

WELCOME TO
Sydney Zoo

Australia's most
advanced zoo
in the heart of
Western Sydney



A **unique** animal encounter and
educational experience

Introduction

A world class zoo that is set to be one of Western Sydney's main attractions

Embracing technology and innovation to improve animal welfare, visitor engagement and education

Sydney Zoo will be exhibiting a wide range of popular animal species. It will create a safari-like experience. With clever designs hiding barriers combined with the latest technology it will provide an experience that is more immersive and engaging than traditional zoos.



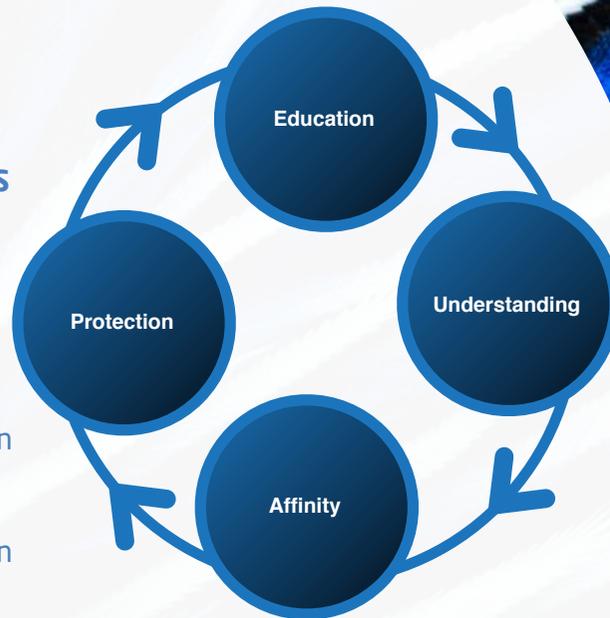
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Our vision: Education

It all starts with education. Sydney Zoo believes that the mission of zoos should not just be about protecting species but to educate.

We believe that education promotes awareness and an affinity with animals, increasing a willingness in our society to value and protect animal species. Encouraging conservation is our ultimate goal.



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Delivery team

An experienced team who will deliver

Sydney Zoo's executive team is comprised of highly experienced professionals, with extensive experience in owning and operating similar facilities.



John Burgess

EXECUTIVE CHAIRMAN



Jake Burgess

MANAGING DIRECTOR



Peter Ivany

Entrepreneur and investor, Founder of Hoyts with considerable experience in the visitor economy



Richard Kovacs

Investor and philanthropist. Leading the development of the Sydney Zoo Foundation



David Hammon

Scenic World joint Managing Director. Tourism operator and contributing to cluster development in Western Sydney



John Harvey

Investor and property developer. Considerable experience in construction project management

Experienced animal acquisitions and welfare experts

Liz Romer

Liz Romer has been involved in the zoo industry since for over 35 years. She has worked at prominent animal parks and zoos, including Waratah Park, Taronga Zoo, Currumbin Wildlife Sanctuary and has facilitated the transactions of animals both in Australia and overseas. She was also President of ASZK (Australasian Society of Zookeeping) and a board member of the now ZAA (ARAZPA). She has also been on the committee of the International Congress of Zookeeping since 2004.

Rick Webb

Rick is passionate knowledgeable and practical wildlife specialist committed to sustainable wildlife management, the promotion of conservation and the provision of excellence in tourism. Rick has extensive contacts in the Zoological and Wildlife carer industry and has been involved in various roles of animal welfare and regulation. He has also held Ministerial appointed positions as a representative for the Non Indigenous Animals advisory committee and the Exhibited Animals advisory, and invited to consult on the Animal Welfare Strategy and the National Wildlife Strategy.



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Centrally located

Sydney Zoo will be located in the heart of Western Sydney with great transport access and minutes away from key locations and other entertainment attractions

