

# ZOOS VICTORIA COMMUNITY CONSERVATION

Driving Social Change to help save  
wildlife from extinction

Feb, 2013



**ZOOS**  
VICTORIA

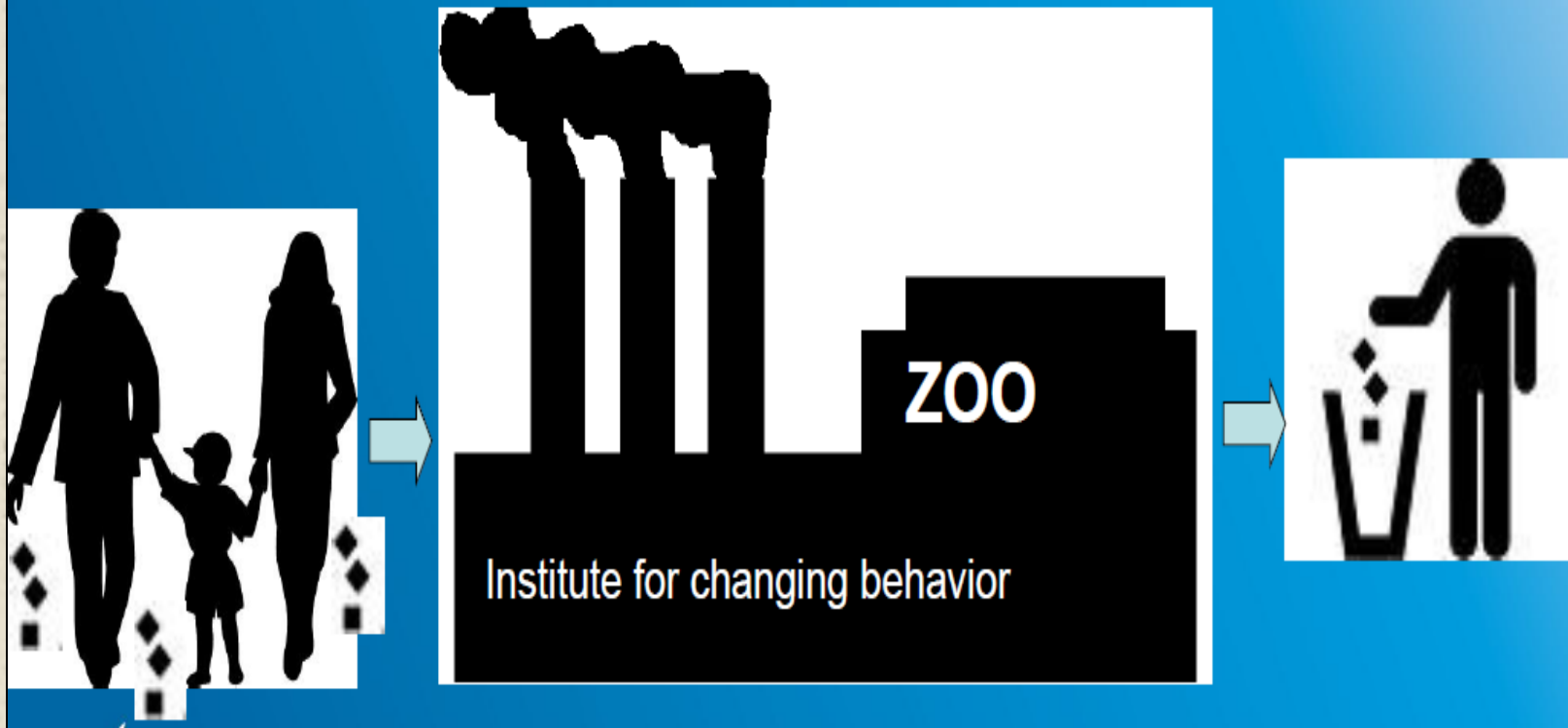


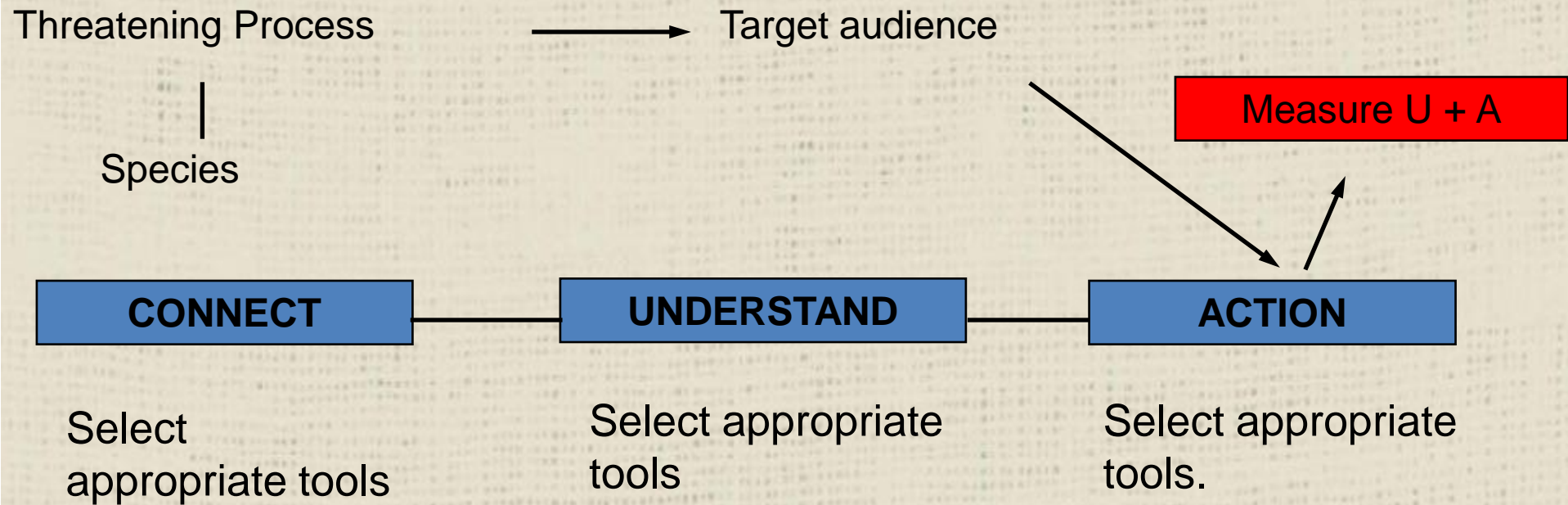
**INSPIRING PEOPLE TO  
UNDERTAKE BOLD  
CONSERVATION  
INITIATIVES,  
BIG AND SMALL THAT  
MAKE A LONG LASTING  
DIFFERENCE**

