

TARONGA GUEST EXPERIENCE CHARTER

VISION: To secure a shared future for wildlife and people

MISSION: Create custodians for the wild

HOW WE ACHIEVE OUR MISSION

Deliver a choreographed journey that turns guests into custodians for the wild

OUR TONE OF VOICE

- passionate
- optimistic
- fascinating
- expert

PRINCIPLES ON WHICH WE ACT

- Be clear & simple
- Behaviour Change Directed
 - Positive
- Authentic – make it personal
 - Community Building

KEY PERFORMANCE INDICATORS

- To measure our guest's contribution in delivering tangible conservation & sustainability outcomes
 - Choose. Champion. Change. – downloads, sign up, website visits, action (conservation campaign participation)

