

A large hammerhead shark is the central focus, swimming horizontally across the frame. The background is a vibrant blue aquarium tank filled with various coral structures and smaller fish. The lighting is bright, highlighting the shark's sleek body and the intricate details of the coral.

ZAA Conservation Engagement Survey 2022 What you told us!

**ZOO
AQUARIUM**
ASSOCIATION
AUSTRALASIA

Executive Summary

The ZAA Conservation Engagement Committee's (CEC) aim is to support members with further enhancing their significant conservation engagement and education work. To begin, it's important to establish where members are currently at with different aspects of engagement. When using the term engagement, this refers to the different ways to get our audience's attention. This could be through activities, keeper talks, events, programmes etc. for a range of diverse audiences - onsite, offsite and online.

In March 2022 a Conservation Engagement Survey was distributed to members. There were 113 respondents across 41 member organisations. Collectively this data will help ZAA CEC locate priorities, identify training needs and establish a baseline.

The results tell us that members want conservation engagement support to focus on 4 areas;

- 1) Strengthening the evidence of conservation value of zoos and aquariums
- 2) Optimising training and professional development in conservation engagement
- 3) Building a culture of conservation engagement including strategic planning
- 4) Promoting conservation engagement for all (diversity, inclusion and accessibility)

A notable outcome of the survey were differences in responses from large organisations compared with smaller institutions. It is clear, but perhaps unsurprising, that lesser resourced facilities find difficulty having documented and measurable strategic plans. A key outcome for the ZAA CEC is to develop an action plan focussed around sharing best-practice amongst CEC members, and identifying and removing barriers that smaller institutions may face.

Conservation Engagement Survey Questions

As a reminder, the questions in the survey were:

1) Which ZAA member organisation do you work for?

2) What kind of role do you currently work in?

3) Have you heard of the document Social Change for Conservation: the World Zoo and Aquarium Conservation Education Strategy before?

4) Within the Strategy, there are 22 recommendations of good practice. Have you started implementing recommendations from the Strategy?

5) Building a Culture of Conservation Engagement

- Does your organisation have a written conservation engagement plan or strategy?
- Does your conservation education plan outline all your organisation's conservation engagement activities and how they apply to different types of audiences?
- Does your organisation have appropriate facilities (rooms, spaces, exhibits etc.) to deliver conservation engagement activities?
- Is conservation engagement an important part of exhibit design and interpretation/signage planning at your organisation?

Conservation Engagement Survey Questions

6) Embedding Multiple Purposes of Conservation Engagement into Zoos and Aquariums

- Do your conservation engagement activities have clear goals to build knowledge and understanding about species and conservation?
- Do your conservation engagement activities have clear goals to motivate pro-environmental behaviours?

7) Promoting Conservation Engagement for All

- Does your organisation provide opportunities to learn about conservation onsite (e.g. keeper talks, school visits etc.)?
- Does your organisation provide opportunities to learn about conservation offsite (e.g. school outreach, community events, festivals etc.)?
- Does your organisation provide opportunities to learn about conservation online?
- Does your organisation use a range of delivery approaches in conservation engagement programs to cater to different audiences' needs?

8) Applying Appropriate Approaches and Methods in Conservation Engagement

- Can your organisation measure the outcomes of all parts of their conservation engagement activities?
- Are your organisation's conservation engagement messages science-based?

Conservation Engagement Survey Questions

9) Integrating Animal Care and Welfare into Conservation Education

- Does your organisation engage its audiences with the principles of animal care and welfare by showing how it achieves high welfare standards for species in your care?
- Does your organisation educate its audiences about ZAA Accreditation for animal welfare?

10) Prioritising Conservation and Sustainability into Conservation Engagement

- Does your organisation develop audience-targeted conservation and sustainability messaging in order to inspire people to take action locally?
- Does your organisation engage its audiences with its conservation work by demonstrating how it makes direct and indirect contributions to wildlife conservation?
- Does your organisation engage its audiences with its sustainability work by demonstrating how it makes direct and indirect contributions to a sustainable future?

11) Optimising Training and Professional Development in Conservation Engagement

- Does your organisation have at least one staff member with the necessary experience, skills and/or qualifications who is responsible for your conservation engagement plan?
- Does your organisation support its engagement staff and volunteers to be actively involved in any conservation engagement networks and meetings?

