

## ZAA LEARNING & DEVELOPMENT WORKSHOPS

### A to ZAA: Connecting the Dots

1-3 May 2019, Rydges Sydney Central

The biennial ZAA Learning & Development Workshops bring together the zoo and aquarium community and our partners from across the region and internationally to collaborate on key topics, advance our learning and plan ahead.

The 2019 Workshops are taking place in Sydney and the program has been developed based on extensive member feedback. The theme for this year is *A to ZAA: Connecting the Dots* and it will focus on covering the key areas of work for both the ZAA Office and the ZAA Membership and how we can all work together to achieve the ZAA strategic goals.

The sessions are in the form of interactive workshops, training sessions and informative presentations. Attendees will have the chance not only to develop their own skills and knowledge, but also to have input on implementation of ZAA initiatives.



## A SPECIAL INVITE TO ASZK MEMBERS...

Thursday 2<sup>nd</sup> MAY – Inaugural ASZK/ZAA Combined Workshop Day

We are proud to invite Australasian Society of Zoo Keeping (ASZK) members to attend the ZAA Workshops at member rates. Day 2 (Thursday, 2<sup>nd</sup> May) of the Program has been specifically arranged with ASZK attendees in mind. The 2019 ASZK Annual Conference is being held in Parramatta (Sydney) 3-5 May, straight after the ZAA Workshops. For more information, visit: <https://aszkg.org.au/>



## RATES (all prices shown are in AUD\$ and include 10% GST)

Registration Type	Member/ASZK Rate	Non-Member Rate
Full 3 days	440.00	495.00
1 day	148.50	170.00
Social Event	16.50	16.50

Additional Fees:

Please note registration and payments will incur the following additional fees:

- Booking fee: 1.5% + \$2.00AUD
- Transaction Fee: 1.8%

Registration Entitlements

- Entry to all workshop sessions (day registrations on designated day only). Note: the Leadership session will be an additional fee \$110.00 (including GST)
- Lunch, morning and afternoon teas

Group Registrations

For group registrations, designate a group coordinator to collate all session preferences before registering online.

Payment Options

- Credit card
- Invoice (bank transfer)
- Full payment of registration fees is required by 18 April 2019.

## REGISTRATION OPENS Friday 1 March

For more information and to register <https://www.zaaworkshops2019.com/> Registration closes 18 April.

# DRAFT PROGRAM AT A GLANCE

Program is subject to change.

WEDNESDAY 1 <sup>ST</sup> MAY				
9.00 - 10.30	11.00 - 12.30	1:15 / 1:30 - 3:00	3:30 - 5:00	AFTER 5PM
<p>Welcome Session <i>Traditional Welcome</i></p> <p><b>Guest Speaker: Scott Crowley</b></p> <p><b>Introduction on Ethics</b></p> <p><b>Sponsors</b></p>	<p>Plenary – Accreditation Program <i>Review of A2020 and Introduction to program enhancements in Biosecurity &amp; Safety</i></p>	<p>Aged animal assessment</p> <p>Master planning <i>(early start at 1:15 pm)</i></p>	<p>Plenary – ZAA Updates &amp; AGM</p>	<p>Sunset Accreditation Q&amp;A Accreditation team &amp; Standards and Accreditation Committee</p> <p>Sunset session for Independent Owners/ Operators</p>
THURSDAY 2 <sup>ND</sup> MAY				
9.00 - 10.30	11.00 - 12.30	1:30 - 3:00	3:30 - 5:00	
<p>Plenary – Five Domains workshop</p>	<p>Species management training</p> <p>The global zoo welfare landscape &amp; closing the global welfare gap</p> <p>Managing Risk across the Association</p>	<p>Species management training</p> <p>Leadership for directors <i>(Additional fee, amount \$110)</i></p> <p>Leadership for operational staff <i>(Additional fee, amount \$110)</i></p> <p>Working together towards a responsible palm oil future</p>	<p>Enrichment</p> <p>Leadership for directors <i>continued</i></p> <p>Leadership for operational staff <i>continued</i></p>	<p><b>Optional evening social event</b></p> <p>Canapes and drink sponsored by Taronga Zoo at the Taronga Institute of Science &amp; Learning with tours on offer. <i>(Additional fee \$16.50 incl pp for coach transfer)</i></p>
FRIDAY 3 <sup>RD</sup> MAY				
9.00 - 10.30	11.00 - 12.30	1:30 - 3:00	3:30 - 5:00	
<p>Social science in conservation</p> <p>Building a ZAA Ethical Framework</p> <p>Aquatic session: Aquatic TAG Report / Sustainable Collection</p> <p>Browse and sustainability</p>	<p>News media &amp; social media</p> <p>Building a ZAA Ethical Framework <b>continued</b></p> <p>Aquatic session: Engaging animals with their environments</p> <p>Telling your conservation story through data</p>	<p>Community research</p> <p>Building a ZAA Ethical Framework <b>continued</b></p> <p>Aquatic session: Developing a nutrition toolkit</p> <p>Visitor engagement</p>	<p>Plenary – ZAA Ethical Framework – summary from workshop and Q&amp;A <i>1 hour</i></p> <p>Closing Session <i>30 min</i></p>	<p><i>End of workshops – Have a safe journey home!</i></p>

Sessions have been categorised into interactive workshops, training workshops, additional cost modules and information sessions with Q&As. This is to help you understand how each session is structured.

