

To: Wellington City Council CCO Performance Committee

From: Wellington Zoo Trust

Date: 31 March 2012

Third Quarter Report 2011/12 Financial Year

Highlights

- Visitation for 2011-12 as at 31 March is ahead of target by 15,284 visitors and ahead of last year's record year by 15,065 visitors
- Our Team at Wellington Zoo managed an emergency C-section on our female Giraffe, Zahara, on Saturday 10 March. Unfortunately the female calf died as she was caught in the birth canal and Zahara was unable to birth her. Only two giraffe C-sections are recorded in the veterinary literature – one survived, one did not. Giraffes are notoriously difficult with anaesthesia so this success is a real credit to our Zoo and will be written as a veterinary paper by our Veterinary Science Manager and the Equine specialist from Massey University.
- Wellington Zoo hosted the New Zealand Species Management Programme workshop for Kākā conservation breeding which was attended by DoC, all major Zoos around the country, NZ Zoo and Aquarium Association staff and smaller wildlife parks and sanctuaries. This workshop was held to assess the conservation breeding requirements for restoration of Kākā across the country.
- We participated in SeaWeek a nationwide celebration of the Coast co-ordinated by the New Zealand Association of Environmental Educators. As part of SeaWeek the Zoo developed Coastal learning session, held special penguin talks each day, hosted a penguin nest box building workshop and co-ordinated a beach clean up at Moa Point, in the heart of the penguins' habitat.
- We acquired a troupe of Squirrel Monkeys from Europe of which Wellington Zoo will keep 17 and the remainder will be sent to Auckland Zoo and Brooklands Zoo in New Plymouth.



The Giraffe C-Section – March 2012

1. Outstanding, intimate and unique visitor experiences

1.1 Visitors and events

Visitation for 2011-12 as at 31 March is ahead of target by 15,284 visitors and ahead of last year's record year by 15,065 visitors

Quarter 3 Visitor Numbers 01 January – 31 March 2012	CURRENT YTD	LAST YEAR'S YTD
ACTUAL	166041	150976
TARGET	150757	146716
DIFFERENCE (+ Over / - Under)	+15284	+4260

Jan to Mar 2011 23 wet days

Jan to Mar 2012 28 wet days

- The annual Valentines Day adults only evening was successfully promoted, with 286 visitors recorded, compared with 131 the year before. Bookings for hampers, dinners and encounters were all taken online. We sold all 12 encounter slots on the evening, as well as 20 gourmet picnic hampers, and 22 dinners at Kamala's
- Children's Day was Sunday March 4 (the weekend of the weather bomb). However, 878 visitors came to the Zoo and enjoyed all kinds of entertainment – bands, bouncy castles, contact animals. ASB were very pleased with their support of Children's Day.
- March 11 and 24 were our annual Wellington City Council free days, where Council staff are invited to come to the Zoo for free to recognise Council's ongoing support of the Zoo. Over 350 Council staff attended these Council free days.
- On the 16th of February Wellington Zoo hosted a "Business after 5" networking function for the Wellington Employers Chamber of Commerce at Kamala's. More than 150 people attended the event, more than double the usual attendance for this event. We have received a number of bookings for venues at the Zoo since this event.
- At the "Business after 5" event we premiered a new video celebrating the Zoo's achievements in 2011, produced by Saatchi and Saatchi. The video was subsequently loaded onto YouTube and has had more than 5,000 views



Children's Day with our visiting children, Zoo staff and Sun Bear sponsors ASB – March 5 2012

Contact Animal Hours with our visitors

	Target (hours)	March 10/11	YTD 10/11	March 11/12	YTD 11/12
Guides hours	600	47 Hours 23 Mins	623 Hours 33 Mins	74 Hours 50 Mins	798 Hours 18 Mins
Total Zoo	NA	90 Hours 47 Mins	884 Hours 50 Mins	117 Hours 15 Mins	1249 Hours 43 Mins

This table indicates how many animals, out of their exhibits, met with our visitors.