Conservation Engagement Survey Questions

12) Strengthening the Evidence of the Conservation Engagement Value of Zoos and Aquariums

- Can your organisation show how it is implementing its conservation engagement plan? -
- Can your organisation demonstrate how it evaluates its conservation engagement activities?
- Does your organisation use a range of evidence-based research to understand the effects that conservation engagement has on people's knowledge, attitude, and behaviours?
- Does your organisation partner with other organisations and academic institutions to take part in social research and evaluation projects?

13) Please rank the sections of the World Zoo and Aquarium Conservation Education Strategy based on which you most want Committee support and resources for.

- Building a culture of conservation engagement
- Embedding multiple purposes of conservation engagement into zoos and aquariums
- Promoting conservation engagement for all
- Applying appropriate approaches and methods in conservation engagement
- Integrating animal care and welfare into conservation engagement
- Prioritising conservation and sustainability into engagement
- Optimising training and professional development in conservation engagement
- Strengthening the evidence of the conservation value of zoos and aquariums

ZAA Conservation Engagement Survey 2022

What you told us!

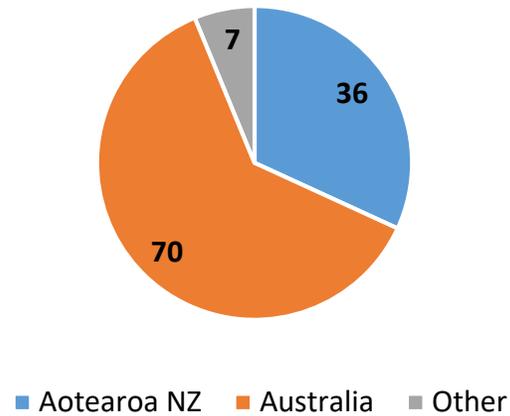


Who did the survey?