### Interactive Workshops



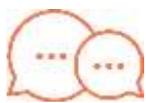
The interactive workshop will allow for input from the attendees, collaboration throughout the session and a more integrated approach to exploring the issue. Group discussions, cooperation and pragmatic conclusions are the aim of these workshops.

### Training Workshops



The training workshops will be driven by the leaders of the session, with opportunities to ask questions throughout and contribute in an engaging way to benefit others in the session. You will come away from these sessions with the tools to implement a newly learnt skill.

### Information session with Q&A



The information sessions would be conducted as presentations with the delivery of information from an expert on the topic to the audience of attendees. There would be scheduled time at the end of each presentation to ask questions, which could potentially open up limited group discussion.

### Additional Cost Modules



The **Leadership training** sessions are additional cost modules and **a minimum of 30 registrations are required prior to final confirmation of these sessions.** These modules will be conducted by professional instructors, and you will come away with the tools to implement a newly learnt skill. The cost of attending of each training session is AU\$110 additional to registration. Payment will not be required until there is confirmation that the sessions will go ahead with the minimum requirement of attendees.

TITLE	WORKSHOP DESCRIPTION
<p><b>Plenary - Accreditation Program: <i>Review of 2020 and Introduction to Program enhancements Safety &amp; Biosecurity</i></b></p> <p><i>Information session and Interactive Workshop</i></p> <p>Nicolas de Graaff, Manager Accreditation – Zoo and Aquarium Association</p> <p>Libby Kartzoff, Senior Accreditation Officer – Zoo and Aquarium Association</p> <p>Judith Gillespie, Accreditation Support Officer – Zoo and Aquarium Association</p>	<p>Intended audience: All Delegates</p> <p>Members will learn about the Accreditation Program's current progress and future developments, and how the planned enhancements will add further value to the Program while ensuring resource commitments are minimised. Members will have the opportunity to learn and discuss the Program Requirement enhancements Safety and Biosecurity.</p> <p><b>Learning objectives:</b> Through this session attendees will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the goals, commitments and value of ZAA's Accreditation Program and its ongoing development</li> <li>• Members will have insight into how the Biosecurity and Safety development will form part of an Accreditation site review</li> </ul>

TITLE	WORKSHOP DESCRIPTION
<p><b>Aged animal assessment workshop</b></p> <p><i>Interactive Workshop</i></p> <p>Judith Gillespie, Accreditation Support Officer – Zoo and Aquarium Association</p> <p>Andrea Reiss, Veterinary Officer – Zoo and Aquarium Association</p>	<p>Intended audience: Roles involved in animal management</p> <p>Supporting the welfare of animals as they age requires additional considerations. This session will introduce why aged animal assessments are important, with examples of ones in operation. A workshop discussion will seek to develop a generic aged animal assessment framework to assist ZAA Members from which they can develop their own.</p> <p>Learning objectives – Through this session attendees will be able to understand:</p> <ul style="list-style-type: none"> <li>• Why aged animal assessment is important for supporting welfare</li> <li>• Who should be involved in developing and applying an assessment framework</li> <li>• How aged assessment frameworks can be constructed and applied</li> </ul>
<p><b>Master planning</b></p> <p><i>Training Workshop</i></p> <p>Jon Coe, Jon Coe Design</p> <p>Amanda Embury, Wildlife Conservation &amp; Science – Zoos Victoria</p>	<p>Intended audience: Directors, Management Teams</p> <p>Learn about the types, stages and process of master planning and integration of physical planning, collection planning, operational planning and business planning, all embedding education, welfare, conservation and visitor experience into successful business models.</p> <p>Based upon feedback from attendee questionnaires, subjects may change somewhat. For now, the training will be an introduction to the stages and process of zoo or aquarium master planning and integration of physical planning, collection planning, operational planning and business planning, all embedding education, welfare, conservation and visitor experience into successful business models. There will be a combination of lecture plus break-out teams. Given this full subject area, participants are requested to begin at 1.15PM for an early start.</p> <p>Learning objectives – Through this session attendees will gain:</p> <ul style="list-style-type: none"> <li>• Overall understanding of place and value of master planning in zoo and aquarium management and operation and steps to follow in a well-integrated planning process</li> </ul>
<p><b>Sunset Accreditation Q&amp;A with Accreditation team &amp; Standards and Accreditation Committee</b></p> <p><i>Information session with Q&amp;A</i></p>	<p>Intended audience: Directors, Life Sciences Managers, Curators, Operations Managers and roles involved in animal management</p> <p>This is an opportunity to meet the Standards and Accreditation Committee Members and ZAA Accreditation Program staff to discuss how the Program operates and convey what's important to the membership.</p>
<p><b>Sunset session: Independent Owner / Operator</b></p> <p><i>Interactive Workshop</i></p> <p>Nicola Craddock, Executive Director – Zoo and Aquarium Association</p>	<p>Intended audience: Directors of Independent Owner/Operator institutions</p> <p>As a pre-cursor to a separate dedicated session(s) this intro workshop aims to set out areas of focus for ZAA to better support Independent Owner/Operator members of the Association. All thoughts are valuable as we develop a collaborative and prioritised list for the ZAA team to work with for reconvening the group at later date(s).</p> <p>Learning objectives – Through this session attendees will have the opportunity to:</p> <ul style="list-style-type: none"> <li>• To share insights, challenges and opportunities</li> <li>• Collaborate for problem solving</li> <li>• Enjoy a support network and group interaction</li> </ul>