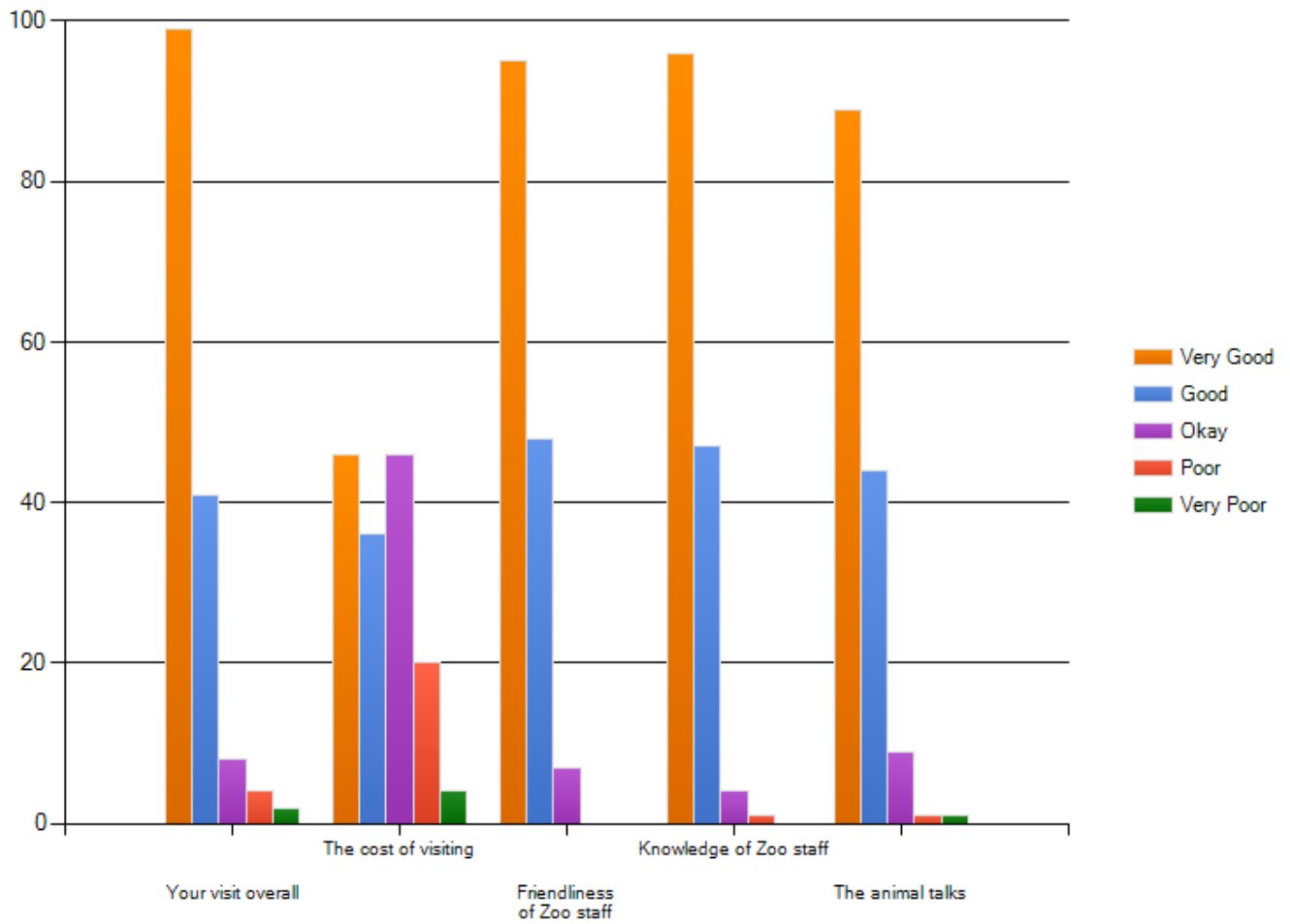
1.2 Volunteers

Volunteer Hours donated to the Zoo

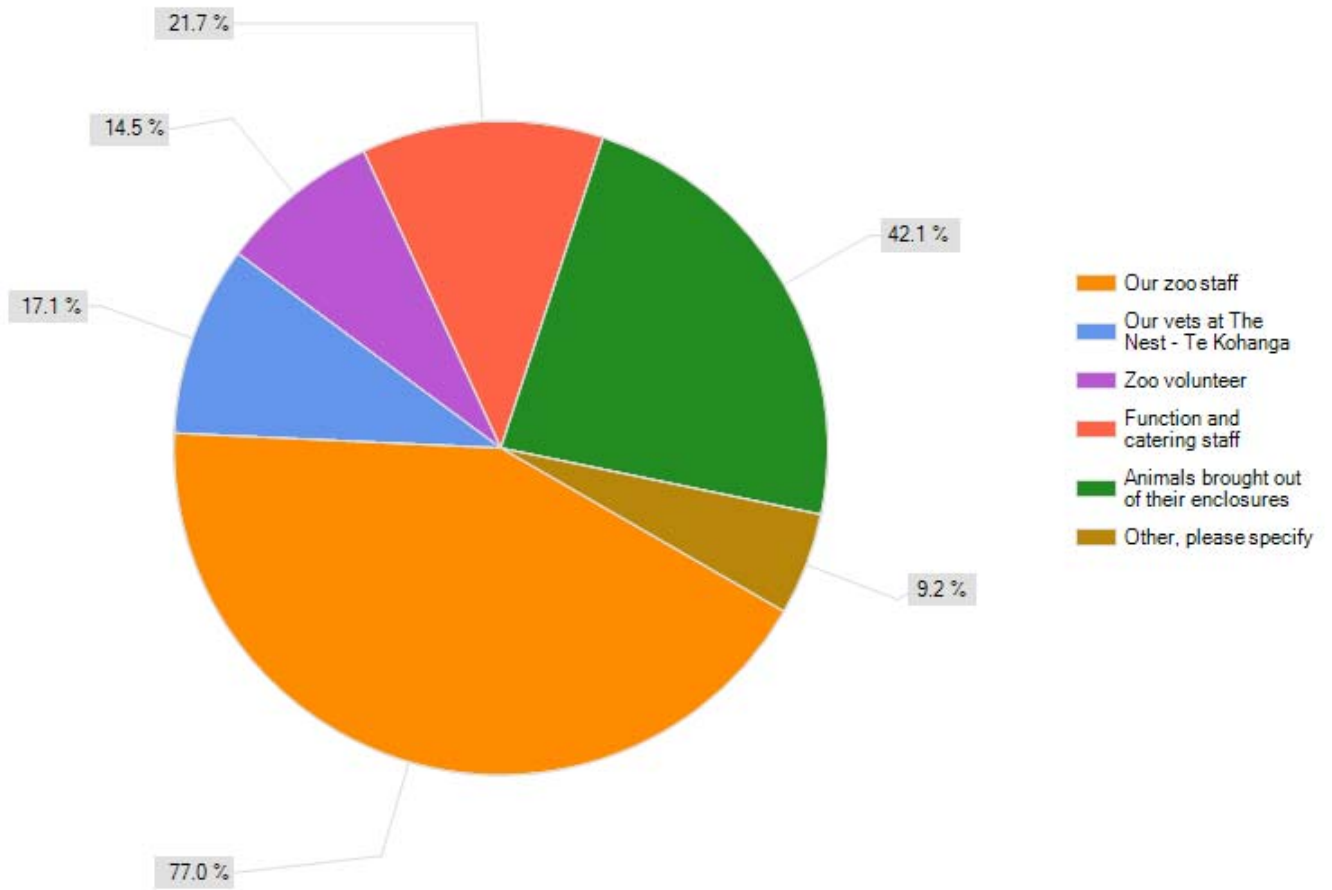
	Target	March 10/11	YTD 10/11	March 11/12	YTD 11/12
Volunteer hours	9600	1180	7290	805	7579
Corporate groups	36	5	36	3	30

Visitor Survey Results for Quarter Two

How was your visit?



Did you have any interaction with?