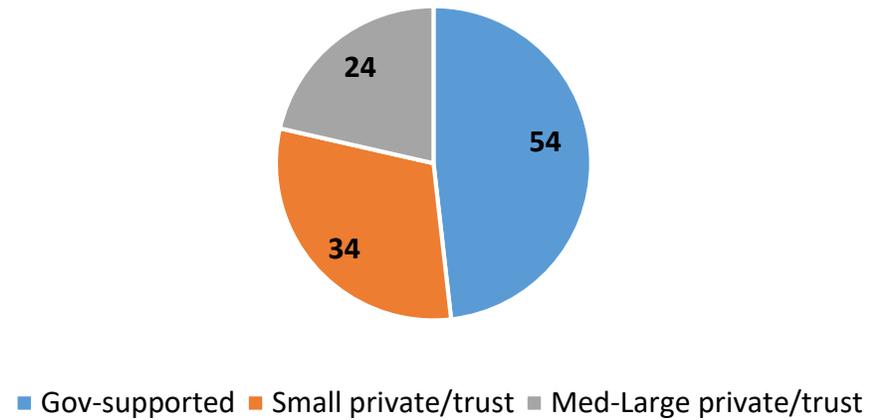
113 respondents

41 member organisations

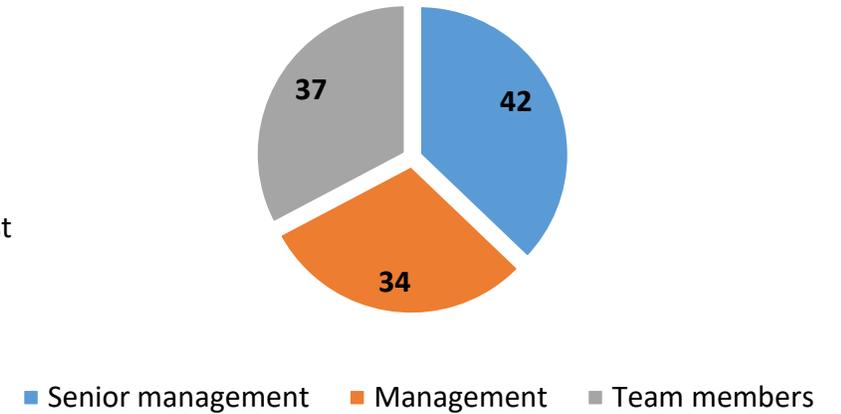
Location



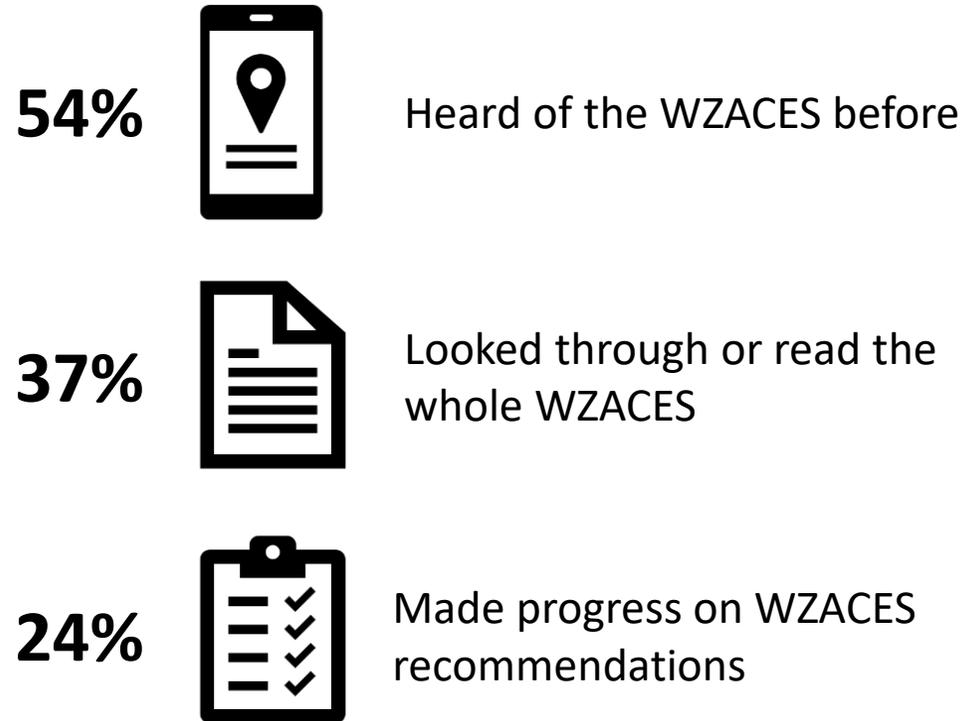
Business model



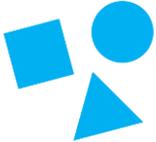
Role type



You told us about your experience with the World Zoo and Aquarium Conservation Engagement Strategy (WZACES)



You want our conservation engagement support to focus on:

- 1.**  Strengthening the evidence of conservation value of zoos and aquariums
- 2.**  Optimising training and professional development in conservation engagement
- 3.**  Building a culture of conservation engagement including strategic planning
- 4.**  Promoting conservation engagement for all (diversity, inclusion and accessibility)

You generally felt more confident in these areas of engagement

You generally want to develop these areas of engagement



Exhibit design and interpretation planning



Opportunities to learn about conservation via talks, signs etc.



Written conservation engagement strategy/plan



Measurement of conservation engagement activities & demonstrating outcomes



Showing audiences how the member maintains positive welfare



Conservation engagement messages are science-based



Demonstrating how the member contributes directly & indirectly to conservation



Developing evidence-based research to understand knowledge, attitudes & behaviours



Providing opportunities to learn about conservation online

You're pleased ZAA is focused on engagement support, but want it to be relevant for teams with limited resources

"Thanks very much to the CEC for their work in this space and for the opportunity to provide feedback."

"Great work team as always."

"COVID has influenced some of the engagement answers and abilities to reach certain groups"

"It would be enhanced by including an indigenous view relevant to the geographic location"

"You're doing a fantastic job"

"At smaller facilities, like ours, the passion for conservation may be strong but the financial resources for more sustainable options are lacking. While we would be thrilled to tackle all of the WAZA SDGs, some of them seem unachievable with our current resources. Partnerships, guidance and other support would be welcomed!"

"Fully supportive of your efforts in tackling these fundamental pillars that will be essential for the ongoing relevance of zoos to society and humanity moving into the future. It will be interesting to see if smaller independent owner operators will be able to meet these challenges whilst still being financially viable"

"Ensuring all ZAA zoos and aquariums use optimal conservation and animal care in off display habitats, so engagement education is authentic."

"We have an old conservation engagement plan that sits within our Strategic Plan however it requires updating and requires that it stand as a separate integrated plan with the Strategic Plan/Business plan and Master Plan."

"WZACES is an inspiring framework! We hope to be able to implement all steps within this year. But financial burden could strain our development in this area"

Have you heard of the document Social Change for Conservation: the World Zoo and Aquarium Conservation Education Strategy before?

