

CURRICULUM RESOURCE

Stage 6: Business Studies/ Marketing and Tourism

The Purpose of this Zoo Project is to enhance student knowledge of the Zoo as a successful business model and Tourism operator.

TACKLING TOURISM – AN INVESTIGATION OF ZOO BUSINESS



Taronga Western Plains Zoo is a very well established brand within conservation, tourism and business communities. Achieving this requires a variety of business activities, marketing strategies and other operations to ensure the design, production and delivery of a range of goods and services within a successful Zoo business.

This program will offer an opportunity for your students to learn more about the award winning Zoo as a business and successful tourism operator.

PROJECT OUTLINE

AT SCHOOL

Students will take on the role of a Zoo visitor and undertake some web based research prior to coming to the Zoo.

AT THE ZOO

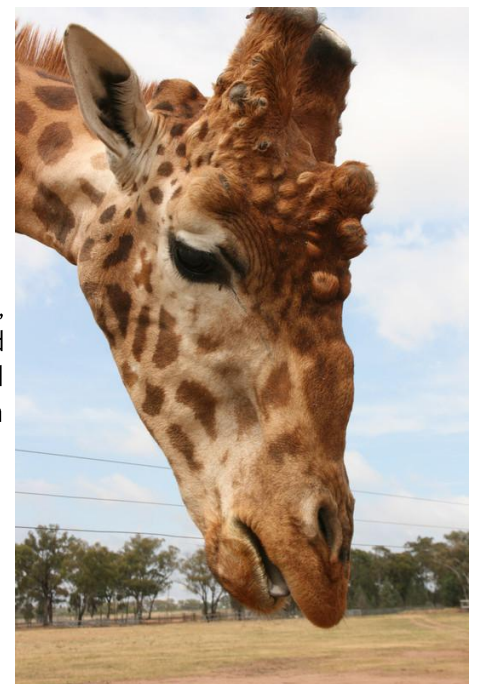
Take a tour of key commercial areas of the Zoo including; Retail, Functions, Food and Beverage, and the accommodation facilities at Zoofari Lodge and Billabong Camp. Students will undertake visitor tracking activities and discuss the nature of the economic activities available at Taronga Western Plains Zoo.

ZOO WORKSHOP

Examine branding strategies, the role of a modern zoo, Taronga's strategic direction, marketing strategies, competitor analysis, Human Resources and employment lifecycles, future developments and environmental sustainability and Corporate responsibility.

BACK AT SCHOOL

Once your students return to school there are a variety of assessment tasks that the students can take part in. These could include constructing visitor surveys, developing marketing/business or visitor experience plans, developing conflict management proposals.



AT SCHOOL

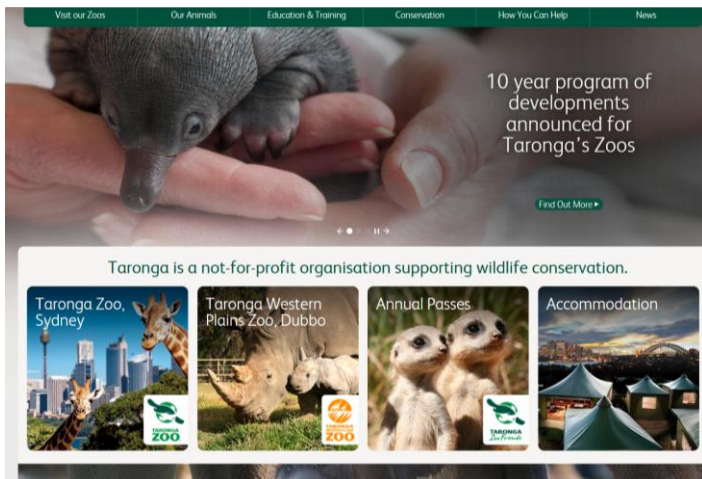
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WALK IN THE SHOES OF A ZOO VISITOR!

WEB ANALYSIS

Investigate Taronga's website and Facebook pages. The website is often the first interaction visitors have with the business. Compare and contrast with at least one other similar institution.

Outline the positives and negatives of the websites and provide recommendations for improvements.



ROLE OF THE MODERN ZOO

Zoos have been around since the mid-18th Century, but over time the design of Zoo exhibits has changed as a direct reflection of the values and understandings of society, in particular in the field of Science.

