

## CHAIRMANS REPORT

### AUSTRALIA ZOO WILDLIFE WARRIORS WORLDWIDE LIMITED

Welcome to the Annual General Meeting of Australia Zoo Wildlife Warriors Worldwide Limited.

Thank you for your attendance today and special thanks for your commitment to the organisation.

The main purpose of today's meeting is to review the operations of our organisation for the year ending 30 June 2010. I would especially like to thank the Wildlife Warrior team who have worked hard to consolidate and build on the opportunities that we have created and been presented with during the year.

For the financial year ending on 30 June 2010, our performance was very pleasing. Highlights for the year include:

- Conversations for Conservation which allows supporters to come to hear first hand about our conservation work in an intimate setting at the Australia Zoo Wildlife Hospital
- Successful fundraising appeals included Koala Crusader, Hay Bale appeal, Joey Ambassadors (as part of Steve Irwin Day) and the Steve Irwin Day Gala dinner.
- Increasing our effectiveness in our conservation programmes and committing to new conservation programs such as Rhino conservation which will commence in the next financial year;
- The Australia Zoo Wildlife Hospital increased its patient Admissions by 14.78%. They also lead the way in developing a species blood bank and feather library.
- Support from generous donors, such as a one of donation of \$58,000 to build a Koala enclosure and Raptor aviary.

Our major achievements throughout the last financial year have included:

- The fruition of the Post Pebbles Promotion which has resulted in a \$50,000 donation and the doubling of our website traffic over the period of the campaign
- Steve Irwin Day was held with the focus being on "Khaki It". Khaki being more than a colour but an attitude. The day included internal and external promotion and fundraising in addition to the Gala Dinner and raised in excess of \$120,000.
- Sneak Peak tours have commenced at the hospital raising in excess of \$85,000 to date and exposing every person that takes part to the reality of the life saving work the hospital does every day.
- Black and White week was held at Australia Zoo and included "A Night in Black & White Event" aboard Whale One. This was a successful campaign, driven by a young supporter who calls himself nature Nic, to raise awareness about the plight of the Tasmanian devil. It raised valuable funds (over \$10,000) which has been donated to the Save the Tasmanian Devil Program
- Joey Ambassadors a fundraising initiative run in the lead up to Steve Irwin Day saw 12 youth supporters from around the world raise over \$20,000.
- New financial partnerships have been developed with Elephant Ridge Coffee, Animal Planet – ROAR and LeisureCom.Travel.
- New partnership with Lifestyle Industries Group (Keen footwear) with product provided for fundraising initiative
- Our on going support of tiger conservation has resulted in the arrest of 5 men for tiger poaching who were successfully sentenced and 25 calls of human / tiger conflict responded to, which allowed staff to work with local communities to produce positive results.

The hospital is the living work of Steve Irwin and has increased its patient admissions by 14.78% over the year. The medical field has always supported the hospital and it's work, during the year Covidien donated a much needed ventilator system that will make a significant difference to many of the wildlife patients. Once again the staff at the hospital have been leading the way in wildlife care with the development of a species blood bank for lifesaving blood transfusions and a feather library for

feather implants. The board would like to recognise and thank all the staff at the hospital for their commitment and dedication.

We of course would also like to acknowledge all of the donors, supporters and sponsors for their generosity during 2009/10 – in particular, we would like to thank the team at Australia Zoo for continuing to underwrite our administration costs and increasing this sponsorship by underwriting our staff costs, for encouraging their guests to support us and for the assistance provided by the entire Australia Zoo team. This ongoing assistance is what enabled us to keep our small crew operational. In particular, we would like to thank all the staff that are involved in payroll giving, their combined donations amounting to \$28,409.00 during 2009/10.

The organisation received a small financial grant during the year from the Department of Environment, Water, Heritage and the Arts, Grants for Voluntary Environment and Heritage program. To assist with the organisations administration costs. We would like to thank them for their continued support.

We have continued to support a variety of international and national conservation programs and are excited about the outcomes these programs are achieving. The tiger conservation work we support in Kerinci Seblat National Park leads the way in tiger conservation and during the year it has had impressive results:

- 62% of patrols recorded tiger presence
- Twelve active tiger snares and 359 ungulate snares – some strong enough to hold a tiger - were found and destroyed
- Undercover investigations by TPCU rangers resulted in the arrest of five men and the seizure of skins and body parts of not fewer than four Sumatran tigers. All individuals arrested were subsequently sentenced to custodial sentences
- The program responded to 25 individual incidents of human-wildlife conflict or wildlife emergencies, the majority relating to human-tiger conflicts.
- Results from five years of surveys and tiger field research has recently been released and results have shown that Kerinci Seblat National Park forests have the highest levels of tiger occupancy (78 per cent) of any protected area in Sumatra.

We are looking forward to continuing our conservation work in the 2010/2011 financial year and have already committed to the expansion of our conservation programs with the support of OI Pejeta Conservancy a property in Kenya which is leading the way in rhino conservation.

With impressive results from new fundraising initiatives that commenced during the year such as Koala Crusader and Joey Ambassadors, we look forward to seeing the small but committed fundraising team grow them and develop new initiatives that will raise much needed funds to support our conservation work. In line with this our online fundraising will be streamlined to capture the maximum amount of donations possible through this channel. Social network sites will be engaged on a regular basis so that we have a constant presence in this environment. A fundraising plan encompassing the promotional days that Australia Zoo holds each month will be implemented so as to maximise our onsite presence and gain support from the patrons.

Over the last year we have built on our strong relationships with supporters and sponsors and our priority for the coming year will be to maintain these valuable relationships to ensure they are engaged with the organisation and therefore continue to financially support the important conservation work that we undertake.

Thank you all for your support and for continuing to “live a little on the wild side”.

Wes Mannion  
Wednesday, 19<sup>th</sup> January 2011