

Sydney Zoo Media Kit



About Sydney Zoo

A NEW world-class zoo in the heart of Western Sydney.

Sydney Zoo opened on December 6th 2019.

Home to over 4,000 animals, 5 iconic precincts, and Australia's largest Reptile and Nocturnal house, Sydney Zoo has fast become one of Sydney's most popular attractions.

Sydney Zoo offers an immersive guest experience that connects people with wildlife from around the world, while promoting conservation and Aboriginal culture through it's Bungarribee Dreaming experience.

Sydney Zoo is Located off the Great Western Highway in Bungarribee. It's the easiest zoo to get to, with excellent access to the M4 and M7, and only 40 minutes from the CBD.



VISION

Connect people with animals to secure a sustainable future for wildlife.



MISSION

To deliver a world class guest experience that encourages the community to make a difference.



At a glance



**4,000
animals**

130+ exotic and native species
including tigers, koalas, giraffe, elephants, and chimpanzee



**Largest animal
collection exercise**

ever undertaken in the world at one time, with 6 international importations, including the first ever animal transfer from the Czech Republic to Australia



42 acres



267 employees



**10% Aboriginal
employment target**



Value for money day out



Fun for the whole family



**First major zoo built in Sydney in
100 years**



**1 million+
guests per year**



**130,000 members
in first 12 months**



**74,000 students
in first 12 months**

Highlights



5 iconic precincts

Africa, Asia, Australia, Aquarium and Primate Boulevard



No hills or steps

Accessible for all



African Boardwalk

Sydney's only safari-like experience



Animal encounters

Go behind the scenes and get up close to your favourite animals



Australia's largest

Reptile and Nocturnal house



Connecting people

With exotic and native species



Giant Ferris wheel

See the zoo from a different view



Education programs

Unique learning experience



Bungaribee Dreamtime

Cultural experience



Sydney's only

Orangutans, hyenas, and bull shark



5 food outlets



3 retail outlets

The journey so far

CONSTRUCTION TO OPENING



JUL 2013
Tender submitted
to Western Sydney
Parklands

SEP 2017
Plans approved
By the Planning
Assessment Commission

DEC 2017
**Animal Welfare
Advisory Board**
is established at
Sydney Zoo



MAR 2019
First animal arrival
11 Chimpanzee from Germany
and 3 Hyenas from Singapore Zoo

JUN 2019
**Completion of Australia's largest
Reptile & Nocturnal House**
Built from aircraft hanger material, this is
one of Australia's first green-roof habitats
providing a stable climactic atmosphere



NOV 2019
Arrival of Saigon
One of Australia's last
circus elephants

DEC 2014
Acquired site
Lease agreement
signed with Western
Sydney Parklands

NOV 2017
Ground-breaking Ceremony
with NSW Minister for Jobs,
Investment, Tourism and Western
Sydney The Hon. Stuart Ayres



JAN 2018
**Construction
begins**

MAR 2019
First recruitment drive
resulting in over 250 jobs
secured for the people of
Western Sydney



JUL 2019
Furthest animal arrival
Wild dogs from Czech
Republic

NOV 2019
**Construction
complete**
Completion of 20 major buildings,
picnic areas and playgrounds,
30 major landscaped habitats,
a veterinarian clinic, 30,000 trees
and shrubs planted, 7 water
management systems installed,
6 food and 3 retail outlets,
and quarantine facilities

The journey so far

OPENING TO TODAY



DEC 2019

Sydney Zoo declared open

in a ribbon cutting ceremony by NSW premier the Hon. Gladys Berejiklian



JUN 2020

Sydney Zoo reopens

NOV 2020

Arrival of two bull Asian Elephants

from Europe, Kavi and Ashoka who join retired circus elephant, Saigon



FEB 2021

Free school excursions

Announced for every year 2 public school child in NSW, thanks to Sydney Zoo's partnership with Harvey Norman

MAR 2020

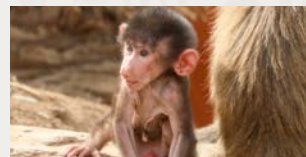
Sydney Zoo closes

due to global pandemic COVID-19

JUL 2020

First animal birth

Baby baboon



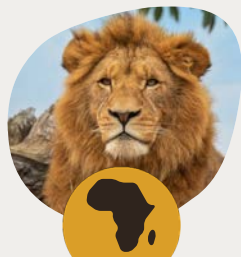
DEC 2020

1st Birthday

Sydney Zoo celebrates its first birthday

Inside Sydney Zoo

Five iconic precincts



AFRICA

Enjoy a safari-like experience over the zoo's African Boardwalk where you will see four lion brothers roaring from pride rock, a savannah of grazing giraffe, ostrich and zebra, and encounter Africa's apex predators such as cheetah, painted dogs and a pack of hyenas.



