

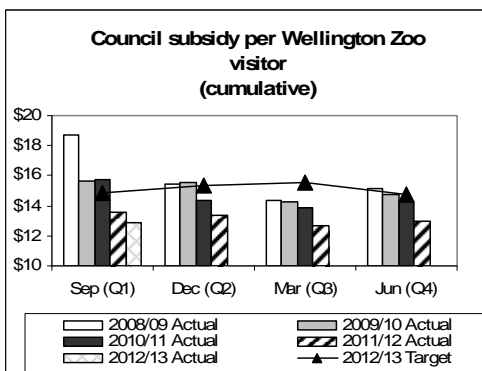
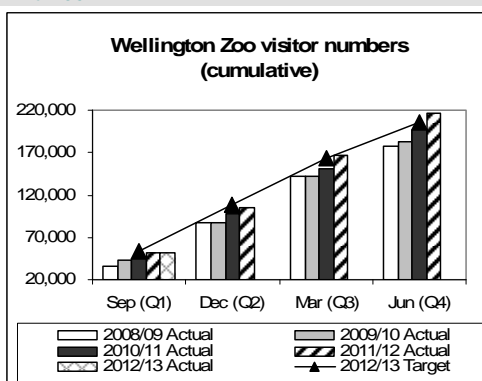
Quarterly Review – Wellington Zoo Trust

Wellington Zoo Trust has presented its report for the quarter ended 30 September 2012 for review. A summary of key findings is presented below and the report is attached.

Highlights / Summary

- A capital donation of \$300k was received from Pub Charity for the Meet The Locals precinct – part of the Zoo Capital Project.
- The Asia precinct was officially opened on 21 September. The precinct was opened to the public from 29 September.
- Visitation for 2012-13 as at end of September is behind target by 1,679 visitors but ahead of last year's record year by 959 visitors to date.
- Since the launch of phone app STQRY in June the Zoo has had over 4,000 page views and over 1,100 of codes scanned throughout the Zoo.
- The Zoo's Facebook page has over 14,000 fans and climbing.

Performance



Macro Key Performance Indicators

The following KPIs have been agreed as part of the Statement of Intent:

Measure	Annual Target	YTD Target	YTD Actual
Number of visitors per year	195,410	54,246	52,567
Average WCC subsidy per visitor	\$13.54	--	\$13.31
Average income per visitor (excluding Council grant)	\$14.88	--	\$12.86
Ratio of Trust generated income as % of WCC grant	110%	--	97%
Fundraising target for ZCP reached or exceeded	\$468,693	--	\$300,000
Meeting ZCP project timing & budget programme	Phase 2 The Hub complete (opened 1 Sep) and tenders for Asia Precinct issued Oct		
Meeting 2011/12 budget		--	On track
Staff turnover	< 15%	--	0%
Species held in managed breeding programmes	41%	--	43.4%
Volunteer hours (FTE)	≥ 9,600 hrs	--	1,676 hrs

The subsidy per visitor is based upon the WCC operating grant.

Activities During the Quarter

- An updated video has been made for The Nest Te Kōhanga, highlighting Places for Penguins and penguin care, medical training for Zoo animals, A Day in the Life of a Veterinary Resident and Native Wildlife care, and a second screen has been installed by the saltwater pool for visitor viewing.
- The Zoo's first annual awards night was held on 17 August 2012 to bring everyone together to recognise and celebrate significant milestones, individual and organisational achievements and to foster a positive organisational culture.
- The new sustainability exhibit, Green You, Green Zoo, was completed and opened on 16 September.

Financial Commentary

- The budgeted operating deficit for Q1 was 52k versus an actual operating deficit of \$91k, due to a visitor mix trend of less full paying adults than expected. This trend improved during October 2012 and the Zoo expect to meet their 2012/13 budget targets.
- Expenditure is tracking close to budget. The \$209k surplus is principally a result of the \$300k capital grant from Pub Charity for the Meet The Locals precinct.
- The Zoo's target for its ZCP capital raising is \$469k for the year and the \$300k grant from Pub Charity means 64% of the target has been raised and contributes to the strong cash position.

