

To: Wellington City Council CCO Performance Committee

From: Wellington Zoo Trust

Date: 31 March 2011

Third Quarter Report 2010/11 Financial Year

Highlights

- Visitation ahead of target YTD by 4,260 and head of last year by 7,813 as at the end of March.
- The Big Bite Two fundraising event was a great success. We are still finalising some of the financials on this event, but an early estimate is that we have made approximately \$30k towards the sun bear exhibit funding target
- The Roost Te Pae Manu, the Zoo's on display bird breeding and care facility, was officially opened on Monday 14 February 2011
- Strategic Plan complete and available for CCOPS
- Visitor research at The Nest Te Kōhanga has given us excellent results in terms of visitor satisfaction, learning outcomes and conservation reputation for the Zoo. This shows another dimension of return on investment from the ZCP.
- Matt Hunt, CEO Free the Bears Asia, visited Wellington Zoo to attend the Big Bite event and spend some time working with our team. Wellington Zoo has an MOU with Free the Bears as one of our conservation projects.
- The additional Mojo Café, named the 'Tuck Shop', has opened in The Hub and it looks great,. Feedback from visitors and Mojo indicate that this is a vast improvement on the old kiosk.
- Neighbours Night was a huge success, and we had over 960 visitors attend. This is the most neighbours we have had to this event!
- The Meerkats successfully bred in their new exhibit and we have two new babies who are doing very well.
- We had an outstanding zoo industry Accreditation site visit. This industry peer review takes three full days and is very comprehensive in its assessment of animal welfare, health and safety and general zoo operations and strategy.



Mayor Celia Wade-Brown working at Wellington Zoo's annual Neighbours Barbeque – 27 January 2011



The Roost Te Pae Manu – Opened 14 February 2011

1. Outstanding, intimate and unique visitor experiences

1.1 Visitors and events

- The Roost Te Pae Manu was officially opened by Hon Nathan Guy, Minister of internal Affairs and Her Worship The Mayor Celia Wade-Brown on Monday 14 February 2011; this was celebrated with afternoon tea with Wellington Zoo's donors, supporters and staff.
- Children's Day was celebrated; unfortunately the weather was poor so visitation was not high. However, those who did attend had a great time. We had 204 Children visit the Zoo, and a total of 544 visitors to this event.



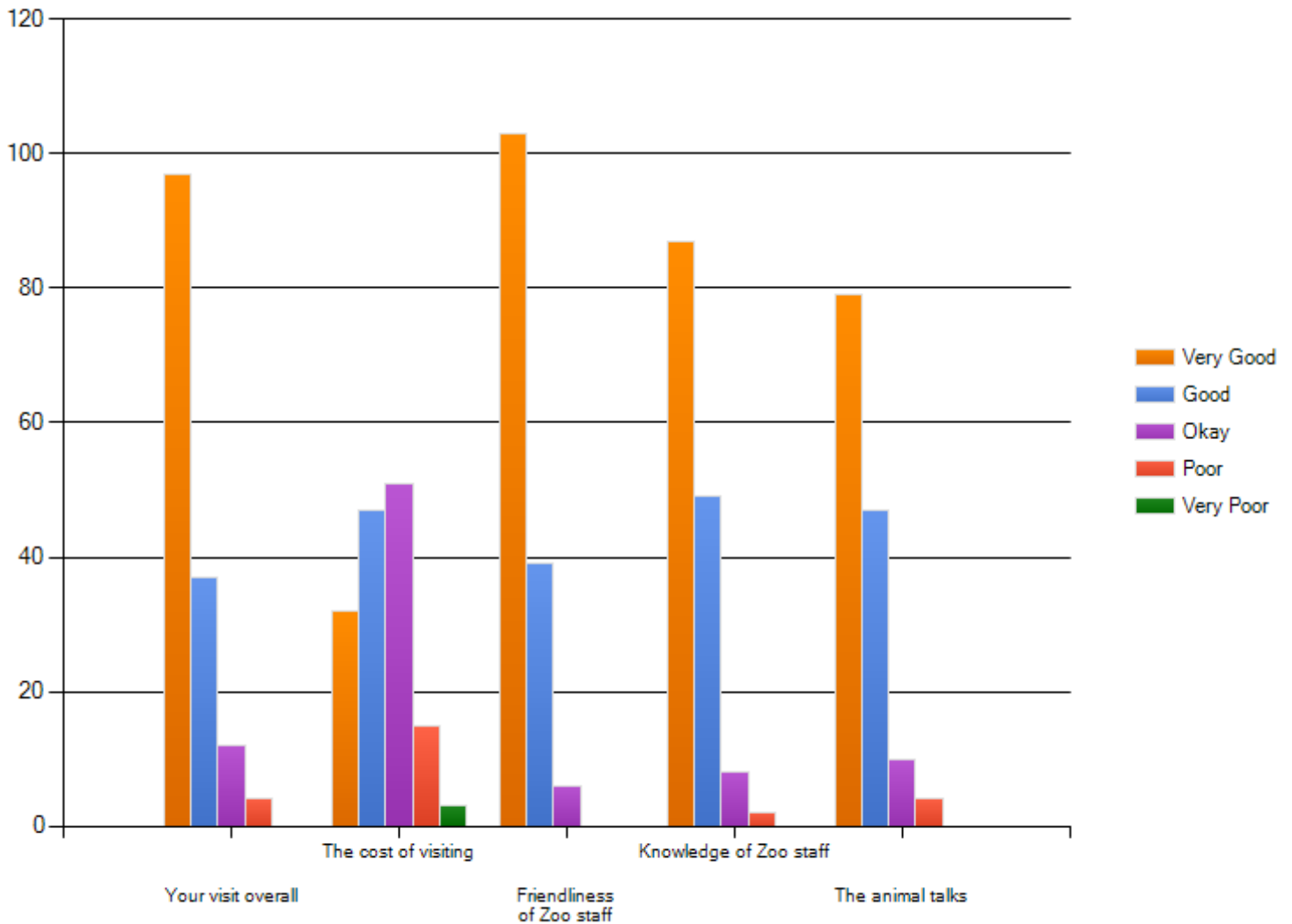
Guests at the Big Bite event during the Auction

