

STRATEGIC PLAN 2023-2025

VISION

Positive outcomes for wildlife & people

MISSION

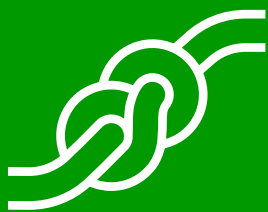
Fostering positive connections between people and nature by harnessing the collective influence and professional standards of our members.

ZAA as a central hub can connect regional zoos and aquariums with global and national networks for conservation, animal welfare, sustainability, and community engagement.

Our collective membership is our greatest strength, recognising the experience, expertise, government connections and the many community partnerships that our members bring to the Association and our vision.

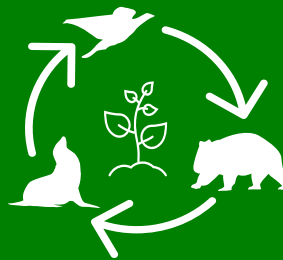
Being agile and adaptive; we are restless innovators and thrive within a changing environment.

POSITIVE ANIMAL WELFARE | CONSERVATION ACTION & ENGAGEMENT



RESILIENT ORGANISATIONS

- Organisation stability and growth; meet service expectations of regional membership
- New member categories to meet conservation objectives
- Attract and service new partnerships and grantors, and meet conservation goal commitments
- Evolve technology solutions for increased operational and member efficiencies
- Evolve ZAA value proposition for increased member service and satisfaction
- Attract, develop and retain the next generation of zoo and aquarium professionals (ZAA people development; membership and team)
- Government relationships and advocacy / lobbying



PROGRESSIVE PRACTICES

- Best practice Accreditation program for positive animal welfare, conservation and sustainability
- ZAA strives for best practice in Conservation & Population Management
- ZAA supports wildlife health and biosecurity expertise
- Secure long-term funding for ZAA Threatened Species Unit*
- Best practice Conservation and Species Management Programs
- ZAA strives for best impact and recognition of Accreditation criteria
- Membership learning and growth for continual improvement of knowledge and standards



CONNECTED COMMUNITIES

- ZAA's member (customer) service and comms support and processes are efficient and effective
- ZAA Team operations consider diversity and inclusion, and respect for Indigenous peoples
- ZAA leads by example, and takes an influential role to help secure a positive future for our planet
- Support the leverage of members visitation - impact for positive behaviour change
- Community perception insights are collected for members' proactive social licence management
- Active and influential role with conservation, tourism, wildlife health and animal welfare communities (locally and globally)
- Effective ZAA Committees; engaged member community providing strategic input for Association value