Statement of Financial Performance

For the quarter ended 30 September 2012

\$'000	Q1 Actual	Q1 Budget	YTD Actual	YTD Budget	FY Budget
Income	1,676	1,445	1,676	1,445	6,343
Expenditure	1,467	1,497	1,467	1,497	6,343
Total Surplus	209	(52)	209	(52)	0
Operating Surplus	(91)	(52)	(91)	(52)	0
Operating Margin	(5.4%)	(3.6%)	(5.4%)	(3.6%)	0

Statement of Financial Position

As at 30 September 2012

\$'000	Q1 Actual	2011/12 Y/E Actual	FY Budget
Current assets	2,477	2,144	1,558
Non-current assets	156	98	50
Current liabilities	1,651	1,469	1,159
Non-current liabilities	50	50	48
Equity	932	723	401
Current ratio	1.50	1.46	1.34
Equity ratio	35.4%	32.2%	24.9%

Statement of Cash Flows

For the quarter ended 30 September 2012

\$'000	2012/13 YTD Actual	2011/12 Y/E Actual	FY Budget
Operating	1,014	(4)	651
Investing	0	(11)	0
Financing	0	0	0
Net	1,014	(15)	651
Closing balance	2,356	1,342	1,743

Contact officer:

Warwick Hayes

Profile – Wellington Zoo Trust

Wellington Zoo Trust was formed in 2003 with a vision of being “the best little zoo in the world”. It is a not for profit organisation and exists to bring animals in their environments and people who visit, on-site and on-line, together.

Since December 2006 the Zoo has been undertaking a 10-year capital refurbishment programme (the Zoo Capital Plan); this is funded 75% by Council (\$15.66m) and 25% by the Zoo’s external fundraising (\$5.22m).

WELLINGTON



Wellington Zoo is committed to a future in conservation and learning. It is actively involved in national and international conservation breeding programmes for both native and exotic endangered species. The aim is to maintain sufficient genetic diversity to sustain viable breeding populations. Equally important is the Zoo's role in raising visitors' awareness of the importance of the conservation of its resident species through visitor programmes, interpretative signage and other activities so that people take positive action for the environment.

Entity Data

Trust established	2003	
Board	Ross Martin (Chair) Linda Meade Frances Russell Alan Dixson Simon Marsh	<i>Term expires:</i> 31 Dec 2012 30 Jun 2015 31 Dec 2012 31 Dec 2012 31 Oct 2013
Chief Executive	Karen Fifield	
Balance date	30 June	
Number of FTE staff	56.5	
Website	www.wellingtonzoo.com	
Type of entity	Charitable Trust	
LGA designation	CCO	
By reason of	Board control: all trustees appointed by Council	
Council interest	\$3.9m (\$2.8m operating grant)	
Type of interest	Ownership of land, buildings and animals	

To: Wellington City Council CCO Performance Committee

From: Wellington Zoo Trust

Date: 30 September 2012

First Quarter Report 2012/13 Financial Year

Highlights

- The Asia Precinct was officially opened by Her Worship The Mayor Celia Wade-Brown along with our major donors Maurice Hayes of Pub Charity and Linley Wood of ASB Bank. Matt Hunt, CEO of Free the Bears, one of our conservation partners, also attended the opening. The Asia Precinct is an important opportunity to engage with our community to encourage action for endangered species survival and to consider the effect of our everyday choices.
- Her worship The Mayor Celia Wade-Brown opened our new sustainability exhibit – Green You, Green Zoo – Sunday 16 October. A fantastic new space where we share Wellington Zoo's sustainability journey with our visitors and encourage them to commit to a sustainability action of their own to become a 'green you.'
- Since the launch of phone app STQRY in June we have had over 4,000 page views and over 1,100 of codes scanned throughout the Zoo.
- An updated video has been made for The Nest Te Kōhanga, highlighting Places for Penguins and penguin care, medical training for Zoo animals, A Day in the Life of a Veterinary Resident and Native Wildlife care, and a second screen has been installed by the saltwater pool For visitor viewing
- We received a capital donation from Pub Charity of \$300,000 for our Meet the Locals – NZ precinct.



Asia Precinct Official Opening – 21 September 2012

1. Outstanding, intimate and unique visitor experiences

1.1 Visitors and events

Visitation for 2012-13 as at end of September is behind target by 1,679 visitors but ahead of last year's record year by 959 visitors to date. This year's visitation target is above the 2% pa increase agreed in the 2006 Business Case.

