

**To:** Wellington City Council CCO Performance Committee

**From:** Wellington Zoo Trust

**Date:** 30 September 2010

---

## First Quarter Report 2010/11 Financial Year

### *Highlights*

- ASB Partnership launched, Thursday 09 September
- The Hub and The Roost have both begun construction and are on time
- Dr Chris and Mrs Diane West from Adelaide Zoo came to Wellington Zoo for a discussion and presentation about Giant Panda acquisition. MAF, DIA, WCC and MFAT also attended this presentation
- We received a clean audit again this year from Audit New Zealand
- We had another very successful Qualmark assessment for 2010/11
- Year to Date visitation targets ahead by 3044 visitors as at 30 September
- Places for Penguins project, of which the Zoo is partner with Forest and Bird, was recognised as the Supreme Winner of the Wellington Airport Regional Community Awards
- In August we again had our \$5.00 winter Wednesdays promotion which, despite poor weather for the first Wednesday, were a huge success with the last Wednesday having a record breaking attendance of 3,375 visitors and 7,000 visitors overall for those days.
- Our new relationship database went 'live' and is now being developed to streamline many of our commercial products, fundraising and other relationship management activities.
- Fantastic Media attention around our new Dingo Puppy, Wolfrik and also his new friend Percy from the SPCA. Wolfrik and Percy featured in the Dominion Post, on Stuff.co.nz, TV Three's Campbell Live and TV One news.
- Wellington Zoo auctioned off the naming of our new Dingo Puppy on Trade Me, the name Wolfrik was the winner. This auction sold for over \$650.00



Wolfrik the Dingo Pup – Making himself at home



Percy the SPCA Puppy and Wolfrik

## 1. Outstanding, intimate and unique visitor experiences

---

### 1.1 Visitors and events

- Total visitor numbers for the first quarter are 44,531 against a budget of 41,487. This is above budget by 3,044 visitors. Visitor numbers year to date September are 44,531 against a budget of 41,487 and 541 above last year's YTD visitation at this time. At the end of September we are now 3,044 ahead of target. We are very pleased with this result.
- INNZ workshop – 'bringing the outside in', partly being hosted at the Zoo. Karen Fifield, CE was the guest speaker, Oli Du Bern Team Leader Visitor Experience attended the workshop and ran a 1 hour session on The Nest - Te Kohanga. Print and production assistant also attended.
- The Roost Interpretive designer has almost finished the creative design, next step is production.