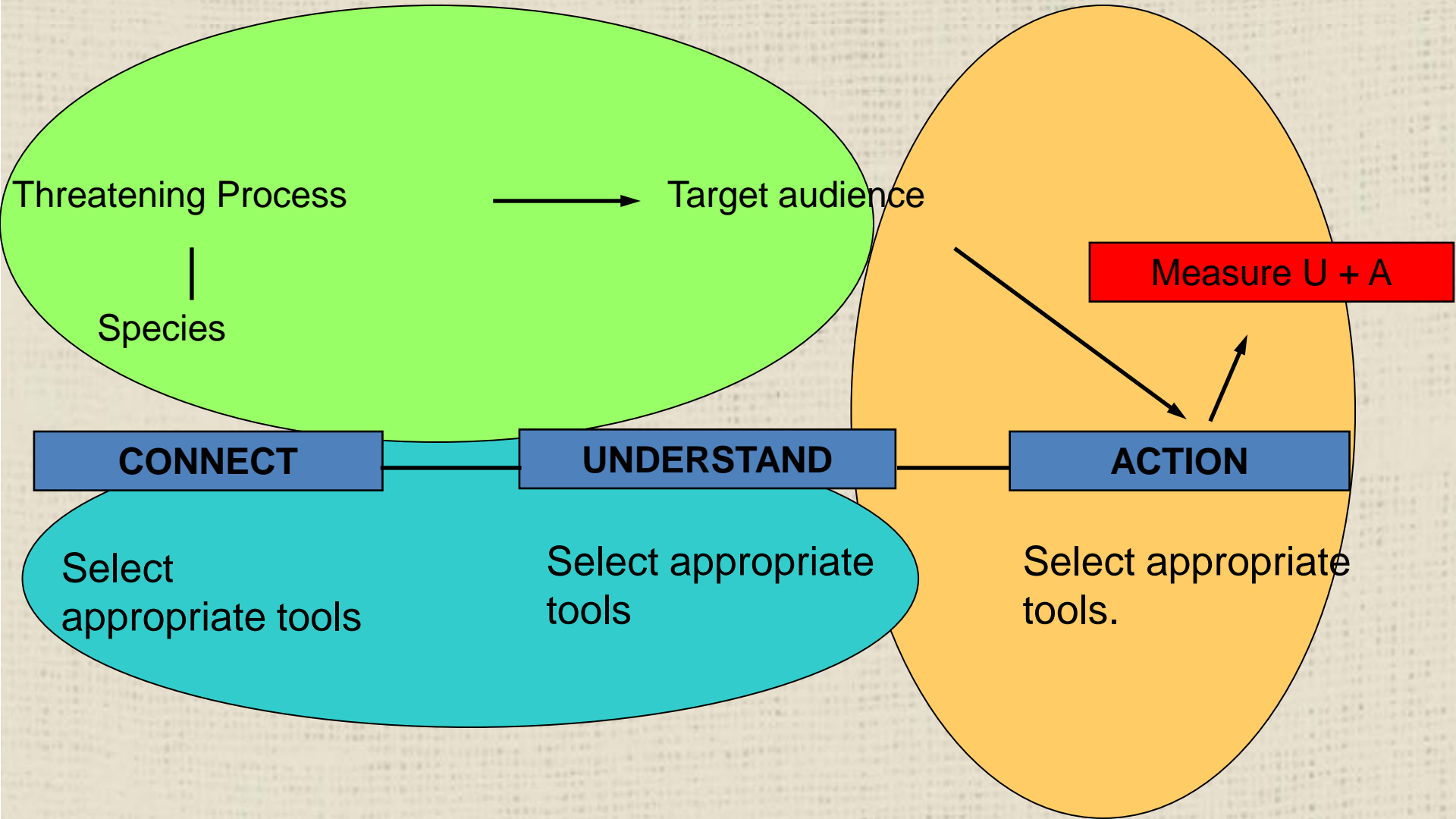



**Information on its  
own DOES NOT  
change behaviours**


# The zoo proposition








 Informed by Conservation Science

 Informed by Social Science

 Informed by Education Discipline

# Community Based Social Marketing



**STEP 1 – SELECT YOUR BEHAVIOUR**

**STEP 2 – UNCOVER BARRIERS &  
BENEFITS**

**STEP 3 – DEVELOP STRATEGY**  
(using behaviour change tools)

**STEP 4 – PILOT STRATEGY**

**STEP 5 – IMPLEMENT & EVALUATE**

# Norms



# Removing external barriers





	CONNECT	UNDERSTAND	ACT
TOOLS	<p>Tactile Close encounter Observation Tell a story (<i>includes characterising animals</i>) Get personal Unique insight (<i>includes discovery, unexpected, surprise</i>) <i>Role Play/Drama</i></p>	<p>Observation Analogy