Visitor Attendance as at end of Sept 2012		
	CURRENT YTD	LAST YEAR'S YTD
ACTUAL	52,567	51,608
TARGET	54,246	42,018
DIFFERENCE (+ Over / - Under)	-1,679	+9,590

Jul to Sep 2011 28 wet days

Jul to Sep 2012 33 wet days

- **Meerkat Encounters** product developed and proving popular with visitors (especially young visitors) since its launch in August.
- **Monkeys go Fair-trade Bananas** event was held during Wellington on a Plate. With no pre-booking involved this was a value add to our visitors who came on the day. People enjoyed special talks for the animals that eat bananas as part of their diet, had their faces painted and enjoyed some bananas and banana muffins that were donated by Mojo.
- A **Careers Day** was held for senior secondary school students during Conservation Week. They had the opportunity to hear from people working in all different areas of Wellington Zoo and learn about how they can get a career in conservation. Over 60 students attended this event.
- For our new exhibits - Asia and Green Zoo Green you new interactive talks have been developed to engage our visitors with contextual messages in these spaces.



Asia Precinct Visitor Opening – 29 September 2012

Volunteer Hours

	Target	September 11/12	YTD 11/12	September 12/13	YTD 12/13
Volunteer hours	9600	777	2530	939	2615
Corporate groups	36	6	11	5	16