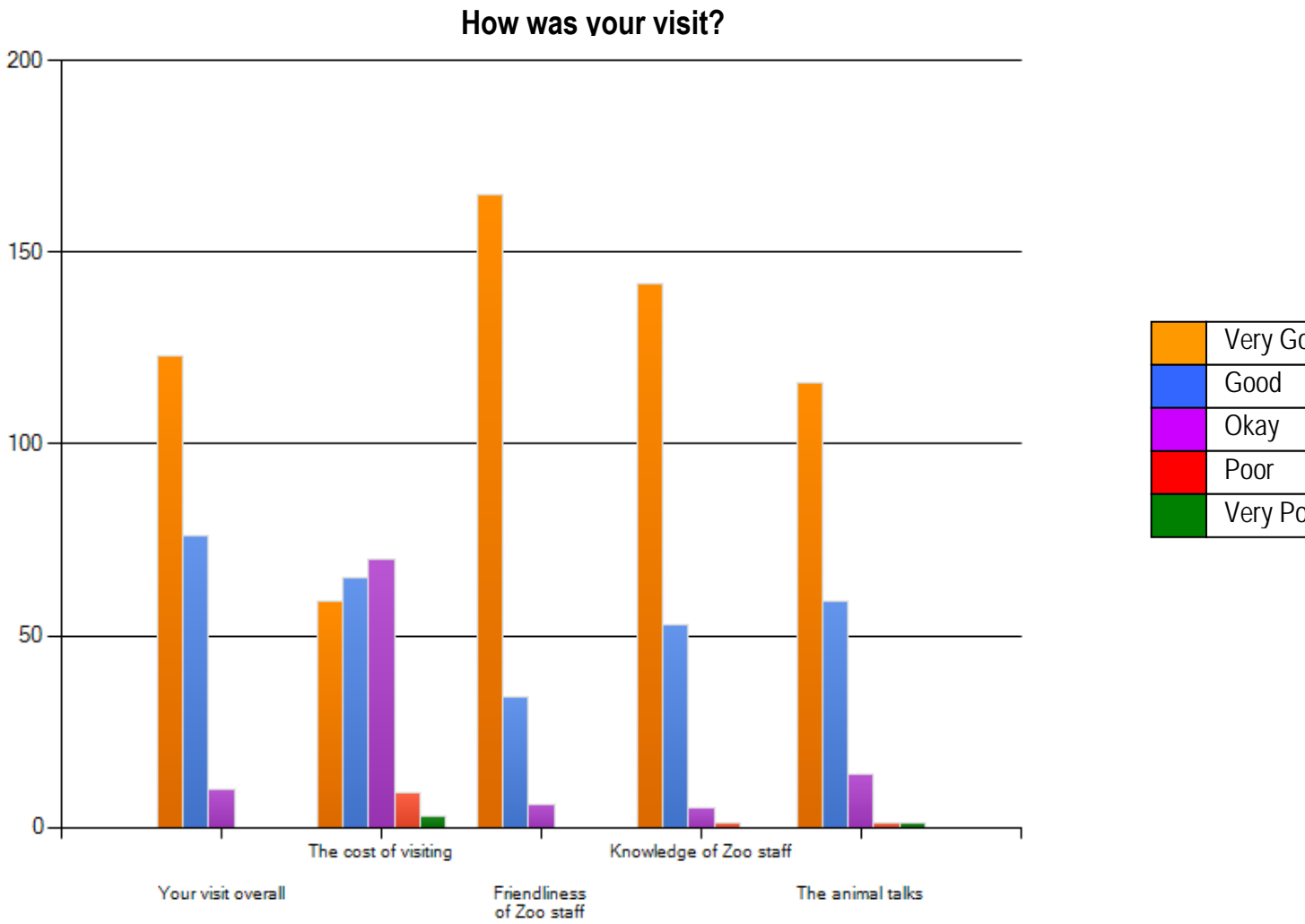
### 1.2 Volunteers

- Volunteer Coordinator attended Volunteer Wellington workshop on advanced volunteer management
- Orientation of 13 new volunteers on 7 and 8 August
- New LiveNZ volunteer from America started with us, he will at the Zoo for ten weeks full time.
- Volunteer Coordinator participated in Bush Builders planting day at Karori Normal School.
- Volunteer Coordinator interviewed for Victoria University research on managers of volunteers.
- Move from volunteers shack and enrichment room into the old chimp house complete

