

STRATEGIC ROADMAP

2022–2027

**WILDLIFE CONSERVATION
SCIENCE AT WORK**

Introduction

Auckland Zoo opened its doors to the community for the first time in December 1922. Back then, the population of Tāmaki Makaurau was just 85,000 and 1.9 billion humans lived on planet Earth. A century later, our city has grown to over 1.6 million people and the global population is now nearing 8 billion. In the last one hundred years, Auckland and the world have changed beyond all recognition, and so has the role and purpose of a good, modern zoo.

During this time there has been a devastating decline in our planet's biodiversity with an estimated decrease in wildlife populations of more than two-thirds over the last 50 years. The world is experiencing its sixth mass extinction event and the reasons for the catastrophic loss of wildlife and wild places are entirely human in origin.

In New Zealand, currently 86% of the population lives in urban areas. By 2050, this is projected to increase to 92%. With this shift to urban environments there is a growing disconnect between people and the natural world. This disconnection, together with the urgent and alarming environmental issues, and the lasting effects of a global pandemic, can leave many feeling hopeless and disempowered.

As a good, modern zoo, dedicated to building a future for wildlife, we provide an accessible gateway to reconnect people with nature, to enhance wellbeing, foster empathy, build

optimism and mobilise social change for people to become powerful advocates for healthy communities and healthy ecosystems.

Our wildlife conservation science work means we take an evidence-based approach that uses data, and our skills, experience, and passion to make a difference. This includes the way in which we care for animals at the Zoo. Increasingly however, this intensive wildlife management expertise is also being deployed to support and conserve species in the wild. We work with the Department of Conservation, community groups and other conservation partners to help wildlife recovery efforts across New Zealand and overseas.

We are a proud part of Auckland Unlimited within the wider Auckland Council whānau. The ongoing trust and support of our parent organisation has allowed us to not only grow our impact as a not-for-profit wildlife conservation zoo but, through Auckland Council's Long-term Plan, has also enabled the ambitious and exciting ongoing renewal of our zoo site for the next century of our journey.



Kevin Buley
Director

Our Strategic Roadmap 2022–2027

At no time in our 100-year history has the role, relevance, and purpose of Auckland Zoo for people and for wildlife been more important than it is right now.

For the last decade, Auckland Zoo's mission statement has been to, 'Bring people together to build a future for wildlife'. This Strategic Roadmap sets-out our commitments and our goals over the next five years, that will enable us to deliver on this mission and to move towards our vision of, 'A future where people value wildlife and species are safe from extinction'.

The 'Seven Commitments' of this Roadmap reflect our renewed strategic priorities as a community-focused cultural organisation in Tāmaki Makaurau Auckland, and as a modern wildlife conservation science organisation in Aotearoa New Zealand.

Each of the Seven Commitments in our Strategic Roadmap has specific goals. In turn, each of these goals has a series of initiatives and projects with outcomes, targets and measures that will enable the delivery of our commitments to people and to wildlife, to be tracked over the life of this five-year plan.

Auckland Zoo's Seven Commitments have been informed and have evolved from key local, national and international strategies, plans and guidelines. These documents included:

- **Auckland Unlimited's annual Statement of Intent (SOI)**
- **The Auckland Plan 2050** – and the associated relevant topic-based plans
- **Te Tāruke-ā-Tāwhiri: Auckland's Climate Plan**
- **Kia Ora Tāmaki Makaurau** – Auckland Council's Māori Outcomes Performance Measurement Framework
- **Te Mana o te Taiao** – Aotearoa New Zealand Biodiversity Strategy 2020
- **Committing to Conservation** – The World Zoo & Aquarium Conservation Strategy
- **Social Change for Conservation** – The World Zoo & Aquarium Conservation Education Strategy
- **Caring for Wildlife** – The World Zoo & Aquarium Animal Welfare Strategy
- **Protecting our Planet** – The World Zoo & Aquarium Sustainability Strategy
- **2020–2030 United Nations 2030 Sustainable Development Goals**





A Commitment to:

Excellence in animal care & welfare.
*Te hiringa tiaki me te manaaki
 kararehe.*

We will continue to develop and implement exemplary practice in the care of the animals for which we are responsible. We will seek to provide an overall quality of life for them that exceeds that experienced by equivalent members of that species living in the wild. We will be clear about the role of each species in our care and how they help deliver our mission.