Collection Planning

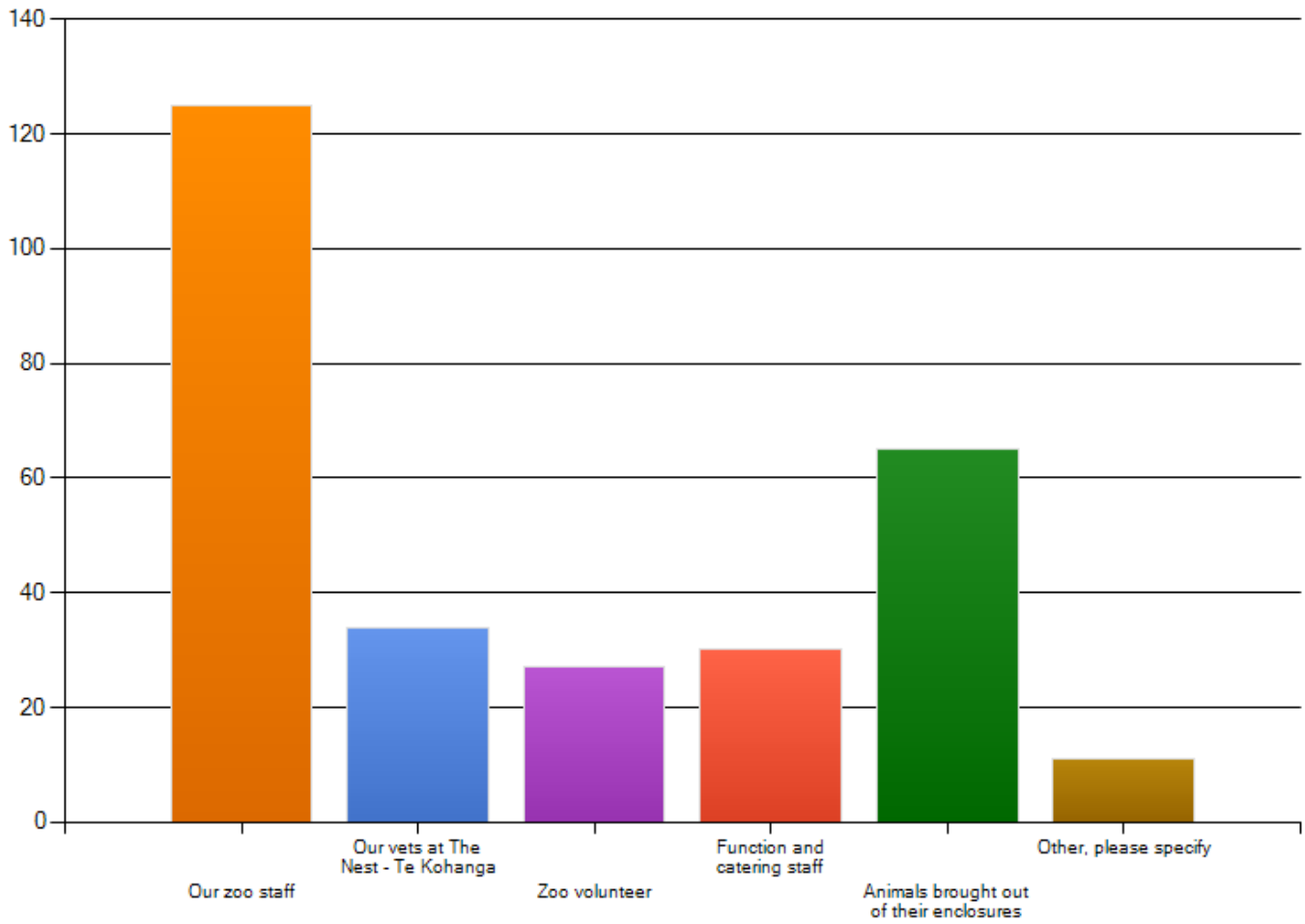
Species	Gender	Status	Due
Dingo	Female	From Australia	May / June 2011 (dependant on Birth)
Nyala	Male	From Singapore Zoo	April 2011
Blackbuck	Male	Arrived from Hamilton Zoo	October 2010
Agouti	Female	Arrived from Hamilton Zoo	October 2010
Kea	Male and Female	Arrived from Auckland Zoo	March 2011
North Island Kaka	Male	Arrived from Otorohanga Kiwi House	March 2011
Pygmy Marmosets	2 Males and 1 Female	Arrived from Newquay Zoo, UK	February 2011
Squirrel Monkeys	Family group	From European Breeding Programme (EEP)	2011
Spider Monkeys	1 Male and 2 Females	From Zoos in Switzerland and France	Mid to late 2011
Shinglebacks	Males and females	From Australia	2011
Scheltopusik	Males and/ or females	From Australia	2011
Emperor Tamarin	Female	Paignton Zoo, U.K.	May 2011