	Large	Other	NET
Yes	67%	45%	54%
No	26%	46%	38%
Not sure	7%	9%	8%

To what extent have read the Strategy?

	Large	Other	NET
Read the whole thing	43%	34%	39%
Looked through it a bit	33%	31%	32%
Read the executive summary	7%	14%	10%
Haven't at all	17%	21%	19%

Within the Strategy, there are 22 recommendations of good practice. Have you started implementing recommendations from the Strategy?

	Large	Other	NET
We've made some progress with the some recommendations	67%	50%	59%
We plan to make changes based on the recommendations within the next 12 months	0%	33%	15%
We've made some progress with the all recommendations	14%	6%	10%
We are unlikely to make any changes based on the recommendations within the next 12 months	5%	0%	3%
Don't know	14%	11%	13%

Have you heard of the document Social Change for Conservation: the World Zoo and Aquarium Conservation Education Strategy before?

A key insight established was the representation of respondents and the differences in how survey questions were answered.

The survey had 113 respondents, representing 41 ZAA members. However, in once instance there were 17 responses from one member organisation. **Overall, there were 5 large institutions which represented 41% of all survey respondents.** For this reason, we look at differences between the 5 large organisations and the rest of the respondents, and there were notable differences.

For example, on the question of “have you heard of the World Zoo and Aquarium Conservation Education Strategy before?”

33% of the respondents from the large 5 organisations were not familiar with the document, however, this extends to 55% when looking at rest of members.

On a similar trend, to the question ‘have you started implementing recommendations from the strategy?’ 81% of the 5 large organisations have started implementing changes, and this decreases to 56% for the rest of respondents

Does your organisation have a written conservation engagement plan or strategy?			
	Large	Other	NET
Yes	56%	23%	37%
Somewhat	21%	28%	25%
No + Not yet	12%	47%	32%
NA/don't know	12%	2%	6%

Does your conservation education plan outline all your organisation's conservation engagement activities and how they apply to different types of audiences?			
	Large	Other	NET
Yes	21%	6%	12%
Somewhat	35%	32%	33%
No + Not yet	6%	43%	27%
NA/don't know	38%	19%	27%

Does your organisation have appropriate facilities (rooms, spaces, exhibits etc.) to deliver conservation engagement activities?			
	Large	Other	NET
Yes	71%	55%	62%
Somewhat	29%	36%	33%
No + Not yet	0%	9%	5%

Is conservation engagement an important part of exhibit design and interpretation/signage planning at your organisation?			
	Large	Other	NET
Yes	88%	68%	77%
Somewhat	9%	26%	19%
Not yet	3%	4%	4%
NA/don't know	0%	2%	1%

Building a Culture of Conservation Engagement

Does your organisation have a written conservation engagement plan or strategy?

Does your conservation education plan outline all your organisation's conservation engagement activities and how they apply to different types of audiences?

Does your organisation have appropriate facilities (rooms, spaces, exhibits etc.) to deliver conservation engagement activities?

Is conservation engagement an important part of exhibit design and interpretation/signage planning at your organisation

A further example of the differences in responses between large organisations and smaller institutions, was to the question 'does you organisation have a written conservation engagement plan or strategy?'

Only 12% of the 5 large organisations responded with "No+Not Yet", however, this increases to 47% for the rest of respondents.

Promoting Conservation Engagement for All (Large Organisations)