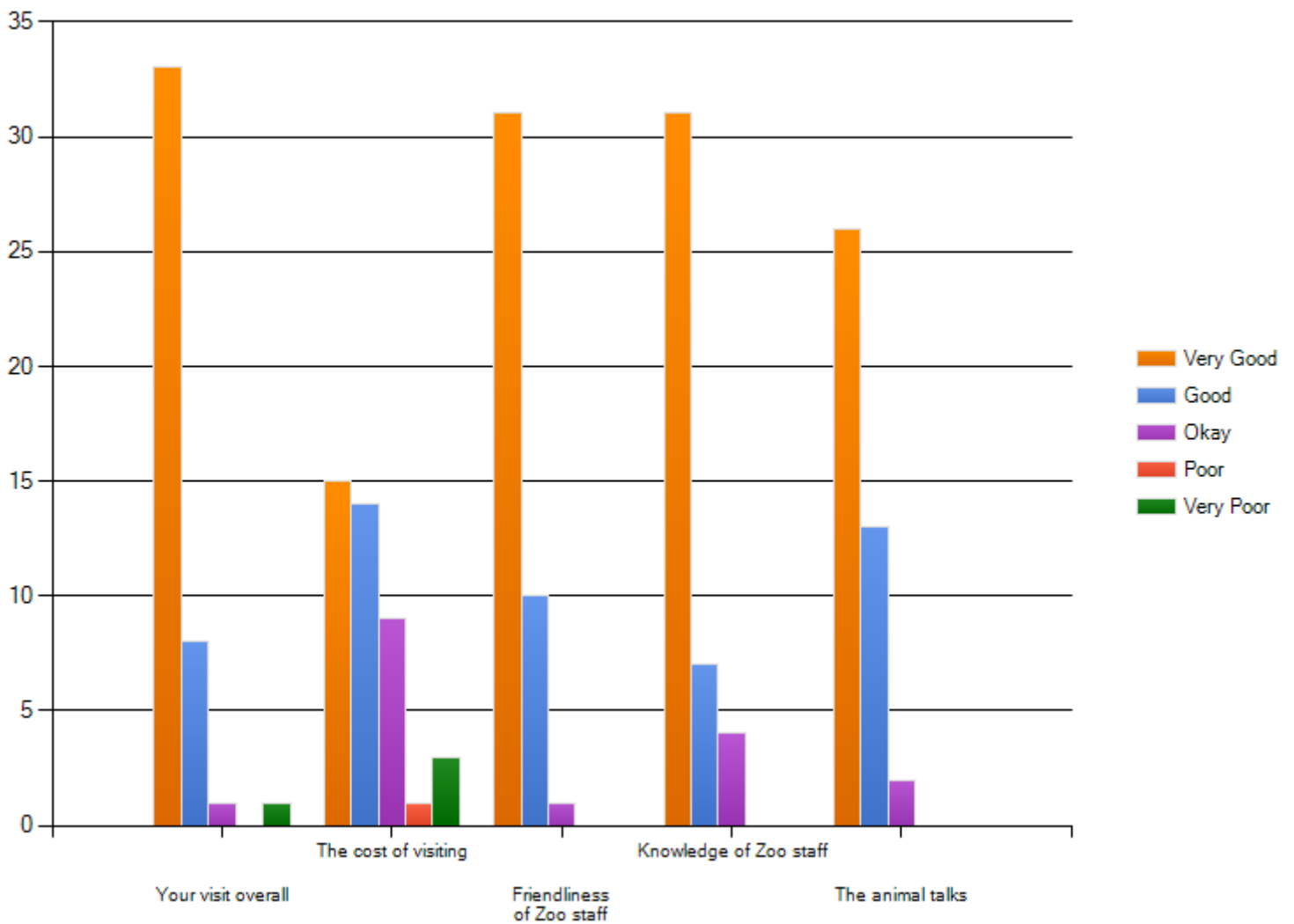
Contact Animal Hours

	Target (hours)	September 11/12	YTD 11/12	September 12/13	YTD 12/13
Ranger hours	1,000	88 Hours 35 Mins	225 Hours 5 Mins	60 Hours 10 Mins	181 Hours 45 Mins
Total Zoo	1,000	162 Hours 55 Mins	375 Hours 35 Mins	96 Hours 50 Mins	268 Hours 40 Mins

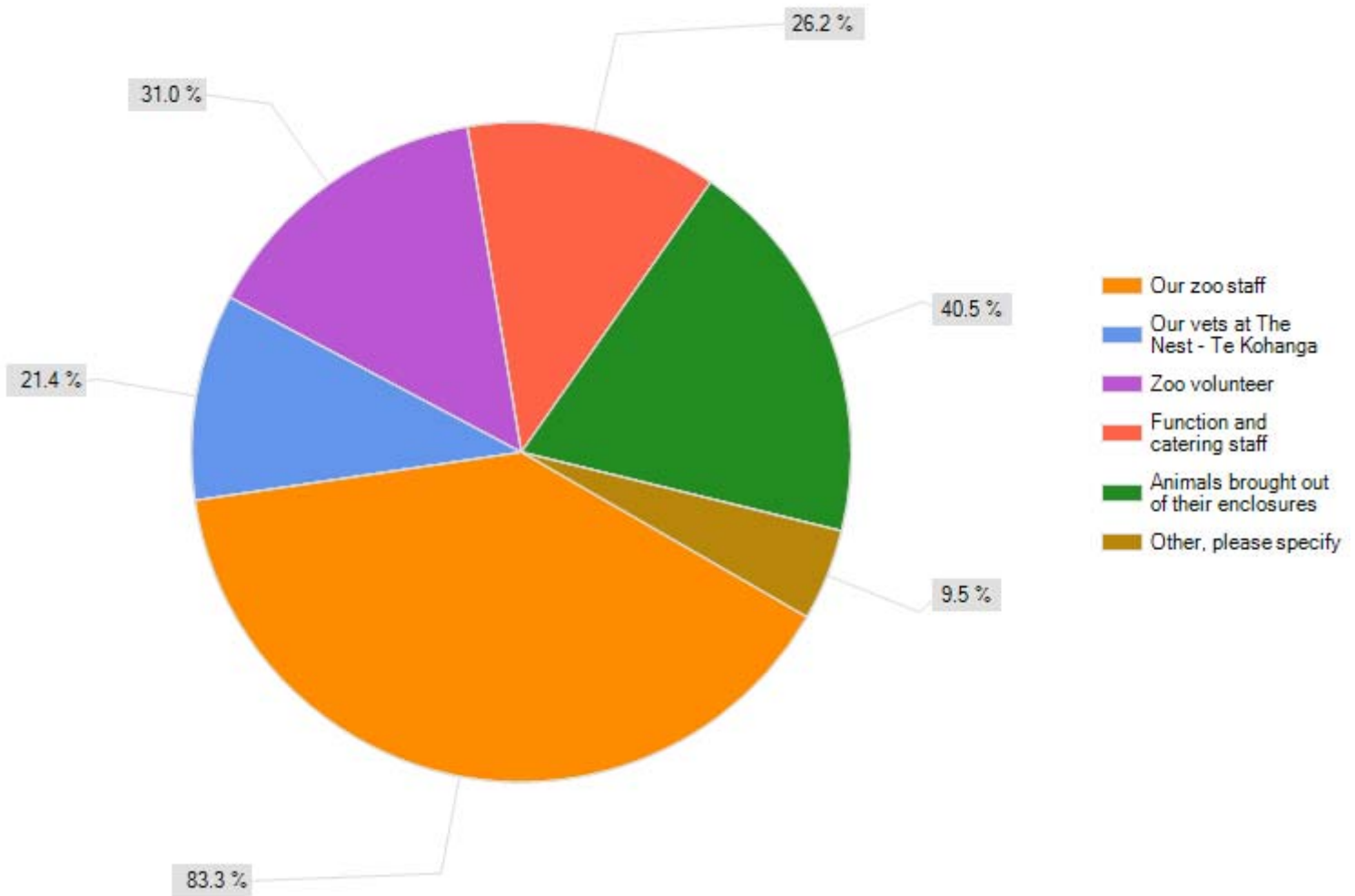
The Ranger hours are higher for this period last year due to increased talks for Rugby World Cup.