Learning Outcomes

- Four schools are involved in the Bush Builders programme in Term 2 – Ngaio, St Francis de Sales, Newtown and Houghton Valley
- Feedback from Ministry of Education confirming that our LEOTC Improvement Objectives meet requirements.
- Zoo Educator and General Manager Visitor Engagement delivered a learning session for Wellington College Business Studies students. This visit came about as a direct result of the teacher attending the Wellington Chamber of Commerce event at the Zoo in February.
- Learning Manager to present at New Zealand Association of Co-operative Education (NZACE) conference in Hamilton. He was supported to speak by NZACE as it is through one of their programmes that he originally went to work at Hamilton Zoo, where he was trained before moving to Wellington.

LEOTC numbers

	Target (learners)	March 10/11	YTD 10/11	March 11/12	YTD 11/12
Zoo School (LEOTC)	9000	1,039	8,094	929	7,939
Holiday Programme	1300	0	830	0	1,162
Total	10300	1,039	8,924	929	9,101

2. Capital projects

2.1 CX340 Zoo Upgrades

- Hawkins Construction was chosen as preferred tenderer in January 2012 and appointed to the Asia Precinct project in February 2012. They have been onsite since mid February 2012.



Asia Precinct – under construction 23 March 2012

3. Industry Leadership

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

Species	Zealandia	SPCA/Wgtonians	Staglands	Wgtn DOC	Otago DOC	Franz Joseph DOC	Dawne Morton	Pukaha Mt Bruce	Burwood Bush DOC	Carolyn Press MacKenzie	Vic Uni	Chatham Is DOC	NZWHC
Antarctic Prions		9											
Australasian Shoveller													
Blue Ducks								5					
Broad Billed Prions		677											
Brown Kiwi								11					
Cape Pigeon (Petrel)		1											
Chatham Island Taiko												1	
Common Diving Petrel		5											
Common Gecko		1											
Cooks Petrel		1											
Emperor Penguin		1											
Fairy Prions		9											
Fantail		3											
Fluttering Shearwater		1											
Fulmar Prions		4											
Gannet		2											
Haast Tokoeka Kiwi						1							
Harrier Hawk		9											
Hihi	1												
Huttons Shearwater		4											
Kaka	3	2						2					
Kakapo													
Kea			4										
Kereru		22		1									
Kingfisher		9											
Little Blue Penguins		9											
Little Shag		1											
Little Spotted Kiwi	1												
Morepork		9											
Northern Giant Petrel		2											1
NZ Falcon							1						1
NZ Fur Seal		1											
Otago Skink					2								
Oystercatcher		1											
Paradise Shellduck		8											
Pied Shag	1	6											
Pukeko		7											
Red-billed Gull		4											
Red Crowned Kakariki	1	1											
Saddleback	1												
Salvins Prions		15											
Shining Cuckoo	1	1											
Spotted Shag		6											
Sooty Shearwater		1											
Southern Royal Albatross				1									
Stephens Island Tuatara											1		
Takahe									1				
Thin-Billed Prion		1											
Tui		46											
Wax Eye		11											
Wedgetailed Shearwater		1											
White Capped Mollymawk				2									
White Faced Heron										1			
Yellow-crowned Kakariki								1					
Totals	9	887		4	2	1		19	1	1	1	1	2

3.2 Animal Collection additions

Species	Gender	Status	Due
Dingo	Female	From Australia	August / September 2012
Nyala	Male and possibly a female	From Singapore Zoo	When available after July 2012
Scheltopusik	5	From Artis Zoo in Holland	After July 2012
Scheltopusik	1	From Australian Reptile Park	After July 2012
Spider Monkey	Male	Potentially from the USA	After July 2012
Cheetah	2 males	From South Africa	Late 2012
North Island Kākā	1	From Otorohanga Kiwi House	Mid to late 2012



Beni our 3 year old Chimpanzee carrying little Malika (6 months) – 15 March 2012

4. Financial Sustainability

The result for the nine months to 31 March 2012 shows an operating surplus of **\$144,396** against a budgeted operating surplus of **\$137,370**.