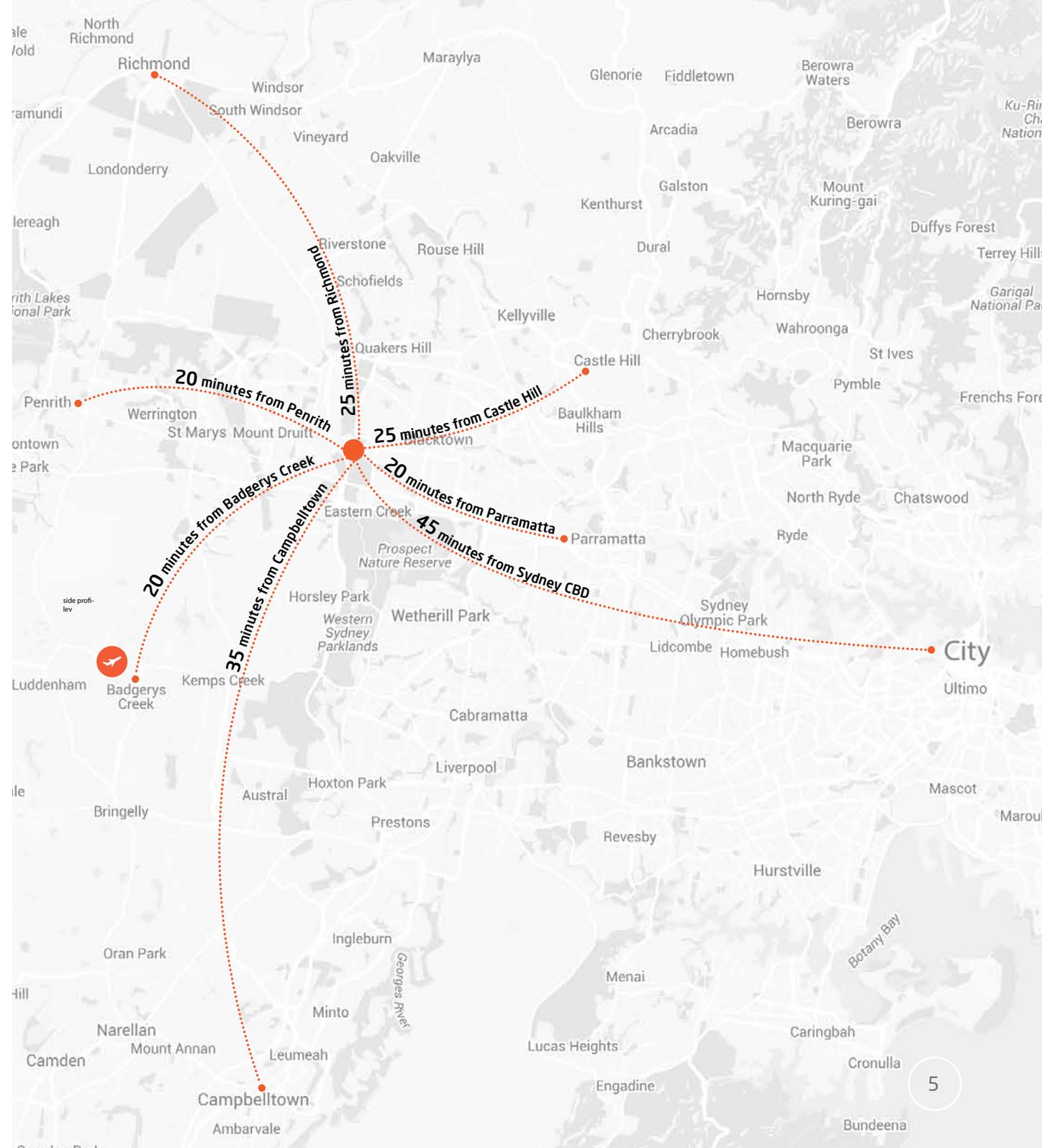
Located on the Great Western Highway, Sydney Zoo has excellent access to the M4 Western Motorway and Westlink M7

Close to other key Western Sydney attractions:

- Across the road from Blacktown International Sports Park
- Under 5 minutes from Eastern Creek Raceway
- 6 minutes from Wet'n'Wild
- 7 minutes from Featherdale Wildlife Park
- 10 minutes from Sydney International Equestrian Centre



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Core offerings

The development of Sydney Zoo will provide the families of Western Sydney with a major attraction, unlike any other in Australia

ELEVATED WALKWAYS & boardwalks



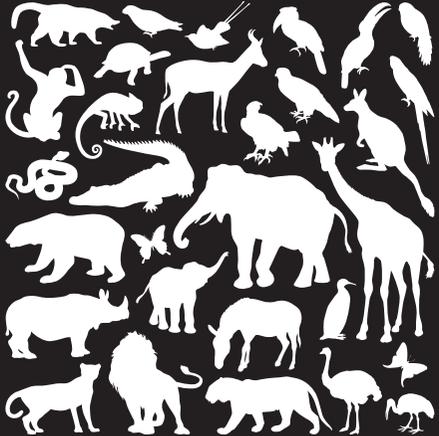
across the African grasslands exhibit to provide a tree tops perspective.

IMMERSIVE experiences



Intelligent exhibit design will hide fencelines

30+ EXHIBITS



A NATIVE **fish** AQUARIUM

Immersive transparent viewing areas to observe bull sharks, crocodiles and other aquatic life in the water.

