

SYDNEY ZOO

Corporate social responsibility

MARCH 2022



Australia's most advanced zoo in the heart of Western Sydney.

Sydney Zoo opened on December 6th 2019.

It is a world class zoo that has quickly become one of Western Sydney's main attractions.

Embracing technology and innovation to improve animal welfare, visitor engagement and education, Sydney Zoo exhibits a wide range of animals (exotic and native) in a safari-like experience.

Clever designs hide barriers to make it more immersive and engaging than traditional zoos.

The development of Sydney Zoo has provided families with a major attraction unlike any other in Australia.



VISION

Connect people with animals to secure a sustainable future for wildlife.



MISSION

To deliver a world class visitor experience that encourages the community to make a difference.



Sydney Zoo snapshot



100,000
members



2,300,000
residents within
20 minutes

1.3m **visitors**



5 food
outlets



3 retail
outlets



\$383,000

**Donated and raised
for charitable causes**

(cash and in-kind)



69,902
students so far



267
employees

choose



Educate audience about what products they can buy that support wildlife.

CHOOSE

Products which are:



DESIRED OUTCOME

Zoo visitors influenced and educated to choose sustainable and wildlife friendly products.

change



Educate the audience about what they can do in their daily lives to support wildlife.

CHANGE

Behaviour by locking pets in-doors at night, sorting waste for recycling and/or starting a composting bin at home.

DESIRED OUTCOME

Zoo visitors to change their behaviour at home.

contribute



Educate audience about what charities they can contribute to or assist the Zoo in supporting from a monetary sense.

CHANGE

Charitable support

DESIRED OUTCOME

Zoo visitors inspired to give money or time to a cause that supports sustainable wildlife.



Conservation and community charity support

Sydney Zoo benefits the Western Sydney and wider NSW community.

Sydney Zoo Foundation is a not-for-profit independent entity with deductible gift recipient status. Its mission is to promote, and support, conservation and community initiatives.

The Sydney Zoo Foundation and its Directors have donated over **\$383,000** cash or in kind support for both conservation and community charities.

CONSERVATION



COMMUNITY



Indigenous Cultural focus

Sydney Zoo has developed the largest integrated Aboriginal and natural heritage program in Australia through our Australia exhibit.

- ✓ We have a meaningful Aboriginal employment program
- ✓ Sydney Zoo is committed to a minimum 10% full-time equivalent Aboriginal employment target.
- ✓ We have recruited and trained young Aboriginal people from the local Blacktown community.
- ✓ We are developing a system for on-going training and progression for our cultural cohort.
- ✓ We mentor them through a 6 week connecting with culture training course, and on-going advice from our consulting Aboriginal elders.
- ✓ This is a unique experience delivered through guided tours.
- ✓ This will be a major growth avenue as international tourists return to Sydney.





Education

Education promotes awareness and an affinity with animals. Encouraging conservation is our goal.

Sydney Zoo believes that the mission of zoos should not just be about protecting species but to educate.

We provide free, downloadable syllabus linked resources from our website. These enhance student's learning pre, during and post visit, engaging in wildlife, habitats and conservation.

75,000

year 2 students offered
FREE school excursion
thanks to

69,902

students attended
as part of their
school curriculum

Harvey Norman

**We offer two formal education streams,
that are tailored to the NSW syllabus:**

- ✓ Bungarribee Dreaming – Aboriginal guides create a personal narrative as students learn about history, artefacts, art and the responsibility to care for Country wherever they find themselves.
- ✓ Living World – Explore environments, animal features, classification and adaptations as students get up close to our ambassador animals.

Kids can also connect with our animals via weekend and school holiday hands-on child-focused educational programs.

Animal welfare

Animal welfare is our top priority.

- ✓ Sydney Zoo is operating at the gold standard for animal welfare.
- ✓ In May 2020 we achieved our ZAA Accreditation for high standards of animal welfare.
- ✓ We are one of a handful of zoos in Australia performing regular self-audits on animal welfare on all species in our care.
- ✓ We have developed specialised welfare self assessment for reptiles.
- ✓ Our animal's habits exceed modern standards on average several times over.
- ✓ Animal husbandry practices introduce daily variance to promote natural behaviour and provide mental stimulation.
- ✓ We are an active participant in ZAA administered, endangered animal breeding programs.
- ✓ We report to an external Animal Welfare committee composed of industry leaders, microbiologists and animal welfare specialists.

ANIMAL WELFARE ADVISORY BOARD



Dr Derek Spielman



Mauritz Basson



Jake Burgess



Dr Isabella Clegg



Animal Welfare
Expertise



Kevin Tanner

