



ASZK STRATEGIC PLAN 2022 - 2025





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Introduction

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A group of eight zoo keepers from Adelaide Zoo first formed the Australasian Society of Zoo Keeping (ASZK) in 1976. It was originally called the Australasian Society of Animal Management, which was changed to the Australasian Society of Zoo Keepers in 1980, and finally renamed the Australasian Society of Zoo Keeping in 1991.

The ASZK is primarily a professional organisation which seeks to promote the exchange of information on all aspects of wild animal husbandry, and in so doing provide a platform for ongoing professional development for the broad zoological community.

This plan is the result of a combination of committee responses to a questionnaire and a planning day held as a hybrid event in Melbourne and online. It covers the period 2022 - 2025 and its aim is to promote the direction of ASZK following the Covid pandemic.



Vision

The ASZK will be globally recognized as a leader in the professional development of keepers in the zoo community.

Mission

The ASZK will:

- **Promote and disseminate information to support keeper development.**
- **Provide training and development opportunities to industry personnel.**
- **Provide Regional and International networking opportunities to support the objectives of the society.**
- **Strive, at all times, to provide the best possible benefits and service to its Membership.**
- **Facilitate and encourage Keeper involvement in Conservation Programs.**
- **Operate a financially responsible and professional organisation with good governance.**

Objective 1

Promote and disseminate information to support keeper development.

How:

What we do well:

- Produce four Thylacinus journals each year – this may be electronic and/or hard copy distribution depending on member preference.
- Cybercinus – 2 per year
- MailChimp for direct member engagement on specific items
- Advertise vacancies and volunteer opportunities.
- Maintain a register of Husbandry Guidelines. (over 100 but need more links)
- Highlight pathways to a career in zookeeping. Promoting TAFE/Uni's
- Update, develop and maintain a presence in a select group of relevant Social Media applications nominated by the committee (eg. Facebook etc) – but room to do more strategically

What we can improve on:

- Update, develop, maintain and fund website. Needs work
- Opportunity to do more on volunteering advertising opportunities on website – reach out more
- Provide links to organisations and information relevant to keepers.
- Provide more husbandry manuals
- Promote links to keeper forums. Could provide links
- Social Media – room to do more strategically
- Raise awareness of the Society's goals and events via electronic newsletter and promotional materials as required. As above – more specific above

OBJECTIVE 2

Provide training and development opportunities to industry personnel.

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How:

What we do well:

- Annual Conference
- Pathways into keeping – promoting RTO's and associate memberships

What we can improve on:

- Regular keeper development workshops (2-3 annually). Collaborate with specialist groups. Field trips/study tours
- Provide Online training resources and links to other relevant resources (eg. Webinars)- EAZA, AAZK, ZAA, Wild Welfare
- Promotion of associate memberships

OBJECTIVE 3

Provide Regional and International networking opportunities to support the objectives of the society.

How:

What we need to improve on:

- Establish relationships with other national and international industry bodies with a primary focus on ZAA and International Congress of Zookeepers (ICZ)
- Promote regional and international networks for keepers – branch reps/branches – keeper exchanges/billeting
- Contribute to ICZ Keeper Notes
- Participate in other regional and national events that will assist in supporting the objectives of ASZK as well as promote and expand our resources – ZAA conferences, ICZ, IZD, Biosecurity events, training events, social events – bird watching, guest speaker nights, online guest speakers, trivia nights

OBJECTIVE 4

Strive at all times, to provide the best possible benefits and service to its Membership

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How:

What we do well

- Ensure equal value for all members

What we can improve

- Development of branches to provide more services to a growing membership – ambassadors to promote ASZK- particularly in NZ and small institutions
- Provide and promote the tangible benefits of membership. Regular revision of Zoo Entry benefits. Continued discounts to ASZK events (conferences, etc.)- brochure/website outline of benefits
- Develop Marketing Strategy to encourage renewal and promote recruitment of members
- Develop and promote new benefits of membership

OBJECTIVE 5

Facilitate and encourage Keeper involvement in Conservation Programs.

How

What we do well:

- Facilitate an annual Fundraising event for a conservation program.

What we can improve:

- Provide links to conservation programs and grants that offer opportunity for zookeeper involvement. Advertise current volunteer opportunities within zoos and wildlife agencies. Find volunteer opportunities – committee to pass on information to website – network with programs
- Assist keeper driven conservation initiatives by providing mentorship opportunities and promoting successful models that have previously been undertaken – re-write ie putting people in contact with successful models ie painted dogs

OBJECTIVE 6

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Operate a financially responsible and professional organization

How:

What we do well:

- Ensure compliance with Incorporation regulations - Audited accounts, minuted meetings
- Develop a proactive financial plan - budgets
- Investigate sponsorship in cash or kind - we do for conferences - be good to do for photo comp, discounts for products for members in exchange for advertising

What we can improve on:

- Provide good governance - archives, records
- Produce and publish an annual report - AGM minutes
- Policies procedures and procedures manual updated by committee heads
- Workflow distribution

Appendix 1 Planning Day Participants

Note all completed pre-workshop survey

President Chris Dryburgh, Taronga Zoo (In person)

Vice President Andrew Daly, Taronga Zoo, (Online)

Membership Officer, Caroline Daly, WILDLIFE Sydney Zoo (online)

Treasurer and international Liaison Jocelyn Hockley, Sydney Zoo (In person)

Secretary Jenna Hollamby, Perth Zoo (survey only)

Editor Liz Notley, ASZK (In person/co-facilitator)

ASZK Committee

Richard Roswell, Werribee Open Range Zoo (in person)

Karen James, Taronga Western Plains Zoo (survey only)

Melvin Nathan, Melbourne Zoo (In person)

Daniel Rumsey, Australia Zoo (Survey only)

Jo Walker, Taronga Zoo (Survey only)

Simon Husher, (Online)

David Kelly, Rainforestation Nature Park (Survey only)

Amy Carter, Taronga Zoo (Online - part day)

Samuel Herman, Australian Reptile Park (survey only)

Bonnie Doege, SeaWorld (survey only)

Life Members

Carla Srb - in person/co-facilitator (no survey)

Jon Birkett - in person (no survey)

Graeme Phipps (survey only)

Online facilitator - Silva Cengic