

IT'S ZOO BUSINESS

Marketing at Taronga Western Plains Zoo

Stage 6 Business Studies

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



BLACK RHINOCALF - photo by Rick Stevens



Education



TARONGA
WESTERN PLAINS
ZOO
DUBBO

For the Wild

SYLLABUS REFERENCE

This resource has been developed by Taronga Education for the Stage 6 Business Studies Topic Marketing. It has been specifically designed to be used in conjunction with an excursion to Taronga Western Plains Zoo. The resource consists of Pre-excursion, Excursion and Post-excursion activities.

The purpose of this resource is to give student an understanding of the nature and role of marketing within Taronga Conservation Society Australia with special reference to Taronga Western Plains Zoo.

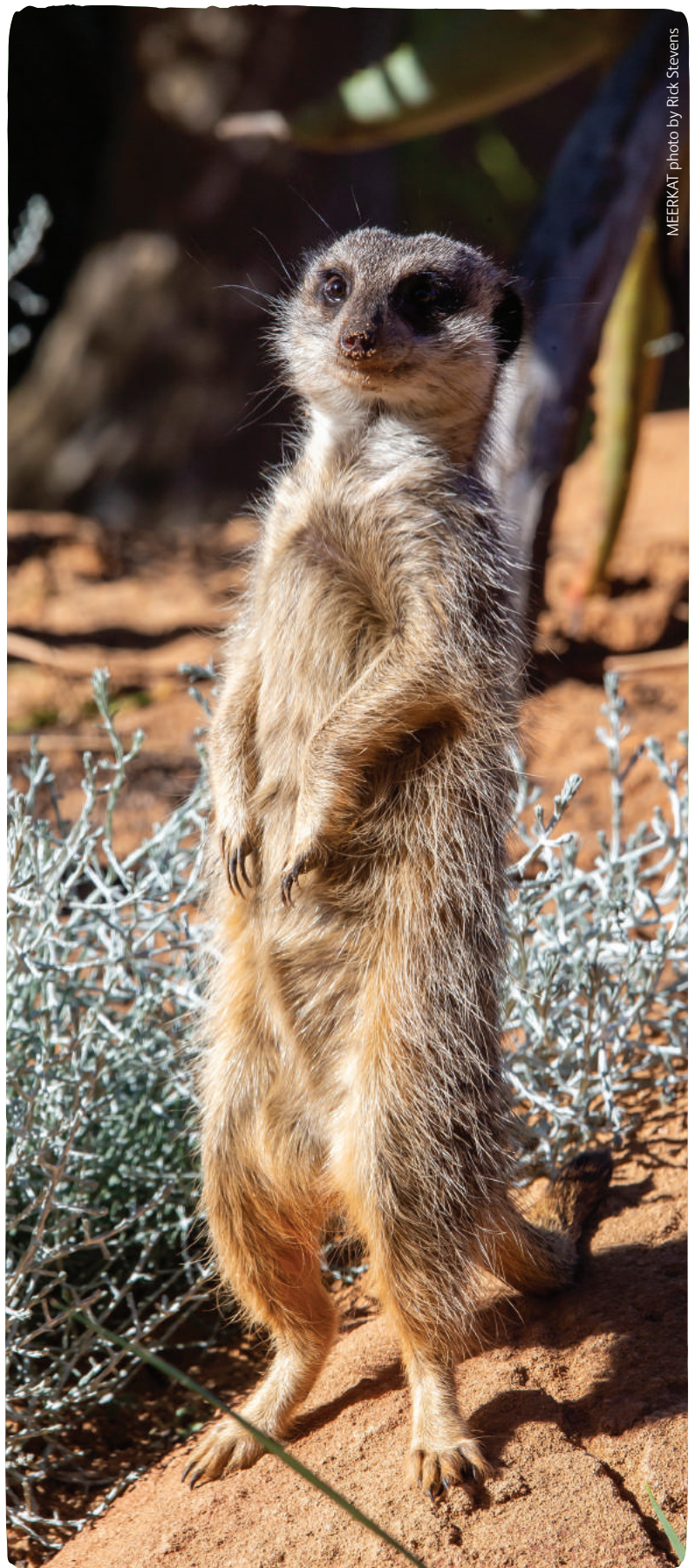
The excursion and accompanying resource can be used to cover the following HSC Syllabus outcomes: H1, H2, H5, H6, H7, H8, H9

ACKNOWLEDGEMENT *of* COUNTRY

Taronga proudly Acknowledges the Cammeraigal (Taronga Zoo, Sydney) and Wiradjuri (Taronga Western Plains Zoo, Dubbo) people, their Country, spirit and traditions as customary owners of the lands upon which our Zoos stand.