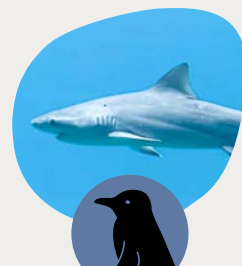
ASIA

Sydney Zoo's Asian themed precinct features tigers, red pandas, otters, elephants, and a family of orangutans. Don't miss seeing the zoo's playful elephants make a splash as they bathe in their swimming pool and wallow in the mud.



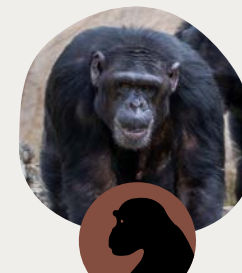
AUSTRALIA

Australia is known for its unique wildlife, most of which is found nowhere else in the world. Here you will encounter koalas, kangaroos, Tasmanian devils, wombats and more in this immersive walk-through habitat.



AQUARIUM

Take a journey through the zoo's underwater world and see the remarkable marine life Australia is famous for. Meet the fearsome bull shark, a five-meter crocodile, a group of little penguins, turtles, thousands of fish and much more.



PRIMATE BOULEVARD

As mankind's closest relatives, primates are known for their intelligence and playfulness. Stroll down Primate Boulevard to get a close-up view of the cheeky chimpanzees, a troop of baboons, capuchins, squirrel monkeys and a family of capybaras.

Sydney Zoo map



-  Africa
-  Asia
-  Australia
-  Aquarium
-  Primate Boulevard



INSIDE SYDNEY ZOO



Experiences

Want to feed a lion, meet a mob of meerkats, stand tall with a giraffe?

Get even closer to your favourite animals and go behind the scenes with Sydney Zoo's animal encounters and the popular Mini Zookeeper For a Day program.

An encounter makes for a perfect gift and an unforgettable experience for the whole family.



Sydney's only lion, capybara and hyena encounter



MEERKAT

Join zookeepers for feeding time with Sydney Zoo's mischievous meerkat mob. Watch the meerkats leap on your lap as you feed them their favourite food during this popular encounter.



LION

Want to feed a lion by hand? Experience Sydney's only lion encounter and go behind the scenes where you will meet the zoo's four lion brothers, as well as the passionate keepers who care for them.



GIRAFFE

Meet the tallest species on earth in this once in a lifetime experience at Sydney Zoo. During this encounter you have the opportunity to hand feed and take a photo with the zoo's resident giraffe's Eyelean and Nzuri.



CAPYBARA

Get up close to the world's largest rodent – the capybara. This is Sydney's only capybara encounter where you can feed and pat these adorable mammals.



CAMEL

Get up close to our majestic camels, with a camel feed. Snap a photo and learn more about these zoo favourites during a camel experience.



FREE KEEPER TALKS!

Meet the keepers, the animals they care for and learn something new during Sydney Zoo's daily keeper talks and shows.



MINI ZOOKEEPER FOR A DAY

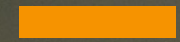
Does your child love animals? Designed for 8-12 year olds, this program takes kids behind-the-scenes to experience a day in the life of a zookeeper.



BIRTHDAY PARTIES

Go wild and celebrate your child's next birthday at the zoo! Sydney Zoo's children's parties are fun, easy and a great way to celebrate your child's love for wildlife!

What we do



Education

Sydney Zoo believes that the mission of zoos should not just be about protecting species, but to educate.

Students who visit the zoo will develop a deep understanding of the importance of conservation. They will be immersed in Aboriginal Culture as part of Sydney Zoo's Bungarribee Dreaming experience, while having fun in a unique learning environment.