TITLE	WORKSHOP DESCRIPTION
<p><b>Plenary - Five Domains Workshop</b></p> <p><i>Interactive Workshop</i></p> <p>Ngaio Beausoleil, Associate Professor – Massey University</p> <p>Nicolas de Graaff, Manager Accreditation – Zoo and Aquarium Association</p> <p>Libby Kartzoff, Senior Accreditation Officer – Zoo and Aquarium Association</p> <p>Judith Gillespie, Accreditation Support Officer – Zoo and Aquarium Association</p>	<p>Intended audience: All Delegates, Directors, Welfare teams, Curators, ASZK Members, and roles involved in animal management</p> <p>This workshop will provide a deeper understanding of how to apply the Five Domains Model. Trend analysis of welfare assessment findings through the Accreditation Program will be made available for discussion in two key areas:</p> <ol style="list-style-type: none"> <li>(1) How industry-wide practices affect welfare of the animals in general</li> <li>(2) Where members wish to explore and discuss trends to specific species of interest.</li> </ol> <p><b>Learning objectives</b> – Through this session attendees will be able to:</p> <ul style="list-style-type: none"> <li>• Identify new ways to further enhance the welfare of the animals under their care, both collection-wide and species specific</li> </ul>
<p><b>Species management workshops</b></p> <p><i>Interactive &amp; Training Workshop / Information session with Q&amp;A</i></p> <p>James Biggs, Manager, Conservation and ASMP – Zoo and Aquarium Association</p> <p>Matt Clifton, ASMP Support Officer – Zoo and Aquarium Association</p>	<p>Intended audience: Species Coordinators, TAG Convenors, ASZK Members, and roles involved in animal management</p> <p>This workshop will educate Species Coordinators/TAG Convenors on how to effectively manage member requests, develop processes for data collection, input and interpretation and become species champions. This is also an opportunity for ASZK Members to participate and contribute their husbandry knowledge and resources.</p> <p><b>Learning objectives</b> – Through this session attendees will be able to:</p> <ul style="list-style-type: none"> <li>• Coordinate data collection and input</li> <li>• Interpret data</li> <li>• Implement strategies for achieving consensual decision-making</li> <li>• Describe the roles of coordinators, convenors, committee members and the ZAA Office</li> <li>• Utilise available resources to become species champions</li> </ul>
<p><b>The global zoo welfare landscape &amp; closing the global welfare gap</b></p> <p><i>Information session with Q&amp;A</i></p> <p>Georgina Groves, Director and Founder – Wild Welfare</p>	<p>Intended audience: Roles involved in animal management or in-situ projects</p> <p>Wild Welfare will share its experiences and approaches to captive animal welfare around the world, how to overcome cultural and philosophical challenges and encourage best practice standards through practical, user friendly resources and the development of positive attitudes and behaviour towards animal care.</p> <p><b>Learning objectives</b> – Through this session attendees will gain understanding on:</p> <ul style="list-style-type: none"> <li>• Why and what the global welfare challenge actually is; why this is a problem, and how these welfare situations influence global public perspective on zoos. Demonstrate how poor animal welfare is often the result of a “software” aka people’s behaviour and attitude towards animal care, and how we can help improve attitude and perceptions of zoo animal care around the world.</li> <li>• The welfare gap that exists globally and that there are basic welfare concern commonalities found around the world. How by utilising the Five Domain Model to underpin a primary care assessment framework alongside a zoo partnership program, we can encourage sub-optimal facilities to embrace welfare assessment through an accessible and practical approach, that also supports long term changes in animal care and welfare.</li> </ul>