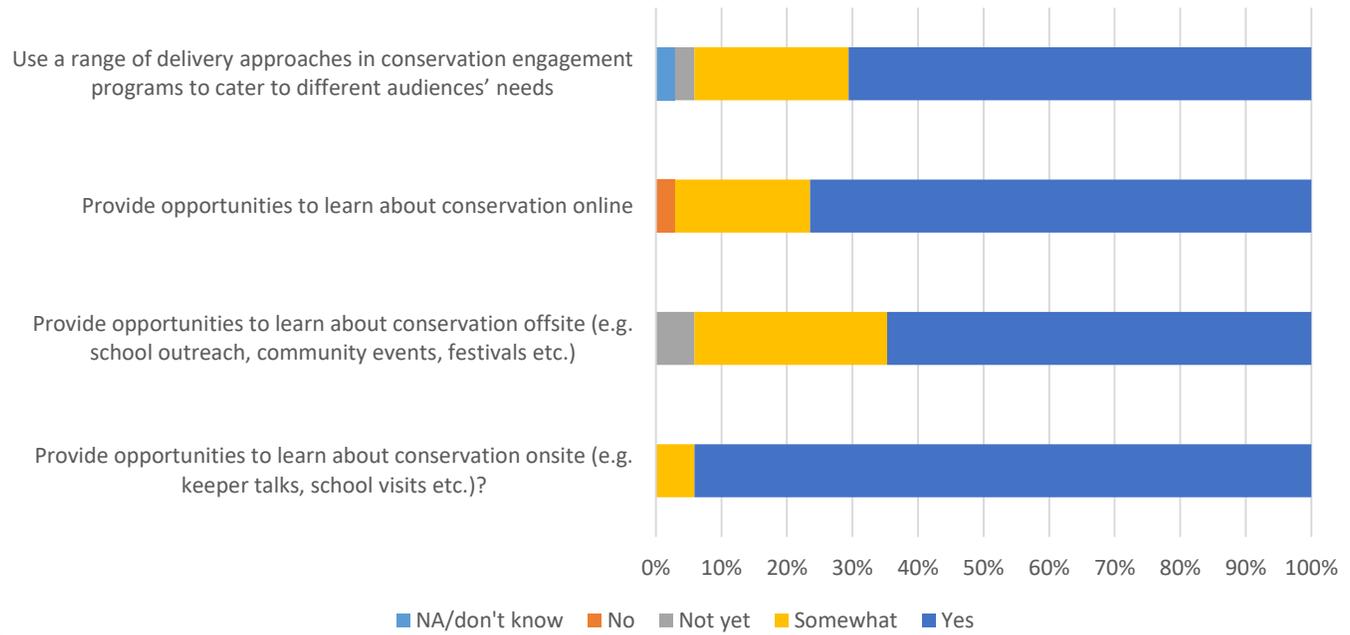
- Does your organisation provide opportunities to learn about conservation onsite (e.g. keeper talks, school visits etc.)?
- Does your organisation provide opportunities to learn about conservation offsite (e.g. school outreach, community events, festivals etc.)?
- Does your organisation provide opportunities to learn about conservation online?
- Does your organisation use a range of delivery approaches in conservation engagement programs to cater to different audiences' needs?

97% of the large organisations responded with Yes or Somewhat

There are 5 organisations representing 41% of all respondents

	NA/don't know	No	Not yet	Somewhat	Yes
Provide opportunities to learn about conservation onsite (e.g. keeper talks, school visits etc.)?	0%	0%	0%	6%	94%
Provide opportunities to learn about conservation offsite (e.g. school outreach, community events, festivals etc.)	0%	0%	6%	29%	65%
Provide opportunities to learn about conservation online	0%	3%	0%	21%	76%
Use a range of delivery approaches in conservation engagement programs to cater to different audiences' needs	3%	0%	3%	24%	71%