-  **Wide range of educational programs** and syllabus-linked workshops for early learning to high school
-  **Focus on sustainability and conservation**
-  **Hands-on activities & up close animal encounters**




74,000 students booked in first 12 months

Indigenous culture focus

Sydney Zoo offers an immersive Aboriginal cultural experience that takes guests on a journey through the zoo's Australia precinct.

The Bungaribee Dreamtime experience is a celebration and acknowledgement of Aboriginal cultures, history and presence, specifically honouring the Darug people of the land on which the zoo is built on.

 **10% Aboriginal employment target**
Sydney Zoo is committed to a minimum 10% full-time Aboriginal employment target

 **Local community**
Sydney Zoo has recruited and trained young Aboriginal people from the local Blacktown community



Conservation

Sydney Zoo is committed to inspiring action.

Sydney Zoo educates and encourages guests to Choose, Change and Contribute to help secure a sustainable future for wildlife and people. Guests are immersed in strategic interpretative messaging across all of the zoo's communication touchpoints - educating and mobilising action.



CHOOSE

Wildlife-friendly products



CHANGE

Small actions make a big difference



CONTRIBUTE

Support wildlife friendly causes



CHOOSE
CHANGE
CONTRIBUTE

Animal welfare

Sydney Zoo provides positive animal welfare for all animals in its care.

Sydney Zoo provides world-class care through scientific enrichment programs, diets prepared by the zoo nutritionist, expert veterinary care, and innovative design and maintenance of its habitats and facilities.

Sydney Zoo's animal welfare programs and policies are a result of extensive ongoing work with expert welfare partners and has been developed specifically for each species and habitat.



WHAT WE DO

Animal welfare

We are committed to

- ✔ World leading standards for all animals in our care
- ✔ Preserving natural feeding, social skills, physical fitness and mental stimulation
- ✔ Maximising animal choice, providing complexity in animal spaces, with areas to retreat to and choice to participate in training and animal led encounters
- ✔ Working with local and global organisations on important breeding programs for the preservation of key species

We have

- ✔ The lowest number of species per hectare of any major metropolitan zoo in Australia or New Zealand
- ✔ An expert life sciences team from leading zoos and aquariums around the world
- ✔ An independent Animal Welfare Advisory Board comprised of leading industry professionals
- ✔ Comprehensive health care programs for each animal

Our habitats

- ✔ Are brand-new and purpose-built, designed to provide the best possible environment for each species
- ✔ Exceed the NSW Department of Primary Industries' size requirements by an average of 2.6 times in total space available per animal



We are

- ✔ Proud members of the Zoos and Aquariums Association. As a peak body, the Zoo and Aquarium Association Australasia (ZAA) represents the collective voice of the zoos, aquariums, sanctuaries and wildlife parks across Australasia that operate to the highest standards
- ✔ Active participants in accredited endangered animal breeding programs

Community outreach

Sydney Zoo benefits the Western Sydney and wider NSW community.

Sydney Zoo is proud to partner with important organisations and charity groups that are also making a difference in the world

Sydney Zoo embraces the religious and spiritual diversity of the Western Sydney community. To support this, Sydney Zoo has an on-site multi-faith prayer room to allow people to comfortably undertake religious observances.



Accessibility

Sydney Zoo was designed to be accessible for all guests. The entire zoo is flat with no hills or steps.

The zoo is relatively flat with wide pathways that span across the zoo. In fact, the zoo has no stairs on the entire property! The topography and gradients of the public areas on site are always less than 1:14.



No hills or steps. Accessible for all



Partners

We're grateful for the support of our partners, who make a vital contribution to Sydney Zoo.

A partnership with Sydney Zoo gives your organisation the opportunity to align with Sydney's newest major attraction and expose your brand to over 1 million people annually through onsite and offsite branding and activations.

PRINCIPAL PARTNERS



MAJOR PARTNERS



SUPPORTING PARTNERS



More info

Location

700 Great Western Highway
Bungarribee NSW 2767

Sydney Zoo is located off the Great Western Highway in Bungarribee, and is the easiest zoo to get to, with excellent access to the M4 and M7, and only 40 minutes from the CBD.

www.sydneyzoo.com

Follow us @thesydneyzoo

