WHĀNAU
OUR ROLE

INSPIRED BY TANĒ WE PROTECT OUR PLANET BY:
- Integrating the United Nations Sustainable Development Goals: Life On Land, Life Below Water, Climate Action, Quality Education, Responsible Consumption and Production, and Sustainable Cities and Communities
- Developing initiatives for social, environmental and economic sustainability

TINANA
OUR ANIMALS

INSPIRED BY TANGAROA WE CARE FOR OUR ANIMALS BY:
- Science based animal welfare practices so the animals are happy
- World leading animal care so the animals live their best lives
- Strategic species planning for our site and staff expertise

HINENGARO
OUR PURPOSE

INSPIRED BY TŪ WE SAVE WILDLIFE AND WILD PLACES BY:
- Recognition and involvement of the Zoo’s conservation expertise
- Effective field partnerships for long term conservation outcomes
- Focused investment in conservation innovations

ORANGA
A HEALTHY ORGANISATION

AS WELLINGTON ZOO TANGATA WE:
- Sustain a safety conscious culture
- Embed wellbeing for our people
- Grow our people through learning and development
- Model values aligned behaviours
- Sustain financial success by data driven decision making
- Commit to outstanding daily visitor care
- Improve and maintain the physical assets
- Meet all legal and compliance requirements

WAIRUA
OUR COMMUNITY

INSPIRED BY RONGO WE STRENGTHEN COMMUNITY SUPPORT AND ACTION BY:
- Maintaining lasting partnerships for community support and conservation outcomes
- Engaging, message driven experiences to build community environmental action
- Integrating Te Ao Māori within the Zoo

ME TIAKI, KIA ORA! THE ZOO WITH THE BIGGEST HEART

STRATEGY 2019 - 23
WELCOME TO OUR WILD PARTY
HE WHĀNAU KOTAHI TĀTOU

WE ARE A VOICE TO BE HEARD
KA RONGO TE PŌ, KA RONGO TE AO

WE PUNCH ABOVE OUR WEIGHT
EHARA TAKU TOA I TE TOA TAKITAHU, ENGARI HE TOA TAKITINI

WE HAVE A STRONG GREEN FURRY HEART
ME MANAWANUI

MANAAKITANGA
WELCOMING GENEROSITY, SUPPORT, HOSPITALITY AND KINDNESS

ME TIAKI, KIA ORA! THE ZOO WITH THE BIGGEST HEART

2019 - 23 VALUES