

WAZA Strategies

(From a Powerpoint presentation by Gerald Dick at WAZA, St. Louis, compiled by S. Walker.
The text presentation will be available in the Proceedings of the 64th WAZA Conference Proceedings)

The World Association of Zoos and Aquariums, formerly known as IUDZG (International Union of Directors of Zoological Gardens and also World Zoo Association after that) began its strategic planning in 1993 with the World Zoo Conservation Strategy, followed by Zoo Future 2005, Futures Search in 1995. The World Zoo & Aquarium Conservation Strategy published in 2005 was a most comprehensive statement of the “new zoos outlook” and it was followed by the Aquarium Strategy for Conservation & Sustainability in 2009. Also in 2009 WAZA endorsed a **WAZA Corporate Strategy towards 2020**, which actually describes the phenomenal progress of this organisation in less than two decades.

The purpose

These questions were pondered by WAZA members at a series of small, intensive workshops.

Where does our community want to be in 10 to 20 years?

What do members expect of WAZA?

WAZA's unique role and strength?

What are and how can risks or threats be avoided or at least minimized?, and

How can we address all those aspirations in a concise strategy document?

The WAZA Corporate Strategy towards 2020

The process began with a “kick-off” 14-15 April 2008 by the WAZA Council. The first draft was ready by 19 October 2008, Adelaide Conference where the outline of the Strategy and its Process was presented at Adelaide, ACoF, 23 October 2008. This was followed by a Council Workshop, 17/18 January 2009, in Bristol, England and a Workshop with Council and the Associations, 20 March 2009, at the AIAin Mid-Year meeting. Web consultation went on until 30 June 2009, and there it was. All of this activity was led by Exec.Director of WAZA Dr. Gerald Dick.

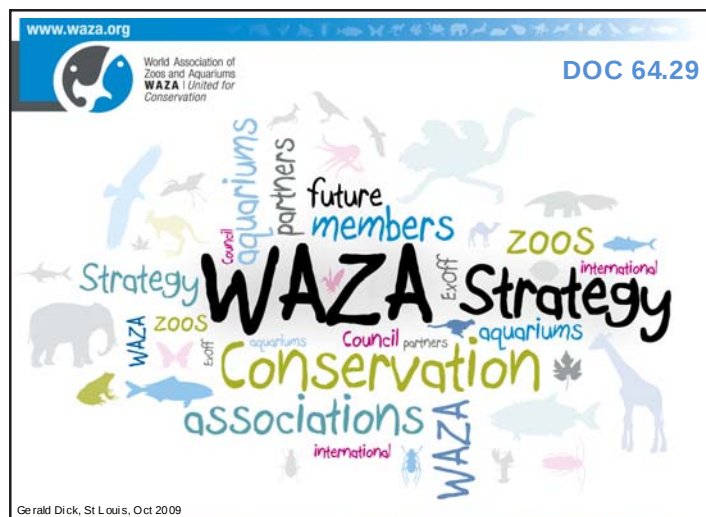
WAZA's Vision:

“The full conservation potential of world zoos and aquariums is realized.”

This Vision statement expresses WAZA's overall long-term goal of ensuring that the huge potential of zoos and aquariums throughout the world to contribute to species and habitat conservation is fully realized.

WAZA's Mission:

“WAZA is the voice of a worldwide community of zoos and aquariums and catalyst for their joint conservation action”



This Mission statement articulates WAZA's special role or 'niche' in achieving the Vision as the global communication platform and representative for a major part of the world zoo and aquarium community, as well as the global catalyst for joint conservation action, business development, marketing, sustainability and membership.

WAZA's special contribution

“By working through its membership and external partners, WAZA is particularly well placed to:

- Be the unifying voice of a worldwide zoo and aquarium community;
- Develop partnerships, on behalf of this community, with global conservation treaties and other international organizations;
- Provide a global platform for conservation, science and education as they relate to the work of zoos and aquariums;
- Mobilize the skills and knowledge required to secure the future of endangered species that have small populations;
- Help build the global coalitions needed to take action for critically threatened groups of animals such as amphibians and corals;
- Promote the implementation of 'best practice' standards globally;
- Help ensure that resources are directed to the areas of greatest need;

WAZA's Values:

“In fulfilling its Mission and implementing this Strategy, WAZA will apply the following principles or ‘values’ to all aspects of its work.”

WAZA will:

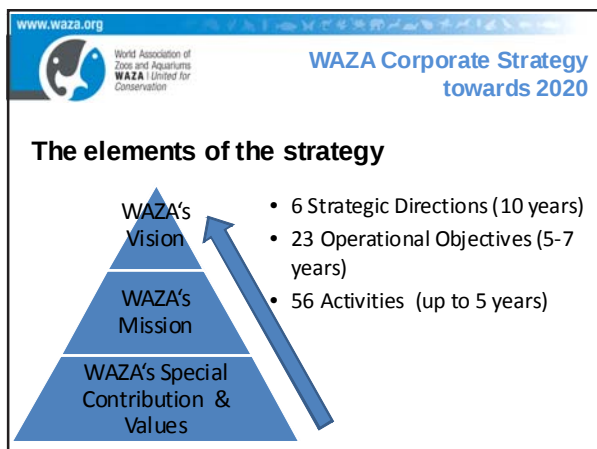
- *Champion species and ecosystem conservation;*
- *Be a leader in connecting people with nature;*
- *Work collaboratively and seek partnerships;*
- *Empower, facilitate and mobilize others;*
- *Be inclusive and sensitive to cultural diversity;*
- *Provide leadership in setting a global agenda;*
- *Take decisions and actions that are based on scientific evidence;*
- *Behave ethically and with a duty of care & precautionary principle;*
- *Promote the highest standards of animal care and welfare;*
- *Apply and promote the principle of sustainability;*
- *Embrace innovation and 'best practice'*

Elements of the Strategy

WAZA's 6 Strategic Directions (10 yrs)

WAZA's 23 Operational Objectives (5-7 yrs)

WAZA's 56 Activities (up to 5 years)



1. Develop and deliver WAZA's core conservation activities both EX SITU and IN SITU

2. Develop and strengthen WAZA's external partnerships

3. Increase WAZA's visibility and positive impact



4. Improve and develop internal organization, reflecting needs of institutional members and associations

5. Secure the financial growth and stability needed to implement the Strategy

6. Maintain and develop a culture of professional management & governance



- Clearly defined mandate
- Meeting changing needs
- Membership services improved
- Representation of aquaria increased
- **SMART** in all activities – Specific, Measurable, Achievable, Realistic, Time-bound



All this = many good years ahead for the organised world zoo community -- join !