

Sydney Zoo Foundation

APRIL 2019



Contents

- 01 Vision
- 02 Sustainability
- 03 Activities & Programs
- 04 Initial Project Consideration
- 05 Staffing
- 06 Legal Structure

Vision

01





Our Vision

The Sydney Zoo Foundation is a not-for-profit organisation established to facilitate activities that protect and enhance wildlife and the natural environment in association with Sydney Zoo.

The Foundation aspires to be a global leader in connecting people to opportunities that involve improving wildlife preservation, environmental conservation, scientific research and community education.

The Foundation will shape a strong legacy, through enduring projects and outcomes, to advance a beneficial future for animal and habitat prosperity. Funds raised by the Foundation will progress preservation and conservation efforts and further develop community awareness and knowledge.

Sustainability

02

Sustainability



Sydney Zoo Foundation will aim to develop a sustainable long term financial structure capable of supporting long term animal welfare and environmental programs. Financial arrangements may include:

Building a Financial Base

Establish a core financial base with recurring financial contributions. Investment income and other fund raising initiatives will grow financial reserves over time.

Donations and Bequests

Sydney Zoo Foundation will actively solicit donations and bequests from 3rd parties.

Sydney Zoo Financial Contributions

Sydney Zoo can provide financial support via a number of mechanisms, including:

- direct tax deductible donations of cash from Sydney Zoo as part of an ongoing profit share arrangement
- a “round-up” mechanism at the Sydney Zoo points of sale
- cash donations via a PET bottle collection or other mechanisms

Research Grants

Sydney Zoo may align with a university to operate research projects, there are a number of avenues available to apply leverage through government grants for specific scientific research. These include:

- ARC Link Grants
- ARC Centre of Excellence Grants

Activities & Programs

03



Activities & Programs



Initial project consideration currently revolves around establishing an eco sanctuary around the Cumberland Plains Woodlands adjacent to Sydney Zoo. Such a project will establish the credibility of the Foundation with donors and other stakeholders.

As the Foundation reputation builds, we can expand, and diversify our conservation activities to include:

- Establishment of a centre of excellence in wildlife conservation with Western Sydney University
- Increase the size and scale of CPW rehabilitation projects through large landholder partnerships (e.g. WSPT, Department of Defence)
- Biodiversity conservation
- Implementation Breed-for-Release programs for critically endangered Australian Animals
- Breeding programs for critically endangered species
- International conservation efforts - supporting conservation and habitat protection initiatives ex situ
- Supporting research into wildlife and ecosystem health issues