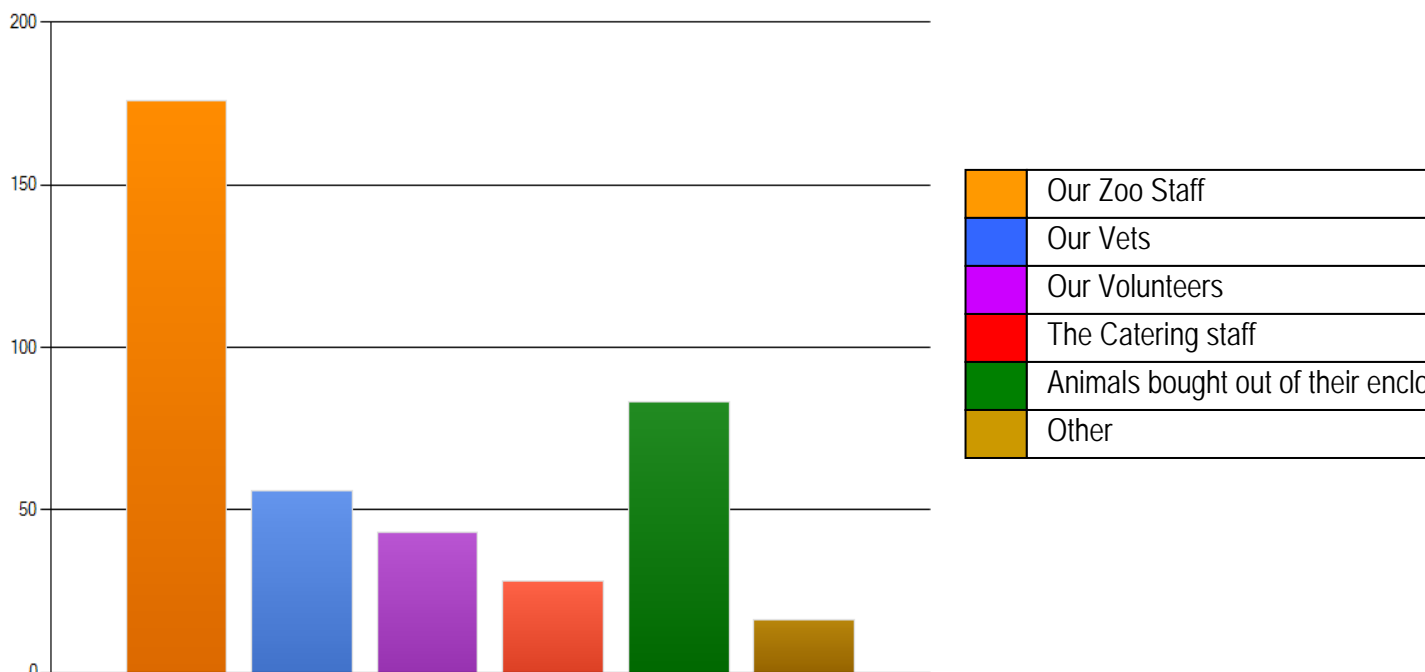


Neemia Tialata working on the new upgraded Lion enclosure

### Visitor Survey Results



#### Did you have any interaction with...



## 1.2 Learning

- Team Leader Learning and Manager Fundraising met with ASB Bank to discuss possible future opportunities with their Learning Team.
- Positive feedback from LEOTC Milestone Report from Ministry of Education.
- Email invitation sent out to teachers to book for new Careers Day in November.
- Postcard designed for Careers Day to inform teachers of the event.

### Learning Summary

#### Learning Sessions

	LEARNERS		GROUPS
	YTD 09/10	Sept	
Zoo School (LEOTC)	2334		44
Sleepover Learners (LEOTC)	160		6
Total LEOTC	2494		50
School Holiday Programme	391		2

## 2. Capital projects

---

### 2.1 CX340 Zoo Upgrades

Significant activities include the following:

#### The Roost

Construction of The Roost is progressing well with all concrete works now complete. The Contractor is still predicting finishing one week ahead of current programme.

#### The Hub

Construction of The Hub is progressing well- floor slabs have been cast for Kamala's Terrace and the new visitor toilets. Work has begun on removing the steep diagonal paths and steps near the picnic area and the Zoo's Property Team has started work on improvements to the existing Emperor Tamarin enclosure and adjacent picnic area.

The children's play sculptures – concrete sculptures of a centipede, spider and skink – are being constructed in the part of the Zoo known as Bottom Birds, later to be transported to the Children's Play area at The Hub. This is proving to be a visitor attraction of its own.



