

OUR GUARANTEE TO YOU

We will:

- 🐾 Answer telephone calls promptly.
- 🐾 Respond to telephone messages within one working day.
- 🐾 Reply to correspondence within ten working days. If this is not possible, we will advise you of the progress of the matter within this time frame.
- 🐾 Operate high quality retail facilities.
- 🐾 Ensure that a quality food and beverage service facility operates during open hours.

- 🐾 Provide clear directional signs around the Zoo.
- 🐾 Provide a contact name and telephone number in all correspondence to you.
- 🐾 Wear name badges to identify ourselves for your benefit.

Continue to find better ways to serve your conservation, education and recreational needs.

WE VALUE YOUR OPINION

If you have any feedback on your experiences at the Zoo and our levels of customer service, we would be very pleased to hear from you.

Please contact:
Manager, Media and Communications

Perth Zoo
PO Box 489
South Perth WA 6951

Telephone: (08) 9367 7988
Facsimile: (08) 9474 4420
E-mail: email@perthzoo.wa.gov.au

**THE ZOO IS OPEN
9:00AM - 5:00PM
EVERY DAY OF THE YEAR**

**THE ZOO HAS ADDITIONAL OPENING TIMES FOR
SPECIAL EVENTS**

**CALL 24 HOUR ZOO RECORDED INFOLINE
(08) 9474 3551**

Visit our Website
www.perthzoo.wa.gov.au



CUSTOMER SERVICE CHARTER



OUR VISION

TO CREATE A
WORLD IN
WHICH
PEOPLES' EYES
ARE OPEN TO
NATURE.



... dedicated to quality
customer service

OUR MISSION

To advance the conservation of wildlife and changes in community attitudes towards the preservation of life on Earth.

Our Core Business

The presentation of a diverse, interesting and well-maintained collection of plants and animals.

Our Contribution to Conservation

Our contribution to conservation is achieved by:

- Displaying, in an educational context, representatives of both Australian and exotic wildlife that underpin the Zoo's conservation program.

- Maintaining leadership in the implementation of collaborative conservation programs, especially as they relate to threatened and endangered plants and animals.
- Establishing and maintaining an internationally recognised research program.
- Providing outstanding conservation educational experiences to schools and the community.
- Working with other agencies and organisations to achieve conservation objectives.
- Undertaking education programs that inform and communicate conservation messages.

- Encouraging the community to undertake conservation projects.
- Supporting conservation efforts in the wild.
- Demonstrating good conservation practice in our own operation.

Our Commitment to You

We aim to provide a quality experience for our customers that:

- is safe and healthy
- is good value for money and responsive to community expectations
- is aesthetically pleasing
- is enjoyable
- enhances community attitudes towards conservation
- demonstrates an appreciation of, and respect for, the animals and plants in our care and their intrinsic value in the context of life on Earth.

We are committed to providing you with the opportunity to have wildlife experiences that will broaden your knowledge and expand your understanding of the importance of wildlife.

Our aim is to ensure that you have an enjoyable visit, that you will want to return and that you will recommend Perth Zoo to as many people as possible as a great place to visit.

All of our service providers will work to provide optimum customer satisfaction in all areas of interaction in the Zoo.

We will strive to achieve 90% level of animal visibility during the opening hours of the Zoo.

We will provide you with clear and informative signage and interpretation at our exhibits.

We have an absolute commitment to providing an outstanding standard of service.

All of this will be provided to you by dedicated staff and volunteers. Their pride in the Zoo is matched by the Zoological Gardens Board's pride and their commitment to conservation and quality customer service.

Our Customers Include:

- all Western Australians
- students
- educators
- tourists
- sponsors
- commercial organisations
- the media
- conservation organisations
- other government organisations