TITLE	WORKSHOP DESCRIPTION
<p><b>Managing risk across the Association</b></p> <p><i>Interactive Workshop</i></p> <p>Nicola Craddock, Executive Director – Zoo and Aquarium Association</p> <p>Maigan Thompson, Communication Manager – Zoo and Aquarium Association</p>	<p>Intended audience: Directors, Management Teams</p> <p>It's important for ZAA to have a fair process to take action when issues impact ZAA and the membership. In this session, road test a proposed process for action covering risk scenarios like animal disease responses, biosecurity, animal welfare, customer / community situations and media opinions. After testing it out with example scenarios, have your say on further development to refine the risk management process.</p> <p>Learning objectives – Through this session attendees will:</p> <ul style="list-style-type: none"> <li>• Become familiar with the proposed risk management process for the Association. Attendees will have the opportunity to provide input into the proposed process for ZAA to manage risk when an issue impacts the office and the membership. The ZAA Risk Management process will then be refined, distributed to members and put into effect</li> </ul>
<p><b>Working together towards a responsible palm oil future</b></p> <p><i>Interactive Workshop</i></p> <p>Paul Maguire, Director, Guest Experience and Community Conservation – Taronga Conservation Society Australia</p> <p>Belinda Fairbrother, Manager, Community Conservation – Taronga Conservation Society Australia</p> <p>Ben Sanders, Senior Manager, Conservation Campaigns – Zoos Victoria</p>	<p>Intended audience: Directors, Communicators, Educators, Interpreters, Conservationists and Keepers</p> <p>Palm oil is a complex and challenging issue, with many Zoos in the Australasian region involved in leading the charge to ensure the industry is sustainable due to the direct impact on wildlife. Whilst there has been a significant shift towards sustainable palm oil, the next challenge is not only ensuring that companies reach their time bound commitments, but that they continue to improve the sustainability of their palm oil supply chain.</p> <p>Join us for an interactive workshop to discuss a collaborative effort to shift the conversation and ultimately work towards achieving our end goal of 100% sustainable palm oil across the market.</p> <p>Learning objectives – Through this session attendees will:</p> <ul style="list-style-type: none"> <li>• Hear the latest context around palm oil – both locally and globally</li> <li>• Learn about the impact Zoos have made transforming the market towards sustainable palm oil</li> <li>• Hear an update on the Responsible Palm Oil Network and how you can get involved</li> <li>• Learn how to implement a sustainable palm oil policy across the supply chain within your own organisation</li> <li>• Be involved in planning a joint effort to shift the palm oil debate</li> </ul>

TITLE	WORKSHOP DESCRIPTION	
<p><b>Leadership training for directors and senior staff</b></p> <p><i>Training / Interactive Workshop - Additional Cost Module</i></p> <p>External Provider facilitation by: Corporate Edge</p> <p><i>Additional cost to registration: This is an additional cost (\$110 incl GST) to registration given that facilitation has been secured via an external supplier. This session will be confirmed once the required number of 30 delegates are registered. After confirmation, we will invoice for the additional cost.</i></p>	<p>Intended audience: Directors, Senior Staff</p> <p>Leadership training facilitated by Corporate Edge, an external provider with expertise in Leadership and Management Development <a href="http://www.corporate-edge.com.au">www.corporate-edge.com.au</a></p> <p>A development workshop to build engagement and performance across your leadership team, enabling you to focus on the right things whilst empowering your team to grow.</p> <p>The final content of this session would be defined based on expressions of interest, aiming to tailor the program to best meet your specific needs.</p> <p>Learning objectives – Through this session attendees will gain:</p> <ul style="list-style-type: none"> <li>• Practical tools and frameworks to build team engagement, trust and performance</li> <li>• A practical framework for separating visionary and technical responsibilities</li> </ul>	<p>A minimum of 30 registrations per leadership session is required prior to final confirmation of these sessions.</p> <p>This session will be conducted by a professional instructor, and you will come away with the tools to implement newly learnt skills.</p>
<p><b>Leadership training for operational staff</b></p> <p><i>Training / Interactive Workshop - Additional Cost Module</i></p> <p>External Provider facilitation by: Corporate Edge</p> <p><i>Additional cost to registration: This is an additional cost (\$110 incl GST) to registration given that facilitation has been secured via an external supplier. This session will be confirmed once the required number of 30 delegates are registered. After confirmation, we will invoice for the additional cost.</i></p>	<p>Intended audience: Operational staff, aspiring managers; ASZK members</p> <p>Leadership training facilitated by Corporate Edge, an external provider with expertise in Leadership and Management Development <a href="http://www.corporate-edge.com.au">www.corporate-edge.com.au</a></p> <p>A training workshop to develop understanding of your own motivations, your subconscious versus conscious behaviour and taking personal accountability – skills to help you understand your own performance and plan personal strategies for improvement.</p> <p>The final content of this session would be defined based on expressions of interest, aiming to tailor the program to best meet your specific needs.</p> <p>Learning objectives – Through this session attendees will:</p> <ul style="list-style-type: none"> <li>• Practical tools and frameworks to support your own individual development</li> </ul>	<p>A minimum of 30 registrations per leadership session is required prior to final confirmation of these sessions.</p> <p>This session will be conducted by a professional instructor, and you will come away with the tools to implement newly learnt skills.</p>
<p><b>Enrichment</b></p> <p><i>Training Workshop</i></p> <p>Details to be confirmed</p>	<p>Intended audience: Species Coordinators, TAG Convenors, ASZK members, and roles involved in animal management</p> <p>Effectiveness of enrichment on welfare - how to develop enrichment that promotes positive welfare and is designed to align with species function and natural behaviours. More information to follow.</p>	