### 3. Industry Leadership

---

#### 3.1 Significant Births, Deaths and Transfers

##### Births (male: female: unknown)

- 1:0:0 Tammar Wallaby

##### Deaths (male: female: unknown)

###### Collection

- 0:1:0 female otter
- 0:1:0 Emperor Tamarin female
- 0:0:1 Terrapin
- 1:0:0 Parma wallaby
- 0:1:0 Flying Fox
- 0:1:0 Bearded Dragon
- 1:0:0 Baboon, baby
- 0:1:0 Hedgehog
- 1:0:0 Tammar Wallaby
- 1:0:0 Rooster
- 1:0:0 Little Red Flying Fox
- 1:0:0 Kaka
- 0:0:1 Tarantula
- 1:0 Agouti (Estaban)

###### Natives (The Nest)

- 0:0:1 Kereru
- 0:0:1 Pied Shag
- 0:0:1 Tui

##### Transfers in (male: female: unknown)

###### Collection

- 0:1:0 Boer Goat from NZ Boer Goats
- 1:0:0 Alpine Dingo from breeder in NSW
- 0:1:0 Porcupine arrived from Orana Wildlife Park
- 7:2:0 Meerkats from London Zoo
- 1:0:0 Domestic Dog from SPCA Wellington
- 0:1:0 Otter from Auckland Zoo

###### The Nest

- 0:0:1 Tui, SPCA; 0:0:1 Tui, Community; 0:0:1 Kereru, K. Wiley; 0:0:1 Kereru, SPCA; 0:0:1 Kaka, Zealandia
- 0:0:2 Tui, DOC and SPCA; 0:0:1 Pied Shag, Evans bay; 0:0:1 Harrier Hawk, DOC; 0:0:1 Little Blue Penguin, Somnes Island (DOC); 0:0:3 Kereru, Reikorangi Valley, SPCA, Upper Hutt (C. Press-McKenzie); 0:0:1, Kingfisher, SPCA.

**Transfers out (male: female: unknown)****Collection**

- 1:1:0 Australian Shelduck to the Parrot Ranch
- 1:0 Rainbow Lorikeet back to its original owner, bird too imprinted on humans

**The Nest**

- 0:0:1 Tui, Rehabber
- 0:0:1 Tui, C. Press-McKenzie (rehabilitator); 0:0:1 Harrier Hawk, C. Press-McKenzie (rehabilitator); 0:0:1 Little Blue Penguin, Matui Somes Island (DOC); 0:0:2 Kereru, C. Press-McKenzie (rehabilitator); 0:0:1, Kingfisher, C. Press-McKenzie (rehabilitator);

### 3.2 Proposed Animal Collection additions

Species	Gender	Status	Due
Meerkats	Males and Females	Arrived from the United Kingdom	September 2010
Dingo	Female	From Australia	August / September 2011
Nyala	Male	From Singapore Zoo	2011
Asiatic Small Clawed Otter	Female	Arrived from Auckland Zoo	August 2010
Domestic Dog	Male	Arrived from SPCA Wellington	September 2010
Blackbuck	Male	Arrived from Hamilton Zoo	October 2010
Agouti	Female	Arrived from Hamilton Zoo	October 2010
Kea	Male and Female	From Auckland Zoo	October 2010
North Island Kaka	Male	From Otorohanga Kiwi House	November 2010
Pygmy Marmosets	2 Males and 1 Female	From Newquay Zoo, UK	December 2010
Emperor Tamarin	Female	To be determined from UK or Australia	January 2011



## 4. Financial Sustainability

---

The result for the three months to 30<sup>th</sup> September 2010 shows an operating surplus of **\$21,339** against a budgeted operating deficit of **\$110,483**

	Actual	Budget
Actual Surplus/ (Deficit) YTD September 10	21,339	(110,483)
Less Restricted Income received for capital purposes		-
Add back Capital Funds vested to WCC	-	-
<b>Operating Surplus/(Deficit) YTD September 2010</b>	<b>21,339</b>	<b>(110,483)</b>

Detailed financial reporting for the three months to 31<sup>st</sup> September 2010 is contained in Appendix 1 to this report. This variance is mainly due to receipt of operating grants which will match expenditure for the whole financial year.