World's favourite animals



EXTENSIVE **australiana & aboriginal** CULTURAL EXHIBITS



Our App Technology



will redefine the visitor experience

A CENTRAL AREA FOR **educational shows** AND OTHER EXHIBITIONS

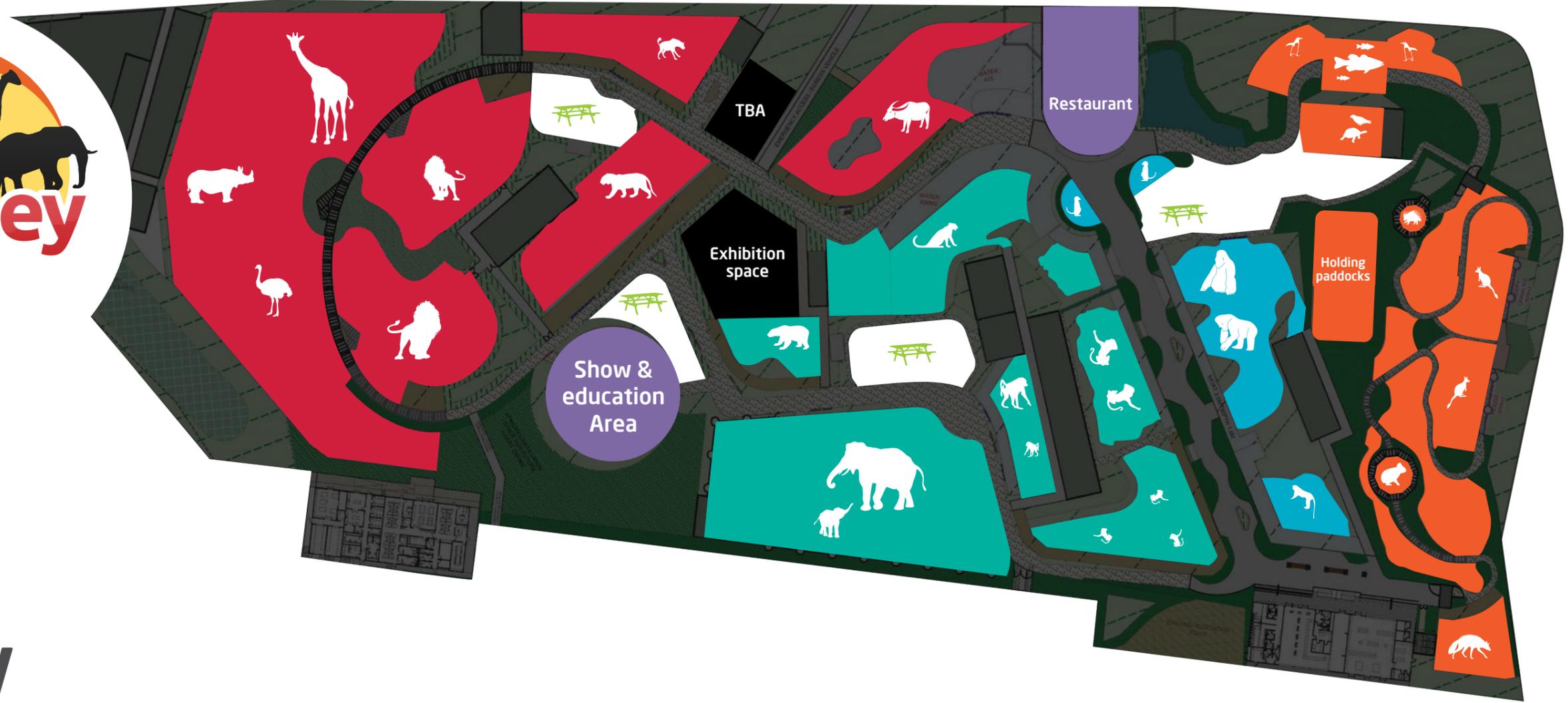


AN AUSTRALIAN **repti\$e** & nocturnal animals house

utilising leading exhibit design methods.



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Key attractions

The Sydney Zoo proposal includes approximately 30 exhibits and a variety of animal species such as highly popular exotic and Australian animals. The proposal also includes:

- Gift shops, restaurants, cafes, kiosks and amenities
- A show arena, picnic areas, wetlands, waterways and gardens
- Service areas including administration, curatorial and food preparation, veterinarian space and service yards

African Grasslands

- Lions
- Rhino
- Giraffe
- Leopards
- Cheetahs
- African Wild Dogs
- Zebra
- Hippos
- Ostrich
- Antelope
- Meerkats

African Highlands

- Chimpanzee
- Lowland Gorillas
- Arboreal Monkeys
- Hamadryas baboons

South East Asian Tropical

- Tigers
- Sun Bears
- Orangutans
- Asiatic Elephants

Cumberland Plain Woodlands

- Emu
- Koalas
- Echidna
- Dingoes
- Eastern Grey Kangaroo
- Bush tailed rock wallaby

What makes Sydney Zoo unique

Sydney Zoo will bring visitors closer to the animals than ever before. Cleverly designed exhibit boundaries will disappear as visitors walk through a series of landscapes naturally designed for visitors and animals alike.

A safe and exciting environment is ensured to leave the kids begging to come back and visit our unique creatures and furry friends

- Elevated boardwalks give you a giraffes eye-view
- Cleverly concealed water features and carefully designed terrain ensure an immersive experience.