TITLE	WORKSHOP DESCRIPTION
<p><b>Social science in conservation</b></p> <p><i>Training Workshop</i></p> <p>Lian Wilson, General Manager, Visitor Engagement &amp; Learning – Zoos Victoria</p> <p>Emily McLeod, Senior Social Science Research Manager – Zoos Victoria</p> <p>Belinda Fairbrother, Manager Community Conservation – Taronga Conservation Society</p> <p>Ben Sanders, Senior Manager Campaigns – Zoos Victoria</p>	<p>Intended audience: Visitor Experience and interpretation, Education, Community Conservation, Marketing, Communications</p> <p>This workshop will guide you through the steps involved in embedding social science into your programs using a series of case studies and practical activities. We will go through behaviour change theories and how these can be applied to help with developing and accessing the impact of your programs.</p> <p>Learning objectives – Through this session attendees will be able to:</p> <ul style="list-style-type: none"> <li>Discover practical ways that social science tools can be used to inform, improve and evaluate visitor and community conservation programs that aim to change people's behaviour to help wildlife. You'll learn how to select your target audience and target behaviours, and how to develop initiatives and messages that will resonate with them and maximize your programs effectiveness. You will learn how to build social impact evaluation processes into your programs to allow you to monitor the program's progress and inform future initiatives.</li> </ul>
<p><b>Building a ZAA Ethical Framework</b></p> <p><i>Interactive Workshop</i></p> <p>External facilitators, details in negotiation.</p>	<p>Intended audience: Zoo / Aquarium Directors and other relevant senior staff</p> <p>This session will have a limited registration of 50 delegates</p> <p>As there are limited spaces for this workshop, we would like to invite one representative from each member organisation to register as an expression of interest, with final invitations being granted (via panel decision) to 50 delegates that best represent our diverse membership (Private, Owner/Operator, Government, Other).</p> <p>An interactive workshop to develop a membership framework tool for guidance and support when problem solving ethical scenarios. The framework should aim to be broad enough to encompass zoo specific issues, relevant cultural perspectives, recognise the broad public interest in our members' management of animals and recognise the importance of business viability.</p> <p>The final framework would be available to all members as a guiding tool as well as supporting Ethics Committee discussion.</p> <p>Learning objectives – Through this session attendees will be able to:</p> <ul style="list-style-type: none"> <li>Participate in a collaborative robust discussion on the ethical challenges facing our zoo / aquarium profession</li> <li>Participate in the development of an ethical framework</li> <li>Have deep consideration of our membership strategy and ethical positioning and perceptions</li> </ul>
<p><b>Aquatic Session I: Sustainable collection</b></p> <p><i>Information session with Q&amp;A</i></p> <p>Craig Thorburn, Regional Head of SEA LIFE Marine Programs and Engagement – Merlin Entertainments</p>	<p>Intended audience: Aquarists, Aquatic Curators, TAG convenors, Institutional TAG representatives</p> <p>The first aquatic session will give a brief update on the ZAA Aquatic Taxon Advisory Group and then launch into the topic of sustainable collection from the wild that benefit the preservation of natural habitats while also supporting value for business.</p>