Our Goals

- 1 Auckland Zoo is a trusted and leading authority in animal care and welfare.
- 2 Auckland Zoo is a trusted and leading authority on native wildlife rescue and rehabilitation for key species.
- 3 All animals in Auckland Zoo's Species Plan contribute in a demonstrable way, through their identified roles to the delivery of the Zoo's mission.
- 4 All animals at Auckland Zoo have a Species Action Plan that provides a clear path to progressive care, an overall positive welfare state and sustainability.
- 5 Auckland Zoo is trusted and leading authority in the care, management and conservation of key plant species.

A Commitment to:

Enhancing the wellbeing of our communities.

Whakareia te oranga hāpori.

We will connect with as many people as possible, from as diverse a range of cultural and socio-economic backgrounds as we can. As a zoo, we will embrace diversity, equity, accessibility and inclusivity in our communities and the people of our organisation. We will engage in programmes and activities that help to foster a deeper connection with Tāmaki Makaurau Auckland, and that contribute to enhancing social, physical, mental and spiritual well-being.

Our Goals

- 1 Auckland Zoo is acknowledged as a key provider of activities and experiences that contribute to enhancing the aspects of 'Te Whare Tapa Whā' – the five ways of wellbeing – in our communities.
- 2 Accessibility to, and within the Zoo is improved for underrepresented communities within Auckland that wish to visit us.
- 3 Auckland Zoo's volunteers have a high level of engagement, and the programme is recognised as a leader of its type.
- 4 Auckland Zoo staff have a high level of engagement, and are offered opportunities for career development and progression within the organisation.
- 5 Auckland Zoo is acknowledged as meeting the needs of our diverse communities in what we offer in our activities and programmes.

A Commitment to:

Nurturing a lifelong connection with nature.

Atawhaitia te hono ki te taiao.

We will offer our visitors and our wider audiences exceptional, inspiring and transformational experiences with Auckland Zoo. We will be absolutely compelling and consistent in our storytelling and in our calls to action for wildlife and the environment. We will motivate, mobilise and support our communities to become powerful wildlife conservation advocates and to develop a lifelong connection with nature.

Our Goals

- 1 Auckland Zoo is acknowledged as providing high quality, valued experiences to, and with our communities.
- 2 Auckland Zoo is recognised and respected for its role and its importance as a leading wildlife conservation organisation.
- 3 Auckland Zoo is a trusted and influential voice within our communities on key conservation issues.
- 4 An experience with Auckland Zoo helps people to connect with nature and wildlife and understand their role in conservation.
- 5 Engaging with Auckland Zoo mobilises people to take action for wildlife and to protect the environment.
- 6 Auckland Zoo engages and connects with a large and diverse audience with creative and impactful onsite, outreach and online experiences.

A Commitment to:

Conserving wildlife in the wild. *Tiaki kararehe mohoao i ngā whaitua oranga.*

We will grow the resources we commit to our field programme. We will ensure that these resources, and our skills that we dedicate to conserving wildlife in the wild, are allocated strategically and effectively to achieve measurable conservation outcomes.

Our Goals

- 1 Auckland Zoo delivers a measurable contribution to wildlife conservation outcomes in Aotearoa New Zealand.
- 2 Auckland Zoo delivers a measurable contribution to wildlife conservation outcomes with priority projects in the South Pacific islands.
- 3 Auckland Zoo delivers a measurable contribution to wildlife conservation outcomes with priority projects internationally, beyond the Pacific region.
- 4 Auckland Zoo's suite of specialist intensive wildlife management skills are deployed in partnership with the Department of Conservation and other key partners in the conservation of threatened New Zealand wildlife.
- 5 Auckland Zoo's specialist conservation breeding facilities are managed to support the delivery of priority recovery programmes for New Zealand species.
- 6 Auckland Zoo's veterinary skills and resources are used to support the conservation medicine components of recovery programmes for priority New Zealand species.