AFRICAN GRASSLANDS

ELEVATED WALKWAY



Connecting visitors with animals



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Innovative technology bringing you even closer

Sydney Zoo's ambition is to be the most technologically advanced zoo in Australia

Technology will redefine the visitor experience and visitors will experience new paradigms in exhibit design and interactive learning

Visitors will take a personalised tour around Sydney Zoo with stories about our individual animals delivered straight to your smart device in real-time with regular updates, providing an unrivaled experience.

Making a real connection with individual animals

Sydney Zoo is developing apps that connect visitors to individual animals through smart devices, providing rich content on their challenges and celebrations.

Animal Cams

People will be able to view animals online through live streaming so they can continue their connection with animals long after they leave the zoo, which will also lead to repeat visits.



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More opportunities for Western Sydney

Western Sydney deserves the best Sydney Zoo will become a core part of the social and cultural infrastructure of Western Sydney

A tourism cluster is emerging in Western Sydney. We will work with other tourism operators in the area to promote tourism and jobs growth, and development of infrastructure to support the visitor growth over time

More jobs - Approximately 160 new jobs will be created in the construction of the zoo and at least 120 jobs during operation.

Increased tourism - Sydney Zoo will become a major tourism attraction (45 minutes from Sydney and 20 minutes from the future airport at Badgerys Creek).

Immersive education - Sydney Zoo is partnering with Western Sydney University and TAFE on education and conservation programs

WITH
\$2.3 MILLION
ESTIMATED TO BE
SPENT ON TRAVEL

IS ESTIMATED AT
\$45 MILLION
PER YEAR

ALMOST
745,000
people
per year



ARE EXPECTED TO VISIT THE ZOO

THE TOTAL
CONTRIBUTION TO THE



Creating jobs and economic growth



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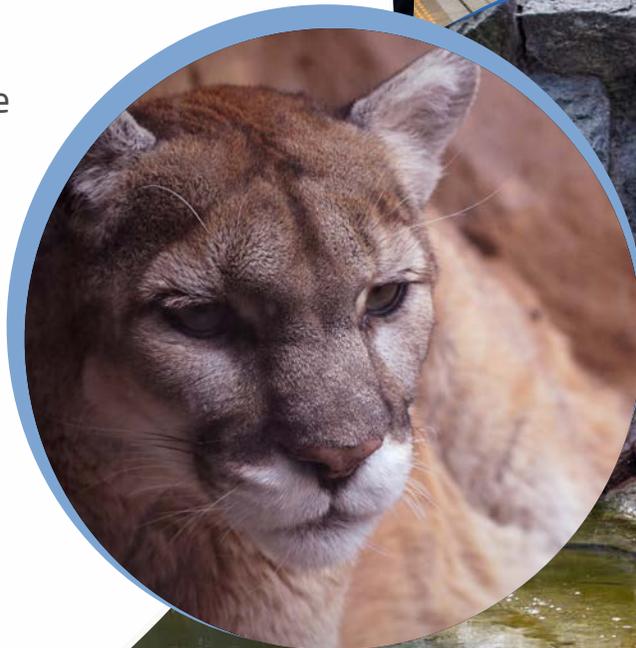
Vision for the Future Stage 2&3

Sydney Zoo will continue to invest and develop over time to maintain its position as a world class facility. Options include:

1. New precincts e.g. Polar regions, South America
2. A world class aquarium
3. Development of a conservation centre of excellence with Western Sydney University
4. Overnight stays
5. Extension of Indigenous facilities.



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Creating an anchor attraction for the precinct. A hub for major tourism industries, business, hotels and public transport



Making a difference animal welfare

Animal welfare is our top priority.

Behavioral enrichment is key to having healthy and engaging animals that are active and alert

Enhanced animal welfare provides a better visitor experience and keeps bring people back

Sydney Zoo will be operating at the gold standard for animal welfare

- Senior staff are actively involved in industry associations that operate in “best practice” in animal welfare techniques
- Animal exhibit designs have been planned to exceed relevant standard by several times over
- Technology will be used for behavioral enrichment and improved physical conditioning
- Flexible information systems introduce daily variance and reduce likelihood of repetitive behavior in animals



Two Sun Bears playing together



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Making a difference

Education and conservation

Sydney Zoo is seeking to be leaders in education and conservation

- Sydney Zoo will work with international zoos and domestic zoos in breeding programs.
- Rehabilitate large amounts of critically endangered Cumberland Plain Woodland on-site
- We are using sustainable building materials and looking to set new benchmarks in energy and water use
- Our technology platform will improve visitor engagement and educational outcomes
- We will have interactive and interpretive technology based learning for school students of all ages

We are preparing a full program including:

- We will have interactive and interpretive technology based learning for school students of all ages
- Education programs on Sydney's Aboriginal heritage
- Education programs on Sydney's natural heritage
- Sydney Zoo will offer scholarships through TAFE and UWS

“Educating and connecting people with animals is critically important to us. We are designing Sydney Zoo to foster empathy for animals and support conservation at a local and international levels.”