Modern Zoos are now considered Conservation, Education, Tourism and Research facilities and support both conservation within their doors and *For the Wild!*



SPECIES IN OUR CARE

Taronga cares for 4,000 animals from over 350 species, many of which are threatened and some even critically endangered. Taronga participates in a number of conservation actions which benefits both animals within the Zoo, as well as their wild counterparts. Some of our animals are involved in breeding programs and others in research, such as the Animal Gene Storage Resource Centre of Australia, located at Taronga Western Plains Zoo, which includes a "Frozen Zoo" of genetic material. This program aims to develop new techniques to collect, preserve and store genetic material from endangered and other important species including the Black Rhinoceros, Tasmanian Devil and African Wild Dog.

Brainstorm some of the features that attract visitors to Taronga Western Plains Zoo specifically, and Dubbo in general.

DESKTOP STUDY

Using the Taronga Website, examine 3 of Taronga's Conservation Campaigns. What are the implications of each of these from a business perspective in ensuring Taronga meets its Corporate Social Responsibility.

<http://taronga.org.au/how-you-can-help#take-positive-action>



AT THE ZOO

A guided (or self-guided) investigation

DESIGN PROJECT JOURNAL!

The Student Journal is a great way for students to document their research and even develop a design brief for a visitor experience plan. It provides opportunities for students to:

- ❖ Collect, organise and analyze information
 - ❖ Undertake pre- and post- visit research
 - ❖ Communicate ideas and information
 - ❖ Solve problems
- ❖ Teachers can also use this for both formative and summative assessment

EXPLORE

- Commercial areas of the Zoo
- Accommodation products within the Zoo
- Students have the option of staying overnight to experience Billabong Camp and undertake the role of mystery shopper!
- Complete a visitor foot fall case study
- Complete an accommodation comparison study
- Photograph elements around the Zoo that highlight the nature of the Zoo as an economic enterprise
- Complete activities within the Student Journal

CONNECT

- Meet native Australian animals to connect to some of our animal ambassadors
- Connect with Zoo staff from the various commercial areas to determine organisational structure
- With the Zoo vision, tagline and conservation campaigns

DISCOVER

- Discover the diversity of approaches to marketing the Zoo
- Ascertain elements of the Zoo as an economic enterprise
- Learn about branding and strategic planning at the Zoo
- Discover the importance of understanding visitor demographics and psychographics when planning Zoo business

COMPLETE YOUR INVESTIGATION

- Return to school and complete your Student Journal
- Construct a visitor survey
- Undertake a business competitor analysis
- Develop a business/marketing plan for a new Zoo product
- Discuss a dispute resolution example
- Develop a Visitor Experience Plan
- Provide recommendations to the Zoo

LINKS TO RESOURCES.

Visitor Learning

<http://australianmuseum.net.au/Making-a-difference-what-have-we-learned-about-visitor-learning/>

Conservation Status of Species – IUCN Red List

<http://www.iucnredlist.org/>

Taronga Website

www.taronga.org

Taronga Facebook

<https://www.facebook.com/TarongaWesternPlainsZoo?fref=ts>

Taronga Facebook

<http://taronga.org.au/how-you-can-help#take-positive-action>

Taronga For the Wild

<http://taronga.org.au/animals-conservation/wild/what-taronga-stands>

Taronga Strategic Plan

https://taronga.org.au/sites/default/files/downloads/tcs_a5052_strategic_plan_2010_fa_v2a.pdf

Taronga Annual Reports

<http://taronga.org.au/about-us/publications/annual-reports>



SYLLABUS LINKS

STAGE 6 SYLLABUS: TOURISM

Contributes to content for units including:

- SITTTSL302: Provide Advice on Australian Destinations
- SITXWHS101: Participate in Safe Work Practices
- SITXCCS303: Provide Services to Customers
- SITTIND201: Source and Use Information on the Tourism and Travel Industry
- SITTTSL202: Access and Interpret Tour Information
- SITTTSL303: Sell Tourism Products and Services
- SITXCCS201: Provide Visitor Information
- SITXCOM202: Provide a Briefing or Scripted Commentary
- SITTGDE101: Interpret Aspects of Local Australian Indigenous Culture
- BSBSUS201A: Participate in Environmentally Sustainable Work Practices

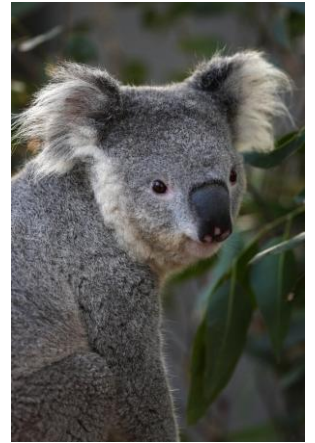


Image Credit: Rick Stevens



STAGE 6 SYLLABUS: BUSINESS STUDIES

Contributes to objectives and outcomes including:

- Objective 1: The nature, role and structure of business (P1)
- Objective 2: Internal and external influences on business (P2, P3, H3)
- Objective 3: The functions and process of business activity (P4)
- Objective 6: Communicate business information and issues using appropriate formats (P9)



...MORE EDUCATION OPPORTUNITIES WITH TARONGA WESTERN PLAINS ZOO

BRING YOUR CREATURES TO SPEND A NIGHT WITH OURS!