Provoke Thought Tell a story (<i>includes Anecdotes</i>) Props Be Relevant - Location, Location, Location Role Play Get Active/Interactive (<i>includes Games</i>) Questions – closed, open &amp; rhetorical</p>	<p><b>Remove Barriers</b> <b>Incentive</b> <b>Eco-badging</b> <b>Self actualisation/ (social kudos)</b> <b>Likeness/Social Norms</b> <b>Commitment</b> <b>Prompts</b> <b>Persuasive language</b> <b>Convenience</b> <b>Walk the Talk</b> <b>Join others (link)</b> <b>Feedback</b> <b>Access experts</b> <b>Salience</b></p> <p><i>*Targeted Behaviour, Tangible Action</i></p>

# THEY'RE CALLING ON YOU



## RECYCLE YOUR MOBILE PHONE TODAY & HELP GORILLAS IN THE WILD

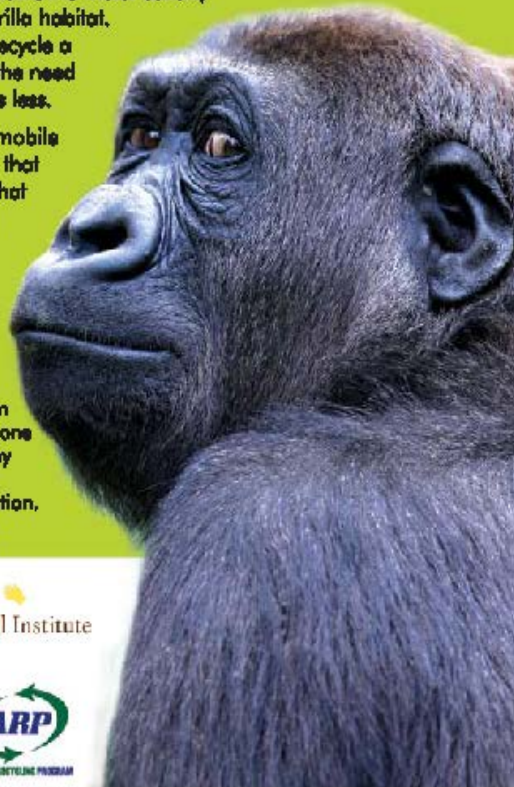
Our reliance on mobile phones is driving Gorillas to extinction.