- Jake Burgess
Managing Director,

Learn and interact in new ways



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Indigenous cultural focus

Sydney Zoo is developing an integrated Aboriginal and natural heritage program through our Australiana exhibit

- A unique experience delivered through both guided tours and phone-based app technology
- Focus on the local Darug people of Western Sydney
- Education programs on Sydney's Aboriginal heritage
- Education programs on Sydney's natural heritage

Our Aboriginal "ranger program" will cover:

- Cultural awareness
- Animal welfare
- Native planting and bush care



Developing cultural awareness



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Partners and Stakeholders

Sydney Zoo understands the importance of engaging with stakeholders and building relationships

Stakeholders

We are engaging widely with government, industry and community stakeholders. Digital engagement is a key focus through our interactive website (talksydneyzoo.com) and our recent successful 'Hack-a-thon' with WSU to engage creative community ideas on a developing the use of technology at the zoo.

Relationships

Sydney Zoo is currently exploring a number of partnerships with key organisations in the areas of animal welfare, education, conservation and Aboriginal culture and employment, including:

- **University of Western Sydney** - for a centre of excellence in wildlife conservation research
- **Faculty of Veterinary Science, The University of Sydney** - for veterinary services, animal nutrition, welfare and behavioral enhancement, wildlife rescue and recovery
- **Muru Mittigar** - Aboriginal culture and history, bush planting and recovery
- **Australian Wildlife Conservancy** - public outreach and animal housing



Greg Simms at a recent Sydney Zoo stakeholder presentation

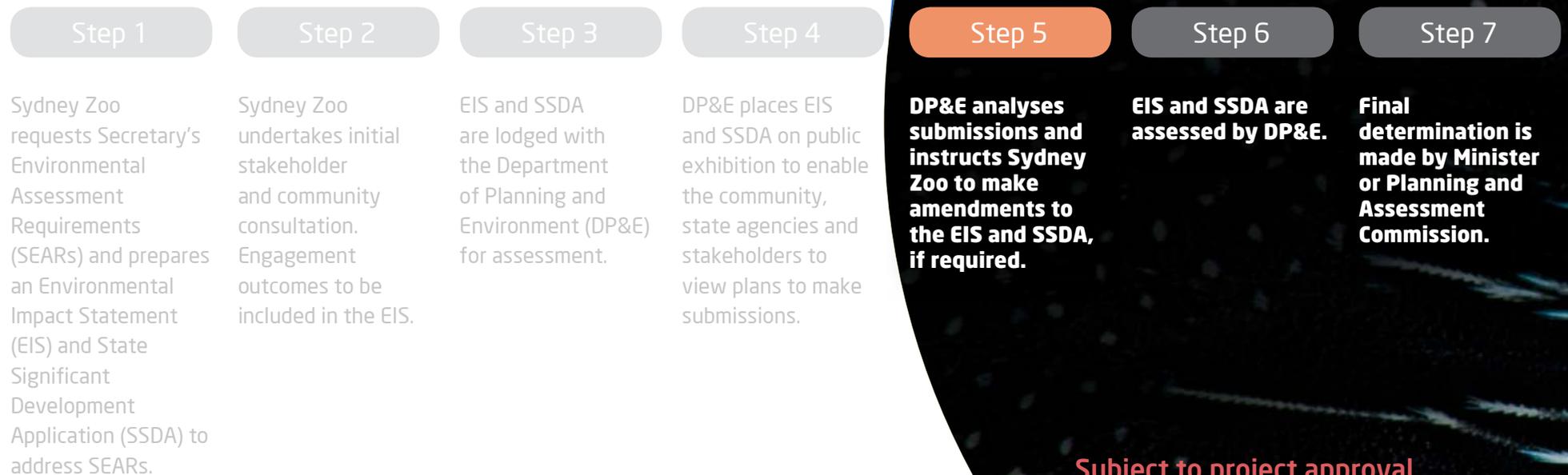


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Next steps

Sydney Zoo has lodged its State Significant Development Application (SSDA) and is expecting approval by August 2016 for immediate construction