Visitor Survey Results for Quarter One

How was your visit?



Did you have any interaction with?



2. Capital projects

2.1 CX340 Zoo Upgrades

Asia Precinct

- The Asia Precinct is now complete and open to our visitors as at 29 September 2012. Project debriefs with Contractors and sub contractors are now underway along with minor defect rectification.

Meet the Locals

- Workshops will be held soon to revisit project brief and concept plans before any further design work is undertaken. This will also include a complete budget review to ensure the future success of this project.



Green Zoo Green You Exhibit – opened 16 September 2012

3. Industry Leadership

3.1 Veterinary Statistics – native animals brought to The Nest Te Kōhanga in the last year

Veterinary Statistics

	August	September	YTD 2012/13
New Cases – own animals	26	18	689
New cases – DoC/Rehab	16	13	1169
Immobilisations for translocations	0	2 (Sun Bears)	9
Post Mortems	4	8	132
Lab Cases internal	40	43	1445

Native Animal Admission Statistics

	2010	2011	2012
January	19	28	44
February	14	14	26
March	9	10	41
April	11	22	24
May	15	19	14
June	16	18	15
July	7	714	14
August	5	10	16
September	7	16	13
October	11	29	
November	21	31	
December	20	27	

3.2 Animal Collection additions

Species	Gender	Status	Due
Dingo	Female	From Australia	Arrived July 2012
Nyala	Males and possibly a female	From USA	When available after September 2012
Scheltopusik	5	From Artis Zoo in Holland	After September 2012
Scheltopusik	1	From Australian Reptile Park	After September 2012
Spider Monkey	Male	From Santa Ana Zoo in the USA	After November 2012
Cheetah	2 males	From South Africa	Late 2012
North Island Kākā	1	From Otorohanga Kiwi House	Mid to late 2012
Madagascan Giant Day Gecko	2 to 4	From Artis Zoo in Holland	After September 2012
White Cheeked Gibbons	1 pair	From Toledo and Kansa City Zoos in the USA	After November 2012
Golden Lion Tamarins	1 pair	Santa Ana Zoo in USA	After November 2012



James Araci, Group Manager Commercial Development at Wellington Zoo and our female Dingo Pup, Yindi - July 2012

4. Financial Sustainability

The result for the three months to 30 September 2012 shows an **operating deficit of \$90,661** against a **budgeted operating deficit of \$51,511**. This is due to the visitor mix trend of less full paying adults than budgeted, although this has improved in October. Commercial Development is assessing actions to rectify this situation over the coming quarter.