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AN INTRODUCTION *to* TARONGA WESTERN PLAINS ZOO

Taronga Western Plains Zoo has a rich and varied history that dates back to 1972 when NSW Minister for Lands Tom Lewis announced the government would establish the new zoo on land which was a World War II Army Camp, south of Dubbo city. Taronga Western Plains Zoo was officially opened in 1977 and was the first zoo in Australia to use the open-range principle with concealed moats, not fences or glass walls, separating animals from people.

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 Western Plains Zoo is one of the world's learning Zoological Parks and is regional NSW largest tourist attraction. Set on 788 hectares of land Taronga Western Plains Zoo is home to 63 different species with 697 animals in the collection.



SAVANNAH SAFARI photo by Rick Stevens

PRE-VISIT ACTIVITIES

The following activities are designed to be completed before the students visit Taronga Western Plains Zoo on their excursion.

Website Research

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 obtain an understanding of general Zoo information, including:

- A history of Taronga and Taronga Western Plains Zoo
- Zoo promotions
- Zoo activities and events
- Pricing structure and options

Further to this, the website also provides access to the Taronga Conservation Society Australia's Annual Report (taronga.org.au/about/publications).

This document is a valuable resource for students undertaking background research on the marketing activities of the organisation. In particular, this document provides students with 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

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



SPIDER MONKEY photo by Rick Stevens

AT THE ZOO - EDUCATOR LED WORKSHOP

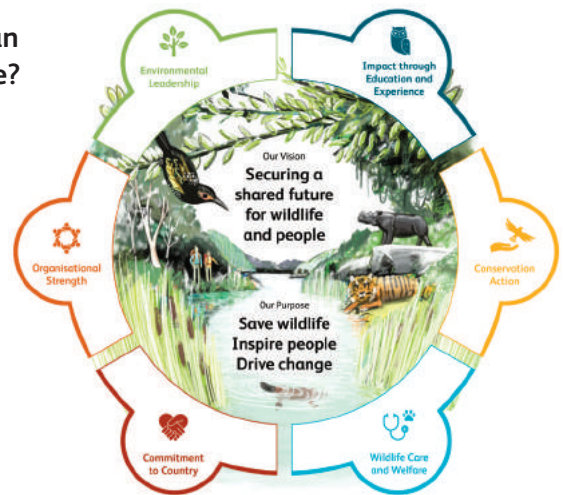
Activity 1 - Taronga Conservation Society of Australia

1. When was Taronga Western Plains Zoo established? _____
2. How many animals are on display? _____
3. What are the core highlights? _____
4. Outline the differences between Taronga Zoo, Sydney and Taronga Western Plains Zoo, Dubbo.

Taronga Zoo, Sydney

Taronga Western Plains Zoo, Dubbo

5. Reflect on the visual representation of Taronga's strategic plan and vision. What messages do they convey? Are they effective?



AT THE ZOO - EDUCATOR LED WORKSHOP

Activity 2 - The nature and role of the Zoo as a business

DEFINE THE ROLE OF A MODERN ZOO

CHART THE CHANGES IN THE ROLE OF ZOOS

2011-2021

WHAT ARE TARONGA'S 4 KEY AREAS OF FOCUS?

1990-2010

1970s

VARIOUS ROLES OF SPECIES AT TARONGA

1. **Conservation Recovery** – species for which Taronga is taking a leading role in supporting species recovery for which there is a direct contribution to the long-term survival of the species in natural ecosystems and habitats. Conservation Recovery species will have associated partnered conservation programs in range-states. Programs may function as breed-for-release, population insurance, head start, genetic supplementation, temporary rescue, demographic manipulation, assisted colonisation or ecological replacement.
2. **Conservation Advocacy** – those species that inspire and create a connection between zoo guests and wildlife; They can create understanding of and deliver conservation messages, they have capacity to drive guest and community action behind conservation actions, they create learning opportunities in wildlife conservation, conservation science and animal welfare.
3. **Conservation Science & Research** - those species play an active role in a research program which enhances wildlife conservation through the study of ecology, behaviour, nutrition, wildlife health, population management or population dynamics and viability.

1940s

1900s

AT THE ZOO - EDUCATOR LED WORKSHOP

Activity 3 - Social and Environmental Sustainability

1. Outline some of the social programs at the Zoo.

2. List Taronga's 11 legacy species.

1. _____	7. _____
2. _____	8. _____
3. _____	9. _____
4. _____	10. _____
5. _____	11. _____
6. _____	

3. Describe one behaviour change campaign where Taronga encourages action.

AT THE ZOO - EDUCATOR LED WORKSHOP

Activity 5 - Marketing at the Zoo

A SWOT analysis provides a summary of key internal and external factors impacting on marketing activities.