Your phone contains the metal coltan, mined from Gorilla habitat. Each time you recycle a mobile phone, the need to mine coltan is less.

Next time your mobile phone rings, let that be a reminder that 'they're calling on you'!

Recycle your old mobile phone today!

Funds raised from recycling your phone will be donated by Zoos Victoria to primate conservation. [www.zoo.org.au](http://www.zoo.org.au)



the Jane Goodall Institute



**SENDER'S DETAILS** (Please write clearly in block letters)

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_ SUBURB \_\_\_\_\_  
STATE POSTCODE TEL ( ) \_\_\_\_\_

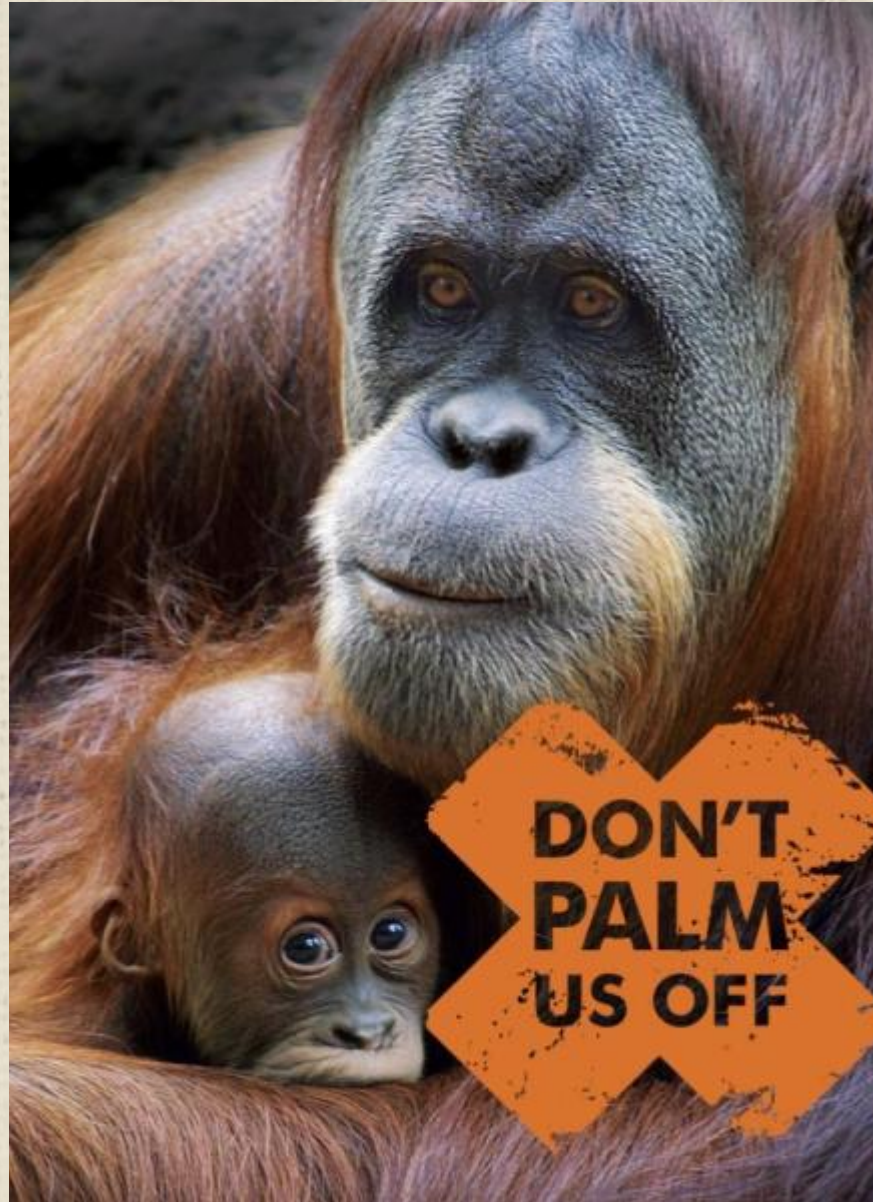
**ZOOS**  
VICTORIA

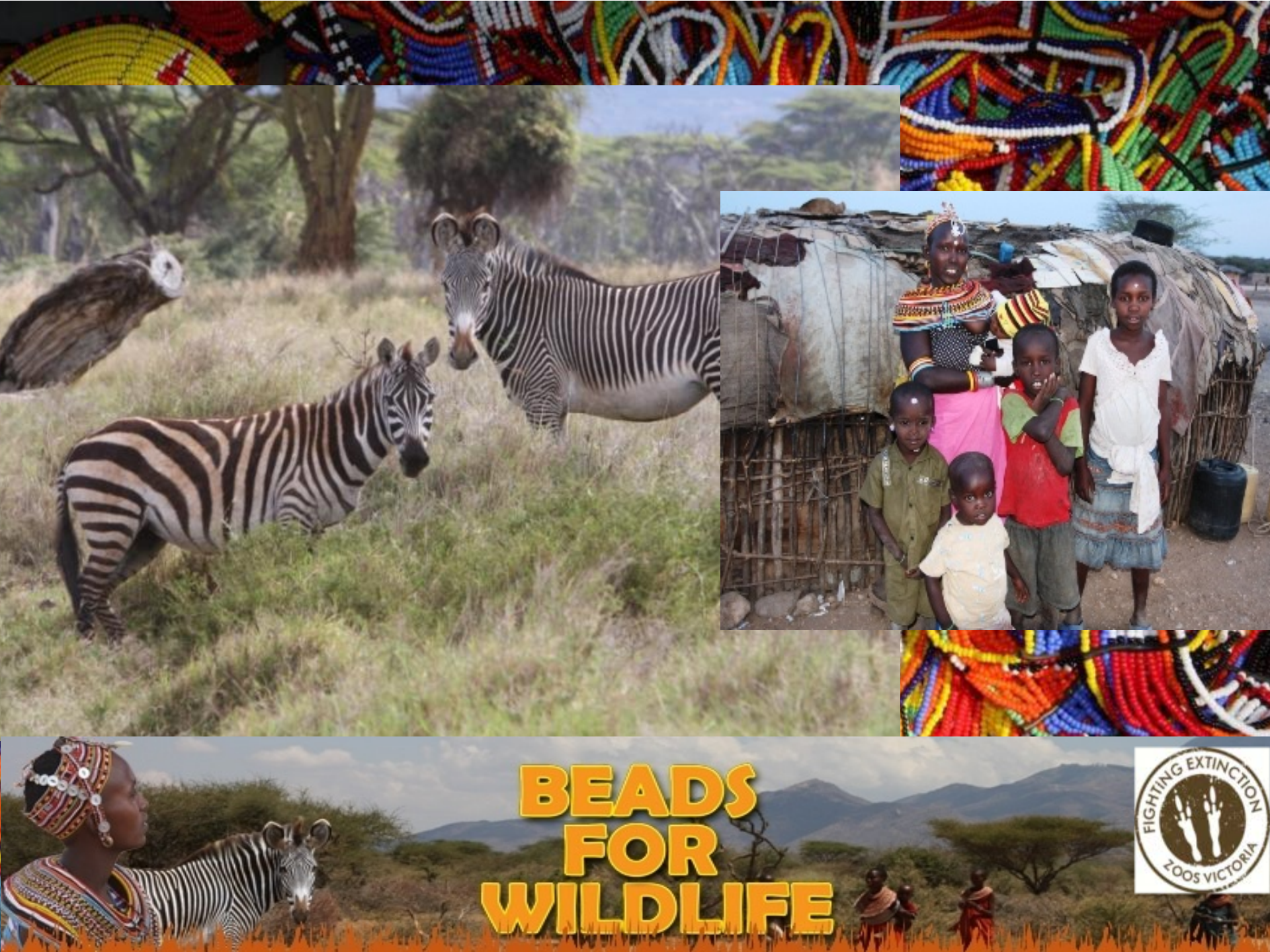
## Recycle phones



# Don't Palm us Off

**ZOOS**  
VICTORIA





**BEADS  
FOR  
WILDLIFE**





**Wipe 4 Wildlife**  
buy recycled toilet paper



Melb. Tel: (03) 9581 8100  
Fax: (03) 9581 8100  
Website: [www.zoo.vic.gov.au](http://www.zoo.vic.gov.au)  
Address: PO Box 11  
Melbourne VIC 3001  
PO Box 100000  
Melb. VIC 3000





Wash for Wildlife

# Research to date – what we've learned



## Behaviour Change/Fostering Pro-environmental Behaviour

- 2009–2010. Asking Visitors to be active in conservation: how many requests are too many? Phase I and Phase II

Liam Smith, Jim Curtis, Pieter van Dijk, Judith Mair, Betty Weiler (Monash University)

How many requests are too many?