Organise a Billabong Camp ZoosnooZ at Taronga Western Plains Zoo

ZoosnooZ is a unique sleepover experience and a great way for your students to learn about animals and the environment.

Your students will:

- Enjoy a great BBQ dinner under the stars
- Discover wild creatures on your night zoo walk with a special Australiasian themed tour!
- Get close to amazing animals with a special encounter and lesson in the Education Centre
- Enjoy a continental breakfast then go on a behind-the-scenes early morning walk
- Spend the following day in the stimulating learning environment of the Zoo

ZoosnooZ is great fun and can be incorporated into any curriculum-related excursion for your students. It's also good for team building!



TWILIGHT SAFARI.

Our Twilight Safari is an amazing opportunity for students to explore the Zoo at dusk! Listen out for roars, screeches and growls. See animals stalking in the dark; and meet other Zoo residents that come out to play after the sun goes down! The Twilight Safari is African themed and includes:

- Feasting on a BBQ dinner under the stars
- Get up close to amazing zoo residents with a session in the Education Centre
- Discovering wild animals on your Zoo night walk



ZOOMOBILES - LET US BRING OUR ZOO TO YOU!

Taronga's [Zoomobile outreach programs](#) visit a diverse range of venues to provide hands-on learning and entertainment for all ages and most occasions.

It is offered from both Taronga and Taronga Western Plains Zoo.

During a visit, your audience will meet, learn about and interact with native animals, with the aim of encouraging them to support native wildlife conservation.

Our Zoomobiles will present:

- Lessons for Primary and Secondary
- Animals of the Dreaming workshop
- At Community Events



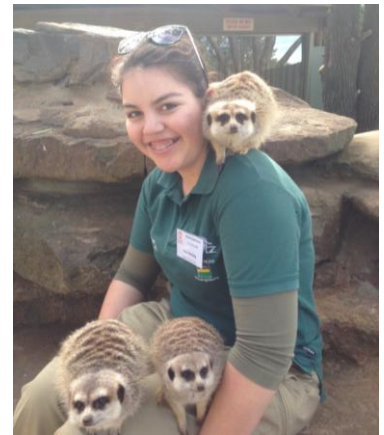
...MORE EDUCATION OPPORTUNITIES WITH TARONGA WESTERN PLAINS ZOO

YOUTH AT THE ZOO - YATZ!

YATZ is a fun, educational program for 13 - 19 year olds, held at Taronga Zoo and Taronga Western Plains Zoo. Teens participate in a variety of activities both inside and outside of the Zoos, throughout all school holidays and occasionally during the school term. Participants get the opportunity to learn about many aspects of our Zoos, while the Zoos benefit from having access to a group of young people with energy, motivation and a genuine interest in animals.

Membership Includes:

- Involvement in a range of activities both during school holidays and during term time
- The opportunity to work with zoo staff, including keepers
- 12 months free entry to Taronga Zoo and Taronga Western Plains Zoos
- YATZ uniform and ID badge
- Magazines and newsletters
- Invitations to VIP events and presentations



SOMETHING FOR TEACHERS- JOIN TTA TODAY!

The Taronga Teachers Association (TTA) is a professional membership group that is committed to supporting and assisting teachers to become more effective environmental educators. Members will receive a variety of unique experiences and activities that focus on animals and the environment. These include free entry to both Taronga Zoo and Taronga Western Plains Zoo for 12 months as well as access to specific TTA events such as:

- Key note lectures
- Behind the scenes tours
- Conferences

These exciting activities are designed and delivered to inspire teachers to become active advocates for wildlife and the environment.

Taronga recognises the need to support teachers in their vital role as educators of future Earth Citizens.

THEME WEEKS

Taronga Western Plains Zoo offers a variety of theme weeks throughout the year including;

- National Science Week
- Evolution of Australian Biota
- Book Week
- Threatened Species Day
- Tourism Day
- Career Days
- Meet a Keeper

For more information, follow the link:

<https://taronga.org.au/education/education-dubbo/themed-workshops>