Visitor Survey Results

How was your visit?



Did you have any interaction with...



1.2 Learning

- We have recruited an Educator and Community Conservation Coordinator who are part of the Learning Team.
- We completed signage for Bush Builders schools (Kelburn and Houghton Valley) who have had interpretation sessions with us at Wellington Zoo
- LEOTC advisory committee meeting was held. These meetings are held every six months as a condition of our contract. The committee is made up of teachers and education professionals who advise us with any issues we may have, or give us advice about working with schools.
- MoE response to our Milestone report received with very positive feedback. This is also a six monthly condition of our contract and helps us to ensure we are on track with delivering our Learning programme.

2. Capital projects

2.1 CX340 Zoo Upgrades

Significant activities include the following:

The Nest Te Kōhanga

Improvements to the Salt Water Pool in The Nest Te Kōhanga have been finished and it is again being used by our rescued birds.

The Roost Te Pae Manu

We had the official opening of The Roost Te Pae Manu on 14 February.

The Hub

Works on phase one the Hub have now been completed and phase two will begin July 1.

3. Industry Leadership

The Zoo and Aquarium Association's Accreditation Programme offers a framework for assisting zoos and aquariums to achieve established Association standards of zoo and aquarium operation. The programme provides an opportunity for independent review and validation of their efforts and achievements in meeting these standards.

In addition, full implementation of the Association's Accreditation Programme brings greater clarity, transparency and confidence in the Association to the wider zoo and aquarium community, to external agencies, and to the community by making accreditation a condition of membership.

During our Accreditation recently the two independent assessors were suitably impressed, here are some of their comments and observations;

- It was immediately obvious on arrival and confirmed during our site inspection that the property is managed to a high standard.
- The development and maintenance of strong, partnership relationships with a number of other organisation including Wellington City Council, Department of Conservation, Victoria and Massey Universities etc.
- The clear leadership that has been established in the organisation and the engagement of the entire Zoo team in moving the Zoo towards the achievement of its vision and goals.
- The high standard of animal care including a focus on training and conditioning, close collaboration between vets and keepers and staff development
- Effective community engagement including the provision of Zoo guides, formal learning service, community outreach programme (e.g. Bush Builders), themed, clear and engaging interpretive signage and other communication methods (staff presentation skills, use of interactive media, e.g. speak to the vet or bird keeper and video presentations, etc).

