

# Perth Zoo Strategic Plan

**Vision:** A world where diversity of species and habitats is secure

**Purpose:** Our purpose is to inspire and act for wildlife conservation

## We are committed to:

**Excellent Animal Care:** world leading standards for animals in our care

**Excellent Customer Service:** the best possible experiences for visitors, colleagues and partners

**Collaboration and Partnerships:** integrating our efforts and working with others

**Innovation and Creativity:** supporting and fostering ideas to improve our work

**Integrity and Ethical Practice:** strong corporate governance; honesty; and openness

**Respect:** valuing visitors, colleagues and our stakeholders

**Environmental Responsibility:** minimising the use of finite resources and Perth Zoo's impact on our environment

**Social Responsibility:** delivering social improvements by connecting people with wildlife and Perth Zoo

**Learning and Knowledge:** building knowledge through research and professional experience

## Our programs reflect our goals

### Community Engagement and Awareness

Delivering educational programs and publications, interpretation and information; maximising visits by providing a quality and unique value for money experiences

### Wildlife Medicine and Research

Species management, animal welfare and husbandry, captive breeding, support for wildlife conservation, breeding for re-introduction and research

## Our strategies are the key to being a world class zoo

1. Maintain engaging animal exhibits, public facilities, gardens, infrastructure and systems to the highest possible standards
2. Provide messages and experiences which inspire visitors to take action to conserve wildlife and build understanding and respect for wildlife
3. Deliver sustainable and ethical practices in our operations, showcasing environmental management and good governance
4. Deliver programs and services which make best use of the funds available and maximise revenue generation for Perth Zoo
5. Ensure the highest possible standards of regional and global species management plans, animal welfare standards and species' conservation
6. Support wildlife conservation projects using the expertise of Perth Zoo staff, community fundraising and partnering
7. Undertake research and teaching to increase understanding of wildlife conservation and the Zoo's operations
8. Undertake breeding programs which directly contribute to species conservation and release to the wild programs

## We will know we are successful when

Our visitors become active in supporting wildlife conservation

The Zoo experience is world class

We have increased knowledge and understanding of wildlife conservation

Our partners and stakeholders support us

