

2030 Strategy

Our Moral Purpose

Fighting Extinction and creating a future rich in wildlife

Our Values



Always Compassionate

We are conscious and considered in our work. We're empathetic, respectful and caring to all humans and wildlife.



Always Optimistic

Humans are the greatest hope for wildlife. We recognise our responsibility to inspire members, visitors and future generations. We're confident that we can ensure a bright future for wildlife.



Always Trustworthy

We are a transparent, trusted source of information. Our people operate with integrity, and are an open-source always. We are an evidence-based organisation committed to advancing conservation and science.



Always Curious

We are always learning. We are always seeking to learn more from the world around us. We're the game-changers always seeking to learn more from the world around us.



Always Inclusive

We acknowledge the Traditional Custodians of the land on which we live and work. We provide a safe and accessible environment for everyone to work in, visit, and enjoy. We are responsible for protecting and connecting all that we share our planet with.



Always Calm

Our zoos provide a relaxed, serene space to connect with nature. We are composed in our leadership and considered in our actions.

Our Commitments

First Peoples

We will engage in meaningful partnerships with First Peoples to support work that is done for Country.

Fighting Extinction

We will ensure no Victorian, terrestrial, vertebrate species will go extinct on our watch.

Future rich in wildlife

We will connect people with wildlife, guide wildlife-friendly choices, and contribute to the global effort to safeguard our planet.

Forging new paths

We will take considered risks when facing the complex challenges of conservation, and will be a strong and trusted voice that speaks up for wildlife and communities.

Our Focus Areas



Working for Wildlife

- Lead and support the recovery of targeted species
- Respond to wildlife in need and advance standards of care and welfare
- Ensure that animals in our care have a conservation purpose and are thriving

Living with Wildlife

- Create memorable moments that connect people to conservation and help them take action for wildlife
- Advocate for the conservation and welfare of wildlife and share our expertise to support others
- Explore new conservation pathways that improve people's relationships with wildlife in their daily lives

Creating Special Places

- Continuously improve and care for our amazing spaces
- Create an environment where everyone is welcome and included
- Delight and inspire our customers through exceptional experiences

Thriving Ethical Business

- Sustainably grow our revenue streams to support the operations of our zoos and meet our conservation goals
- Use an evidence-based approach to decision making, innovation and continuous improvement
- Minimise our environmental footprint and model best practice

Valuing Our People

- Ensure that our people go home safe and well today and every day
- Provide resources, and improve capability and facilities to support our people to achieve our purpose
- Provide positive and engaging workplaces with opportunities to thrive
- Create a diverse workforce where everyone feels welcomed, included and valued