



Strategic Directions 2023-2028



Our Purpose

Zoos SA is a conservation charity that exists to connect people with nature and save species from extinction.

Our Approach

Zoos SA is an accredited member of the Zoo and Aquarium Association of Australasia and we work as part of the global effort for the conservation of nature and a sustainable future. This includes the International Union for the Conservation of Nature (IUCN), the alliance of World Associations of Zoos and Aquariums and the United Nations Sustainable Development Group.

Crucial to our success, we apply our guiding principles and values in everything that we do.

Guiding principles

The ethical care and welfare of animals is our priority, as directed by our Animal Welfare Charter.

We apply a science-based approach to our conservation work and adopt the highest standards for wildlife health, management and husbandry.

We are uniquely placed to reach and engage with communities and to grow support for conservation locally, nationally and globally.

We believe that everyone has a role to play in conservation. Our sites, experiences and the way we engage with our many audiences are opportunities to share knowledge, influence behaviour and inspire action to save and protect species and their habitats.

Through our Reconciliation Action Plan, we are committed to working collaboratively with Kurna and Ngarrindjeri peoples as the traditional custodians of the Country our sites are located on. We will also connect and engage with the traditional custodians of the lands across Australia on which we learn, care for animals and conduct conservation work.

To achieve universal accessibility, we endeavour to engage with all communities and to be diverse, equitable, accessible and inclusive.

Our aim is to provide visitors with an experience that is enjoyable, safe, accessible and inclusive and inspires positive action for conservation.

We will apply and showcase sustainable practices in the planning, daily operations and management of our sites.

Each of us is responsible for providing a safe, positive and enjoyable working environment.

Our success is influenced by creativity, innovation and the use of technology to adapt and continuously improve.

Building relationships with like-minded partners, sponsors and donors is vital to our capacity to deliver on our purpose within and beyond our gates.

We are independent and non-party political.



Our Values in Action

Working together

We listen, consult and collaborate to bring out the best from our diversity, skills, experience, knowledge and resources.

Innovating

We seek and share new, unique and resourceful ways to achieve our purpose while always learning and improving.

Leading with integrity

We are guided by the highest standards, lead by example and make evidence-based and transparent decisions.

Delivering purpose

We are passionate about delivering conservation outcomes and saving species. We impart this through respectful, positive and engaging experiences for both people and wildlife.

Strategic Directions

Zoos SA's five strategic directions set the agenda for what we intend to deliver over the next five years.

Achieving positive and impactful outcomes for conservation

Our role in conservation has never been more vital. Our planet is experiencing rapid loss of biodiversity and the deterioration of nature at unprecedented rates. Not only are species being lost, but our reliance on nature to provide for our economies, livelihoods, food security, health and our quality of life has become negatively impacted.

We will:

Reduce the risk of extinction through:

- Programs for threatened species and for in-situ and ex-situ conservation.
- Conservation investment and partnerships.
- Emergency wildlife recovery.
- Research and development.

Key results to achieve include:

- Direct investment into threatened species and in-situ and ex-situ conservation programs.
- Positive outcomes for native species through breed and release programs.

Delivering expertise and excellence in wildlife care and animal welfare

Over the years, greater knowledge of animal welfare, habitat design and scientific discovery has seen our sites accredited and internationally acclaimed.

We are dedicated to providing a thriving, rewarding life for every animal in our care.

Demand for our expertise to treat and care for wildlife impacted by extreme weather events and the increasing risk of disease outbreaks has never been greater.

We will:

- Adopt science-based welfare management and care of wildlife, incorporating the Five Domains Model and ZAA standards.
- Further develop animal behaviour programs with positive reinforcement techniques as an integral part of our care approach.
- Develop our capacity to provide wildlife emergency response.

Key results to achieve include:

- ZAA Accreditation.

Connecting with and influencing our audience

Each visit is more than an enjoyable experience. Connecting with nature encourages positive behaviour towards our environment, wildlife and habitat. It also benefits our health and wellbeing.

Our aim is to demonstrate how each visit supports vital conservation work and to make everyone we engage with feel motivated and enabled to take action.

We will:

- Continually aim higher when it comes to the quality of engagement.
- Increase the reach and diversity of the people with whom we engage.
- Provide quality experiences and learning opportunities that raise awareness and encourage positive behaviour change.

Key results to achieve include:

- Customer satisfaction and loyalty.
- Community awareness of ZSA's role.
- Visitors reporting their intent to change.

Demonstrating and championing environmental sustainability

We look for ways to reduce the impact on the environment and make choices that 'walk the talk' on sustainable use of natural resources, fair trade and the health of our planet.

We will:

- Reduce our environmental footprint.
- Improve environmental performance of our operations.
- Source ethical and sustainable goods and services.
- Influence change beyond our sites.

Key results to achieve include:

- CO2 emissions (neutral)
- ISO Certification.

Innovating and growing our organisation

We will invest in the continuous enhancement and development of Adelaide Zoo, Monarto Safari Park and its staff and volunteers.

By creating new opportunities and experiences, we will reach new and diverse audiences, expanding on our work to achieve even more.

We will:

- Invest in the growth, wellbeing and engagement of staff and volunteers.
- Continually improve the safety culture.
- Grow and develop new sources of revenue.
- Renew our assets to excel in standards for animal welfare, visitor experience, sustainability, risk and compliance.
- Develop systems, processes and technology to enhance the quality and accessibility of our services.
- Deliver high standards of governance, accountability and rigour that ensures diligence, responsiveness and transparency.

Key results to achieve include:

- Workforce satisfaction and loyalty.
- Growth and diversity of revenue sources.