



Operating a zoo

Teacher Toolkit Stage 6

OUTCOMES CONTRIBUTED TO:

P1

P6

P7

Can be incorporated
into a case study

Welcome to the Sydney Zoo Teacher Toolkit

Our vision is to secure a sustainable future for wildlife through making connections between your students and our animals.

'Bringing Nature into a classroom can kindle a fascination and passion for the diversity of life on earth and can motivate a sense of responsibility to safeguard it'.

Sir David Attenborough

What is in this toolkit:

- ✔ Syllabus-linked pre-visit activities
- ✔ Resources for guided and self-guided visits to the Zoo to ensure your students get the most out of their visit
- ✔ Post-visit, syllabus-linked class project
- ✔ Links to provide further information

Assessment of success:

- ✔ Students can identify marketing strategies
- ✔ Student can describe the operational features of a tertiary business
- ✔ Students can explain why Sydney Zoo has corporate responsibility as a key concern in operation functions and list some examples

Sydney Zoo acknowledges the Darug nation, their people, past, present and their future generations.

Recommended pre-visit activity outlines

Location & Duration	Outcomes	Learning Activity	Resources
At school	P1 P6 P7	<p>Operating a zoo</p> <p>Introduction:</p> <p>Students look at Sydney Zoo</p> <ul style="list-style-type: none"> - A large business that is very new in the Western Sydney market - Read the media kit presentation to gain an understanding of the vision and mission of the business and how Sydney Zoo is marketing itself - Look through the Sydney Zoo social story and watch the 'visiting Sydney Zoo with your school' video - Complete the 'Introducing Sydney Zoo' questionnaire' <p>Activity:</p> <p>'Compare the meerkat' worksheet</p> <p>How does Sydney Zoo compare? What does Sydney Zoo offer that is different to competitors? What is the price point difference to other similar attractions? Are there membership options to get repeat visitation? - Why do this?</p> <p>Other competitors in the market do not need to be other zoos – in Sydney there are many attractions that compete and seek to get people through the door.</p> <p>Marketing a zoo</p> <p>Activity:</p> <p>Research the main key ways modern businesses can market themselves, create a list.</p> <p>Investigate Sydney Zoo and where you can find its presence online.</p> <p>See worksheet: Marketing a zoo to look at all the ways Sydney Zoo markets itself</p>	<p>www.sydneyzoo.com</p> <p>Media Kit</p> <p>Visiting Sydney Zoo Social Story for accessibility</p> <p>Visiting Sydney Zoo video</p> <p>Worksheet: marketing Sydney Zoo</p>

Introducing Sydney Zoo

Look through Sydney Zoo's Media kit: [Here](#) and answer the questions below.

What is Sydney Zoo's Vision?

What is Sydney Zoo's Mission?

Can you list the precincts?

Where is Sydney Zoo located?

What does Sydney Zoo 'do'?
List 3 things

How many animals does Sydney Zoo have?

Compare the

**Sydney Zoo sits within multiple markets.
Here are some examples:**

- Domestic travellers (interstate, within NSW and within Sydney)
- International travel (Inbound tourism)
 - Includes
 - Online tourism agencies (tour buses)
 - Leisure tourism
 - Backpackers
 - Visiting friends and families
- Clubs and associations within Sydney
- Special events e.g. GLOW
- Education
- Local families (members)



Within those markets, Sydney Zoo needs to differentiate itself and stand out from competitors, both direct and indirect. Research and list potential **market** competitors and their offerings and prices. An example table is below.

Direct Competitors	Offerings	Entry price
Indirect competitors	Offerings	Entry price

What is in a name?

Keep it simple

Is 'Sydney Zoo' an easy name to remember?



Brand recognition

Do you know Sydney Zoo?



Brand trust

How does a business build trust in the community?



Competition for names

Are there any businesses with similar names?
Would this benefit Sydney Zoo or not?



Colours

Does our logo stand out? Is it a recognisable colour?

Marketing Sydney Zoo

Sydney Zoo has been using many different types of marketing strategies since it began sharing the news of a new zoo in Western Sydney. Have a look through these examples – during your workshop we will discuss more ways we reach our audiences.



Invited guests/influencers – why would we let some people in for free? Have a read of one person's visit to Sydney Zoo before we opened (and have a look at who it was).

<http://www.parraparents.com.au/things-to-do/new-sydney-zoo-review-doonside/>

July 2021 – keeping Sydney Zoo in people's mind

<https://www.youtube.com/watch?v=diV36paalJM>

Important announcements like this: The White Rhino

<https://www.youtube.com/watch?v=bLwzOCrUQLI>

What other ways can you find that Sydney Zoo markets itself?

When you observe the Sydney Zoo marketing style on our social media pages – what kind of style does this show?

Visiting Sydney Zoo – Stage 6 Operating a Zoo

A Sydney Zoo educator will meet you at your allocated time and location. A roving workshop will include information about the zoo as a business, our social licence, revenue streams, pivots made during the pandemic and a short behind the scenes.

See how the zoo is able to sell itself in a very busy market and what successes this new business has had in a very tough opening environment.

Pre-visit checklist:

✔ Pre-visit activities

- Analysing Sydney Zoo's media kit – what kind of business is Sydney Zoo?
- Marketing a zoo activities
 - What strategies does Sydney Zoo use to market itself? Watch and read activities
 - Who is the competition?
 - How does Sydney Zoo compare?

Upon arrival:

- ✔ check-in at Group Bookings desk - assemble classes with other staff members
- ✔ meet your educator at the allocated time and location in your booking
- ✔ Have fun!

This program is a moving workshop – showing different parts of the zoo and how it operates

What is a low or no waste lunch?

- Sourcing foods that have minimal or no packaging and using reusable containers to carry food.
- Bringing your own reusable drink bottle and refill it.
- Carrying your own reusable cutlery set.



Examples

- ✔ Sandwiches - without clingwrap, they can stay fresh in a suitable reusable container or beeswax reusable wrap.



- ✔ **Fruit** - apples, bananas and mandarins are easy to eat and/or peel at school or the Zoo, the core and skin can go in the organic bins.
- ✔ **Nuts, dried fruit, biscuits, popcorn etc.** in a small reusable container, buy them in bulk to reduce packaging and put servings into small containers for snacks.



After your visit to Sydney Zoo

Students can put together a presentation/document/pamphlet or other media about Sydney Zoo's Corporate Social responsibility. Follow the questions below to help gather your information.

1. Outline some the conservation initiatives that Sydney Zoo undertakes
2. How has Sydney Zoo set its business up to have a low environmental impact?
3. Does Sydney Zoo have any community partners? If so, who are they?
4. How has Sydney Zoo set itself up as an accessible site for people with a disability?
5. Does Sydney Zoo ask people to change behaviours inline with their vision and mission?



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