	Actual	Budget
Actual Surplus/ (Deficit) YTD March 2012	144,396	137,370
Less Restricted Income received for capital purposes	-	-
Add back Capital Funds vested to WCC		-
Operating Surplus/(Deficit) YTD March 2012	144,396	137,370

Detailed financial reporting for the nine months to 31 March 2012 is contained in Appendix 1 to this report.

5. Commercial Development

5.1 Communication Highlights

February

- We had 20 stories across broadcast and print media in February, with the majority of the coverage focussing on the arrival of 30 Bolivian squirrel monkeys from France and the birth of more Meerkat pups in January
- Coverage included a New York Times article about The Rise of the Planet of the Apes
- In February 2012 the Wellington Zoo website received a total of 15,825 visits, an increase of more than 50% on the same period in 2011
- Four members of staff completed media training with Munro Church during February

March

- The Zoo had more than 30 stories across print, online and broadcast media in March, covering a wide variety of content.
- Media highlights include a feature on the Zoo in the business section of the Dominion Post on the 24th of March, coverage on the TV3 website of our Trade Me auction to name a Bolivian Squirrel Monkey, stories on our work with Little Blue Penguins as part of Sea Week in the Dominion Post and the Wellingtonian, a photo feature on Lanky the Pelican in the Dominion Post and coverage on the TV3 website and the Dominion Post of patients at The Nest Te Kōhanga including Jessie the Chimp, our resident Lemurs and a Giant Petrel all the way from the Chatham Islands.
- We have continued to develop our relationship with TV3, which has resulted in mention almost every Friday in their new online “Animals of the Week” column.
- Facebook ‘likes’ are now over 10,000, which is an increase of **more than 2,000** over the past month. This compares to 5500 at the beginning of February, and 1760 in February 2011
- In March 2012 the Wellington Zoo website received a total of 16,999 visits, an increase of more than 35% compared to the same period in 2011.



Two of our Squirrel Monkeys in their exhibit – arrived 10 February 2012

6. Valued and motivated staff

6.1 Learning and Development

Management 101 our Leadership Development programme commenced on 8 March 2012. This comprehensive programme is being delivered bespoke for the Zoo by NZIM and consists of eight modules which cover a range of topics that are key to effective leadership. The programme is supported by on the job action learning and also supports one of the key themes from our People and Culture Strategy "*Strengthening Leadership and Management Capabilities*".

A well received interactive session on Sustainable Population Management and going beyond the Five Freedoms to the Five Domains for Animal Welfare was delivered by our Collections Development Manager. The session provided an introduction to the Zoo and Aquarium Association's draft position statement on Animal Welfare. This included the Five Domains approach to creating positive animal welfare outcomes that go beyond minimising or eliminating negative outcomes.

6.2 Recruitment

During the last quarter we have filled vacancies in the following roles:

- Fundraising Advisor
- Keeper
- Visitor Ranger (part time)
- Casual Educator
- Casual Customer Service Adviser.

In addition to this we have four new keepers on a fixed term basis to provide cover for staff on annual leave, parental leave and leave without pay.

We are currently in the process of recruiting to the following roles:

- Veterinarian
- Senior Keeper.

6.3 Culture

Following on from receiving our JRA Best Workplaces Survey results we have held a series of workshops with all staff. This has provided an excellent opportunity for everyone to provide input into shaping ideas and planning initiatives that support motivating and valuing our people to create the best little zoo culture in the world. We are now working on a range of exciting new projects in this space. These projects are; reward and recognition, communication and cooperation and performance and feedback.

7. Integrated conservation and sustainability

- GM Visitor Engagement and Learning Manager met with Forest and Bird Places for Penguins Co-ordinator to establish a partnership MoU. This will be signed by the CE and GM of Forest and Bird at the Zoo in May.
- We have received a report from the Kea Conservation Trust on the work they have been able to complete with the grant from the Zoo Conservation Fellowships.
- Visitor research is currently underway to give us a baseline understanding of our visitors knowledge of the conservation projects we support to assess the level of awareness of our conservation work. This research will be replicated during the April School Holidays next year to ascertain whether our visitors have become more aware after we have addressed any awareness gaps identified from this research..