A Commitment to:

Science, learning & training. *Pūtaiao, ako me te whakangungu.*

We will take a science and research based approach in our activities that uses the best available data, our skills, our experience and our unique potential as a good modern zoo. We will be an incubator for future conservationists and a vocational training hub for current wildlife professionals. We will help build conservation science understanding and skills for people who want to build a career in conservation and for those who just want to do their bit for the environment.

Our Goals

- 1 Auckland Zoo's relationships with education organisations at all levels, facilitate learning, training and research opportunities for current and future conservation professionals.
- 2 The science capability and scientific output of Auckland Zoo staff reflects the role and importance of the zoo as a wildlife conservation science organisation.
- 3 Auckland Zoo's internship, residency and apprenticeship programmes provide diverse audiences with a step on the ladder to a career in zoos and conservation.
- 4 Auckland Zoo's community and citizen science programmes provide opportunities for people to engage in learning and training initiatives that support wildlife conservation.

A Commitment to:

Strengthening our relationship with Te Ao Māori.

Whakakaha i ngā taura hono ki Te Ao Māori.

We will recognise Te Reo Māori and Te Ao Māori in our Zoo's past and incorporate it into our present and future. We will develop our Zoo as an Asia-Pacific organisation in modern Aotearoa New Zealand that is distinctively of this land. We will develop increasingly meaningful and productive relationships with tangata whenua and the mana whenua of Tāmaki Makaurau Auckland.

Our Goals

- 1 Te Puna Waioara, our Auckland Zoo Te Reo Māori Capability Plan – is embedded throughout the organisation at a strategic and an operational level.
- 2 The capability of Auckland Zoo's people in Te Reo and Te Ao Māori reflects the bicultural journey of the organisation.
- 3 Auckland Zoo is recognised by the mana whenua of Tāmaki Makaurau Auckland as a valued and trusted partner in community and conservation initiatives.
- 4 Mātauranga Māori programmes are considered by schools and our communities as an essential component of our engagement portfolio.

A Commitment to:

Evolving our organisation sustainably.

Whakawhanake i te tōpūtanga kia ora.

We will optimise the opportunities to enrich life in Tāmaki Makaurau Auckland by working as part of Auckland Unlimited and in partnership with other organisations to increase our efficiency, reach and impact.

As a not-for-profit organisation, subsidised by the people of Auckland, we will ensure that we use our money wisely and responsibly to deliver on our commitments. None of our financial activities will conflict with our mission or our values. We will continue to operate, maintain and renew our infrastructure in a way that seeks to minimise our environmental impact.

Our Goals

- 1 Auckland Zoo is recognised across Auckland as a leading sustainable organisation by minimising the environmental impact of our operation.
- 2 As part of Auckland Unlimited, Auckland Zoo operates an ethical and sustainable business model that contributes to the economic vitality of Tāmaki Makaurau Auckland.
- 3 Auckland Zoo's Covid-19 response, and the recovery plan, attenuates the impact of the pandemic on the Zoo's operations and programmes.
- 4 The ongoing delivery of Auckland Zoo's physical masterplan results in the renewal of the zoo site and the efficient and effective use of allocated capital resources.
- 5 Auckland Zoo's assets and infrastructure are managed and maintained in a prioritised and efficient way for future generations of Aucklanders.

Our Values

We share our love for wild places and wild life.

Ka aroha nui ki ngā wāhi puihi, ki ngā kararehe puihi hoki.

We are passionate about wild places and wild life. We are continually seeking new knowledge through our research work and sharing what we learn with visitors.

We are conservation optimists.

Whakanuia te taiao.

We lead efforts to protect the world's natural environments and the animals that live in them. We educate people on living more sustainably by showing them how.

We are all kaitiaki of the Zoo and the environment.

He kaitiaki tātou katoa.

We take our roles in the sustainable management of the Zoo and in the Auckland region's environment seriously, as we cherish and protect them for future generations.

We stand together.

Ka tū kotahi tātou.

We are at our best when we work together, as a team, with positive intent. Through our ingenuity combined with strong relationships built on trust, we actively support each other to tackle any challenge we face.

We welcome visitors as friends.

He kaha nō mātou ki te manaaki i ngā manuhiri.

We welcome visitors to the Zoo as we would our friends. The relationship we build is one of respect for the different reasons visitors have for visiting the Zoo, the role they play in funding the Zoo's work and earning their respect for the work of the Zoo.



