

*For the Wild*



# Our commitment to a shaved Future

A mark in ink, still the simplest way to put your name to a letter, a petition, to a contract, to a cause. Our cause is the wild. We believe that we all, humankind and animals, have a future together. We believe in a world that we can share, a world where all our wild species can make a comeback. Where the wild can remain wild. And we believe that for this future to become reality, one species must lead us there... ours.

*For the Wild*  
**TARONGA**  
CONSERVATION SOCIETY AUSTRALIA™



Justine Powell with Sumatran Tiger cub Kembali.  
Photo; Rick Stevens.

*We the undersigned  
believe that humans and animals  
can share this planet...*

In June 2012, we gathered prints from many of our animals and shared them in a public statement for the wild. We also invited staff, volunteers and visitors to pledge their support for the wild by adding their own handprint alongside the prints of our animals. With this simple action, hundreds of people joined us on our journey to secure a shared future for wildlife and people.



Nicole Whitfield helps visitors make their mark for the wild.

# Director and Chief Executive's Report



Taronga Director and Chief Executive, Cameron Kerr, making his mark for the wild. Photo: Rick Stevens.

2011/12 has been an exciting year for Taronga. With the Master Plan nearing completion, Taronga and Taronga Western Plains Zoos continue to deliver extraordinary experiences for visitors. Taronga has also continued its support for research, conservation and education programs to help secure a shared future for wildlife and people.

Despite the relatively tough economic climate, Taronga maintained strong attendances and revenue streams in 2011/12. The Taronga Foundation also delivered a strong result, raising \$11.2 million to support capital development at the Zoos and research and conservation programs in Australia and overseas.

In the second last year of the Master Plan, Taronga, together with the NSW Government, invested more than \$8.9 million in capital development and maintenance to deliver improved visitor experiences at Taronga and Taronga Western Plains Zoos. The impact of the Master Plan on visitor experience was recognised in 2011, with both sites nominated for NSW Tourism Awards. Taronga Zoo won the 2011 NSW Tourism Award for Best Major Attraction, cementing its place as the premier tourist attraction in the state, whilst Taronga Western Plains Zoo was acknowledged as a finalist in the Best Attraction and New Tourism Development categories.

Taronga's contribution to research and conservation continues to evolve. Indeed, the work within the grounds of Taronga and Taronga Western Plains Zoos is just the tip of the iceberg; only a part of Taronga's efforts to help secure a shared future for wildlife and people. One of the most significant projects in 2011/12 was the establishment of the first Australian genome resource bank for Great Barrier Reef coral at the Wildlife Reproductive Centre at Taronga Western Plains Zoo in Dubbo. In collaboration with the Smithsonian and other local research groups, Taronga collected billions of coral cells during the annual coral spawning to be frozen, transported to and cryogenically stored at the Wildlife Reproductive Centre. These cells may one day be needed to reseed Australia's world famous reef.

Taronga has also increased the number and scope of its conservation partnerships and field grants program. Taronga now works in partnership with 11 organisations, community groups and conservation experts across the globe to secure and support priority species and habitats including Chimpanzees in the Republic of Congo, and Asian Elephants in Thailand. The Taronga Foundation has also committed more than \$160,000 in grants to 14 field conservation projects that promote wildlife, ecosystem and human health, involve direct species action or reduce conflict between wildlife and local communities.

Closer to home, Taronga's flagship community conservation campaign, Fish4Life, was relaunched in March 2012 to promote sustainable seafood consumption. The campaign raises awareness and consumer support for the Marine Stewardship Council's (MSC) ecolabel which can be found on seafood products at all major Australian supermarkets and indicates that the fishery from which the fish was sourced has been independently judged as being sustainable. Taronga's very own Harbourview Café also became the first MSC certified sustainable seafood café.

Within the Zoos, Taronga has celebrated some significant births in the last 12 months. In addition to our three Sumatran Tiger cubs and Eastern Bongo calf, Taronga welcomed a Francois' Leaf-monkey, a Southern Hairy-nosed Wombat joey, an Andean Condor chick and meerkat pups at Taronga Western Plains Zoo. The success of these and other breeding programs is a testament to the expertise and commitment of Taronga staff, and critical to the future of endangered and critically endangered species.

Taronga's education programs have also continued to grow during the year, with over 162,092 school students participating in curriculum-based environment programs across both Zoos. Taronga also launched the organisation's inaugural Reconciliation Action Plan in May 2012. With the objective of closing the gap between Aboriginal and Torres Strait Islander Australians and their fellow Australians, this is an important step in Taronga's journey as an organisation.

Some of the most significant events this year, including the birth of the tiger cubs but also the arrival of Kibali, Taronga's future Western Lowland Gorilla Silverback, were featured on film as part of ABC1's 8-part documentary series 'Wild Life at the Zoo'. The series was an important opportunity to highlight the scope of Taronga's work, reaching a total audience of 4,459,932 across 8 weeks.

As always I would like to thank Taronga Chairman, Len Bleasel AM, and the Board, Taronga's sponsors, donors and Zoo Friends. Your support enables Taronga to continually expand the scope of its activities and contribution to conservation, research and education. I would also like to express my sincere thanks and appreciation to all staff and volunteers at Taronga and Taronga Western Plains Zoos for their contribution. Their passion and commitment underpins Taronga's efforts to secure a shared future for the wild.