	Actual	Budget
Actual Surplus/ (Deficit) YTD September 2012	(90,661)	(51,511)
Less Restricted Income received for capital purposes	-	-
Add back Capital Funds vested to WCC	-	-
Operating Surplus/(Deficit) YTD September 2012	(90,661)	(51,511)

5. Commercial Development

5.1 Communication Highlights

- During the first quarter, we were mentioned in more than 80 media stories – covering a wide range of topics.
- This included the new Dingo puppy, who captured the hearts of many when we offered the opportunity to name her through an auction with our partners, Trade Me, with coverage nationwide through 3News, TVNZ, and the Dominion Post.
- The births of two Squirrel Monkeys, two Pygmy Marmosets, and a Nyala were also media highlights with 3News and the Dominion Post.
- Two new exhibits were opened in September, with widespread coverage of the Asia Precinct from TVNZ, 3News, the Dominion Post, Waikato Times, the Wellingtonian, and the New Zealand Herald.
- During this quarter, we saw our Facebook fans base grow from 11,685 to 14,400 – a 23% increase over three months; giving us access to over 2,414,875 friends of fans (who see any posts liked or commented on by their friends).
- Over this quarter, Wellington Zoo website received 55,190 visits.
- In August, Kate Baker presented a case study on the Happy Feet phenomenon to the Australasian Zoo and Aquarium Conference on the Gold Coast.
- In the final week of September, the opening of the Asia Precinct saw the launch of a wide scale marketing campaign – comprising online, print, radio and cinema ads as well as social media and ambient (street teams).
- The Annual Report was completed and uploaded to the Wellington Zoo website
- Marketing collateral for Functions and Zoo Crew was updated with a fresh feel; while a new page was added to the website for Birthday Parties.



Wellington Zoo's Facebook page now with 14,427 fans and still climbing

6. Valued and motivated staff

Learning and Development

Advocating Advocacy

A learning session on how people define advocacy and the communication approaches and new tools that can be used to effectively provide an audience with a window into our work so that they can make their own connections to nature.

European Travel Experience

A well attended session where our Chief Executive shared her observations, learning and the highs and lows from her visit to Budapest, Prague, Vienna, Paris and Tennoji Zoo. She attended the Ivy Zoo Symposium in Budapest and the European Association of Zoos and Aquaria Conservation Forum in Vienna.

Free Flight Bird Shows

Zoo staff member Ryan Cartlidge shared his experience and learning from training and working with a range of species in free flight bird shows at Cairns Tropical Zoo, African Lion Safari and Billabong Sanctuary.

Interpretation Network of New Zealand

Four members of the Visitor Engagement team attended this national workshop in Christchurch, with the Visitor Experience Manager presenting on interpreting climate change.

Staff Movement

We have filled the following vacancies:

- ❑ Database and Administration Adviser – Rachel McElwain
- ❑ Customer Service Advisor (one permanent vacancy and two casual roles)
- ❑ Veterinary Nurse (re advertised due to lack of suitable candidates)
- ❑ Keeper (two permanent vacancies)

Valued and Motivated Staff

Annual Awards Night

We held our first Annual Awards Night here at Wellington Zoo on 17 August 2012 and we rewarded people for the following categories. This event also combined our annual Aoraki long service awards.

- Excellence in Building Lasting Community Support and Participation
- Excellence in Industry Leadership
- Excellence in Valued and Motivated staff
- Excellence in Outstanding, Intimate and Unique Visitor Experiences
- Excellence in Conservation and Sustainability
- Excellence in Ensuring Financial Sustainability
- The Salty Dip Award
- Peoples Choice – Employee of the Year
- Chief Executives Choice Gold Agouti – individual Excellence
- Chief Executives Choice Gold Agouti – Team Excellence

This event provides an excellent opportunity to bring everyone together to recognise and celebrate significant milestones, individual and organisational achievements and to foster a positive organisational culture.

Tetra Map

- We have rolled out Tetramap – personality profiling with all staff and we will do this with the Board at the February meeting. The Tetramap has been fantastic in terms of helping all staff understand how better to communicate with each other.