1. What is the advantage of a business undertaking a SWOT analysis?

2. Complete the SWOT analysis below.

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

AT THE ZOO - EDUCATOR LED WORKSHOP

3. Who is the target market for Taronga Western Plains Zoo?

4. What are the main types of market research undertaken at the Zoo? How is the data collected?

5. What geographic markets do most visitors to Taronga Western Plains Zoo come from?

6. How does this compare to Taronga Zoo in Sydney?

7. Brainstorm the competitors of the Zoo.

Direct

Indirect

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AT THE ZOO - EDUCATOR LED WORKSHOP

Activity 6 - 7 P's marketing MIX

A SWOT analysis provides a summary of key internal and external factors impacting on marketing activities.

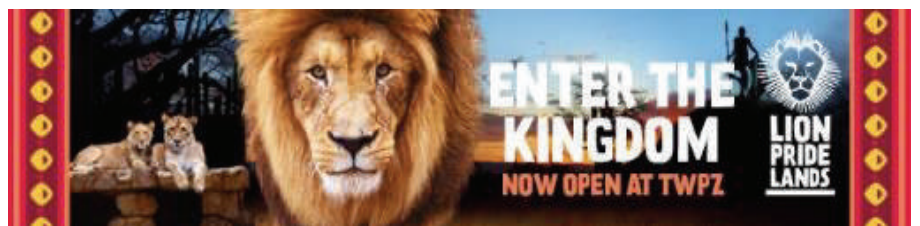
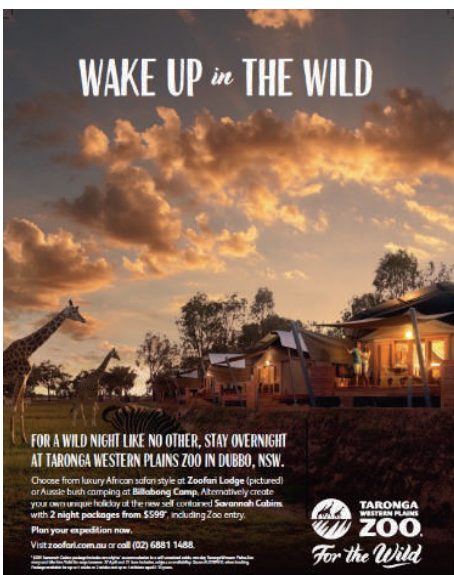
1. PRODUCT

a. Name the major products and services of the Zoo.

b. How does the Zoo make its product different from its competitors?

2. PROMOTION

Consider these examples of promotional material.



AT THE ZOO - EDUCATOR LED WORKSHOP

a. What is being highlighted in each?

b. Describe the imagery used

c. Are they effective?

d. How does Taronga Western Plains use social media to promote its products?

AT THE ZOO - EDUCATOR LED WORKSHOP

3. PRICE

a. What pricing methods are used?

b. Are discounts used as a pricing strategy?

4. PEOPLE

a. List some of the people who are critical to the success of the Zoo.

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AT THE ZOO - SELF GUIDED (AROUND THE CIRCUIT)

Signage Audit

1. As you travel around the Zoo, complete the following information about 6 signs that visitors might use for various elements of the business.

Signage Type	Size (approx.)	Location	Key Information	Purpose
<i>E.g. Banner, A-frame, temporary sign</i>	<i>1mx1m</i>	<i>Plaza</i>	<ul style="list-style-type: none"> • <i>Encounter</i> • <i>Availability</i> • <i>Time</i> • <i>Price</i> • <i>Booking information</i> 	<i>Advertising encounter</i>

2. What is your overall assessment of signage in the Zoo?

AT THE ZOO - SELF GUIDED (AROUND THE CIRCUIT)

Lion Pride Lands

1. Briefly describe the Lion Pride Lands exhibit.

2. Describe the location of the Lion exhibit within the Zoo grounds.

3. List one advantage and one disadvantage of the location of the Lion Pride Lands exhibit.

Advantage: _____

Disadvantage: _____

4. Identify features of the Lion Pride Lands exhibit that assists Taronga Western Plains Zoo position itself as an industry leader in conservation and education.

5. Based on your observations at the Lion Pride Lands exhibit and the information gathered in the presentation, answer the following questions.

a. What are some of the elements that make up the Lion Pride Lands product?

AT THE ZOO - SELF GUIDED (AROUND THE CIRCUIT)

b. Providing examples from in and around the exhibit, how does the Zoo demonstrate the cultural connection with the Massai Mara people?

c. Provide some examples of ways in which Lion Pride Lands is promoted within the Zoo grounds?

6. Refer to the image on the Lion Pride Lands Promotion on the Promotions page and the information gathered in the presentation to answer the following questions.

a. What elements of the Lion Pride Lands exhibit are highlighted in the promotional campaign.

b. Briefly describe the imagery used in the advertising campaign.

AT THE ZOO - SELF GUIDED (AROUND THE CIRCUIT)

c. Evaluate the advertising campaign used to promote Lion Pride Lands.

7. Undertake a brief SWOT analysis of Lion Pride Lands'.

<p>Strengths</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>Weaknesses</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
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