Cameron Kerr 

Cameron Kerr  
Director and Chief Executive



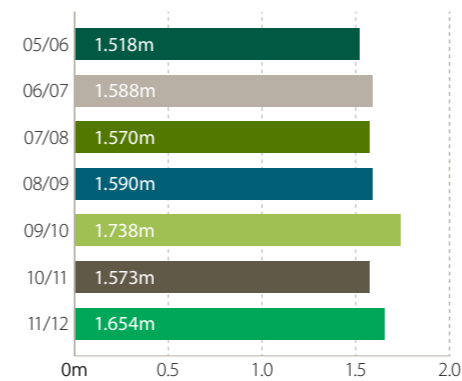
# Fox The Australian Sea Lion...

... and all marine life we introduced Taronga's Fish4Life Campaign. When people switch to sustainable seafood, we leave more fish in the ocean for endangered species.

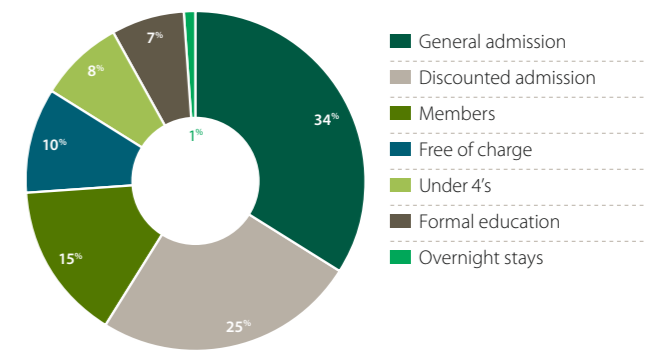


# Year in brief Visitation

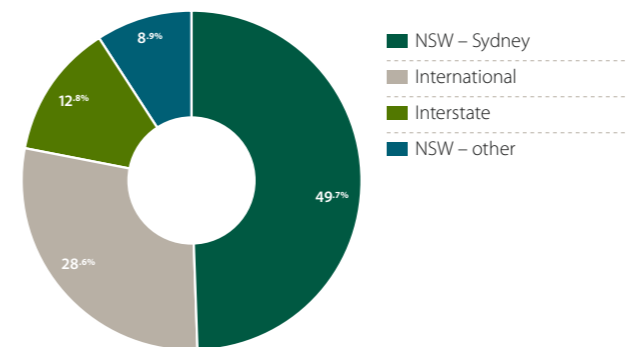
## Total visitation



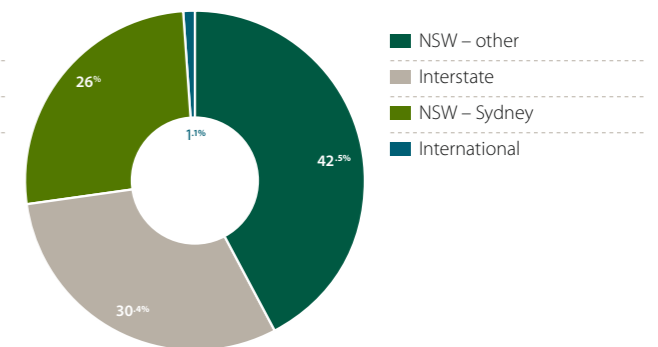
## Guest ticketing mix



## Origin of guests – Taronga Zoo



## Origin of guests – Taronga Western Plains Zoo



## Guest attendance

	2010/11	2011/12	Variance	Variance %
<b>Consolidated result</b>				
Paid attendance	1,267,605	1,298,200	30,595	2.41%
Paid and FOC* attendance <sup>(2)</sup>	1,572,980	1,654,406	81,426	5.18%
<b>Taronga Zoo</b>				
Paid attendance <sup>(1)</sup>	1,080,225	1,101,113	20,888	1.93%
Paid and FOC attendance <sup>(2)</sup>	1,355,863	1,430,049	74,186	5.47%
<b>Taronga Western Plains Zoo</b>				
Paid attendance <sup>(3)</sup>	187,380	197,087	9,707	5.18%
Paid and FOC attendance	217,117	224,357	7,240	3.33%

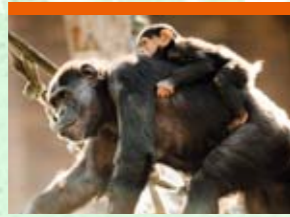
\* FOC – Free of charge.  
 1. Paid attendance at Taronga Zoo includes Zoo Friends and Twilight Concert attendees.  
 2. Includes function guests at Taronga Zoo.  
 3. Paid attendance at Taronga Western Plains Zoo includes Zoo Friends and Zoofari guests.

Australian Sea-lion Miya.





Australian Platypus



Chimpanzee



Black Rhino



Asian Elephant



Sumatran Tiger

# Year in brief Research & Conservation

Wildlife research and conservation requires sustained effort from many people working in a variety of fields.

Taronga has exceptional expertise in its Zoos but recognises the need to support and work with like-minded organisations, community groups and conservation experts to protect endangered species in the wild, help save and regenerate natural habitats and reduce conflict with wildlife. Taronga is now involved in many research and conservation projects, both here in Australia and around the world, to help secure a shared future for wildlife and people.

