

IT'S ZOO BUSINESS

Marketing at Taronga Zoo

Stage 6 business studies

Outcomes H1, H2, H5, H6, H7, H8, H9



Education



MARKETING *at* TARONGA ZOO

This resource is to be used as part of an excursion to Taronga Zoo – home to 4000 animals representing over 350 species. This resource and related workshop is linked to the NSW Syllabus and has been developed in consultation with the Department of Education and NSW School teachers. It is a comprehensive kit of information and activities designed to ensure maximum benefit to you during your excursion to Taronga Zoo.

ACKNOWLEDGEMENT *of* COUNTRY

Taronga proudly acknowledges the Cammeraigal people, their Country, spirit and traditions as customary owners of the country upon which the Zoo stands. We recognise and respect the people of the Cammeraigal, a southern clan group of the Guringai. Their spirit lives on. We proudly acknowledge them and all Indigenous peoples past and present, and welcome everyone to Taronga Zoo.

Cover photo: LILLE MADDEN AND YELLOW-TAILED BLACK COCKATOO - QBE FREE FLIGHT BIRD SHOW by Guy Dixon

Right: INDIGENOUS ARTWORK AND SCULPTURE TARONGA ZOO'S ENTRANCE by Lorinda Taylor

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ZOO
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AN INTRODUCTION *to* TARONGA ZOO

Taronga Zoo and Taronga Western Plains Zoo have a rich and varied history that dates back to 1884 when the first zoo in New South Wales opened in Sydney on a site known as Billy Goat's Swamp. Taronga Zoo has come a long way from its beginning in 1916 on the current site, as a place of curiosity and entertainment. Today, Taronga Conservation Society plays an important role in global wildlife conservation programs.

Taronga Conservation Society Australia (TCSA) operates Taronga Zoo in Sydney and Taronga Western Plains Zoo in Dubbo. Taronga Conservation Society Australia is constituted under the Zoological Parks Board Act 1973 as a statutory Authority. It is owned by the people of New South Wales and administered by the Minister for the Environment and Heritage.

Amended legislation in 1992 defined Taronga's responsibilities to be in education, conservation, research and recreation. A minor amendment to the Act was undertaken in 2008 to formally recognise Taronga Conservation Society Australia as the official name, to better describe the work of the organisation.

Taronga Zoo is acknowledged as one of the world's leading Zoological Parks. Set on 28 hectares of land, spectacular views of Sydney Harbour acts as a backdrop to its amazing animal collection. The animal collection includes more than 4000 animals representing approximately 350 species.

From a marketing perspective, Taronga Zoo is an interesting and unique organisation. A combination of its location and diverse animal collection ensures Taronga Zoo continues to be one of Sydney's and Australia's leading tourist attractions.



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WESTERN PLAINS
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LEARNING INTENTIONS

To understand the marketing strategies used by Taronga Zoo to remain competitive within the market and generate income to fund conservation programs.

SUCCESS CRITERIA

Students will be able to identify marketing strategies used by Taronga Zoo to increase Zoo visitation, revenue and positive brand representation.

PRE-VISIT ACTIVITIES

The following activities are designed to be completed by the students visit Taronga zoo on their excursion.

Website research

<http://www.taronga.org.au>

The Taronga website provides valuable information about Taronga Conservation Society Australia and is a crucial place to start when undertaking a case study of the organisation.

In particular, the website enables students to obtaining an understanding of general Zoo information including:

- A History of Taronga Zoo
- Zoo activities and events
- Zoo promotions
- Pricing structure and options

Further to this, the website provides access to the Taronga Conservation Society Australia's Annual Report (<https://taronga.org.au/about/publications>). These documents are a valuable resource for students undertaking background research on marketing activities of the organisation. In particular, students can access information on:

- The organisational structure
- A marketing report that outlines some of the product promotions undertaken during the year
- A media relations report outlining media events throughout the year
- Financial statements



KEEPER WITH KOALA by Chris Wheeler

Finally the website also details conservation, education and research programs the Zoo is currently involved with.