The Accreditation team had only a few minor comments about what to improve and these have all been easily addressed.

4. Financial Sustainability

The result for the nine months to 31st March 2011 shows an operating surplus of **\$171,960** against a budgeted operating surplus of **\$102,395**.

	Actual	Budget
Actual Surplus/ (Deficit) YTD March 2011	881,044	102,395
Less Restricted Income received for capital purposes	(709,084)	-
Add back Capital Funds vested to WCC	-	-
Operating Surplus/(Deficit) YTD March 2011	171,960	102,395

This variance to budget is mainly due to timing of receipt of operating grants and lower than budgeted spend to date for electricity and water.

Detailed financial reporting for the nine months to 31st March 2011 is contained in Appendix 1 to this report.

5. Commercial Development

- We ran a successful appeal for acquisition of new donors and received a 2% response which is better than industry standards which is usually expected at around 0.5 – 1.0 response.
- We have started to promote the April School Holiday Programme and we have increased the number of places available each day from 32 to 40.

5.1. Communication Highlights

- In early January Councillor Simon Marsh featured in a *City Life* story about new councillors, which mentioned his appointment to the Wellington Zoo Trust.
- The primate's keepers and Nest staff embarked on "Monkey Madness" – doing health checks on all 14 capuchin monkeys, starting with Doyle, who had sustained a cut leg. This featured on the front cover of *The Press* on Thursday 6 January 2011, as well as page three in the *Dominion Post*.
- Wellington Zoo was number three in the top five things to do in *The Dominion Post Weekend* magazine, on Saturday January 15 2011.
- Jak the otter made front page news in *The Dominion Post* eating an ice block to cool down on a sweltering Wellington day on Wednesday 19 January 2011
- The Roost Te Pae Manu visitor open day was held on Saturday 22 January and was covered by *The Dominion Post*.

- We received nationwide coverage with a story on the impact of La Nina on little blue penguins, which ran in the *Dominion Post*, *Weekend Press* and *The Southland Times*. The story featured an in depth interview with Lisa Argilla.
- A story profiling Dr Lisa Argilla and her Vet training in the *Sunday News* on 30 January 2011.
- Beth Houston and The Nest Te Kōhanga crew shot a short piece for the winning wheel segment of *Lotto*, profiling the work of The Nest Te Kōhanga and the funding received from the Lotteries Commission. This is scheduled to run on 19 February.
- Beth Houston featured in a piece on Lotto's winning wheel, profiling the work of The Nest Te Kōhanga and the funding received from the Lotteries Commission.
- Valentines Day at the Zoo garnered a lot of media attention, with mentions in the *Dominion Post*, *City Life News* and the *Sunday Star Times*.
- On 12 February Kate Fitzsimmons was interviewed by Newstalk ZB regarding Valentines day at the Zoo.
- On Valentines Day itself, Kate Fitzsimmons and Amanda Tiffin, along with Bono the bearded dragon and Jakey the cockatoo made a well received appearance on TVNZ Good Morning.
- On 4 March our Meerkat babies featured in the *Dominion Post* and on *stuff.co.nz*.
- Matt Hunt was interviewed by Bryan Crump of Radio New Zealand for their Nights programme. The interview was on Wednesday 23rd March.
- Matt Hunt was interviewed on Wednesday 9 March on the TVNZ One Breakfast programme and live on Wellington Access Radio that same night.
- Matt Hunt had a variety of media opportunities including interviews with Radio New Zealand Nights, TVNZ Breakfast and Wellington Access Radio, this was excellent exposure for Free the Bears and its relationship with Wellington Zoo.



New baby Meerkats – Born February 2011

6. Valued and motivated staff

Learning and Development

- The following interactive learning sessions have taken place for Zoo staff over the last month:
 - On 9th February, Ross Provan facilitated a Drawing Workshop which covered deciphering technical drawings that are used when planning projects using examples from our recent ZCP projects.
 - 23rd February: Sarah van Herpt facilitated a session on her Kōkakō Research where she studied the effects of translocation on kokako song
 - 9th March: Matt Hunt spoke to us about Free the Bears
 - 16th March: Amanda Tiffin facilitated an interactive session on “Pressure Release Training”, a technique used in the Programmes team when training cheetahs
 - 23rd March: Ross Provan facilitated a session on “Disaster Management” and our Business Continuity plan. We also had Daniel Neely from the Wellington Emergency Management Office (WEMO) come and talk to us about getting prepared for an emergency.