### Visitor Revenue

- Total visitor numbers for the month of September were 11,886 against a budget of 13,453 below budget by 1,567 visitors and 275 below September last year.
- Total visitor numbers year to date September were 44,531 against a budget of 41,487 above budget by 3,044 and 541 above last year. Different number to the highlights section

## 5. Commercial Development and Promotion

---

- We have created the Marketing and Communications strategies for the 2010/2011 financial year. As a result of the marketing strategy we have created product promotion plans for Zoo Crew, Encounters, Sleepovers, and Functions.
- We celebrated Conservation Week on 19 September with a native twist to incorporate DOC's *'we love you New Zealand'* theme. We have radio advertisements, Dominion Post advertisements and direct mail to Zoo Crew organised to promote the event. To celebrate Conservation Week, we invited all Zoo Crew members and friends to take part in conservation related activities on Sunday 19 September, we had 286 members come in on the day.
- Beth Houston, Matt Kennard and Arti Govind went to Massey University to present a case study on communication planning around The Nest to their students studying communications and journalism.
- A Public Relations intern will be joining our team in November as part of the Massey University Communications Programme; she will be working closely on communication activities at the Zoo with particular emphasis on internal communications.
- We will be sending out a direct mail campaign to promote our function spaces for corporate Christmas parties and encounters as a corporate Christmas gifts.

- To promote Christmas function bookings we emailed an e-newsletter to our database which included information on venues, catering and volunteering at the Zoo.
- Jess Robertson will be joining our team on the 8 November 2010 for two days a week over a five week period. Jess is from the School of Communication, Journalism and Marketing at Massey University, Jess has chosen to do her internship placement at the Zoo.
- As part of our plan to increase visitor numbers before December we have decided to sell half price tickets on a one day deal site grabone.co.nz, vouchers are valid until 24 December 2010.

### 5.1. Communication Highlights

- The redevelopment of the historic Elephant House area of the Zoo received coverage in *The Dominion Post* (Saturday 28 July) – under the imaginative headline ‘The Elephant You’ll Never Forget’.
- Our new dingo puppy was featured on the front page of *The Dominion Post* (Friday 29 July), in addition to video footage of him being posted on *Stuff.co.nz* the same day.
- The Elephant House was again covered in the local weeklies, with various versions of an interview with Murray Roberts featured in the *Kapiti Observer* (Thursday 5 August) and *Hutt News* (Tuesday 10 August).
- There was sad news at the Zoo this month with the passing of Jin the otter. The news of her death was reported sensitively by *TV3 News* and *ONE News* (Wednesday 18 August), followed by *New Zealand Herald*, *Otago Daily News* and *The Dominion Post* (Thursday 19 August) the following day.
- The Zoo’s new online animal collection data base ZIMS was the feature story of *The Dominion Post*’s Infotech section on Monday 23 August. The story of also appeared in the Wellington round-up section of *ONE Breakfast* on the same day.
- On Saturday 28 August the launch of Wellington Zoo’s Conservation Fellowship was covered in *The Dominion Post*’s Green Zone section – predominantly focusing on the work of Victoria University’s Biology Department.
- We teamed up with new corporate partner Trade Me to auction the naming rights for the new dingo puppy. A bid of \$675 was enough to secure the name of Wolfrik for the adorable little guy, won by Wellington teenager Chloe MacLachlan. The final result was covered on Monday 30 August by *TV3 News* and *Radio Live*, with *The Dominion Post* picking up the story the following day (Tuesday 31 August).
- The final result was covered on Monday 30 August by *TV3 News* and *Radio Live*, with *The Dominion Post* picking up the story the following day (Tuesday 31 August).
- The first ever Wellington Zoo Conservation Fellowship announcement received coverage in local *Citylife* weeklies, including the *Cook Strait News* on Wednesday 8 September.
- The story of Peter the pied shag, brought in with fishing hooks found in his stomach, featured in *The Dominion Post* on Wednesday 15 September. Sadly the same paper covered the news of his death two days later on Friday 17 September.
- The blossoming friendship between Wolfrik the dingo and Percy the medium cross puppy captured national press attention. *The Dominion Post* and *Southland Times* both printed the story on Wednesday 29 September; broadcast media picked up the story that evening when it featured on TVNZ *ONE News at Six* and later on TV3 *Campbell Live*.