2012 Annual Awards Night – 17 August

7. Integrated conservation and sustainability

- Report received from Victoria University on the Urban Planting research programme supported by the conservation fellowship.
- All penguin nest boxes made at Wellington Zoo have now been placed along the South Coast. The next phase is monitoring for penguin usage.
- Learning Manager attended a planting day for Places for Penguins at Tarakena Bay.
- Berhampore School came to the Zoo for their Bush Builders launch day. All schools for this year have been through the launch phase, and the next phase for them is learning and exploring their schools to discover the biodiversity around them.
- We have started supporting a new conservation project through the Wellington Zoo Conservation Fund – 21st Century Tiger. We have supported them in the past. They are a Zoo based organisation that passes on 100% of funds raised to wild tiger projects in seven countries.
- Group Manager Community Engagement met with Jenny Lynch from Places for Penguins to discuss our next steps for the project. This may include surveying coastal residents to assess the level of human animal conflict.

- We have engaged Dr Sarah Rusholme to conduct conservation stakeholder research on behalf of the Zoo. The first phase of this research is interviewing 50 key people involved in conservation, this is now underway.



Two Little Blue Penguins, found during nest box monitoring for Places for Penguins – August 2012

8. Lasting community support and participation

- Two Youth at Risk volunteers started during July School Holidays.
- Houghton Valley School have started their Bush Builders for 2012. All Bush Builders schools for this year are set to wrap up by the end of November.
- The Wellington Lions participated in Bush Builders at Berhampore School.
- We will be hosting and educator from Free the Bears at the Zoo next year for a couple of weeks.



Ross Martin
Chairperson, Wellington Zoo Trust Board

Measures

MEASURE	TARGET 2012/13	TRACKING YTD	NOTES
OUTSTANDING, INTIMATE & UNIQUE VISITOR EXPERIENCES			
Meeting ZCP project timing and budget programme	Completion of the Asia precinct September 2012 Completion of Reptile Rotunda Completion of Servals, Dingoes, Wallabies		Asia Precinct Commercial Partners and Sponsors Official Opening 21 st September 2012. Visitor opening 29 th and 30 th September 2012. Planning currently underway for the Reptile Rotunda as the next capital project.
INDUSTRY LEADERSHIP			
FINANCIAL SUSTAINABILITY			
Fundraising targets for ZCP reached or exceeded	\$468,693 The target for 2012-13 is 25% of the total CAPEX spend	\$300,000	\$100,000 Infinity Foundation application for Reptile Rotunda planned for November 2012. \$500,000 Lottery World War On, Environment and Heritage application planned for November 2012
Increase total admissions by 2% each year on base year 2005/06 (170,116 visitors) as per Business Plan	206,703	52,567 YTD September 2012	
Back office functions review for shared services model	Completed by date advised by WCC		No further action on this measure as yet
Average income per visitor (excluding WCC grant)	\$14.88	\$12.86	Annual measure
Ratio of Trust generated income as % of WCC grant	110%	97%	Annual measure
Average WCC subsidy per visitor	\$13.54	\$13.31	Annual measure
VALUED AND MOTIVATED STAFF			
Staff turnover (not including casual and fixed term roles)	<15%	0%	
INTEGRATE CONSERVATION AND SUSTAINABILITY			
Collection in managed programmes (% of total Collection)	41%	43.43%	
LASTING COMMUNITY SUPPORT AND PARTICIPATION			
Measure visitor feedback and satisfaction	Annually		Visitor surveys for each Board meeting and one detailed research project
Volunteer hours (9600 hours = 5 FTE)	>5FTE	1676	
Wellingtonians visiting the Zoo	50%		From RSS measure annually

Wellington Zoo Strategy Framework 2012-13

Appendix 2 – Financial Statements

CCO: Wellington Zoo Trust		\$NZ000's	
Quarter One 2012/13			
Actual	EARNINGS STATEMENT	Actual	Budget
30-Jun-12		30-Sep-12	30-Sep-12
	Revenue		
2515	Trading Income	588	644
2799	WCC Grants	700	700
82	Other Grants	20	21
217	Sponsorships and Donations-Operational	42	55
691	Sponsorships and Donations-Capital	300	0
75	Investment Income	10	10
93	Other Income	16	15
6,472	Total Revenue	1,676	1,445
	Expenditure		
3,727	Employee Costs	933	984
2,014	Other Operating Expenses	529	509
16	Depreciation	5	4
0	Interest		
414	Vested Assets		
6,171	Total Expenditure	1,467	1,497
301	Net Surplus/(Deficit) before Taxation	209	(52)
0	Taxation Expense		
5	Operating Surplus (Deficit)	(91)	(52)
301	Net Surplus/(Deficit)	209	(52)
0.1%	Operating Margin	-5.4%	-3.6%

