WELCOME TO

Sydney Zoo

Australia’s most advanced zoo in the heart of Western Sydney

A unique animal encounter and educational experience
Introduction

A world class zoo that is set to be one of Western Sydney’s main attractions.

Embracing technology and innovation to improve animal welfare, visitor engagement and education.

Set to become one of Australia’s major family attractions, the zoo will exhibit a wide range of iconic animal species. By using modern exhibit design, advanced behavioural enrichment methods, technology, water features and elevated boardwalks Sydney Zoo will offer the highest standards of animal welfare, while offering an immersive, safari-like experience for visitors.

Sydney Zoo will complement other local attractions and work with them to contribute to growing the emerging tourism cluster of Western Sydney.

Sydney Zoo would like to acknowledge the Darug people, who are the traditional custodians of the land on which it will be built. We would also like to pay respect to Elders both past and present of the Darug nation and extend that respect to other Aboriginal people also.
Delivery team

Board of Directors

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DIRECTOR FOR LIFE SCIENCES ZOOS SOUTH AUSTRALIA

Dr Derek Spielman  
SENIOR LECTURER, VETERINARY PATHOLOGY SYDNEY UNIVERSITY

Craig Sowden  
GENERAL MANAGER, LIFE SCIENCES SYDNEY ZOO

Animal Collection and Curatorial Staff

Rick Webb  
SENIOR CURATOR, SYDNEY ZOO

Liz Romer  
ANIMAL COLLECTION CO-ORDINATOR, SYDNEY ZOO

Lisa Christie  
EXHIBITED ANIMALS COMPLIANCE, SYDNEY ZOO

Craig Sowden  
GENERAL MANAGER, LIFE SCIENCES SYDNEY ZOO

A unique animal encounter and educational experience
Sydney Zoo’s mission is to develop and operate a world class zoo. It will actively promote animal conservation and deliver unforgettable experiences between people and animals.
Design: What makes Sydney Zoo unique

Sydney Zoo will bring visitors closer to animals than ever before. Cleverly designed exhibit boundaries will disappear as visitors walk through a series of landscapes naturally designed for visitors and animals alike.

A safe and exciting environment is ensured to promote high levels of visitor engagement and to foster a positive learning environment.

- Elevated boardwalks give you a giraffe’s eye-view
- Cleverly concealed water features and carefully designed terrain ensure an immersive experience
The development of Sydney Zoo will provide the families of Western Sydney with a major attraction, unlike any other in Australia.
Design:
Outstanding aesthetic for immersive visitor experience
Design: Environmentally sensitive

- **Solar Energy** - Sydney Zoo is aiming to become the world’s first energy independent zoo through the development of a solar power network.

- **Water Sensitive Urban Design** - Sydney Zoo will capture and recycle storm water runoff for use in moats, gardens, toilets and animal wash down, dramatically reducing the potable water usage.

- **Towards Zero Waste Strategy** - Sydney Zoo will aim to compost all animal and food waste and recycle all packaging waste.

- **Green Space** - Sydney Zoo will retain and enhance the riparian bush corridor and remaining Cumberland Plains Woodland on site.

- **Research** - Sydney Zoo is already working with Western Sydney University to develop several on-going research projects in the fields of energy efficiency, water management, animal welfare and bush regeneration/wildlife management.

We will plant >85,000 trees and shrubs on site.
Design: Education Precincts

We have divided the species into a regional display strategy that allows us to form context and a narrative around our conservation messaging.

1. Academic studies have shown that presenting animals in naturalistic habitats is key to achieving positive engagement with our audience and improving learning outcomes.
2. A significant part of this is presenting animals in the context of their biome with other species, rather than as an individual species.
3. Each precinct and zoning will be used to highlight issues specific to the region, and then within each region, we will use ambassador species to highlight specific issues and foster engagement from the general public.

Key attractions

The Sydney Zoo proposal includes approximately 30 exhibits and a variety of animal species such as highly popular exotic and Australian animals. The proposal also includes:

- Gift shops, restaurants, cafes, kiosks and amenities
- A show arena, picnic areas, wetlands, waterways and gardens
- Service areas including administration, curatorial and food preparation, veterinarian space and service yards
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Sydney Zoo will be located in the heart of Western Sydney, with great transport access, minutes away from key locations and other entertainment attractions.

