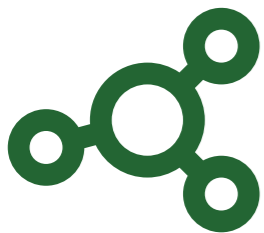




# 2030 Strategy

## MORAL PURPOSE

Fighting Extinction and creating a future rich in wildlife

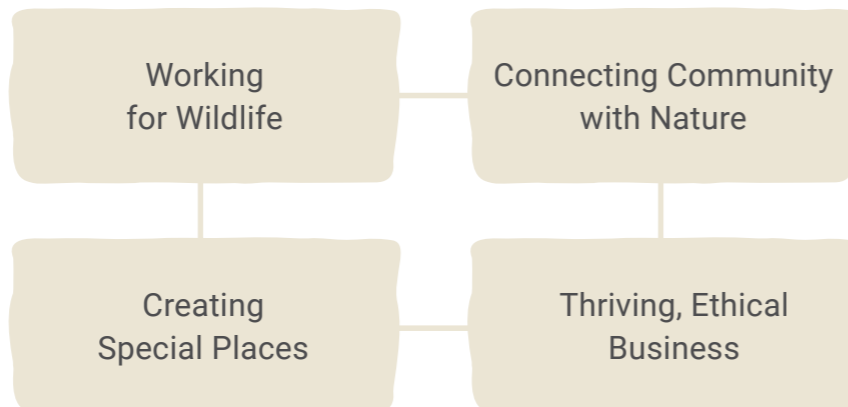


VALUES

- Always Compassionate
- Always Optimistic
- Always Trustworthy
- Always Curious
- Always Inclusive
- Always Calm



FOCUS



## Values



### Always Compassionate

We are conscious and considered in our work. We're empathetic, respectful and caring to all humans and wildlife.



### Always Optimistic

Humans are the greatest hope for wildlife. We recognise our responsibility to inspire members, visitors and future generations. We're confident that we can ensure a bright future for wildlife.



### Always Trustworthy

We are a transparent, trusted source of information. Our people operate with integrity, and are an open-source always. We are an evidence-based organisation committed to advancing conservation and science.



### Always Curious

We are always learning. We are always seeking to learn more from the world around us. We're the game-changers always seeking to learn more from the world around us.



### Always Inclusive

We acknowledge the Traditional Custodians of the land on which we live and work. We provide a safe and accessible environment for everyone to work in, visit, and enjoy. We are responsible for protecting and connecting all that we share our planet with.



### Always Calm

Our zoos provide a relaxed, serene space to connect with nature. We are composed in our leadership and considered in our actions.

# Working For Wildlife

*"We will protect the ecosystems and biodiversity which belongs to us all" – ZV Staff Member*

## Fighting Extinction

We will fight extinction through the management of populations of animals in our care, increasing knowledge, engaging communities, providing insurance populations and increasing wild populations through breeding and release. We recognise the unprecedented challenges posed by a changing climate, and understand our role in protecting wildlife is more important than ever.

## Voice for wildlife

Zoos Victoria has developed a significant reach and impact in the community. Our ability to reach people and to engage them in the fight against extinction will be expanded. We aim to be a trusted and informed voice for wildlife, with clear science and evidence based views to address threats to wildlife.

## Animals in our care

Every year we learn more about the needs and preferences of wildlife. The science of animal welfare drives our ongoing research on how we can better serve the needs of the animals in our care. We will ensure they are able to experience lives worth living with challenge and interest to promote positive welfare states. Over time the animal species at our zoos will change. Large animals will leave the city zoos and cages will be replaced with open spaces, where people and animals can connect.

## Emergency wildlife response

We will expand our emergency wildlife response capacity. When emergencies threaten our wildlife, Zoos Victoria is a pivotal organisation with the skills and facilities to assist. We will expand our ability and resilience in the face of increasing threats, with particular focus on frogs, bats and marine animals.

# Connecting Community With Nature

*"A place that teaches us to conserve biodiversity and improves our mental health" – ZV Staff Member*

## Profound experiences

We know that time in nature is great for mental health and well-being. Engaging in nature in a way that informs, educates and empowers people leads to action for wildlife, and encourages a profound sense of community and agency. Through experiences, we will connect people with nature and wildlife, providing a sense of optimism and hope.

## Enhance wellbeing through connection with nature

We will transform our zoos into natural retreats. In these special places, people will feel revived as they come face to face with beautiful animals. Fences and boundaries will be skillfully hidden and visitors will feel surrounded by natural beauty, peace and hope.

## Connect to your wildlife passion

We will continue to foster life-long relationships, standing with our community from childhood to maturity, connecting with their wildlife passion. We see our visitors and members as friends on a journey through life. Our large and active volunteer base will grow with our properties, providing advice, guidance and support to our community and animals in our care.

## Empower and support community wildlife response

The most caring and compassionate are those who work tirelessly to rescue and rehabilitate wildlife. Zoos Victoria will strengthen our capacity to help those that help animals. By empowering and supporting the community wildlife response we will offer help and support to thousands of animals.

# Creating Special Places

*"We have created a beautiful, natural, inviting immersive space that people feel relaxed in. It is an escape from daily life that benefits emotional wellbeing" – ZV Staff Member*

## Capital Development Plan

The capital development plan will include significant investment at all three properties. A blended funding model will incorporate government contribution, philanthropic donations and borrowing. The plans will see Werribee Open Range Zoo expanded to relocate the elephants from Melbourne and incorporating a sky safari. Melbourne Zoo will develop a new model for an inner city nature experience. Encompassing mitigation for the effects of a changing climate and accommodating poor weather conditions, the new Melbourne Zoo will incorporate plants and animals in new ways to delight future generations. Healesville Sanctuary will build on its reputation as the premier Australian animal destination.

## Customer Focus

Our visitors are the heart of our operations. A relentless focus on customer service and joy will deliver unique and inclusive experiences for all. Every visitor, with any ability, and from any culture, will be welcomed and accommodated.

## Sustainable Operations

Zoos Victoria was the first certified carbon neutral zoo in the world and we will not only maintain this status but will continue to advocate for sustainable operations; zero waste to landfill, reducing the use of single-use plastics and using renewable energy.

## Extended Places

We will not be constrained by our walls. We will extend our influence beyond our boundaries, to find better ways to live with wildlife.

## Natural Vibe Design

Our Nature Vibe Guide will provide the inspiration to 'unzoo' the experience and push our thinking into 2030. Each of our three properties will focus on connections with nature but each with its own unique brand.

# Thriving Ethical Business

*"Enter thriving ecosystems in the city." – ZV Staff Member*

## Commercial focus

Zoos Victoria will continue to thrive as an ethical organisation with a strong moral purpose. The operations and commitment to Fighting Extinction and providing emergency support to wildlife necessitate a healthy commercial focus.

## Amazing people

Our people staff and volunteers are the heart of our operations. Together we will ensure a safe, inclusive, diverse and respectful workplace that provides challenge for individual growth and embraces our passion and care for nature.

## Profit for purpose

Zoos Victoria will continue to secure third-party certification to provide assurance of best practice. Zoos and Aquariums Association – Australasia (ZAA) accreditation considers operational and animal welfare practices, while B-Corp considers social and environmental performance.

## Continuous improvement

We will build on the investment in LEAN by committing to continuous improvement and respect for people. Systems and processes will be enhanced in a planned and affordable way. Continuous improvement also applies to our assets, which we recognise need further investment and improvement.