

Connect-Understand-Act

A proven tool in positively influencing attitudes, beliefs and behaviours



INSPIRE BEHAVIOUR CHANGE AND CONSERVATION ACTION

Central to the conservation challenge today is human behaviour and understanding that being a part of the problem, we are also part of the solution. Inspire sustainable action through Zoos Victoria's **Connect-Understand-Act (CUA)** model, a successful approach based on behavioural science.

Our CUA training helps your organisation understand and identify the role they play in inspiring behaviour change within their community, and how to create engaging, meaningful and impactful campaigns. Learn about our CUA journey to date, as the founders of CUA share case studies of Zoos Victoria's award winning [Community Conservation Campaigns](#).

Build your own behaviour change initiative

PRIVATE TWO DAY WORKSHOP

Be introduced to Community Conservation as a key framework, underpinned by Zoos Victoria's CUA model. Learn how the approach has helped Zoos Victoria foster wildlife friendly attitudes, beliefs and facilitated wildlife friendly behaviours, and discover how this model can inspire behaviour change in your community. On the first day participants will dissect the model, and learn from best practice examples that empower the community through behaviour change, relevant social science research, and activities that focus on how to apply the CUA model in programs. Dive deeper into using the Community Conservation Toolkit and CUA model to develop a behaviour change program relevant to your organisation. The second day focuses on putting the concepts and tools learned in Day 1 into operation and allows time to practice the steps with your organisation's specific need. At the conclusion of the two days the aim is for each organisation to have a draft plan for a behaviour change program. This workshop is suitable for all staff across all departments in organisations that wish to make a measurable difference through inspiring behaviour change in your community.

At the end participants will...

- Understand the role they can play in inspiring behaviour change within their community.
- Be able to recognize best practice behaviour change programs.
- Understand and be able to identify effective tools to influence attitudes, beliefs and facilitate behaviours.
- Gain new skills to apply the tools to improve the effectiveness of visitor, education and community programs.
- Be confident to use the tools.



Discover Zoos Victoria's Community Conservation Toolkit.

Zoos Victoria LEAP also offers a one day [BEHAVIOUR CHANGE ESSENTIALS MASTERCLASS](#).

This professional development event can be facilitated exclusively for your organisation.

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We Provide

- A consultation to discuss your business needs.
- Targeted agenda, briefing document and supporting materials.
- Access to Zoos Victoria's Community Conservation specialists.
- A complimentary Community Conservation toolkit and bag of *Coffee for Wildlife*.

You Provide

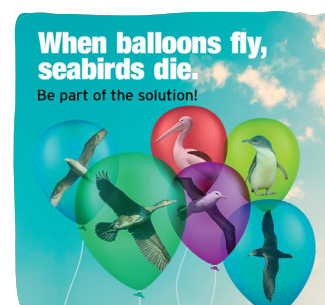
- Resources for workshop materials (i.e. paper, printing, pens).
- Catering for participants and workshop space. For bookings hosted at Zoos Victoria, this can be arranged at additional cost and pending availability.



Design your own behaviour change program that resonates with your organisation.

Location

Workshops can be offered at Melbourne Zoo or Healesville Sanctuary so you can get a first-hand look at our community conservation campaigns integrated onsite. If you are based interstate or internationally, we are able to come to you, simply enquire about the additional travel costs associated.



Pricing (ex GST)

Behaviour Change Essentials (private 1 day)	\$5,850
Build your own initiative (2 days)	\$10,530
Community Conservation Toolkit	\$55

All pricing is based on groups of up to 25 participants.
We can cater for larger groups at an additional cost.