In addition to the Conservation Partnerships and Field Grants identified, Taronga also supports conservation science programs including the **Australian Marine Mammal Research Centre**, **Australian Registry of Wildlife Health**, **Wildlife Reproductive Centre** and **Australian Wildlife Health Network** and Community Conservation Campaigns **Fish4Life**, **Beads for Wildlife**, **Don't Palm Us Off**, **They're Calling On You** and **Take 3**.

## Conservation Partnerships

### Australia

- Australian Platypus Conservancy (Platypus)
- Rainforest Rescue (Cassowary)

### Cameroon & Nigeria

- Wildlife Conservation Society and GRASP (Cross River Gorilla)

### Democratic Republic of Congo

- Jane Goodall Institute (Eastern Lowland Gorilla)

### Fiji

- National Trust of Fiji (Fijian Crested Iguana)

### Indonesia

- Wildlife Asia (Sumatran Tiger)
- Komodo Survival Program (Komodo Dragon)
- International Rhino Foundation (Sumatran Rhino)

### Kenya

- Northern Rangelands Trust (Giraffe)

### Republic of Congo

- Jane Goodall Institute (Chimpanzee)

### Sri Lanka

- Department of Wildlife Conservation (Asian Elephant)

### Tanzania

- University of Oxford (African Wild Dog)

### Thailand

- Department of National Parks, Wildlife and Plant Conservation (Asian Elephant)

### Zimbabwe

- International Rhino Foundation (Black Rhino)



Fijian Crested Iguana



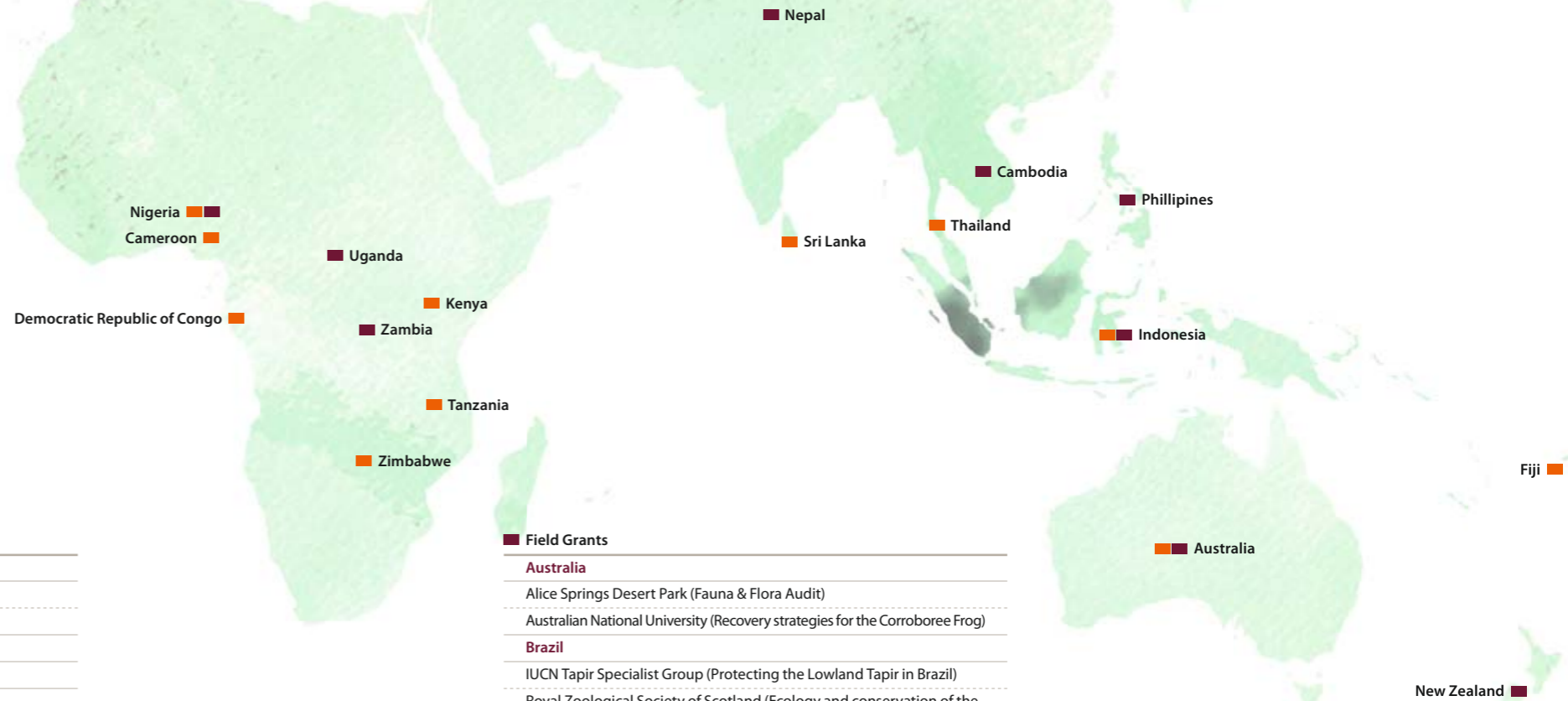
Gorilla



Corroboree Frog



Brazilian Tapir



## Field Grants

### Australia

- Alice Springs Desert Park (Fauna & Flora Audit)
- Australian National University (Recovery strategies for the Corroboree Frog)