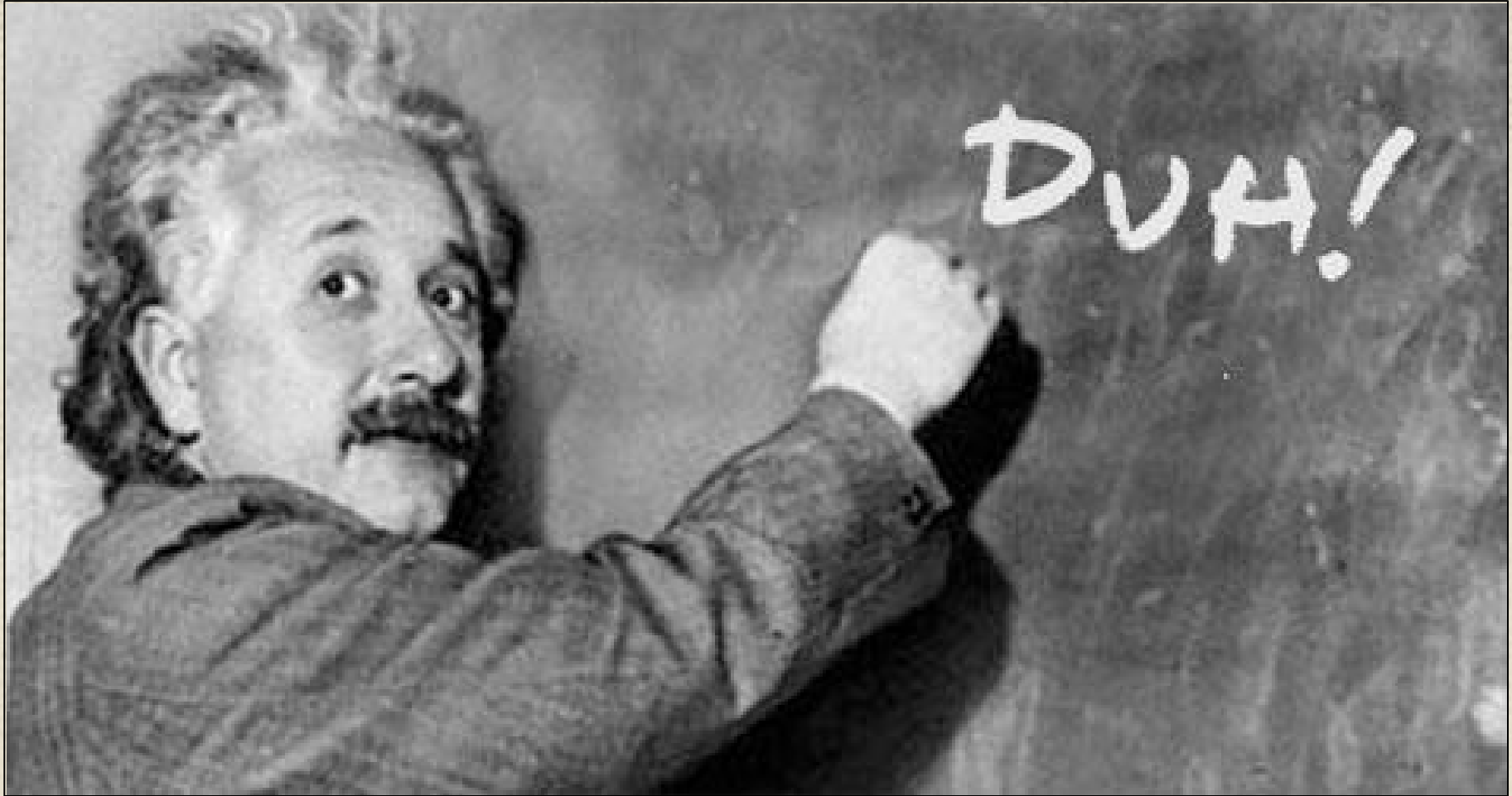
Requests to take action improved the experience, but ...



# New and novel request



## Simple requests for success



# On-site



## Relevant to the visitor



# Not too many donation requests



**AVOID fearful and extreme messages!**



Empowering, positive, fun



# Face to Face



# Research to date – what we've learned

## Visitor Experience

- 2006–2009. **The Zoo proposition: Examining the role of emotional arousal in influencing visitor behaviour**

Liam Smith (PHD Project), Betty Weiler, Sam Ham (TRU Monash University)

- Emotion is powerful in creating memorable experiences
- Need to plan experience so messages and emotive elements complement rather than distract one another.



- **The Merits of Using Flagship Species and Anthropomorphism**

Amy Smith (PHD Project, TRU Monash University)

- When the flagship species is considered similar to self, development of concerns (and ultimately actions) is more likely.