Zoo staff and volunteers from the Community at the Coastal Clean Up, part of Seaweeek – March 2012

8. Lasting community support and participation

- 16 new volunteers went through orientation and are already out and about in the Zoo.
- Two new Gateway students from Taita College started at the Zoo, one as part of the general volunteer programme and one working with property team. We have been approached by another school who would like to send their students to us through the Gateway programme.
- Volunteer project submitted for BNZ for their annual 'Closed for good' programme 2012
- We have recruited two musical entertainment volunteers and they have had their first sessions with kids out in the Zoo
- We are developing a Youth at Risk programme in conjunction with Kilbirnie Police. We are looking to establish this for July School Holidays.



Ross Martin
Chairperson, Wellington Zoo Trust Board

Wellington Zoo Strategy Framework 2011-12

MEASURE	TARGET 2011-12	TRACKING YTD	NOTES
OUTSTANDING, INTIMATE & UNIQUE VISITOR EXPERIENCES			
Meeting ZCP project timing and budget programme	Phase 2 of The Hub Complete September 2011	Contractors now on site February 2012	↓ Servals/Dingoes/Wallabies – delayed until Asia precinct is complete Asia Precinct – Completion will be delayed until August 2012. Reptile Rotunda – will be delayed until Asia Precinct is complete
Visitor feedback and satisfaction	One research project per year	Underway	↓ Visitor research conducted during April School Holidays and will now be analysed
FINANCIAL SUSTAINABILITY			
Fundraising targets for ZCP reached or exceeded	\$766,601 – The target for 2011-12 is 25% of the total spend but as this is a transitional year for our fundraising strategy so we may need some flexibility around that target within the range of 20-25%	\$650,978 YTD March	↓ ASB have agreed to bring forward part funding for the Asia Precinct by April 30th 2012.
Increase total admissions by 2% each year on base year 2005/06 (170,116 visitors) as per Business Plan	191,982	166,041 YTD March	↓ We are exceeding the 2% growth pa required from the ZCP Business Case.
Back office functions review for shared services model	Completed by date advised by WCC		↑ New measure
Average income per visitor (excluding WCC grant)	\$14.86	\$14.17	↓ This indicator is a result of our visitor mix changing to a greater number of Zoo Crew members,
Ratio of Trust generated income as % of WCC grant	102%	110%	↓
Average WCC subsidy per visitor	\$14.58	\$12.64	↓
Meeting the 2011-12 Budget	June 2012		↓ New measure
VALUED AND MOTIVATED STAFF			
Staff Survey conducted	October 2011	Completed	↓ Action Planning completed
Staff turnover (not including casual and fixed term roles)	<15%	13.9%	↓
INTEGRATE CONSERVATION AND SUSTAINABILITY			
Collection in managed programmes (% of total Collection)	41%		↓ Percentage as approved by Regional Zoo Aquarium Association
LASTING COMMUNITY SUPPORT AND PARTICIPATION			
Volunteer hours (9600 hours = 5 FTE)	9,600 hours	7,579 hours	↓
Wellingtonians visiting the Zoo	50%		↑ From RSS and Zoo market research

Appendix 2 – Financial Statements

CCO: Wellington Zoo Trust			
Quarter Three 2011/12		\$NZ000's	
Actual 30-Jun-11	EARNINGS STATEMENT	Actual 31-Mar-12	Budget 31-Mar-12
	Revenue		
2209	Trading Income	1969	1973
2799	WCC Grants	2099	2100
82	Other Grants	62	62
209	Sponsorships and Donations-Operational	150	147
943	Sponsorships and Donations-Capital	511	
62	Investment Income	47	19
76	Other Income	74	62
6,380	Total Revenue	4,912	4,363
	Expenditure		
3,566	Employee Costs	2,830	2,793
1,827	Other Operating Expenses	1,414	1,411
14	Depreciation	13	20
0	Interest		
1,093	Vested Assets		
6,500	Total Expenditure	4,257	4,224
(120)	Net Surplus/(Deficit) before Taxation	655	139
0	Taxation Expense		
30	Operating Surplus (Deficit)	144	139
(120)	Net Surplus/(Deficit)	655	139
0.5%	Operating Margin	2.9%	3.2%