### Brazil

- IUCN Tapir Specialist Group (Protecting the Lowland Tapir in Brazil)
- Royal Zoological Society of Scotland (Ecology and conservation of the Giant Armadillo)

### Cambodia

- University of Oxford (Ecology and conservation of Dholes)

### Indonesia

- Friends of National Parks Foundation (Reforestation project at the Lamandau River Wildlife Reserve)
- Zoological Society of London (Enhancing wildlife protection in the Berbak ecosystem)

### Nepal

- National Trust for Nature Conservancy (Assessing human-bear conflicts)
- Himalayan Nature (Protecting key habitats for Fishing Cats)

### New Zealand

- Bushy Park Trust (Establishing a new population of Hihi)

### Nigeria

- Tropical Research and Conservation Centre (Regenerating Sclater's Guenon habitat)

### Philippines

- Mabuwaya Foundation (Buffering human-crocodile conflict at Dinang Creek, San Mariano)

### Uganda

- New Nature Foundation (Kibale Fuel Wood Project)

### Zambia

- South Luangwa Conservation Society (Anti snaring work at Luangwa National Park)

## Conservation Science – Australia

### Australian Marine Mammal Research Centre

- Leopard Seal Nutrition Mapping Project
- The biodiversity value of Marine Parks

### Wildlife Reproductive Centre

- Tasmanian Devil reproductive and adrenal activity
- Can male nutrition change gender of sperm?

### Behavioural Studies Unit

- Dietary preferences of Feather-tailed Gliders
- Radio-tracking trials for the Regent Honeyeater

### Wildlife Health

- Health and viability of the Jenolan Caves brush-tailed rock-wallaby's
- Assessment of reptile and mammal disease on Christmas Island

### Herpetofauna

- Resistance to Chytridiomycosis in Endangered NSW Frogs
- Adaptive immunity in frogs exposed to chytrid fungus

### Research Office

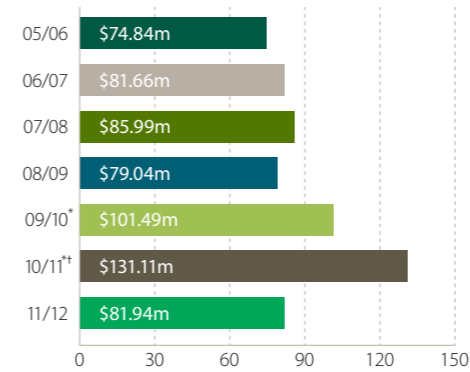
- Social network of Port Jackson Sharks
- The Great Barrier Reef genome resource bank

# Year in brief, FINANCIALS



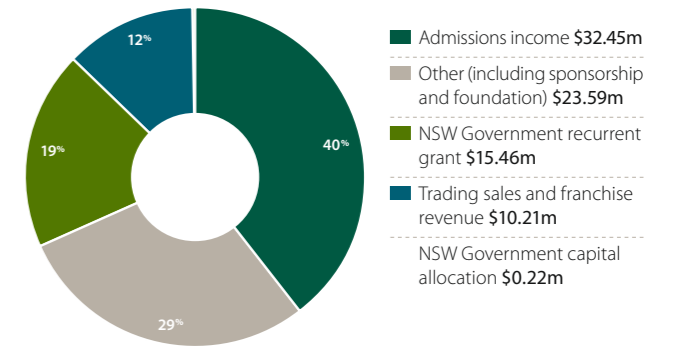
Heidi Quine and Ring-tailed Lemur.

### Total income

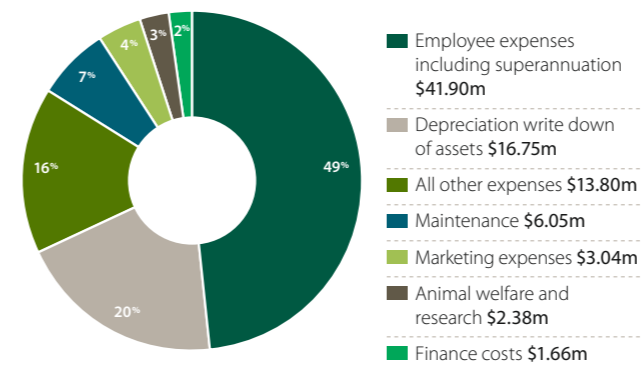


\*Asian Elephant calves born in 2009/10 and 2010/11.  
†Total income includes one-off Government grant of \$36 million.

