabee Precinct in the Western Sydney Parklands, to provide a new family oriented, conservation, education and recreational facility, the Sydney Zoo.

Sydney Zoo aims to become one of Western Sydney's most significant attractions, providing a rare opportunity to reshape and revitalise Western Sydney as a major tourist destination. It will be a truly world-class zoo exhibiting a wide range of popular exotic and Australian animal species.

Sydney Zoo's commitment to animal welfare is paramount - our core focus will be to provide exceptional care for our animals and strive to be known as an animal welfare advocate in Australia. Exemplary animal welfare standards are the core of our operating ethos. Sydney Zoo's [Animal Welfare Policy](#) will ensure high animal welfare standard are met.

Sydney Zoo will be education and conservation oriented, offering a range of programs that enable visitors to develop their knowledge and respect for living creatures and the environment. These programs will increase awareness about issues such as poaching and habitat destruction.

- Protecting the welfare of our animals factsheet
- Education and conservation programs factsheet

The Sydney Zoo proposal will be outlined in a State Significant Development Application, which will be placed on public exhibition by the Department of Planning and Environment later this year. In addition to the formal public exhibition process, consultation events will be held to ensure that the community and stakeholders have an opportunity to have their say at key stages of the development process.

This website will be updated throughout the development process to ensure you receive the most up to date information on the project. More information about [engagement opportunities](#) will be published in the coming months. Please register to [subscribe](#) to our mailing list to receive project updates.

We look forward to hearing from you and keeping you up-to-date on the future of this important project in Sydney's west.

Key benefits

Sydney Zoo has commissioned KPMG to calculate the economic impacts of the proposal. Their findings are summarised below.



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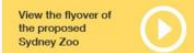
Sydney Zoo @TheSydneyZoo 6 Nov
Sydney Zoo will feature 30 state of the art exhibits! For more information visit: talksydneyzoo.com #sydneyzoo

Sydney Zoo @TheSydneyZoo 30 Oct
Sydney Zoo will feature a picnic area for school groups and families to enjoy the surrounds. Visit: talksydneyzoo.com

Sydney Zoo @TheSydneyZoo 23 Oct
Sydney Zoo will feature elevated boardwalks and boardwalks across the African grasslands exhibit to provide a tree tops perspective of the zoo

Sydney Zoo @TheSydneyZoo 15 Oct
Sydney Zoo will feature elevated walkways and boardwalks across the African grasslands exhibit to provide a tree tops perspective of the zoo

Tweet to @TheSydneyZoo

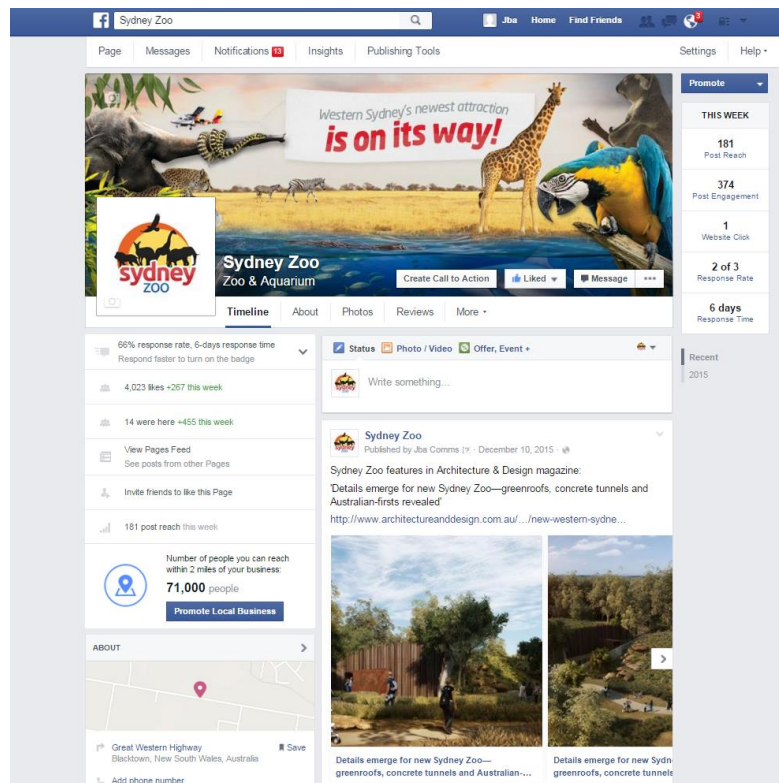


Gallery



5.6 Sydney Zoo social media

Sydney Zoo Facebook page



Sydney Zoo Twitter



Sydney Zoo Instagram