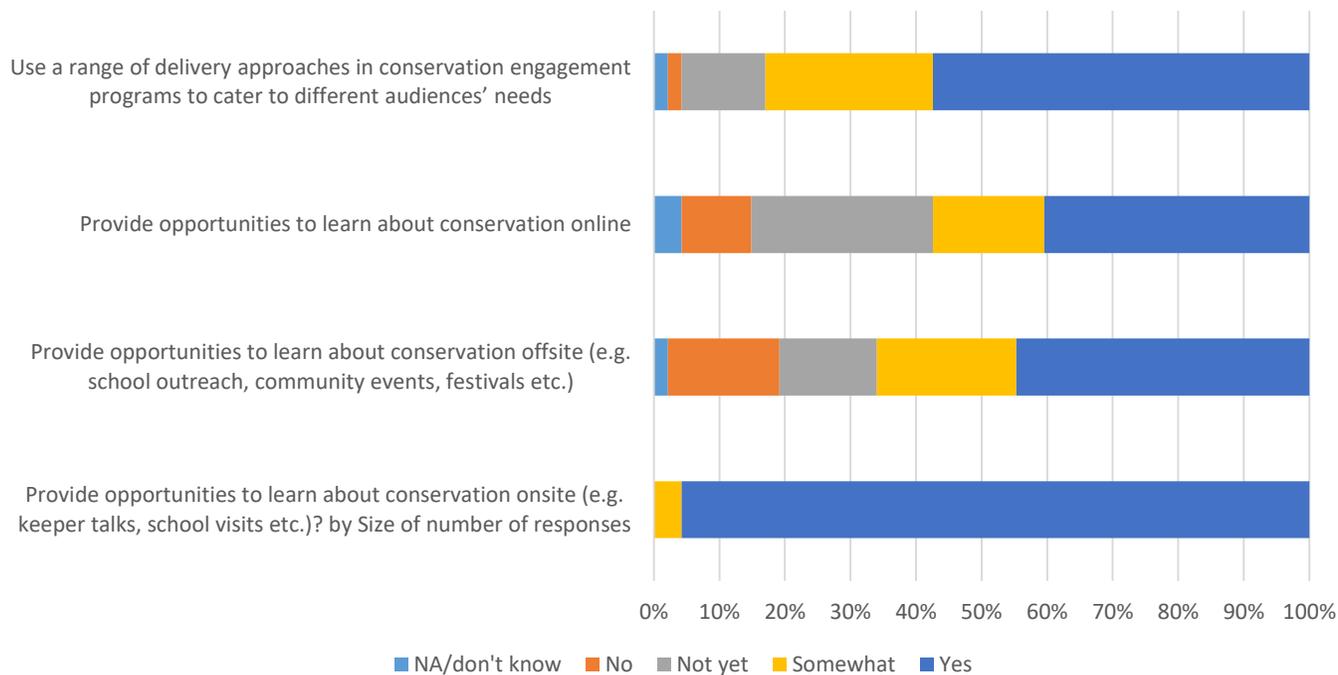
Does your organisation:



Remaining organisations representing 59% of respondents

	NA/don't know	No	Not yet	Somewhat	Yes
Provide opportunities to learn about conservation onsite (e.g. keeper talks, school visits etc.)? by Size of number of responses	0%	0%	0%	4%	96%
Provide opportunities to learn about conservation offsite (e.g. school outreach, community events, festivals etc.)	2%	17%	15%	21%	45%
Provide opportunities to learn about conservation online	4%	11%	28%	17%	40%
Use a range of delivery approaches in conservation engagement programs to cater to different audiences' needs	2%	2%	13%	26%	57%

Does your organisation:



Promoting Conservation Engagement for All (Rest of respondents)

- Does your organisation provide opportunities to learn about conservation onsite (e.g. keeper talks, school visits etc.)?

- Does your organisation provide opportunities to learn about conservation offsite (e.g. school outreach, community events, festivals etc.)?

- Does your organisation provide opportunities to learn about conservation online?

- Does your organisation use a range of delivery approaches in conservation engagement programs to cater to different audiences' needs?

Whereas only 57% of the smaller institutions provide opportunities to learn about conservation online.

Applying Appropriate Approaches and Methods in Conservation Engagement

Can your organisation measure the outcomes of all parts of their conservation engagement activities?

Are your organisation's conservation engagement messages science-based?

On the question "Can you measure the outcome of all parties of your conservation engagement activities?"

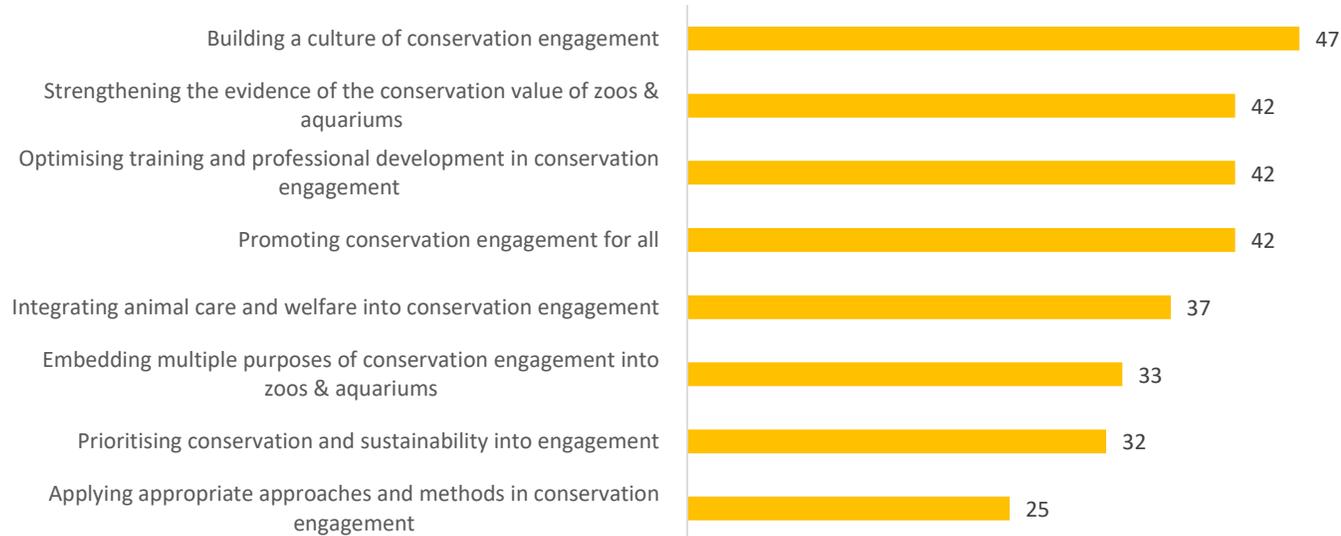
36% of the large organisations responded with No, Not Yet or Don't Know. This increased to 55% for smaller institutions