Reviewing Zoo Promotion

Prior to a visit to Taronga Zoo, it would be beneficial for students to undertake a review of Zoo promotional strategies. This could include students collecting samples of zoo promotional material and discussing with reference to the target market, the product that is being promoted, the placement of promotional material and evaluating its overall effectiveness.



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AT THE ZOO ACTIVITIES

Activity 1 - Evaluating the Taronga Zoo Entry Precinct

Map B29 Main Entrance

1. Go to the main entrance area at Taronga Zoo and answer the following questions.
Describe the layout and features of the main entry precinct

2. Taronga's newly developed main entrance plaza is a free access area.
What is the advantage of having this?

3. Identify two Zoo products or experiences promoted within the entry precinct.
Name each product and briefly describe how it is promoted.



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AT THE ZOO ACTIVITIES

Activity 2 - Investigating the zoo - SWOT Analysis

Using the information gathered from within the Zoo grounds and information from the presentation complete the following SWOT analysis.

List at least 3 for each, try and think of one that is not listed in the presentation.

<p>Strengths</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>Weaknesses</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Opportunities</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>Threats</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>



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AT THE ZOO ACTIVITIES

Activity 4 - Marketing Tiger Trek

Map G14 Tiger Trek

1. Briefly describe the Tiger experience

2. Describe the location of the Tiger Trek within the Zoo grounds

3. List one advantage and one disadvantage of the location of Tiger Trek

4. Identify features of Tiger Trek that assist Taronga Zoo position itself as an industry leader in conservation and education:

Conservation _____

Education _____



Activity 4 - Marketing Tiger Trek

Map G14 Tiger Trek

5. Based on your observations in the Tiger Trek and the information gathered in the presentation, answer the following questions:

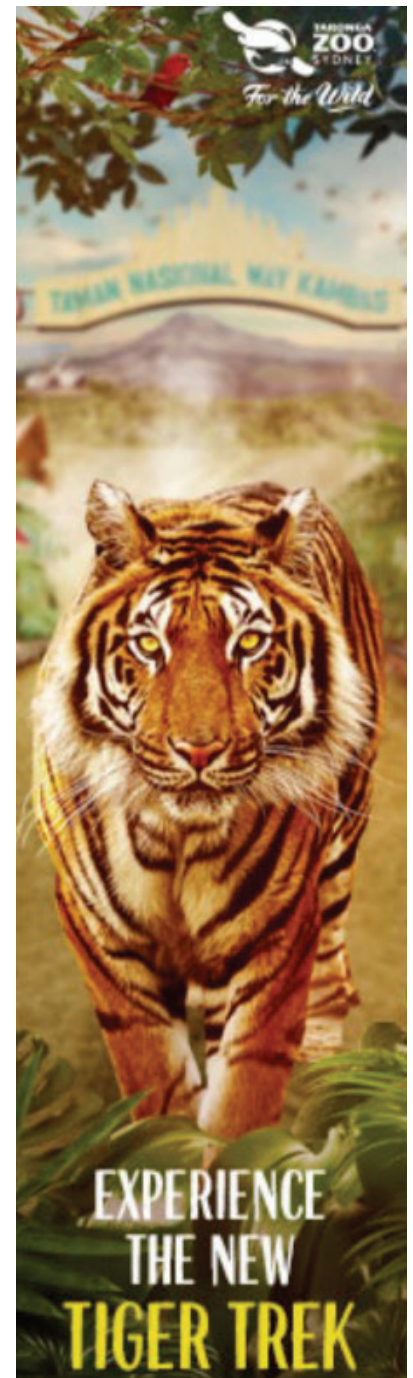
a. What are some of the marketing mix elements that make up the Tiger Trek (think about the 7 Ps)

b. Provide examples of ways in which Tiger Trek is promoted within the Zoo grounds

6. Refer to the image above and the information gathered in the presentation to answer the following questions.

a. What product features of Tiger Trek are highlighted in the promotional ad?

b. Briefly describe the imagery and wording used in the advertising example.