Located on the Great Western Highway, Sydney Zoo has excellent access to the M4 Western Motorway and Westlink M7.

Close to other key Western Sydney attractions:

- Across the road from Blacktown International Sports Park
- Under 5 minutes from Eastern Creek Raceway
- 6 minutes from Wet’n’Wild
- 7 minutes from Featherdale Wildlife Park
- 10 minutes from Sydney International Equestrian Centre

Sydney Zoo is part of the newly opened Bungarribee super park precinct.

Sydney Zoo will add to the emerging tourism and lifestyle cluster in the Western Sydney Parklands precinct.
Visitation

• An estimated 2.3m people live within 20 minutes’ drive of the site giving many Western Sydney families easy access to a world class zoo without having to travel to Taronga Zoo.

• Sydney Zoo will complement other local attractions and make a large contribution to the emerging tourism cluster of Western Sydney.

• Sydney Zoo is a founding member of the Western Sydney Tourism Alliance, operated by WSBC.

• Polling in Western Sydney found that 68% of respondents would visit a zoo more frequently if a major full-service zoo existed in Western Sydney.

• A world class zoo will provide much needed social and recreational infrastructure for the people of Western Sydney.

• Sydney Zoo will contribute to family cohesion, improve people’s sense of place, and improve the lifestyle of the people of Western Sydney.

• Sydney Zoo is projecting local visitation of between 700,000 and 875,000 annually, including 40,000+ school students.
Making a difference: Animal welfare

Animal welfare is our top priority. Behavioral enrichment is key to having healthy and engaging animals that are active and alert.

Enhanced animal welfare provides a better visitor experience and keeps people coming back.

Sydney Zoo will be operating at the gold standard for animal welfare.

- Senior staff are actively involved in industry associations that operate in “best practice” animal welfare techniques
- Animal exhibit designs have been planned to exceed relevant standards by several times over
- Technology will be used for behavioral enrichment and improved physical conditioning
- Animal husbandry practices will introduce daily variance to promote natural behaviour and provide mental stimulation for the animals
- Sydney Zoo is a member of the industry peak body - the Zoo and Aquarium Association (ZAA) and will be an active participant in ZAA administered, endangered exotic and domestic animal, breeding programs
- Our animal welfare practices will be overseen by an external animal welfare committee
- We will practice enhanced enrichment including feeding tactics such as coursing and puzzle feeds, and “exhibit excursion” opportunities
- All our animals will be sourced from Australian and international zoos

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Making a Difference: Education

Sydney Zoo believes that the mission of zoos should not just be about protecting species but to educate.

We believe that education promotes awareness and an affinity with animals, increasing a willingness in our society to value and protect animal species. Encouraging conservation is our ultimate goal.

Sydney Zoo has an expected attendance of 40,000 students annually.
Sydney Zoo’s ambition is to be the most technologically advanced zoo in Australia.

Technology will redefine the visitor experience and visitors will experience new paradigms in exhibit design and interactive learning.

Visitors will take a personalised tour around Sydney Zoo with stories about our individual animals delivered straight to your smart device in real-time with regular updates, providing an unrivaled experience.

**Making a real connection with individual animals**

Sydney Zoo is developing apps that connect visitors to individual animals through smart devices, providing rich content on their challenges and successes.

**Animal Cams**

People will be able to view animals online through live streaming so they can continue their connection with them long after they leave the zoo, prompting future repeat visits.
Indigenous cultural focus

Sydney Zoo is developing an integrated Aboriginal and natural heritage program through our Australiana exhibit.