	Can your organisation measure the outcomes of all parts of their conservation engagement activities?			Are your organisation's conservation engagement messages science-based ?		
	Large	Other	NET	Large	Other	NET
Yes	26	2	12	74	53	62
Somewhat	38	43	41	18	34	27
No + Not yet	18	49	36	0	9	5
NA/don't know	18	6	11	9	4	6

	Senior Management	Management	Team Members	NET
Applying appropriate approaches and methods in conservation engagement	18	29	33	25
Prioritising conservation and sustainability into engagement	32	33	33	32
Embedding multiple purposes of conservation engagement into zoos & aquariums	38	29	33	33
Integrating animal care and welfare into conservation engagement	29	38	44	37
Promoting conservation engagement for all	47	29	56	42
Optimising training and professional development in conservation engagement	44	33	44	42
Strengthening the evidence of the conservation value of zoos & aquariums	50	57	17	42
Building a culture of conservation engagement	41	52	39	47

World Zoo & Aquarium Conservation Education Strategy based on which you most want Committee support and resources for:

(Ranked by Most important)

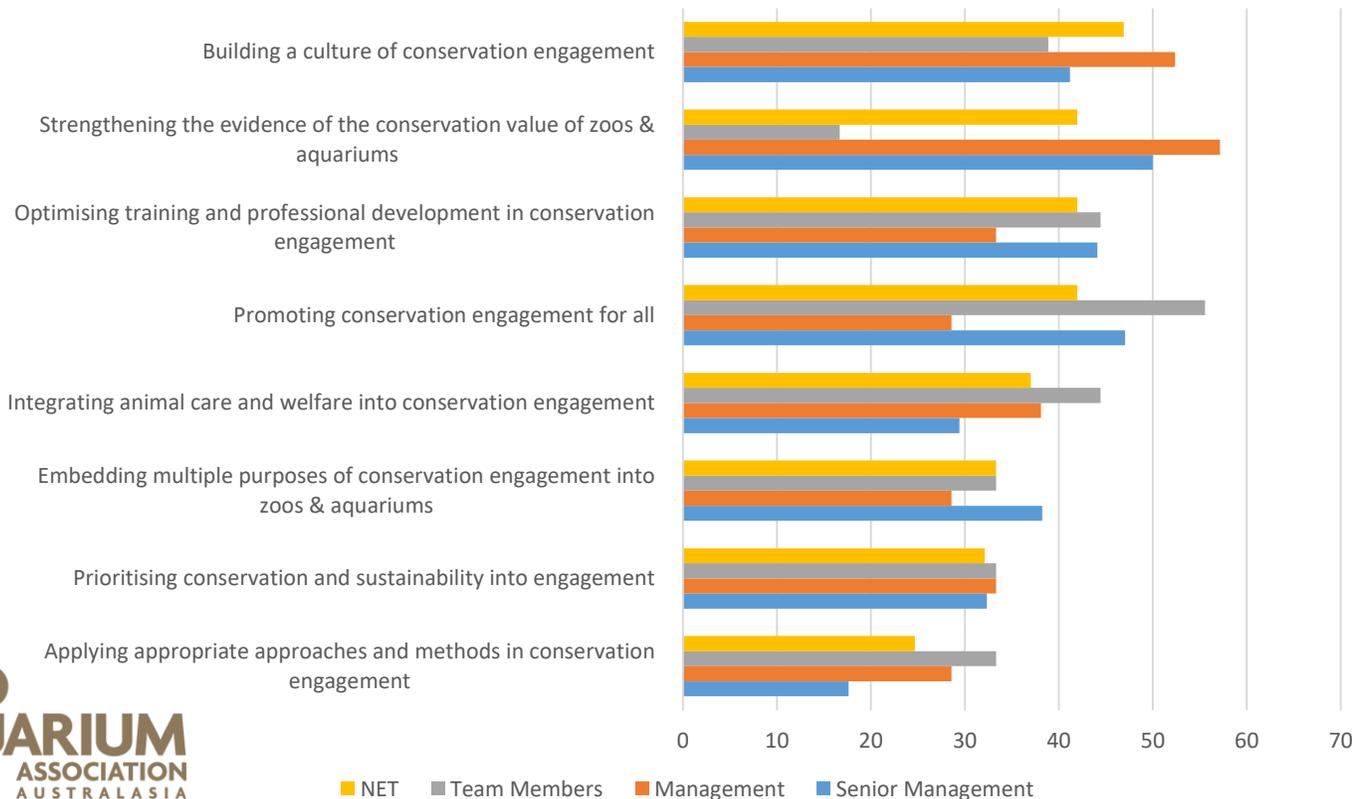


World Zoo & Aquarium Conservation Education Strategy based on which you most want Committee support and resources for: (Ranked by Most important)

1. Building a culture of conservation engagement including strategic planning
2. Strengthening the evidence of conservation value of zoos and aquariums
3. Optimising training and professional development in conservation engagement
4. Promoting conservation engagement for all (diversity, inclusion and accessibility)

	Senior Management	Management	Team Members	NET
Applying appropriate approaches and methods in conservation engagement	18	29	33	25
Prioritising conservation and sustainability into engagement	32	33	33	32
Embedding multiple purposes of conservation engagement into zoos & aquariums	38	29	33	33
Integrating animal care and welfare into conservation engagement	29	38	44	37
Promoting conservation engagement for all	47	29	56	42
Optimising training and professional development in conservation engagement	44	33	44	42
Strengthening the evidence of the conservation value of zoos & aquariums	50	57	17	42
Building a culture of conservation engagement	41	52	39	47

World Zoo & Aquarium Conservation Education Strategy based on which you most want Committee support and resources for:
(Ranked by Most important)