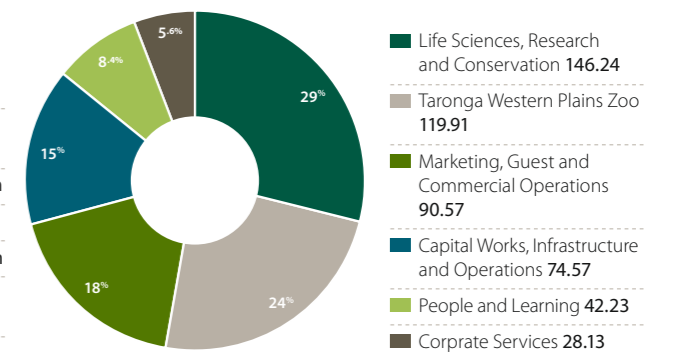
### Sources of income for Taronga programs



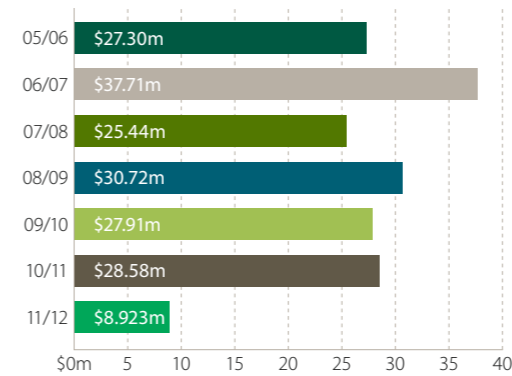
### Allocation of recurrent resources to expense types



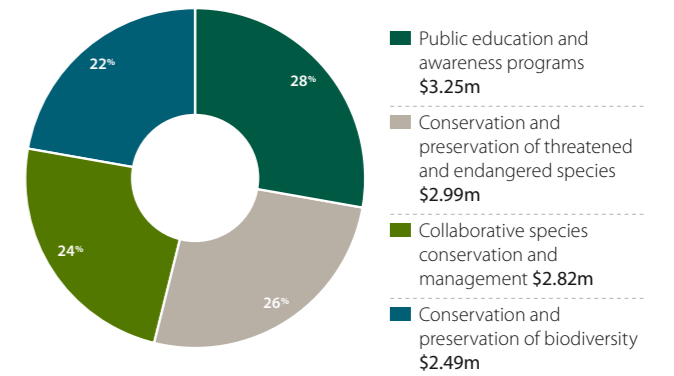
### Allocation of employees by Taronga division



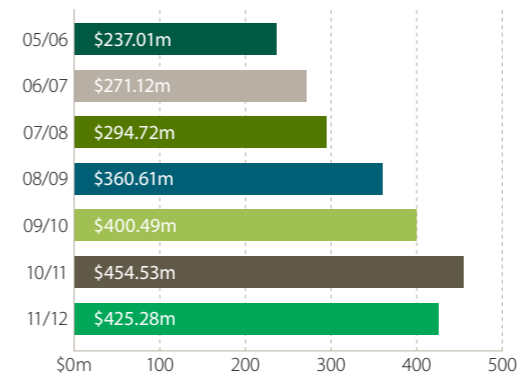
### Expenditure on capital development and maintenance



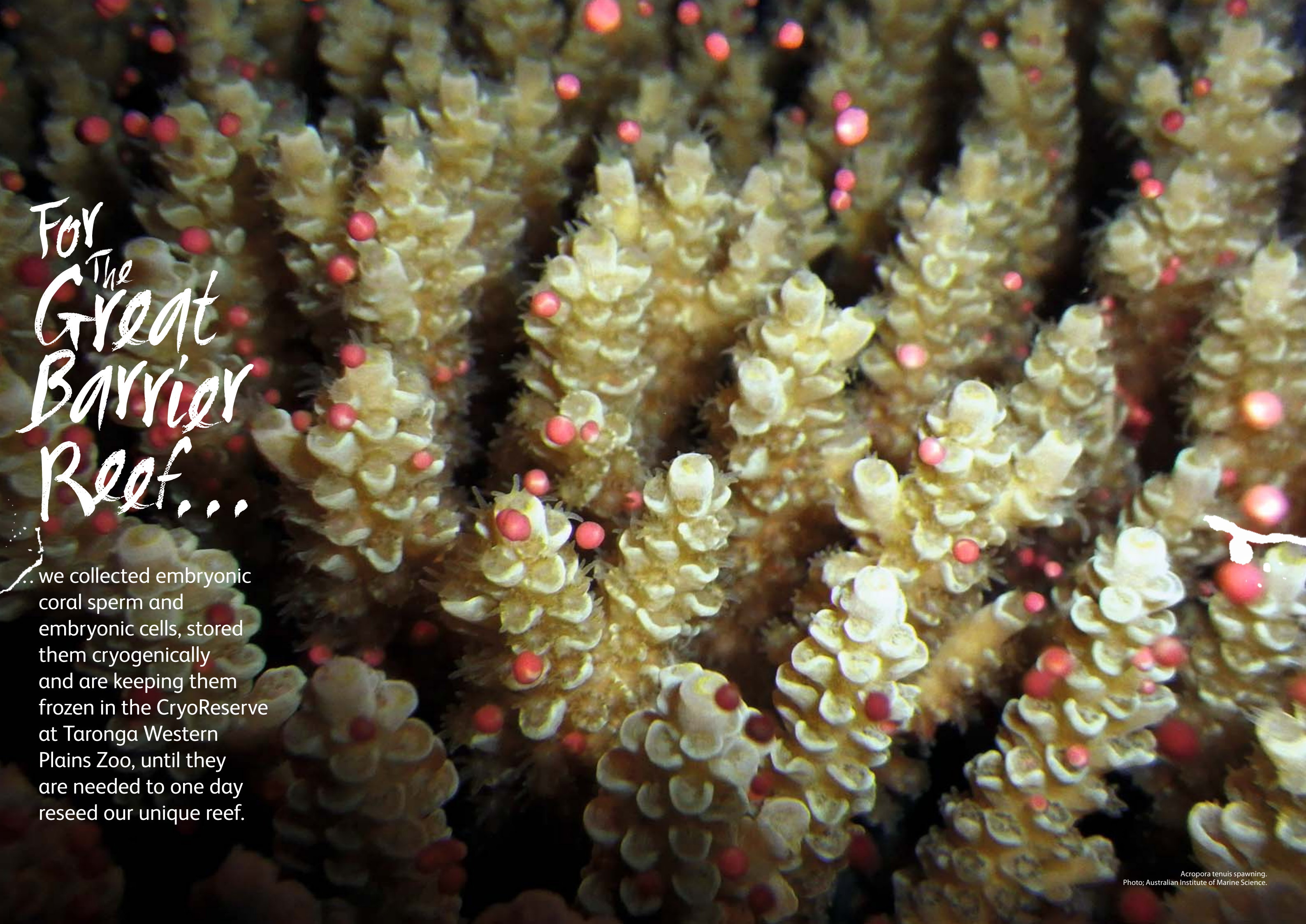
### Total cost of Social Program Policy activities