## 6. Valued and motivated staff

---

### 6.1 Learning and Development

- The following interactive learning sessions have taken place for Zoo staff over the last month:
  - On 25<sup>th</sup> August, we had Peter Clarke and colleagues from Interislander come and speak to us about their journey to winning the **2010 Wellington Gold Award for ACC Workplace Safety**
  - On 10<sup>th</sup> September, international speaker Steve Simpson facilitated a session on “Unwritten Ground Rules” and organisational culture.

### 6.3 JRA Best Workplaces Survey and Results

- Unfortunately we were not a finalist in JRA Best Workplaces this year but our benchmarking results against the top 25% of all organisations that took part in the JRA survey remained very positive:
  - 28th out of the total 245 organisations that participated
  - 12th out of 112 in the small-medium category (50-149 employees)

## 7. Lead or participate in conservation and research programmes

---

- Places for Penguins – all boxes placed and monitoring beginning. The Places for Penguins project was recognised as the Supreme Winner of Wellington Airport Regional Community Awards.
- Reception for Wellington Zoo Conservation Fellowship awardees – attended by Mayor and Holdsworth Family
- Team Leader Visitor Experience and Team Leader Learning were working with Free the Bears in Cambodia and Vietnam to assist with visitor engagement at the sanctuaries.

## 8. Lasting community support and participation

---

- Seven corporate volunteer groups were booked in for September
- Some of the Vodafone Wellington Lions rugby team volunteered in the lion enclosure including player Neemia Tialata on 23 September.

Volunteer Summary











	Target	YTD 09/10	YTD 10/11
Volunteer hours	9600	2799	2215.5
Corporate groups	36	9	15

A handwritten signature in blue ink, appearing to read 'Ross Martin', is positioned above the printed name.

**Ross Martin**  
**Chairperson, Wellington Zoo Trust Board**

## Measures

### Wellington Zoo Strategy Framework 2010-2011

Measure	Target 2010-11	Tracking YTD as at end Sept?	Result
Fundraising targets for ZCP reached or exceeded	≥641,382	Still have \$321k to raise	
Increase total admissions by 2% each year on base year 2005/06 (170,116 visitors) as per Business Plan	≥187,855	3044 ahead of target and 541 ahead of last year	
Average income per visitor (excluding WCC grant)	\$13.76	\$14.38	
Ratio of Trust generated income as % of WCC grant	92%	92%	
Average WCC subsidy per visitor	\$14.90	\$15.71	
Staff Survey conducted	October 2010	JRA survey complete	
Staff turnover (not including casual and fixed term roles)	<15%	6.25%	
Collection in managed programmes (% of total Collection)	>41%	On track	
Volunteer hours (FTE)	≥5 FTE	2215.5 hours	
Wellingtonians visiting the Zoo	>50%	Annual measure	

**Appendix 2 – Financial Statements**  
**CCO: Wellington Zoo Trust**  
**Quarter One 2010/11**

Actual 30-Jun-10	<b>EARNINGS STATEMENT</b>	Qtr to 30-Sep-10
	<b>Revenue</b>	
2121	Trading Income	490
2709	WCC Grants	700
82	Other Grants	21
411	Sponsorships and Donations-Capital	0
172	Sponsorships and Donations-Operational	97
60	Investment Income	17
0	Other Income	15
5,555	<b>Total Revenue</b>	1,340
	<b>Expenditure</b>	
3,325	Employee Costs	896
1,791	Other Operating Expenses	417
10	Depreciation	6
0	Interest	
330	Vested Assets	
5,456	<b>Total Expenditure</b>	1,319
99	<b>Net Surplus/(Deficit) before Taxation</b>	21
0	Taxation Expense	0
18	Operating Surplus (Deficit)	21
99	<b>Net Surplus/(Deficit)</b>	21
0.3%	<b>Operating Margin</b>	1.6%