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7. Undertake a brief SWOT analysis of the Tiger Trek.

<p>Strengths</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>Weaknesses</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Opportunities</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>Threats</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

POST-VISIT ACTIVITIES

Answer the following questions based on the presentation and excursion activities.

1. Describe two external influences that impact on the Zoo.
2. Taronga Zoo's competitors can be divided into direct and indirect. Using examples, define what these are.

Questions 3-12 refer to Market Research and Segmentation

Demographics

3. How does Taronga Zoo gather information on demographics?
4. What demographic features does the Zoo research and why?
5. Who do you believe is the typical demographic profile of a visitor to Taronga Zoo.

Geographic

6. What two geographic markets to most visitors to Taronga Zoo come from?
7. How does this compare to Taronga Western Plains Zoo?

Psychographic

8. What is the psychographic profile of a typical Taronga Zoo visitor?
9. How does Taronga Zoo gather information on psychographic profiles of visitors?

Behavioural

10. What is the approximate return rate of Taronga Zoo visitors? What tool is used to measure this?
11. What reason accounts for this rate?
12. What are some benefits that are sought by visitors?

Questions 13-17 refer to the Marketing Mix

Product

13. Name the major products of the Zoo for Zoo visitors.
14. How does the Zoo make its product different from its competitors?

Price

15. What pricing methods are used?
16. Are discounts used as a pricing strategy?

Promotion

17. Describe the important role of the media in promotional strategies (above the line).
18. Briefly describe 'below the line' promotions Taronga Zoo employs.
19. Using figures 1 & 2, briefly describe the following sales promotion activity. Include in your answer where it was promoted and the target market.

EXPERIENCE MORE THAN *the* CLASSROOM WITH TARONGA ZOO

Have your students learn about current environmental issues, participate in personal development activities and discover how they can be a champion for the wild.

Use promo code 'Aus Teacher' at the time of booking to receive **20% off*** self-guided excursions to Taronga Zoo Sydney.

*Offer valid for new Taronga Zoo Sydney self-guided excursion bookings for 2017.

SAVE 20%* on SELF-GUIDED EXCURSIONS

BOOK NOW
taronga.org.au/plan-excursion
education@zoo.nsw.gov.au
02 9978 4578

TARONGA ZOO SYDNEY
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MEET *the* REAL LOCALS at TARONGA ZOO

Quote "Hemispheres" at the Taronga Zoo gate to receive **15% OFF** your ticket*

VISIT TODAY TARONGA.ORG.AU

*Valid for up to 4 people. Not valid with any other promotional offer, combined transport pass or online ticket purchases. Offer is only valid at Taronga Zoo Mosman.

TARONGA ZOO SYDNEY
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Social and Environmental Sustainability

20. Outline some of the social programs at the Zoo
21. List Taronga's 11 legacy species
22. Describe one behaviour change campaign where Taronga encourages action

Marketing Taronga – Developing a Marketing Mix

Taronga Zoo would like to increase visitation during the April School Holiday period.

You have been employed by Taronga Zoo to develop the marketing mix to ensure that admissions increase from the general Sydney market.

Ensure that you incorporate into this marketing mix information from the presentation, the information gathered from within the Zoo grounds, and your own ideas on potential ways Taronga could entice Sydney siders to visit the Zoo.



USEFUL RESOURCES

Taronga Zoo

Taronga and Taronga Western Plains Zoo's official website

<https://taronga.org.au/>

Taronga Zoo - Publications

Annual Report and other publications e.g. Strategic Plan

<https://taronga.org.au/about/publications>

NSW HSC on-line

Comprehensive information on the requirements for the Stage 6 Business Studies course, including the topic Marketing

<http://educationstandards.nsw.edu.au/wps/portal/nesa/11-12/stage-6-learning-areas/hsie/business-studies>



MEERKAT PUPS by Lorinda Taylor



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