

# Perth Zoo **Strategic Plan**

## **Our Vision**

A world where diversity of species and habitats is secure

## **Purpose**

To secure long term populations of species in natural environments while engaging the community in global conservation action

We will optimise the zoo's resources to achieve this through:

- Developing and maintaining an excellent zoo
- Inspiring and meaningful wildlife experience for our visitors
- Maximising visitations
- Active contributions to conservation
- Effective education and research programs
- Delivering an integrated conservation approach that encourages community action and commitment to conservation
- Participation in species management and captive breeding programs
- Sustainable management and ethical practice in all Zoo operations
- Clearly communicating conservation messages
- Collaborations and partnerships at state, national and international levels
- Influencing public policy

We value excellence in animal care, environmental responsibility and customer service.

In bringing life to our values we embrace and encourage:

- Contribution of staff and volunteers
- Individual and corporate responsibility
- Care for the environment and people
- Responsiveness and openness
- Continual improvement and development
- Creativity and innovation
- Integrity and ethics in all that we do; and
- Pursuit of the highest standards in animal care