Subject to project approval we can be open before Christmas 2017



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Contact us

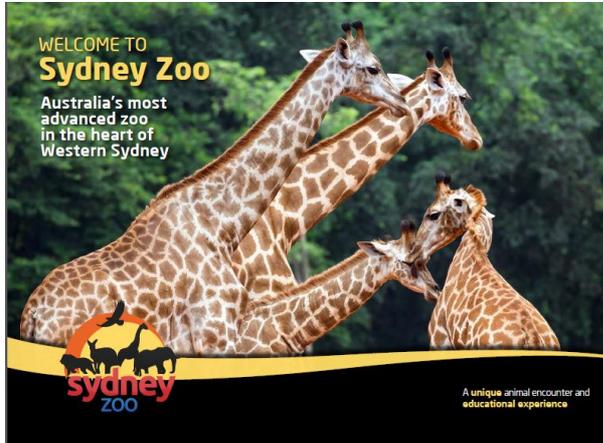
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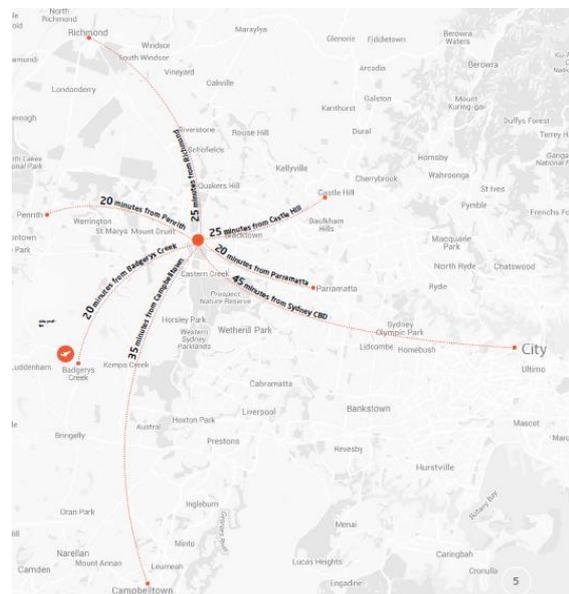
SYDNEY ZOO – THE HEART OF WESTERN SYDNEY



social infrastructure that is easily accessible by the Western Sydney population of over two million people. Western Sydney will soon be home to more than half of Sydney's population, and meeting their needs for world class tourism and recreation facilities is a priority.

What is Sydney Zoo?

Sydney Zoo is a world class zoo being developed in the heart of Western Sydney. Exhibiting a wide range of iconic animal species in a 16.5ha safari-like setting, the Zoo will bring visitors closer to the animals than ever before through its use of modern exhibit design, technology, water features and elevated boardwalks. In addition, the Zoo will include a unique integrated Aboriginal and natural heritage program showcasing Aboriginal culture.



With extensive picnic areas and waterways set amongst the exhibits, Sydney Zoo will offer the people of Western Sydney a family-friendly leisure activity in an educational setting. Sydney Zoo is set to be one of Western Sydney's main tourism and recreation attractions and will be a source of pride for the wider community.

Where will Sydney Zoo be located?

The Zoo will be located on the Great Western Highway in close proximity to the M4/M7 interchange, approximately 33km west of the Sydney CBD and 15km east of Penrith. The 16.5ha site is adjacent to the Bungarabee Super Park within the Western Sydney Parklands and will provide an idyllic setting for the proposed Zoo that can be easily accessed from all parts of Western Sydney.

Why do we need another Zoo in Sydney?

Sydney's original zoo was established in 1916 a short distance from the Sydney CBD. Over the last century, Sydney's centre of gravity has steadily moved west, driving the need for new and expanded



How was the site selected?

The Sydney Zoo site is adjacent to the Bungarribee Super Park within the Western Sydney Parklands. The Parklands Plan of Management identifies the Bungarribee Precinct for the development of a major recreation and leisure hub of over 200ha, including the Bungarribee Super Park. To further its objectives, the Western Sydney Parklands Trust conducted a public tender process in 2013 for the provision of an outdoor entertainment, leisure or tourism facility.

The Sydney Zoo proposal was accepted by the Trust and is complementary to the Trust's strategic plan, contributing a significant resource for recreation, tourism, social and cultural activities that will raise community awareness of the Parklands and draw visitors to them.

The availability of a suitable site with no immediate neighbours and easy access for a large population is a unique occurrence in the context of a large city such as Sydney. Sydney Zoo is working closely with the Trust to deliver a positive outcome for the people of Western Sydney.

What is the Sydney Zoo 'vision'?

Sydney Zoo will be a family-oriented destination that offers visitors the opportunity to learn about their natural environment in a relaxing and enjoyable

manner. We believe that the mission of zoos should be to protect the animals of the world through education. Education promotes awareness and an affinity with animals, increasing the willingness in our society to value and protect animal species. Encouraging conservation is our ultimate goal.



Will this be a 'real' zoo?

Absolutely! Western Sydney deserves a modern zoo that is able to deliver all of the social, recreational and educational benefits that zoos can offer. Sydney Zoo is expected to attract almost 800,000 per year and will have:

- 16.5 hectares of world class animal exhibits including elevated boardwalks, immersive viewing experiences, engaging technology and a wide range of animals such as elephants, gorillas, rhinoceros, lions, tigers and iconic Australian species
- 30 large animal exhibits incorporating African Grasslands, African Highlands, South East Asian Tropical and Cumberland Plain Woodlands precincts
- Educational Amphitheatre, Aquarium, Insectarium and Reptile and Nocturnal House
- Restaurant, Gift Shop, Kiosks, Picnic Areas, Wetlands and Waterways
- Quarantine and Veterinary Facilities
- Integrated Aboriginal and natural heritage program

Will Sydney Zoo help animals?