# Research to date – what we've learned

## Visitor Experience

- 2010. **Wildlife in the servicescape: The Zoos Victoria Experience**

Dr. Stephen Saunders (Monash University)

- What makes zoo experiences memorable?
- Uniqueness and rarity of animals
- Reinforcing prior knowledge and learning
- Authenticity of environment



ARC Linkage Grant project

- 2009–2012. **Fostering pro-wildlife behaviour of zoo visitors through strategic communication**

Liam Smith, Betty Weiler

5 zoos, Multiple behaviours

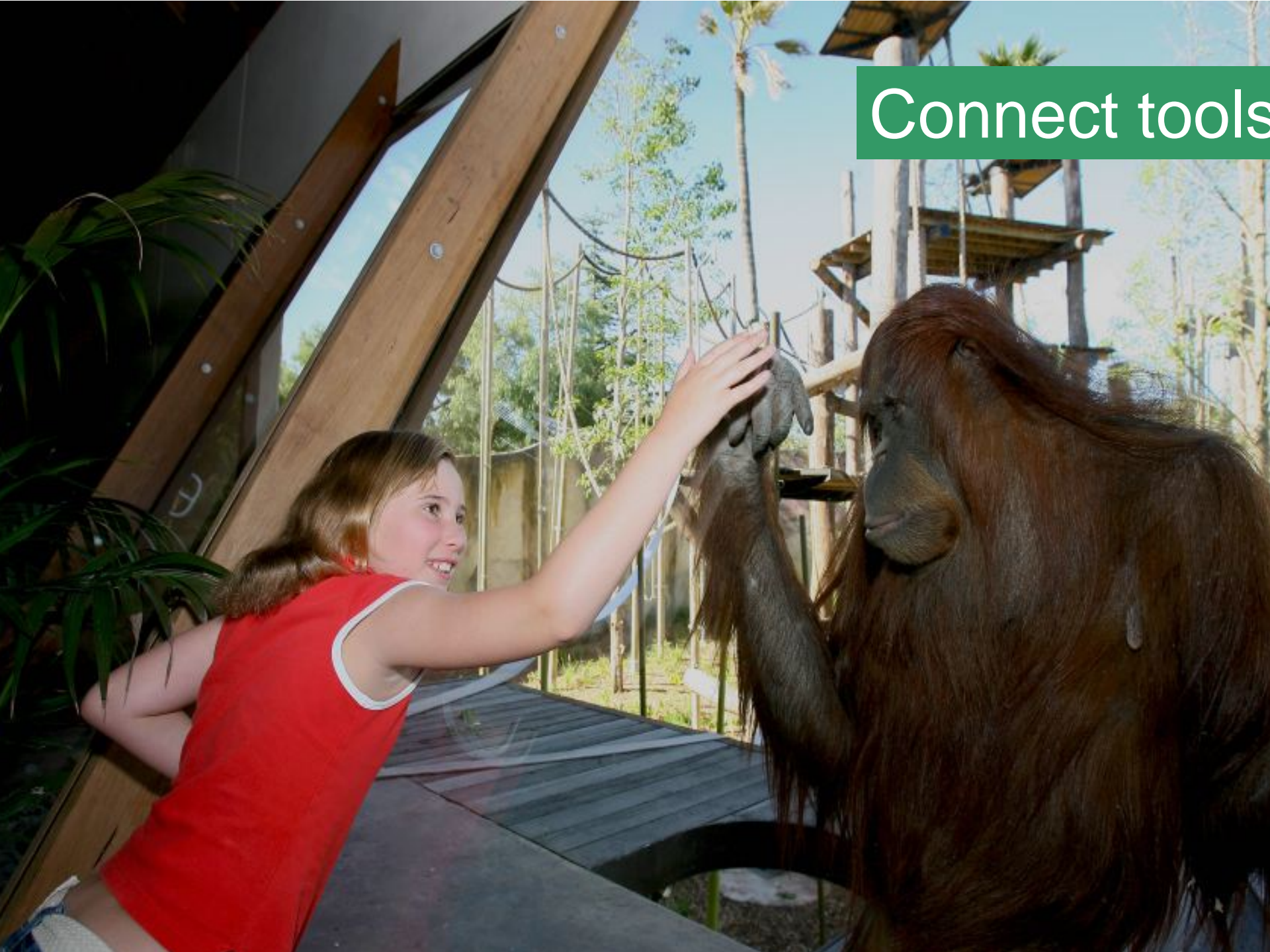
The Zoo Proposition

# The role of the animal experience?





Connect tools



Foster a love of wildlife



Make experiences memorable

**ZOOS**  
VICTORIA



## Clear link between action and saving wildlife





Close  
encounters

# Tactile



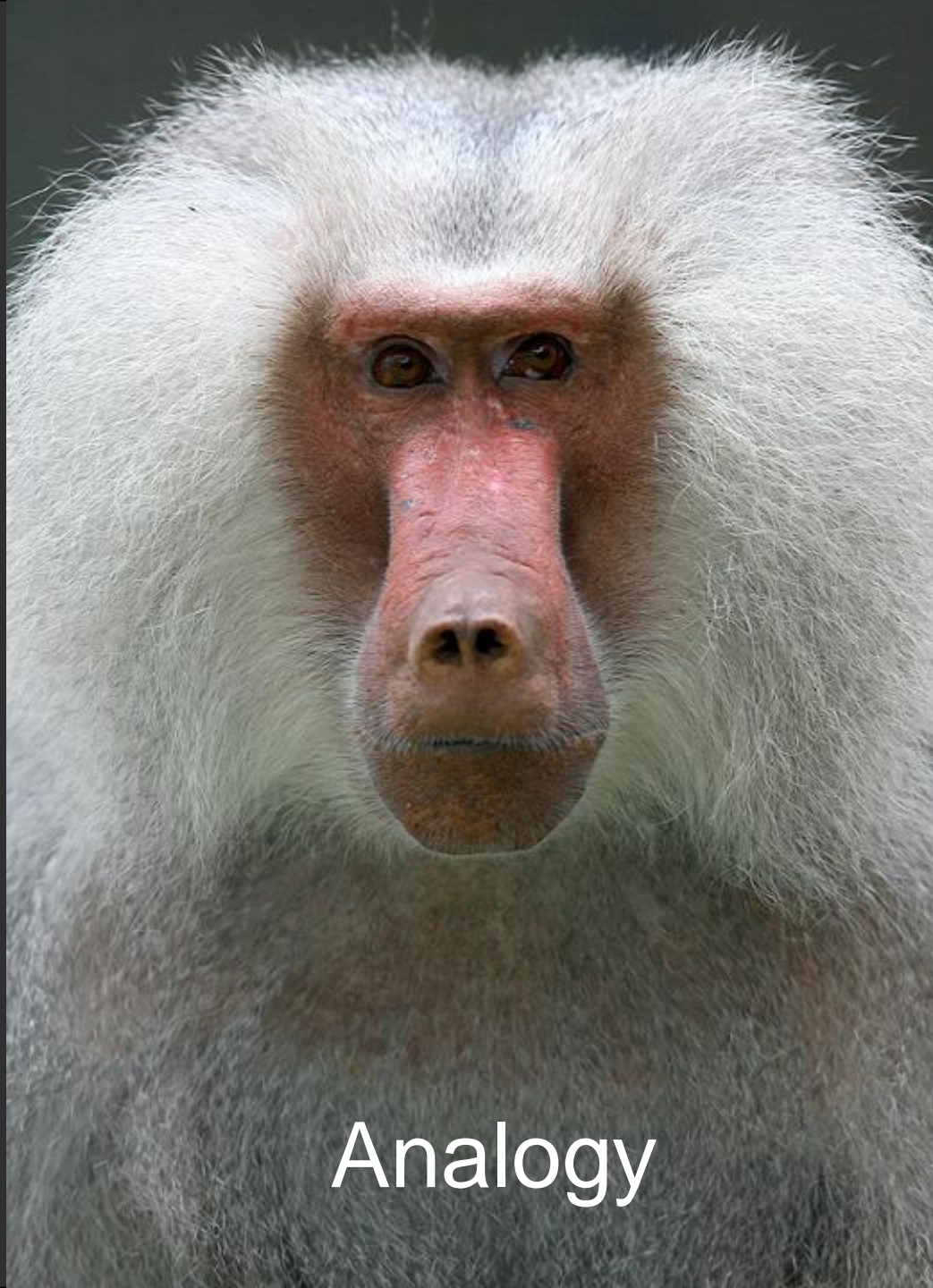
Play like an animal





# Observation





Analogy

# Get personal



Kiani



Gabby



Menyaru



Santan



Maimunah



My finger print



Our fingerprints identify us as unique individuals. They are formed before we are born and stay the same our whole lives. Orang-utans are a lot like us, right down to their fingerprints.

**orangutan**



Unique insight





Photo: D. Harley

# Research Projects underway

## Post doctoral study

Jeffrey Skibbins, Clemson University, USA

- INCREASING THE EFFECTIVENESS OF ZOOS VICTORIA'S CONNECT – UNDERSTAND – ACT MODEL FOR *THE LOVE YOUR LOCALS* CAMPAIGN
- 'Care Factor'
  - What species attributes to visitors most connect with?

**Figure 1. Hypothesized Model of Influence of Zoo Visit on Visitors' Connection to a Species and Pro-Conservation Behaviours**