Recruitment

- The following vacancies are now filled:
- Manager, Veterinary Science (Permanent)
 - Dr Lisa Argilla
- Team Leader Learning (Permanent)
 - Ben Pocock
- Zoo Educator (Permanent)
 - Lynn Allan
- Community Conservation Co-ordinator (Part time Fixed Term)
 - David Henley
- The following role/s are currently being recruited:
 - Customer Service Advisor – Bookings (Permanent)
 - Keeper (Permanent) x 2

7. Lead or participate in conservation and research programmes

The Nest Te Kōhanga Visitor Research

The Nest Te Kōhanga has been open for a little over a year and the objective of this research was to conduct an evaluation of how people use the facility and what they think of it. We observed the way in which 157 people interacted with The Nest Te Kōhanga, spoke to 102 Nest visitors, and surveyed 132 Zoo Crew members about their experiences. The main findings included the following:

- Awareness of The Nest Te Kōhanga is high among regular or semi regular Zoo visitors, but has yet to filter through to less frequent Zoo visitors.
- Most people visiting the Zoo go to The Nest Te Kōhanga and many regular Zoo visitors have been to The Nest four times or more.
- When visiting, most people stay for at least five minutes, and half stay for ten minutes or more. People tend to look at the treatment room (especially when there is a talk on), play on the sculpture and watch the DVD. One literature search suggests people stay anywhere from 10 seconds to 1.5 minutes at most Zoo exhibits worldwide. So this result more than exceeds this benchmark.
- People do not tend to seek much information about what's on before they visit the Zoo, and drop in to The Nest Te Kōhanga on their way around the Zoo, rather than timing their visit to coincide with a talk or procedure.
- Zoo visitors are impressed by The Nest Te Kōhanga overall, giving high ratings in terms of the top-class care it provides the animals, and how educational, interesting, and informative it is. People enjoy the opportunity to see behind the scenes and watch as Zoo staff treat the animals.
- Zoo Crew members are also positive, although not quite as much as other visitors, and it seems that regular visitors may like to see more variation and interactivity in the displays, so that if they miss the talks there is still something new to see.

- The Nest Te Kōhanga makes the vast majority of Zoo visitors and Zoo Crew feel more positively about Wellington Zoo and there is no doubt the Nest adds value to Zoo visitors.

In the year or so it has been open there is little doubt The Nest Te Kōhanga has become a key feature of Wellington Zoo. People think it is an interesting, educational and innovative facility that makes them feel more positively about the Zoo. Most visitors are very impressed with The Nest Te Kōhanga but there are signs that regular visitors would feel more positively if there were greater variation in the displays and/or more interactive opportunities outside talk times.

To this extent, we have already looked at scheduling in more veterinary procedures during the day where practicable, or having some vet treatments happen during opening hours that may have previously happened early in the morning. We have also swapped the times of the two different talks that occur daily in The Nest Te Kōhanga so that if regular visitors visit at the same time of day, they will encounter something different.

8. Lasting community support and participation

Volunteers

- Volunteer orientation of 18 new regular volunteers
- Volunteer Co-ordinator spoke at first Careers Day held at the Zoo for senior school students
- Volunteer recruited to help with general cleaning duties at The Nest Te Kōhanga
- Volunteer Coordinator interviewed for Massey University research on Volunteer Management.
- Volunteers helping out at Teddy Bears Picnic for WCC
- Two volunteer information evenings completed and inductions held
- New LiveNZ volunteer from the USA started with us; he will be here for seven weeks full time.
- New volunteer for The Nest Te Kōhanga recruited. She is a qualified vet nurse.
- New volunteer started with Commercial Development team

Volunteer Summary

	Target	YTD 09/10	YTD 10/11
Volunteer hours	9600	7836	7290
Corporate groups	36	27	36













Ross Martin
Chairperson,
Wellington Zoo Trust Board



The Tuck Shop, Wellington Zoo's new café, based within The Hub precinct

Measures

Wellington Zoo Strategy Framework Targets for 2010-11

Measure	Target 2010-11	Tracking YTD as end March	Result
Fundraising targets for ZCP reached or exceeded	≥641,382	Still have \$28,473 to raise	
Increase total admissions by 2% each year on base year 2005/06 (170,116 visitors) as per Business Plan	≥187,855	150,976 to end of March, 4,260 ahead of YTD target.	
Average income per visitor (excluding WCC grant)	\$13.76	\$13.84	
Ratio of Trust generated income as % of WCC grant	92%	100%	
Average WCC subsidy per visitor	\$14.90	\$13.90	
Staff Survey conducted	October 2010	JRA survey complete	
Staff turnover (not including casual and fixed term roles)	<15%	15.25%	
Collection in managed programmes (% of total Collection)	>41%	On track	
Volunteer hours (9600 hours = 5 FTE)	≥5 FTE	7290 hours	
Wellingtonians visiting the Zoo	>50%	Annual measure	