Initial Project Consideration

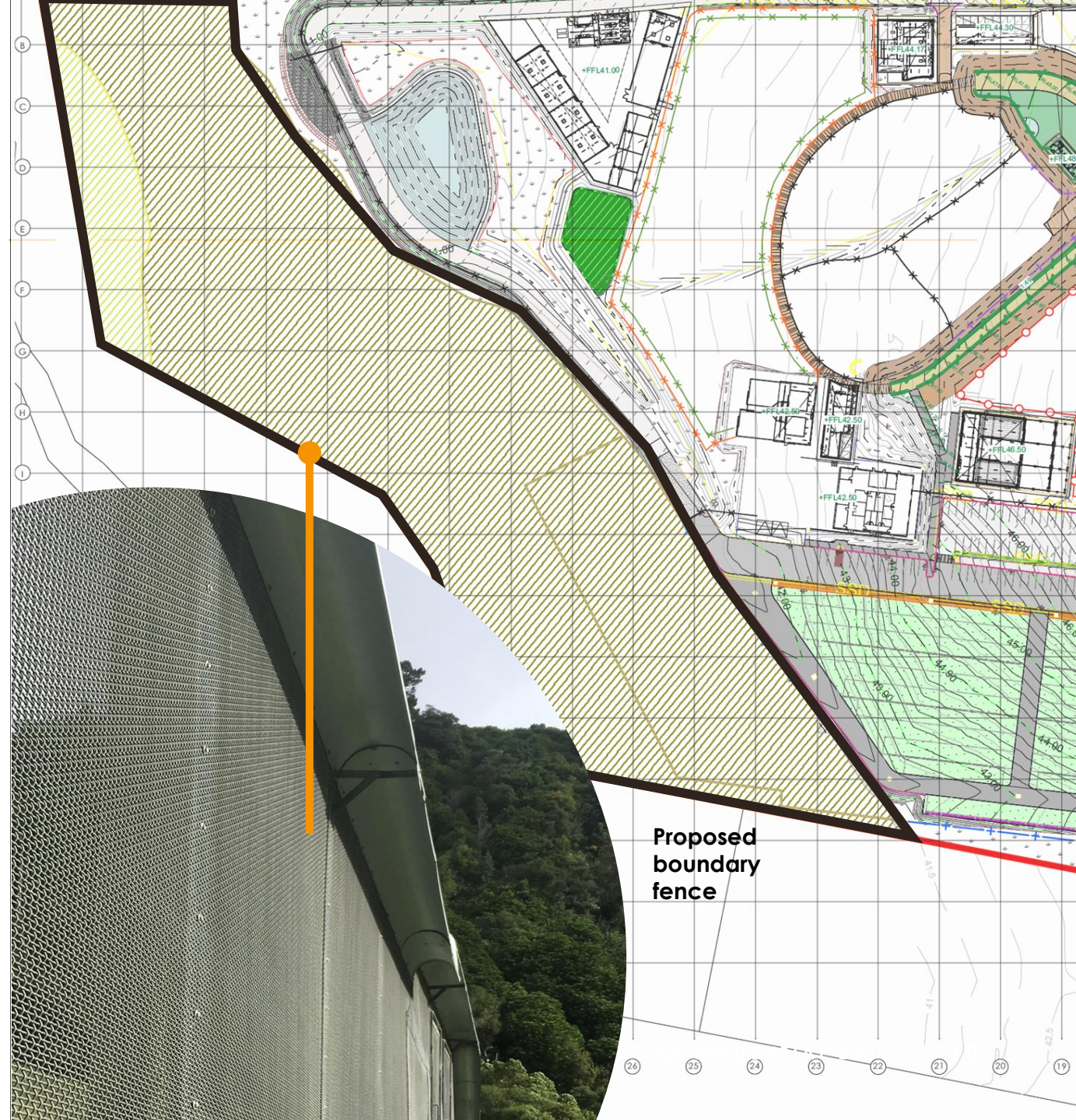
04

Initial Project Consideration

Sydney As It Was: the Cumberland Plains Woodlands Study

The initial project being considered by Sydney Zoo Foundation is the establishment of a Cumberland Plain urban eco sanctuary in the riparian fringe on the western part of the Sydney Zoo site – a total area of approx. 2.6 ha (the “Initial Site”).

The purpose of the site would be for bushland rehabilitation, research, and to establish a centre for education and learning. This is a replica of the Zealandia model - the world's first fully-fenced urban eco sanctuary.



Initial Project Consideration

The concept involves:



Establishment of a feral proof perimeter fence around the riparian bush fringe to west of Sydney zoo site



Monitoring, trapping and removing all exotic wildlife and plants from the area



Regenerating plants and habitat, reintroducing wildlife endemic to the Cumberland Plains woodlands



Construction of visitor infrastructure: Entry /exit building, boardwalks, display paraphernalia



Provision of guided tours and education programs for school groups and interested parties. Teaching people about the pre white settlement characteristics of the Sydney Basin.



Ecological Studies of plant regeneration, native species dispersal, and wildlife resettlement can be performed

The initial site can be used as a pilot study and proof of concept, with greater application in larger parcels of land in the Sydney Basin.

The initial project can form the test case for the development of a centre of excellence in wildlife conservation.

Staffing

05

Staffing



SZF staff will focus on the administration and fund-raising activities of the Foundation. Proposed staffing structure is as follows:

LEADERSHIP

Joint CEO with Sydney Zoo

PAID STAFF

General Manager – in charge of day to day operations

Programs Manager – administering research programs, grant applications and distribution of funds to any partner organisations

Fundraising Manager – responsible for revenues, donations solicitation

Operations manager – responsible for operations in the admissions side, and retail shop

Community engagement officer – responsible for schools outreach, volunteer program

Donor relations officer – management of key donor relationships, events coordination.

VOLUNTEERS

Guides, education officers etc can be provided by volunteers

AMBASSADORS

Influencers who subscribe to the Sydney Zoo Foundation ethos and support the effort to educate people about the SZF mission

SZ INTERFACE

Sydney Zoo can second staff into research and conservation projects as required.

Legal Structure

06



Legal Structure



- Established as a company limited by guarantee;
- Establish a Public Fund;
- Apply for registration and endorsement with the Australian Charities and Not for Profit Commission ('ACNC'); and
- Apply to be entered into the Register of Environmental Organisations.
- Application is to be made to the Australian Taxation Office (ATO) for endorsement as a Deductible Gift Recipient (DGR) and exemption from tax as a registered charity.

In order to achieve DGR status, SZF should be registered as an environmental organisation. As an Environmental Organisation, SZ Foundation will not be a DGR in its own right. It must operate a Public Fund which is a DGR. This Public Fund must be established as a separate entity by SZ Foundation, to which members of the public can make donations, and its funds must be used for the purposes of the SZ Foundation.

**Connecting people
with animals to
create a sustainable
future for wildlife**