Actual 30-Jun-10	STATEMENT OF FINANCIAL POSITION	As at 30-Sep-10
	<b>Shareholder/Trust Funds</b>	
0	Share Capital/Settled Funds	0
0	Revaluation Reserves	0
290	Restricted Funds	290
252	Retained Earnings	273
542	<b>Total Shareholder/Trust Funds</b>	563
	<b>Current Assets</b>	
1,226	Cash and Bank	1,570
622	Accounts Receivable	33
150	Other Current Assets	60
1,998	<b>Total Current Assets</b>	1,663
	<b>Investments</b>	
0	Deposits on Call	0
0	Other Investments	0
0	<b>Total Investments</b>	0
	<b>Non-Current Assets</b>	
118	Fixed Assets	369
0	Other Non-current Assets	0
118	<b>Total Non-current Assets</b>	369
	<b>Total Assets</b>	
2,116	<b>Total Assets</b>	2,032
	<b>Current Liabilities</b>	
786	Accounts Payable and Accruals	300
	Provisions	
742	Other Current Liabilities	1,123
1,528	<b>Total Current Liabilities</b>	1,423
	<b>Non-Current Liabilities</b>	
0	Loans - WCC	0
0	Loans - Other	0
46	Other Non-Current Liabilities	46
46	<b>Total Non-Current Liabilities</b>	46
	<b>Net Assets</b>	
542	<b>Net Assets</b>	563
	<b>Current Ratio</b>	
1.3	<b>Current Ratio</b>	1.2
	<b>Equity Ratio</b>	
25.6%	<b>Equity Ratio</b>	27.7%



Actual 30-Jun-10	STATEMENT OF CASH FLOWS	Qtr to Sep-10
	<i>Cash provided from:</i>	
2,216	Trading Receipts	584
2,709	WCC Grants	1400
	Other Grants	21
583	Sponsorships and Donations	97
60	Investment Income	18
108	Other Income	620
5,676		2,740
	<i>Cash applied to:</i>	
3,435	Payments to Employees	853
2,689	Payments to Suppliers	1,543
	Net GST Cashflow	
	Other Operating Costs (VESTING)	
	Interest Paid	0
6,124		2,396
(448)	<b>Total Operating Cash Flow</b>	344
	<b>Investing Cash Flow</b>	
	<i>Cash provided from:</i>	
	Sale of Fixed Assets	
	Other	
0		0
	<i>Cash applied to:</i>	
(23)	Purchase of Fixed Assets	
	Other -vesting Cash for Capital Projects	0
(23)		0
23	<b>Total Investing Cash Flow</b>	0

Actual 30-Jun-10	STATEMENT OF CASH FLOWS (CONT)	Qtr to 30-Sep-10
	<b>Financing Cash Flow</b>	
	<i>Cash provided from:</i>	
	Drawdown of Loans	
	Other	
0		0
	<i>Cash applied to:</i>	
	Repayment of Loans	
	Other	
0		0
0	<b>Total Financing Cash Flow</b>	0
(425)	<b>Net Increase/(Decrease) in Cash Held</b>	344
1,651	<b>Opening Cash Equivalents</b>	1,226
1,226	<b>Closing Cash Equivalents</b>	1,570

Actual 30-Jun-10	CASH FLOW RECONCILIATION	Qtr to 30-Sep-10
99	<b>Operating Surplus/(Deficit) for the Year</b>	21
	Add Non Cash Items	
10	Depreciation	6
	Other (Gifted Hospital Assets)	
109		27
	<b>Movements in Working Capital</b>	
3	(Increase)/Decrease in Receivables	589
(29)	(Increase)/Decrease in Other Current Assets	90
(700)	Increase/(Decrease) in Accounts Payable	(486)
169	Increase/(Decrease) in Other Current Liabilities	381
(557)		574
	<b>Net Gain/(Loss) on Sale:</b>	
	Fixed Assets	(257)
	Investments	0
0		(257)
(448)	<b>Net Cash Flow from Operations</b>	344