- A unique experience delivered through both guided tours and phone-based app technology
- Focus on the local Darug people of Western Sydney
- Education programs on Sydney’s Aboriginal heritage
- Education programs on Sydney’s natural heritage
- Sydney Zoo has committed to a 10% full time equivalent Aboriginal employment target

Our Aboriginal “ranger program” will cover:

- Cultural awareness
- Animal welfare
- Native planting and bush care

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Developing cultural awareness
Making a difference: Conservation

Sydney Zoo is seeking to be leaders in education and conservation

- Sydney Zoo will work with international and domestic zoos in breeding programs
- Sydney Zoo will rehabilitate large amounts of critically endangered Cumberland Plain Woodland on-site
- We are using sustainable building materials and looking to set new benchmarks in energy and water use
- Over time our education programs will focus on conservation issues and reach hundreds of thousands of students
- Breeding Programs – Sydney Zoo is a member of the peak body Zoo and Aquarium Association (ZAA) and will be an active participant in ZAA administered, endangered exotic and domestic animal, breeding programs

We are preparing a full education program:

- Interactive and interpretive technology based learning for school students of all ages
- Education programs on Sydney’s Aboriginal heritage
- Education programs on Sydney’s natural heritage
- Scholarships through TAFE and UWS

“Educating and connecting people with animals is critically important to us. We are designing Sydney Zoo to foster empathy for animals and support conservation at local and international levels.”

– Jake Burgess
Managing Director,

Learn and interact in new ways

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Making a difference: Community outreach

Sydney Zoo will benefit the western Sydney and wider NSW community

Sydney Zoo will establish the Sydney Zoo Foundation – a not-for-profit, independent entity with Deductible Gift Recipient status that will have a mission to promote and support conservation and/or community initiatives

- Sydney Zoo’s central location and short 20 minute-drive from Westmead Hospital will offer easy access for special needs excursions

- Accessibility – Sydney Zoo has been designed with no steps, and the topography and gradients of the public areas on-site are always less than 1 in 40

- Sydney Zoo embraces the religious and spiritual diversity of the Western Sydney community. To support this, we have planned an on-site multi-faith prayer room to allow people to comfortably undertake religious observances. Sydney Zoo will be the only zoo in Sydney to offer this service to the community
More opportunities for Western Sydney

**More jobs** - Approximately 160 new jobs will be created in the construction of the zoo and at least 120 jobs during operation.

**Increased tourism** - Sydney Zoo will become a major tourism attraction – 45 minutes from Sydney City and 20 minutes from the future airport at Badgerys Creek.

**Immersive education** - Sydney Zoo is partnering with Western Sydney University and TAFE NSW on education and conservation programs.

**Youth employment** - Sydney Zoo will offer a range of flexibly rostered positions to allow young people to work and study.

**Jobs training** - Sydney Zoo is aligning with TAFE NSW to provide on-going jobs training across a diverse range of industries.

Western Sydney deserves the best. Sydney Zoo will become a core part of the social and cultural infrastructure of Western Sydney.

A tourism cluster is emerging in Western Sydney. We will work with other tourism operators in the area to promote tourism and jobs growth, and development of infrastructure to support increased visitor growth over time.

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\text{Almost 745,000 people per year are expected to visit the zoo.}
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\text{With $2.3 million estimated to be spent on travel.}
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\text{The total contribution to the NSW economy is estimated at $45 million per year.}
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Partners and Stakeholders

Sydney Zoo understands the importance of engaging with stakeholders and building relationships.

Stakeholders
We are engaging widely with government, industry and community stakeholders.

We are also engaging with the creative digital community to develop zoo technology through our interactive website (www.thezoo.sydney) and our recent successful ‘hack-a-thon’ with WSU.

Relationships
Sydney Zoo is currently exploring a number of partnerships with key organisations in the areas of animal welfare, education, conservation and Aboriginal culture and employment, including:

- University of Western Sydney – for a centre of excellence in wildlife conservation research
- Faculty of Veterinary Science, The University of Sydney – for veterinary services, animal nutrition, welfare and behavioral enhancement, wildlife rescue and recovery
- Muru Mittigar – Aboriginal culture and history, bush planting and recovery
Next steps

Sydney Zoo is ready to commence construction and is targeting an opening date of early 2019.
Vision for the future
Stage 2&3

Sydney Zoo will continue to invest and develop over time to maintain its position as a world class facility. Options include:

1. New precincts e.g. North American Rockies, South American Rainforests, Endangered Europe, Galapagos Rarities
2. A world class aquarium
3. Development of a conservation centre of excellence with Western Sydney University
4. Overnight stays
5. Extension of Indigenous facilities
6. A program of continual renewal and animal exchange so that the zoo remains a dynamic institution of peak relevance and interest to the public

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Thank you

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