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

Actual 30-Jun-10	EARNINGS STATEMENT	Qtr to 31-Mar-11
	Revenue	
2121	Trading Income	1749
2709	WCC Grants	2099
82	Other Grants	62
411	Sponsorships and Donations-Capital	709
172	Sponsorships and Donations-Operational	169
60	Investment Income	45
0	Other Income	64
5,555	Total Revenue	4,897
	Expenditure	
3,325	Employee Costs	2,678
1,791	Other Operating Expenses	1,319
10	Depreciation	19
0	Interest	
330	Vested Assets	
5,456	Total Expenditure	4,016
99	Net Surplus/(Deficit) before Taxation	881
0	Taxation Expense	0
18	Operating Surplus (Deficit)	172
99	Net Surplus/(Deficit)	881
0.3%	Operating Margin	3.5%

Actual 30-Jun-10	STATEMENT OF FINANCIAL POSITION	As at 31-Mar-11
	Shareholder/Trust Funds	
0	Share Capital/Settled Funds	0
0	Revaluation Reserves	0
290	Restricted Funds	290
252	Retained Earnings	1,133
542	Total Shareholder/Trust Funds	1,423
	Current Assets	
1,226	Cash and Bank	2,749
622	Accounts Receivable	35
150	Other Current Assets	60
1,998	Total Current Assets	2,844
	Investments	
0	Deposits on Call	0
0	Other Investments	0
0	Total Investments	0
	Non-Current Assets	
118	Fixed Assets	188
0	Other Non-current Assets	0
118	Total Non-current Assets	188
2,116	Total Assets	3,032
	Current Liabilities	
786	Accounts Payable and Accruals	325
	Provisions	
742	Other Current Liabilities	1,238
1,528	Total Current Liabilities	1,563
	Non-Current Liabilities	
0	Loans - WCC	0
0	Loans - Other	0
46	Other Non-Current Liabilities	46
46	Total Non-Current Liabilities	46
542	Net Assets	1,423
1.3	Current Ratio	1.8
25.6%	Equity Ratio	46.9%

Actual 30-Jun-10	STATEMENT OF CASH FLOWS	Qtr to Mar-11
	<i>Cash provided from:</i>	
2,216	Trading Receipts	1,749
2,709	WCC Grants	2099
	Other Grants	62
583	Sponsorships and Donations	878
60	Investment Income	46
108	Other Income	3,739
5,676		8,573
	<i>Cash applied to:</i>	
3,435	Payments to Employees	2,521
2,689	Payments to Suppliers	4,529
	Net GST Cashflow	
	Other Operating Costs (VESTING)	
	Interest Paid	0
6,124		7,050
(448)	Total Operating Cash Flow	1,523
	Investing Cash Flow	
	<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	Total Investing Cash Flow	0

Actual 30-Jun-10	STATEMENT OF CASH FLOWS (CONT)	Qtr to 31-Mar-11
	Financing Cash Flow	
	<i>Cash provided from:</i>	
	Drawdown of Loans	
	Other	
0		0
	<i>Cash applied to:</i>	
	Repayment of Loans	
	Other	
0		0
0	Total Financing Cash Flow	0
(425)	Net Increase/(Decrease) in Cash Held	1,523
1,651	Opening Cash Equivalents	1,226
1,226	Closing Cash Equivalents	2,749

Actual 30-Jun-10	CASH FLOW RECONCILIATION	Qtr to 31-Mar-11
99	Operating Surplus/(Deficit) for the Year	881
	Add Non Cash Items	
10	Depreciation	19
	Other (Gifted Hospital Assets)	
109		900
	Movements in Working Capital	
3	(Increase)/Decrease in Receivables	587
(29)	(Increase)/Decrease in Other Current Assets	90
(700)	Increase/(Decrease) in Accounts Payable	(461)
169	Increase/(Decrease) in Other Current Liabilities	496
(557)		712
	Net Gain/(Loss) on Sale:	
	Fixed Assets	(89)
	Investments	0
0		(89)
(448)	Net Cash Flow from Operations	1,523