The Zoo will make a significant contribution to the conservation of animals through:

- Promoting awareness and understanding of animals through education
- Developing and implementing 'best practice' animal welfare techniques
- Using modern technology and innovative exhibit design to provide behavioural enrichment for our animals and improve visitor experience
- Partnering with leading Australian organisations such as University of Western Sydney, the University of Sydney, Australian Wildlife Conservancy and The Australian Rhino Project to develop animal welfare initiatives
- Delivering animal care at our on-site Veterinary Facilities
- Creating a Quarantine Facility to support the importation of endangered animals
- Participating in Australian and international endangered animal breeding programs as a member of the Zoo Aquarium Association Australasia



Will all of Western Sydney benefit from Sydney Zoo?

Yes. Apart from being a world-class attraction, Sydney Zoo aims to become a core part of the social and cultural infrastructure of Western Sydney.



As a significant member of the emerging tourism cluster in Western Sydney, the Zoo will work with other operators in the area to promote tourism and jobs growth, and development of infrastructure to support the growing population over time. In terms of direct economic benefits, Sydney Zoo will generate:

- A significant one-off economic impact from construction of the Zoo, assessed by KPMG to be a \$61m increase to Gross State Product and 160 full-time equivalent jobs;
- An annual economic impact from operation of the Zoo, assessed by KPMG to be a \$57m per year increase to Gross State Product and 120 full-time equivalent jobs;
- Local employment opportunities for Western Sydney people, in a range of roles and levels, including a 10% Aboriginal employment target
- Opportunities for special needs employment in an interesting environment
- Vocational training and jobs placement programs through joint venture arrangements with Western Sydney University and TAFE NSW



What social programs will Sydney Zoo support?

Sydney Zoo is developing a number of programs that will deliver significant social benefits, including:

- An extensive school education program in both nature conservation and Aboriginal culture
- An alliance with Western Sydney University that may include the provision by Sydney Zoo of support for scholarships, public outreach assistance and educational and research partnerships as well as the establishment of a centre of excellence in wildlife conservation
- The establishment of a Sydney Zoo Charitable Foundation that will advance charitable causes with the support of the Zoo



What is Sydney Zoo's Aboriginal heritage program?

Sydney Zoo acknowledges the Darug people, who are the traditional custodians of the land on which the Zoo is located, and is planning to incorporate an

Aboriginal and natural heritage program into the Zoo's Australian animal exhibit. This will provide a unique experience for visitors, allowing them to:

- Explore local Aboriginal culture and history through an understanding of the way in which Aboriginal people traditionally interacted with local flora and fauna
- Understand the importance to the Aboriginal way of life of bush medicines, technologies and food sources
- Appreciate the Aboriginal nomadic lifestyle and survival skills

No other zoo in Australia offers an Aboriginal heritage program of this kind and Sydney Zoo believes that this is a unique opportunity to showcase Aboriginal culture in a natural context. The program will be developed in conjunction with Muru Mittigar, a Darug Aboriginal organisation.

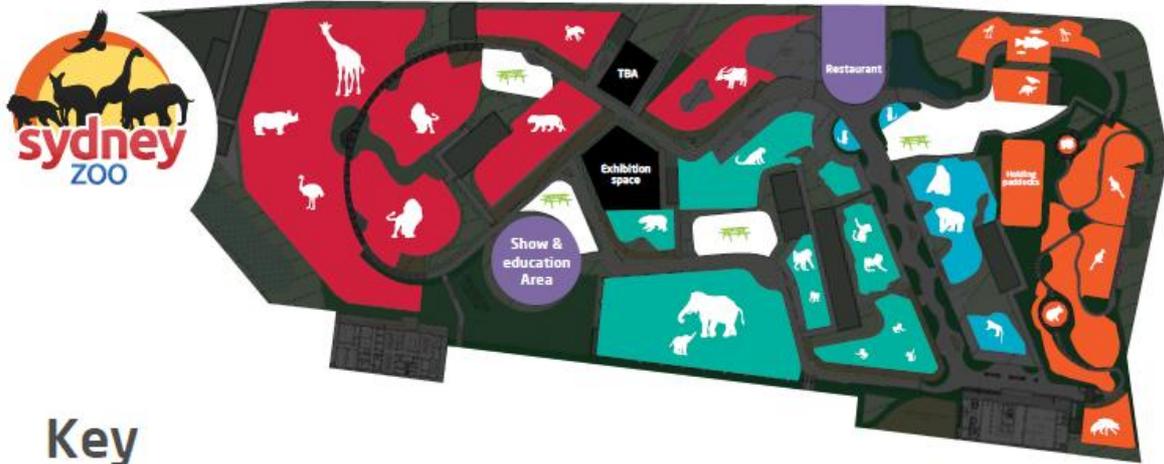
In addition, Sydney Zoo and Muru Mittigar are developing a "Ranger Program" involving the placement of Aboriginal staff in the Zoo. This has allowed Sydney Zoo to set an ambitious Aboriginal employment target of 10%.