World Zoo & Aquarium Conservation Education Strategy based on which you most want Committee support and resources for: (Ranked by Most important)

Senior Management selected

- Strengthening the evidence of the conservation value of zoos & aquariums
- Promoting conservation engagement for all

Management selected

- Strengthening the evidence of the conservation value of zoos & aquariums
- Building a culture of conservation engagement

Team Members selected

- Promoting conservation engagement for all
- Integrating animal care and welfare into conservation engagement and Optimising training and professional development in conservation engagement

54%



Heard of the WZACES before

37%



Looked through or read the whole WZACES

24%



Made progress on WZACES recommendations

You generally felt more confident in these areas of engagement



Exhibit design and interp planning



Opportunities to learn about conservation via talks, signs etc.



Showing audiences how the member maintains positive welfare



Conservation engagement messages are science-based



Demonstrating how the member contributes directly & indirectly to conservation



Developing evidence-based research to understand knowledge, attitudes & behaviours



Providing opportunities to learn about conservation online

You generally want to **develop** these areas of engagement



Written conservation engagement strategy/plan



Measurement of conservation engagement activities & demonstrating outcomes

1.



Strengthening the evidence of conservation value of zoos and aquariums

2.



Optimising training and professional development in conservation engagement

3.



Building a culture of conservation engagement including strategic planning

4.



Promoting conservation engagement for all (diversity, inclusion and accessibility)

Summary

A notable outcome of the survey were differences in responses from large organisations compared with smaller institutions. It is clear, but perhaps unsurprising, that lesser resourced facilities find difficulty having documented and measurable strategic plans.

A key outcome for the ZAA CEC is to **develop an action plan focussed around sharing best-practice amongst CEC members, and identifying and removing barriers that smaller institutions may face.**

The CEC wanted to ;

- Establish where members are currently at with different aspects of engagement.
- Understand members familiarity with the WAZA Conservation Engagement Strategy
- Understand where members would like ZAA conservation engagement support to focus on.



Thank you