### Total assets







# For The Great Barrier Reef...

...we collected embryonic coral sperm and embryonic cells, stored them cryogenically and are keeping them frozen in the CryoReserve at Taronga Western Plains Zoo, until they are needed to one day reseed our unique reef.

# Our Strategic Direction



Corroboree Frog. Photo; Rick Stevens.



Taronga’s strategic plan defines the long-term goal of the organisation (our vision), the unique role Taronga plays in the world of conservation (our role) and the way we will conduct our work (our values).

## Our Vision is to secure a shared future for wildlife and people

### Our Role

Our role in conservation is to create direct and positive connections between wildlife and people.  
Through our efforts we protect endangered species, increase understanding of wildlife and inspire community action.

### Our Values

Be supportive and enthusiastic  
Accept and take responsibility  
Show dignity and respect  
Innovate and take initiative  
Clear and simple  
Commitment to Taronga’s WHS, animal welfare and customer service charters.

### Wildlife

We breed, manage and care for wildlife, and undertake research, to deliver tangible conservation outcomes.

### People

We create unique, dynamic and engaging learning experiences to positively influence and change behaviours.



Symbol  
Platypus  
(*Ornithorhynchus anatinus*)  
Opened  
October 1916  
Site: 28 hectares  
Animals  
Number of Animals: 4,988  
Species/sub-species: 322



Symbol  
Giraffe  
(*Giraffa camelopardalis*)  
Opened  
February 1977  
Site: 788 hectares  
Animals  
Number of Animals: 452  
Species/sub-species: 70

Ensuring all our efforts contribute to tangible and measurable conservation outcomes.

# Tangible Conservation Outcomes



1 Dr Jane Goodall visits Taronga's chimpanzees prior to their move to the redeveloped Taronga Chimpanzee Sanctuary.



2 Nikki Bodel and children 'Take 3' from a Sydney Harbour beach.



3 Australian Registry of Wildlife Health veterinary pathologist, Dr Karrie Rose.



Dr David Slip assessing the impact of human-borne pathogens on Leopard Seals in Antarctica.

## Key achievements

1. The Australian Registry of Wildlife Health performed diagnostic investigations to help detect parasites that have contributed to significant amphibian declines as part of health screening for the NSW Office of Environment and Heritage
2. In collaboration with the Smithsonian, Taronga staff joined other research groups at the Australian Institute of Marine Science near Townsville during the annual coral spawning to freeze coral species of the Great Barrier Reef. Samples are now cryogenically stored at the Wildlife Reproductive Centre at Taronga Western Plains Zoo
3. The Taronga Conservation Committee committed over \$160,000 in grants to 14 field projects that promote wildlife, ecosystem and human health, involve direct species action or reduce conflict between wildlife and local communities
4. Taronga increased the number and scope of its conservation partnerships across the globe. Significant partnerships established in 2011/12 support priority species and habitats including in: Bukit Tigapuluh, Sumatra; Tchimpounga, Republic of Congo; Queensland, Australia; and Kui Buri, Thailand
5. Taronga's flagship community conservation campaign, Fish4Life, was relaunched in March 2012 to promote sustainable seafood consumption
6. Taronga was recognised by the NSW Office of Environment and Heritage as a Bronze Level Partner for organisational commitment to sustainability, environmental performance and advocacy
7. Taronga Green Mini Grants were awarded to five staff driven projects to promote workplace sustainability and support the goals of Taronga's Sustainability Action Plan.

### Performance indicators

	2010/11	2011/12
<b>Collection species which are classified as threatened</b>		
Taronga Zoo	28%	30%
Taronga Western Plains Zoo	41%	47%
<b>Threatened species in conservation programs</b>		
Taronga Zoo	44%	43%
Taronga Western Plains Zoo	66%	70%

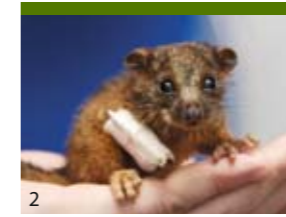
Mr Munro making his mark for the wild.