TITLE	WORKSHOP DESCRIPTION
<p><b>Aquatic Session II : Engaging animals with their environments</b></p> <p><i>Training Workshop</i></p> <p>Nicholas Bishop, Presentations Manager – Adelaide Zoo</p>	<p>Intended audience: Aquarists, Aquatic Curators, Terrestrial Keepers, Terrestrial Curators and roles involved in animal management</p> <p>Animals that are actively engaged with their environment tend to be less aggressive, less fearful, and are more peaceful, exploratory and at ease with their surroundings. All these factors have a positive impact on the animal's mental health and welfare, as well providing interesting opportunities to engage and educate the visiting public. The goal of any animal engagement/enrichment program should be to deliver ideas that will provide a species-appropriate stimulating environment, remembering that both species and individuals have different needs.</p> <p>Learning objectives – Through this session attendees will be able to:</p> <ul style="list-style-type: none"> <li>• Define engagement with environment</li> <li>• How to define animal behaviour</li> <li>• How to interpret animal behaviour</li> <li>• How to modify animal behaviour</li> <li>• How to provide a species-appropriate stimulating environment, that promotes animal engagement</li> </ul>
<p><b>Aquatic Session III : Developing a nutritional toolkit</b></p> <p><i>Interactive Workshop</i></p> <p>Rob Jones, Veterinarian – The Aquarium Vet</p>	<p>Intended audience: Aquarium Curators and Aquarists, Nutrition Advisors, Institutional TAG representatives and roles involved in animal management</p> <p>This workshop will educate aquarium staff on the nutritional requirements of multiple species and individuals. Attendees will identify gaps in aquatic species nutrition and develop strategies to achieve these requirements with consideration to the species and individual needs.</p> <p>Learning objectives – Through this session attendees will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the basic nutritional requirements for multiple species and individuals</li> <li>• Identify gaps and implement strategies to achieve the nutritional requirements with consideration to species and individual needs</li> </ul>
<p><b>Browse and Sustainability</b></p> <p><i>Training Workshop</i></p> <p>Richard Rowe, General Manager Operations – Melbourne Zoo</p> <p>Robert Boekel, Browse Coordinator – Melbourne Zoo</p>	<p>Intended audience: Horticulturists, Browse Collectors, and roles involved in animal management</p> <p>This session is designed to provide information to help plan, establish and maintain a browse plantation. It would have a horticultural perspective and explore management actions for variations in plantation site conditions, the dietary needs and browse requirements.</p>
<p><b>News media and social media - joint workshop by ZAA and Tourism Australia</b></p> <p><i>Training Workshop</i></p> <p>Maigan Thompson, Communication Manager – Zoo and Aquarium Association</p> <p>Nick Henderson, Global Manager Social Media – Tourism Australia</p>	<p>Intended audience: Directors, Communications Teams, other roles responsible for media relations or social media</p> <p>Part one will focus on learning how a media issue or crisis unfolds in the media and some best practice techniques for preparing and providing an effective response. Part two will be run by Tourism Australia's Global Social Media Manager and will focus on how to create engaging content to promote your organisation on social media.</p> <p>Learning objectives – Through this session attendees will be able to understand:</p> <ul style="list-style-type: none"> <li>• How issues unfold in the media and a process they can follow to prepare for and respond to media issues/crises.</li> <li>• Current social media landscape, the type of content that attracts engagement online and how to take advantage of upcoming trends to promote their organisation</li> </ul>

TITLE	WORKSHOP DESCRIPTION
<p><b>Community insight research</b></p> <p><i>Interactive/ Information session with Q&amp;A Workshop</i></p> <p>Market research consultant – details to be confirmed</p> <p>Maigan Thompson, Communication Manager – Zoo and Aquarium Association</p>	<p>Intended audience: Roles involved in community research, strategic planning and communications</p> <p>A two-part session:</p> <ol style="list-style-type: none"> <li>1. A market research consultant with zoo client experience will present research, via case study context, into public opinion and how this data can be used to provide zoos and aquariums with valuable community insights to drive business and communications strategies.</li> <li>2. Having gained learnings from the above presentation an interactive section will follow for members to share their thoughts on required insights that would be valuable for their organisation's strategic planning.</li> </ol> <p>Learning objectives – Through this session attendees will be able to:</p> <ul style="list-style-type: none"> <li>• Gain learnings from a parallel region where insights have been gained from community research</li> <li>• Via input into the development of a ZAA regional research program, gain community insights to support members' business and communications decisions</li> </ul>
<p><b>Visitor engagement</b></p> <p><i>Interactive Workshop</i></p> <p>Amy Hughes, General Manager Community Engagement – Wellington Zoo Trust</p>	<p>Intended audience: Anyone working in Zoos and Aquariums</p> <p>In this workshop we'll look at how we understand our visitors, think about how we can create unique message driven experiences for our sites and appreciate the power of storytelling.</p> <p>Learning objectives – Through this session attendees will be able to understand:</p> <ul style="list-style-type: none"> <li>• Putting your audience front and centre</li> <li>• How to create site specific message driven experiences</li> <li>• A sign is not always the answer!</li> </ul>
<p><b>Telling your conservation story through data</b></p> <p><i>Training Workshop</i></p> <p>Matt Clifton, ASMP Support Officer – Zoo and Aquarium Association</p>	<p>Intended audience: Conservation Managers and roles involved in conservation</p> <p>This workshop will educate conservation teams on how to complete the ZAA Conservation Toolkit, develop strategies for gathering information throughout the year and demonstrate the value of information provided when communicated through the planned Conservation Partnership Resource (CPR).</p> <p>Learning objectives – Through this session attendees will be able to:</p> <ul style="list-style-type: none"> <li>• Identify how to collect and categorise conservation efforts such that it fits the revised toolkit</li> <li>• Complete the Conservation Toolkit</li> <li>• Explain the importance of Conservation Toolkit data and CPR</li> <li>• Extrapolate raw data to measure conservation effort and identify opportunities</li> </ul>

## Optional Tours

These additional tours will be held outside of the Workshops program. Each tour will be run by the relevant Organisation.