Actual 30-Jun-11	STATEMENT OF FINANCIAL POSITION	Actual 31-Mar-12	Budget 31-Mar-12
	Shareholder/Trust Funds		
0	Share Capital/Settled Funds	0	0
0	Revaluation Reserves	0	0
140	Restricted Funds	651	120
282	Retained Earnings	426	401
422	Total Shareholder/Trust Funds	1,077	521
	Current Assets		
1,357	Cash and Bank	2,671	1,950
111	Accounts Receivable	36	85
218	Other Current Assets	62	60
1,686	Total Current Assets	2,769	2,095
	Investments		
0	Deposits on Call	0	0
0	Other Investments	0	0
0	Total Investments	0	0
	Non-Current Assets		
102	Fixed Assets	142	72
0	Other Non-current Assets	0	0
102	Total Non-current Assets	142	72
	Total Assets		
1,788		2,911	2,167
	Current Liabilities		
866	Accounts Payable and Accruals	475	650
	Provisions		
452	Other Current Liabilities	1,311	950
1,318	Total Current Liabilities	1,786	1,600
	Non-Current Liabilities		
0	Loans - WCC	0	0
0	Loans - Other	0	0
48	Other Non-Current Liabilities	48	46
48	Total Non-Current Liabilities	48	46
	Net Assets		
422		1,077	521
	Current Ratio		
1.3		1.6	1.3
	Equity Ratio		
23.6%		37.0%	24.0%

Actual 30-Jun-11	STATEMENT OF CASH FLOWS	Actual Mar-12	Budget Mar-12
	<i>Cash provided from:</i>		
2197	Trading Receipts	1,662	1,973
2799	WCC Grants	2099	2799
82	Other Grants	2,220	62
1614	Sponsorships and Donations	661	147
62	Investment Income	47	19
76	Other Income	406	62
6830		7,095	5,062
	<i>Cash applied to:</i>		
3566	Payments to Employees	3,156	2,793
1913	Payments to Suppliers	2,625	1,411
127	Net GST Cashflow		
1093	Other Operating Costs (VESTING)		
	Interest Paid	0	0
6699		5,781	4,204
131	Total Operating Cash Flow	1,314	858
	Investing Cash Flow		
	<i>Cash provided from:</i>		
	Sale of Fixed Assets		
	Other		
0		0	0
	<i>Cash applied to:</i>		
0	Purchase of Fixed Assets		
	Other -vesting Cash for Capital Projects	0	0
0		0	0
0	Total Investing Cash Flow	0	0

Actual 30-Jun-11	STATEMENT OF CASH FLOWS (CONT)	Actual 31-Mar-12	Budget 31-Mar-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
131	Net Increase/(Decrease) in Cash Held	1,314	858
1,226	Opening Cash Equivalents	1,357	1,092
1,357	Closing Cash Equivalents	2,671	1,950

Actual 30-Jun-11	CASH FLOW RECONCILIATION	Actual 31-Mar-12	Budget 31-Mar-12
(120)	Operating Surplus/(Deficit) for the Year	655	139
	Add Non Cash Items		
14	Depreciation	13	20
	Other (Gifted Hospital Assets)		
(106)		668	159
	Movements in Working Capital		
511	(Increase)/Decrease in Receivables	75	15
(68)	(Increase)/Decrease in Other Current Assets	156	
82	Increase/(Decrease) in Accounts Payable	(391)	34
(288)	Increase/(Decrease) in Other Current Liabilities	859	650
237		699	699
	Net Gain/(Loss) on Sale:		
	Fixed Assets	(53)	0
	Investments	0	0
0		(53)	0
131	Net Cash Flow from Operations	1,314	858