Photos: Main image & 1. Rick Stevens 2. Dr Rebecca Spindler 3. Ben Symons

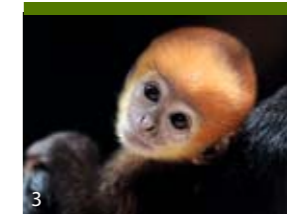
The care and management of a sustainable collection of animals supporting conservation and research outcomes and providing inspirational visitor experiences.



1 Libby Hall prepares to release a marine turtle after treatment at the Taronga Wildlife Hospital.



2 Taronga Wildlife Hospitals treat many hundreds of native animals each year including Ring-tailed Possums.



3 Francois' Leaf-Monkey 'Tam Dao'.



4 Taronga Western Plains Zoo celebrated the arrival of Meerkat kits in 2011/12.

**Key achievements**

- Over 1,123 animals were treated at Taronga's Wildlife Hospitals including 38 endangered marine turtles found along the coastline between Port Stephens and Jervis Bay
- In May 2012, 447 Taronga bred Southern Corroboree Frog eggs were returned to Kosciuszko National Park to help boost critically low numbers in the wild
- Taronga Zoo celebrated a number of significant births including three healthy Sumatran Tiger cubs, an Eastern Bongo calf, a Francois' Leaf-monkey, a Southern Hairy-nosed Wombat joey and an Andean Condor chick
- A new breeding Meerkat female arrived at Taronga Western Plains Zoo from Auckland Zoo, and since her arrival has produced nine pups in three litters
- Taronga Zoo's future Western Lowland Gorilla Silverback, 'Kibali', arrived in Australia from France. 'Kibali' was selected based on his genetic value and behavioural characteristics, both of which will hold him in good stead as the future leader of Taronga's gorilla family
- The Life Sciences team at Taronga Western Plains Zoo successfully introduced Ring-tailed Lemurs into a new facility in advance of plans to commence breeding as part of a regionally coordinated program for this species
- Daily presentations at Taronga and Taronga Western Plains Zoos continued to evolve and expand and include conservation messaging to increase visitor learning
- The Taronga Behavioural Studies Unit collaborated with the Jane Goodall Institute to assist in the selection of individual male chimpanzees to be released in groups into new conservation areas in the Republic of Congo.

Performance indicators	2010/11	2011/12
<b>Collection in conservation programs</b>		
Taronga Zoo	12%	13%
Taronga Western Plains Zoo	28%	33%
<b>Wildlife rehabilitation</b>		
Number of cases	1,162	1,123

Samantha Elton and Koala, McAuley.

Photos: 1. Ben Gibson 2. Bobby-Jo Clow 3. Rick Stevens 4. Karen Ellis

The ongoing management of our business to fund and sustain successful conservation outcomes.

# Financial Sustainability



Visitors enjoying a Giraffe in Focus animal encounter at Taronga Western Plains Zoo.



Taronga Zoo's newly refurbished Top Entrance Plaza.



Zoofari Lodge at Taronga Western Plains Zoo.



James Morrison and Giraffe, 'Nyota' preparing to perform at the Twilight at Taronga series.

## Key achievements

1. Total admissions\* to Taronga Zoo were 1.43 million, a 5.47% increase on 2010/11. Taronga Western Plains Zoo admissions increased by 3.3% to 224,357
2. The Taronga Foundation raised \$11.2 million, to support capital developments and conservation and research projects
3. Taronga's digital supporter base grew significantly. Facebook fans increased by 164% to 43,014, and Twitter followers by 90% to 5,280
4. Taronga Zoo won the 2011 NSW Tourism Award for Best Major Attraction and Taronga Western Plains Zoo was a NSW state finalist in the Best Attraction and Silver Award winner in the New Tourism Development categories
5. Taronga Western Plains Zoo celebrated its 35th birthday on 28 February 2012
6. 27,000 guests enjoyed the 2012 Sun Herald Twilight at Taronga concert series at Taronga Zoo
7. A new tour, 'Nura Diya, Taronga's Aboriginal Wildlife Experience', was launched at Taronga Zoo focusing on Aboriginal culture and its relationship to Australian fauna and flora
8. More than 7,100 visitors have enjoyed the multi award winning Zoofari Lodge experience at Taronga Western Plains Zoo.

\*Paid and free of charge including function guests.

## Performance indicators

	2010/11	2011/12
<b>Direct Government support per visitor (Including contribution for capital development)</b>		
Taronga Zoo	\$15.69	\$9.66
Taronga Western Plains Zoo	\$14.45	\$10.62
<b>Operating expenses per visitor (Excluding Taronga Foundation)</b>		
Taronga Zoo	\$43.50	\$44.33
Taronga Western Plains Zoo	\$63.99	\$63.47
<b>Capital expenditure per visitor</b>		
Taronga Zoo	\$16.80	\$3.09
Taronga Western Plains Zoo	\$11.22	\$3.18
<b>Taronga Foundation fundraising revenue</b>	\$18.5m	\$11.2m



Nicole Whitfield and Cyrelle Field with Mary Coustas as 'Effe' at the 2012 Taronga Dinner.