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### SEA LIFE Sydney Aquarium

Address: 1-5 Wheat Rd, Sydney NSW 2000

Transport: SEA LIFE Sydney Aquarium is located by the water in the heart of Sydney's city - Darling Harbour. It is a short walk from Wynyard Station and Town Hall Station. Head for King Street from Wynyard or Market Street from Town Hall and then walk down the hill towards Darling Harbour. Public ferry services to Darling Harbour/Barrangaroo depart from Circular Quay Wharf 5 about every half an hour.

Date: Tuesday 30th of April

Time: Tour available at 10 am and 2pm. Tour will last about 1.5hours. Limited to a maximum 10 people

Reservation: To reserve your place, please email [Diane.Mundweil@merlinentertainments.com.au](mailto:Diane.Mundweil@merlinentertainments.com.au) with your name, email, contact number, Organisation and job title.

Synopsis/outline: See Pig the Dugong, Gray Nurse sharks, penguins and the brand-new Day and Night on the reef exhibit. Highlights tour of the entire Aquarium with some exclusive behind the scenes views.

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### WILD LIFE Sydney Zoo

Address: 1-5 Wheat Rd, Sydney NSW 2000

Transport: WILD LIFE Sydney Zoo is located by the water in the heart of Sydney's city - Darling Harbour. It is a short walk from Wynyard Station and Town Hall Station. Head for King Street from Wynyard or Market Street from Town Hall and then walk down the hill towards Darling Harbour. Public ferry services to Darling Harbour/Barrangaroo depart from Circular Quay Wharf 5 about every half an hour.

Date: Tuesday 30th of April

Time: Tour available at 10 am and 2pm. Tour will last about 1.5hours. Limited to a maximum 10 people.

Reservation: To reserve your place, please email [will.meikle@merlinentertainments.com.au](mailto:will.meikle@merlinentertainments.com.au) with your name, email, contact number, Organisation and job title.

Synopsis/outline: See the Aussie Big 5 (koala, kangaroo, crocodile, wombat and platypus). Highlights tour of the entire zoo with exclusive behind the scenes experiences and animal encounters.

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## Accommodation

The following accommodation is located in Surry Hills – the location of the Workshops. Please use the ZAA specific discount codes to receive cheaper accommodation options.

### Rydges Sydney Central (The location of ZAA Workshops)

Address: 28 Albion St, Surry Hills NSW 2010 | Ph: +61 (2) 9289 0000

Discount Code (Block ID): **1904ZOOAND**

Room offers with above discount code:

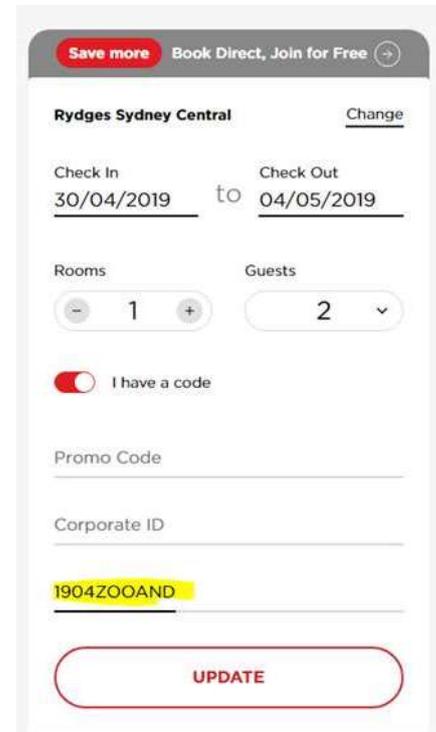
- \$239 Superior King/Twin Room, per night
- \$269 Deluxe Room, per night
- \$289 Executive Room, per night

Guests are to **book directly** through our website:

<https://www.rydges.com/accommodation/sydney-nsw/sydney-central/>

- Select the dates they wish to stay and number of pax
- Select 'I have a code'
- Guests need to enter the code under 'Block ID' on the booking page. The code is 1904ZOOAND (see below image)
- All bookings are pay on arrival and a credit card is needed to secure the booking for any no-show or cancellation fees.
- The rates will only show if they are between **30 Apr – 4 May 2019**

The discount code will expire on **30 March** – please make your booking before this date.



The screenshot shows the Rydges Sydney Central booking page. At the top, there is a red button that says 'Save more' and a link 'Book Direct, Join for Free'. Below this, the hotel name 'Rydges Sydney Central' is displayed with a 'Change' link. The check-in date is 30/04/2019 and the check-out date is 04/05/2019. There are controls for 'Rooms' (set to 1) and 'Guests' (set to 2). A toggle switch for 'I have a code' is turned on. Below this, there are input fields for 'Promo Code' and 'Corporate ID'. The 'Corporate ID' field contains the code '1904ZOOAND', which is highlighted in yellow. At the bottom, there is a red 'UPDATE' button.