Actual 30-Jun-12	STATEMENT OF FINANCIAL POSITION	Actual 30-Sep-12	Budget 30-Sep-12
	Shareholder/Trust Funds		
0	Share Capital/Settled Funds	0	0
0	Revaluation Reserves	0	0
436	Restricted Funds	736	119
287	Retained Earnings	196	230
723	Total Shareholder/Trust Funds	932	349
	Current Assets		
1,342	Cash and Bank	2,356	2,016
672	Accounts Receivable	33	85
130	Other Current Assets	88	60
2,144	Total Current Assets	2,477	2,161
	Investments		
0	Deposits on Call	0	0
0	Other Investments	0	0
0	Total Investments	0	0
	Non-Current Assets		
98	Fixed Assets	156	69
0	Other Non-current Assets	0	0
98	Total Non-current Assets	156	69
	Total Assets		
2,242	Total Assets	2,633	2,230
	Current Liabilities		
903	Accounts Payable and Accruals	336	833
	Provisions		
566	Other Current Liabilities	1,315	1,000
1,469	Total Current Liabilities	1,651	1,833
	Non-Current Liabilities		
0	Loans - WCC	0	0
0	Loans - Other	0	0
50	Other Non-Current Liabilities	50	48
50	Total Non-Current Liabilities	50	48
	Net Assets		
723	Net Assets	932	349
	Current Ratio		
1.5	Current Ratio	1.5	1.2
	Equity Ratio		
32.2%	Equity Ratio	35.4%	15.7%

Actual 30-Jun-12	STATEMENT OF CASH FLOWS	Actual Sep-12	Budget Sep-12
	<i>Cash provided from:</i>		
2514	Trading Receipts	758	644
2799	WCC Grants	1399	1399
82	Other Grants	20	21
343	Sponsorships and Donations	342	55
75	Investment Income	10	10
254	Other Income	1,096	15
6067		3,625	2,144
	<i>Cash applied to:</i>		
3639	Payments to Employees	913	984
2,097	Payments to Suppliers	1,698	509
-79	Net GST Cashflow		
414	Other Operating Costs (VESTING)		
	Interest Paid	0	0
6071		2,611	1,493
-4	Total Operating Cash Flow	1,014	651
	Investing Cash Flow		
	<i>Cash provided from:</i>		
	Sale of Fixed Assets		
	Other		
0		0	0
	<i>Cash applied to:</i>		
11	Purchase of Fixed Assets		
	Other -vesting Cash for Capital Projects	0	0
11		0	0
(11)	Total Investing Cash Flow	0	0

Actual 30-Jun-12	STATEMENT OF CASH FLOWS (CONT)	Actual 30-Sep-12	Budget 30-Sep-12
	Financing Cash Flow		
	<i>Cash provided from:</i>		
	Drawdown of Loans		
	Other		
0		0	0
	<i>Cash applied to:</i>		
	Repayment of Loans		
	Other		
0		0	0
0	Total Financing Cash Flow	0	0
(15)	Net Increase/(Decrease) in Cash Held	1,014	651
1,357	Opening Cash Equivalents	1,342	1,092
1,342	Closing Cash Equivalents	2,356	1,743
Actual 30-Jun-12	CASH FLOW RECONCILIATION	Actual 30-Sep-12	Budget 30-Sep-12
301	Operating Surplus/(Deficit) for the Year	209	(52)
	Add Non Cash Items		
16	Depreciation	5	4
	Other (Gifted Hospital Assets)		
317		214	(48)
	Movements in Working Capital		
(561)	(Increase)/Decrease in Receivables	639	15
88	(Increase)/Decrease in Other Current Assets	42	
38	Increase/(Decrease) in Accounts Payable	(567)	84
114	Increase/(Decrease) in Other Current Liabilities	749	600
(321)		863	699
	Net Gain/(Loss) on Sale:		
	Fixed Assets	(63)	0
	Investments	0	0
0		(63)	0
(4)	Net Cash Flow from Operations	1,014	651