Photos; Main image, Ben Symons 1. Rick Stevens 2. Mark James

The creation of innovative and engaging experiences that attract Zoo guests, exceed guest expectations, inspire loyalty and influence positive behaviour change.



The Taronga Lemur Forest Adventure will open to visitors in October 2013.



Rod Cheal, Cyrelle Field and Sunrise presenters show their support for the wild.

# Visitor Experience and Learning

## Key achievements

1. Visitor satisfaction levels increased to 89% at Taronga Zoo and 85% at Taronga Western Plains Zoo
2. Both Taronga and Taronga Western Plains Zoos were awarded Trip Advisor Awards for Excellence, having received a rating of 4.5/5 from their guests
3. A total of 162,092 students were involved in Taronga learning programs, equivalent to 14% of all NSW school students
4. The Zoo Friends membership program grew by 13% to a record 70,009 members
5. Taronga managed 2,693 news stories, with an equivalent total value of more than \$33 million based on advertising rates
6. ABC1's 8-part documentary series 'Wild Life at the Zoo' reached a national audience of over half a million each Wednesday from 18 April 2012, and a total audience of 4,459,932
7. The Taronga Zoo Chimpanzee Sanctuary redevelopment was completed in August 2011 providing greater flexibility and capabilities to manage the introduction of new chimpanzees into the group
8. Taronga Western Plains Zoo completed the Ring-tailed Lemur breeding facility that will support the Ring-tailed Lemur breeding program and exhibit at Taronga Zoo
9. Restoration of Taronga Zoo's Top Entrance was recognised at the 2012 National Trust Heritage Festival, receiving an award for the conservation of a medium sized built heritage project
10. Taronga's new communications campaign, "For the Wild", was launched to align with the organisation's vision to secure a shared future for wildlife and people.

Performance indicators	2010/11	2011/12
Visitation – total	1,572,021	1,654,406
Students visiting on a school excursion		
Taronga Zoo	109,677	107,063
Taronga Western Plains Zoo	15,028	14,397
People participating in Public/Outreach education programs		
Taronga Zoo	36,589	37,127
Satisfied guests as measured through satisfaction surveys		
Taronga Zoo	83%	89%
Taronga Western Plains Zoo	83%	85%
Complaints per 1,000 guests		
Taronga Zoo	0.24	0.18
Taronga Western Plains Zoo	0.51	0.61
Zoofari Lodge	0.50	0.53
Conference and workshop proceedings delivered by staff (including workshops convened)	22	35



Claudia Bianchi and Elliot the Sulphur-crested Cockatoo during the QBE Free Flight Bird Show.

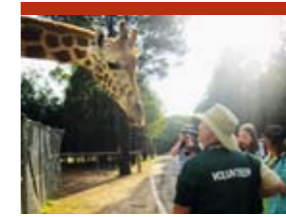
The alignment of people and processes with strategy and values.

# Our People

& Organisational Effectiveness



Brad McKenzie and Australian Sea-lion Malie.



Volunteers assisting guests at Taronga Western Plains Zoo.



Aboriginal Discovery Hosts at Taronga Zoo.



Ms Lois Birk addressed staff and guests at the launch of Taronga's Reconciliation Action Plan.

### Key achievements

1. Taronga's inaugural Reconciliation Action Plan was launched in May 2012 with the objective of closing the gap between Aboriginal and Torres Strait Islander Australians and their fellow Australians
2. 11 Indigenous Scholarships for Taronga's Registered Training Organisation, the Taronga Training Institute, were awarded
3. 16 staff members were awarded Zoo Friends Fellowships to participate in diverse local and international work experience and research projects
4. 3 inductees were welcomed into the prestigious '20 Year Club'. The '20 Year Club' recognises staff who have contributed to the work of Taronga for 20 years or more
5. With the assistance of government funding, 12 staff completed the Certificate IV in Occupational Health and Safety to support Taronga's continued focus on Work Health and Safety
6. The number of workplace injury claims decreased. Workers' compensation claims fell from 64 to 44 and claims that resulted in a Lost Time Injury fell from 33 to 18
7. A detailed volunteer survey was conducted to identify priorities for improvement of volunteer programs and an intense development program run to improve and refresh core skills
8. Taronga and Taronga Western Plains Zoos benefited from the efforts of the more than 125 new volunteers.

Performance indicators	2010/11	2011/12
<b>Severity rate</b>		
Lost time injury frequency/workplace accidents for both Zoos	37.3	20.8
<b>Staff turnover</b>		
Taronga Zoo	6.8%	5.2%
Taronga Western Plains Zoo	4.9%	4.9%



# For <sup>The</sup> Sumatran Tiger...

... we've bred three new cubs at Taronga Zoo and with four field conservation programs in Indonesia, we are working hard to protect vital tiger habitat.







Please support our work by visiting us, becoming a member or making a donation. For more information go to [taronga.org.au](http://taronga.org.au)

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Design: HULSBOSCH Communication by Design

Original 'For the Wild' campaign concept created by Whybin/TBWA

[taronga.org.au](http://taronga.org.au)