Where can I find out more?

More information on Sydney Zoo can be found at www.talksydneyzoo.com. Or look us up on Facebook, Twitter and Instagram.



SYDNEY ZOO – THE HEART OF WESTERN SYDNEY



Key attractions

What impact will Sydney Zoo have on Featherdale Wildlife Park?

Sydney Zoo hopes to complement the good work of Featherdale by attracting more people to the area to enjoy animal experiences. In line with the Western Sydney Parklands Trust’s objective of creating a tourism hub in the Bungarribee Precinct, Sydney Zoo believes that multiple differentiated offerings such as Featherdale and Sydney Zoo can create more visitor focus and demand and thereby, higher levels of visitation and investment in the Western Sydney area.

Is there enough demand for another zoo?

Sydney Zoo has undertaken a detailed assessment of the Sydney zoo market and concluded that there is significant demand for a zoo in Western Sydney that is not being met by existing facilities. This is backed up by KPMG’s conclusion, consistent with zoo visitation rates in other Australian cities, that there is sufficient spare capacity in the Sydney

market to sustain a second zoo with visitation up to 900,000 per annum.



How is Sydney Zoo different to Featherdale Wildlife Park?

Sydney Zoo will be a world-class zoological facility exhibiting a wide range of iconic animal species in a 16.5ha safari-like setting. Featherdale is a wildlife park

situated on 3.1ha of land exhibiting Australian fauna with an emphasis on native birds. Further detail is set out in the table below:

	Sydney Zoo	Featherdale
<i>Facility</i>	Zoological facility	Wildlife park
<i>Area</i>	16.5 hectares	3.1 hectares
<i>Visitation time</i>	3-4 hours	1+ hours
<i>Parking</i>	1,053 spaces	60 spaces plus small overflow area
<i>Animal Heritage</i>	Exotic and Australian	Australian only
<i>Restaurant</i>	Yes	No
<i>Kiosks</i>	2	1
<i>Educational Amphitheatre</i>	Yes	No
<i>Picnic areas and Gardens</i>	Yes	No
<i>Wetlands and Waterways</i>	Yes	No
<i>Quarantine Facility</i>	Yes	No
<i>Aquarium</i>	Yes, fish and sharks	No
<i>Reptile and Nocturnal House</i>	Yes	Yes
<i>Insectarium</i>	Yes	No
<i>Aviaries</i>	No	Yes – 70% of animal collection; >1,000 birds
<i>Australian Animals (smaller marsupials and mammals)</i>	Yes – integrated with Aboriginal cultural experience; less than 1.5ha	Yes – focus on petting/“up-close” experience; 100% of facility
<i>Primates</i>	Yes – gorilla, orangutan, chimpanzee, baboon et al	No
<i>Big Cats</i>	Yes – Lion, cheetah, tiger et al	No
<i>African</i>	Yes – Giraffe, rhinoceros, hyena, zebra et al	No
<i>Other Large Animals</i>	Bison, Asian elephant, sun bear, water buffalo, addax et al	No

Is Sydney Zoo replacing Featherdale Wildlife Park?

No. Sydney Zoo has set out to ensure that it has a differentiated offering to Featherdale. To achieve this, Sydney Zoo will have:

- A wide range of iconic animal species such as gorillas, elephants, giraffes, lions and tigers not exhibited by Featherdale
- A unique integrated Aboriginal and natural heritage program showcasing Aboriginal culture
- Extensive amenities including full-service restaurant, waterways, picnic grounds and educational amphitheatre

In addition, the social programs and benefits of Sydney Zoo will be oriented towards its differentiated offering, including:

- Quarantine facility for imported animals
- Participation in international breeding programs

- An extensive school education program focusing on both nature conservation and Aboriginal culture
- Aboriginal employment and training programs
- Vocational training and jobs placement with focus on animal handling and care, grounds keeping and horticulture, retail services, cleaning, food preparation and handling, customer relations
- Veterinary services focused on international animals

Will Featherdale survive?

For the reasons outlined above, Sydney Zoo believes that it will be complementary to Featherdale. Our assessment indicates that even if Featherdale fails to invest in its facility, Sydney Zoo will have a <5% impact on Featherdale's visitation. Our hope is that Featherdale does invest and contributes to the development of a modern and attractive tourism hub for Western Sydney.