### Little Albion

Address: 21 Little Albion Street, Surry Hills NSW 2010 | Contact Number: (02) 8029 7900

Website: <https://www.crystalbrookcollection.com/little-albion>

Little Albion are happy to offer 10% off the Best Available Rates up until 27<sup>th</sup> March 2019. Kindly note Little Albion is 35-rooms boutique hotel and inventory is running low.

To secure Little Albion accommodation booking, credit card details must be provided.

The hotel will charge a one-night deposit at 30 days prior to 1st May 2019. Attendees must settle the balance of their account and any incidentals upon check out.

Cancellation policy as follows based on start date 1st May 2019:

- Before 31 Days – no cancellation fee
- 30 Day or Less – full cancellation fee
- No Show – 100% Cancellation fee

One-night deposit will be deducted from the credit card provided if the reservation is cancelled on or within 30 days prior to 1<sup>st</sup> May 2019.

### Oaks on Castlereagh

Address: 317 Castlereagh Street, Haymarket, Sydney NSW 2000 | Ph: +61 (2) 8217 6200

Website: <https://www.oakshotels.com/en/oaks-on-castlereagh>

### Adina Apartment Hotel Sydney Surry Hills

Address: 359 Crown Street, Surry Hills NSW 2010 | Ph: +61 (2) 8302 1000

Website: <https://www.adinahotels.com/en/apartments/sydney-surry-hills/>

## Getting there

### Rydges Sydney Central (The location of ZAA Workshops)

Address: 28 Albion St, Surry Hills NSW 2010

#### Parking

<https://www.rydges.com/accommodation/sydney-nsw/sydney-central/hotel-rooms/parking-directions/>

#### Driving directions

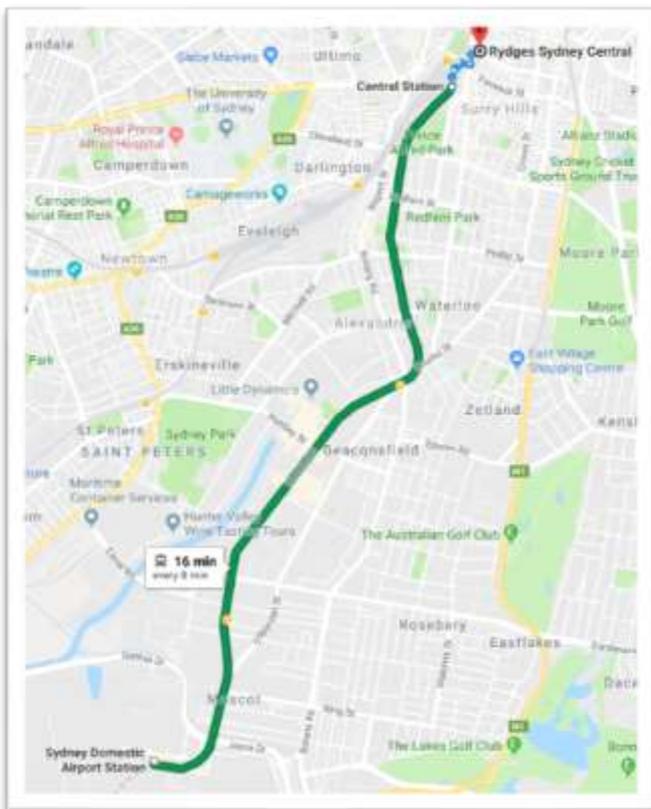
To get to Rydges Sydney Central hotel in Surry Hills from Sydney Airport (SYD), follow signs to M5 East. Exit onto General Holmes Drive and follow onto the Eastern Distributor. Take South Dowling Street turn left onto Fitzroy and follow until Foveaux Street turns right onto Elizabeth Street and right onto Albion Street.

### Transport to/from Sydney Airport

Sydney Airport is located 9km (6 miles) south of Sydney's city centre.

#### Taxis

Sydney is serviced by several taxi companies, and taxi ranks are located outside each of the terminals. Depending on traffic conditions, a trip into the city CBD takes about 20 minutes and should cost around AUD \$30-\$40.



#### Trains

Sydney Airport train stations are located at both the International and Domestic Terminals and are accessible from the Arrivals level in each. Trains run every 10 minutes and the journey to Central Station in the City takes about 13 minutes. Adult one-way fares to any of the City Stations are AUD: \$16.77 from the Domestic Airport Station / \$16.77 from the International Airport Station.

<https://www.airportlink.com.au/#next-trains-display>

#### Shuttle bus services

Several private companies run shuttle services between the Airport and various city hotels and motels. They depart regularly from the front of the terminals and cost around AUD \$16-\$18 per person one-way. Group booking discounts are usually available. Please see websites such as KST Sydney Airporter for more details.

<https://kst.com.au/BookOnline.aspx>

#### View on Google Maps:

<https://goo.gl/maps/h3mYhSVeFcq>

If you have any queries, please contact the ZAA office on 02 9978 4797 or [admin@zooaquarium.org.au](mailto:admin@zooaquarium.org.au)