

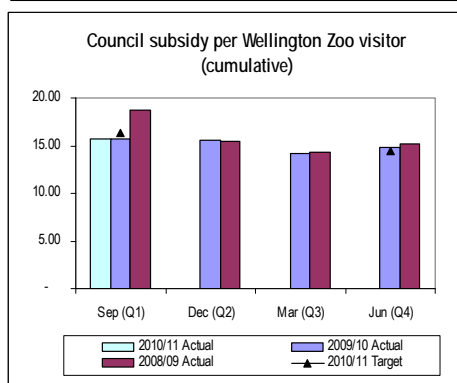
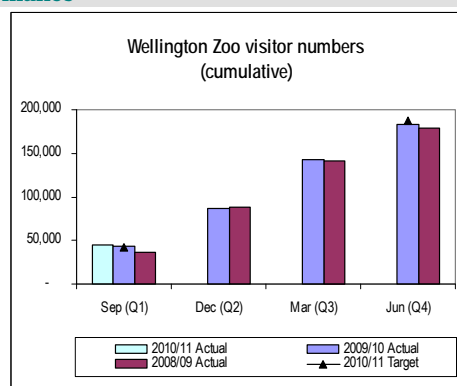
## Quarterly Review – Wellington Zoo Trust

Wellington Zoo Trust has presented its report for the quarter ended 30 September 2010 for review. A summary of key findings is presented below and the report is attached.

### Highlights / Summary

- The ASB Partnership was launched on 9 September.
- The Q1 visitation number at 44,531 is ahead of target by 3,044 visitors, due in part to a successful \$5 Winter Wednesdays promotion in August.
- The Places for Penguins project in which the Zoo is a partner was recognised as the Supreme Winner of the Wellington Airport Regional Community Awards.

### 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	187,810	41,487	44,531
Average WCC subsidy per visitor	\$14.42		\$15.71
Average income per visitor (excluding Council grant)	> \$13.76		\$14.38
Ratio of Trust generated income as % of WCC grant	90%		92%
Fundraising target for ZCP reached or exceeded	\$658,894		\$337,894
Staff survey conducted	Oct 2010		Oct 2010
Staff turnover	< 15%		6.25%
Conservation Programme managed species	> 41%		On track
Volunteer hours (FTE)	≥ 5 FTE		On track

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

### Activities during the quarter

- The Hub and The Roost have both begun construction and have progressed on time.
- A general discussion and presentation about Giant Panda acquisitions was held with Adelaide Zoo, MAF, DIA, WCC and MFAT.
- There was great media attention around the dingo puppy, with his naming being auctioned on Trade Me (Wolfrik won).
- Marketing and communication strategies for the 2010/11 year were created with product promotion plans for Zoo Crew, Encounters, Sleepovers and Functions. A direct mail campaign is underway to promote functions for corporate Christmas parties and encounters as corporate Christmas gifts.
- To increase visitor numbers before December, half price tickets will be sold on a one day deal site.
- The Zoo had positive results in the JRA Best Workplaces Survey: 28<sup>th</sup> out of the total 245 organisations that participated and 12<sup>th</sup> out of 112 in the small-medium category (50-149 employees).

### Financial Commentary

- For the quarter ended 30 September 2010, the result was an operating surplus of \$21k against a budgeted deficit of \$79k.
- Income was higher than budget by \$81k mainly due to higher sponsorship and donations (\$53k favourable) and higher WCC grants (\$23k favourable). This is largely due to timing issues.
- Expenses were \$19k under-budget due to lower other operating expenses (\$46k favourable), partially offset by higher employee costs (\$27k unfavourable). This is partially due to timing issues and partially reflects the increase in the Trust's personnel budget after the SOI was finalised, in line with the increase in the WCC grant.

### Statement of Financial Performance

For the quarter ended 30 September 2010

\$'000	Q1 Actual	Q1 Budget	YTD Actual	YTD Budget	FY Budget
Income	1,340	1,259	1,340	1,259	5,952
Expenditure	1,319	1,338	1,319	1,338	5,952
Total Surplus	21	(79)*	21	(79)*	-
Operating Surplus	21	(79)	21	(79)	-
Operating Margin	2%	(6%)	2%	(6%)	-

### Statement of Financial Position

As at 30 September 2010

\$'000	Q1 Actual	09/10 Y/E Actual	FY Budget
Current assets	1,663	1,998	969
Non-current assets	369	118	74
Current liabilities	1,423	1,528	555
Non-current liabilities	46	46	45
Equity	563	542	443
Current ratio	1.2	1.3	1.7
Equity ratio	28%	26%	42%

### Statement of Cash Flows

For the quarter ended 30 September 2010

\$'000	2010/11 YTD Actual	09/10 Y/E Actual	FY Budget
Operating	344	(448)	(56)
Investing	-	23	-
Financing	-	-	-
Net	344	(425)	(56)
Closing balance	1,572	1,228	897

Note: FY Budgets are as approved in the Business Plan, but the Q1 budget differs from the fully seasonalised management budget.

Contact officer: Maree Henwood

## Profile – Wellington Zoo Trust

WELLINGTON



### History of Wellington Zoo

100 years old - the oldest zoo in New Zealand

Wellington Zoo was founded in April 1906 when a young lion was presented to Wellington City by the Bostok and Wombwell Circus. The lion, named 'King Dick', after Prime Minister Richard Seddon, who had died that year, was initially housed at Wellington's Botanic Gardens along with a small collection of animals. In 1907 the City Council developed a part of Newtown Park into New Zealand's first zoo. The Zoo grew rapidly, and by 1912 around 500 animals were housed in cages, aviaries and a huge sea lion pool.

### Wellington Zoological Society

This society was largely responsible for the early growth and development of the Zoo through its donations of large numbers of animals and plants. The Second World War slowed down the Zoo's development until the 1950s, when the Zoo's role was to entertain the public with elephant rides, performing goats and chimpanzee tea parties.

### Modern approach

In line with changing attitudes, modern zoos around the world now provide more natural environments for their animals. Wellington Zoo has extensively redeveloped the tiger, monkey, lion, chimpanzee and baboon enclosures over the past 20 years. On the Tropical River Trail visitors are surrounded by a rainforest habitat, separated only by a moat from three species of primates.

Wellington Zoo is committed to a future in conservation and education. It is actively involved in international captive 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 keeper talks, signage and other activities.

### Entity Data

Established	2003	
Board	Ross Martin (Chair) Linda Meade Frances Russell Alan Dixson Shaan Stevens Simon Marsh	<i>Term expires:</i> 31 Dec 12 30 Jun 12 31 Dec 10 31 Dec 12 31 Dec 12 Oct 13
CEO	Karen Fifield	
Balance date	30 June	
Number of FTE staff	56.5	
Website	www.zoo.wellingtonzoo.com	
Type of entity	Council-settled Trust	
LGA designation	CCO	
By reason of	Board control: all trustees appointed by Council	
Council interest	\$3,511 million (\$2,709 million direct grant)	
Type of interest	Ownership of land, buildings and animals	