

## CHAIRMAN'S REPORT

### AUSTRALIA ZOO WILDLIFE WARRIORS WORLDWIDE LIMITED

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

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 2009. 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 2009, our performance was very pleasing. Highlights for the year include:

- Improved, frequent communications with our supporter base
- Developing new cost effective and environmentally friendly appeals and campaigns using technology email.
- Increasing our effectiveness in our conservation programmes;
- The official opening of the Australia Zoo Wildlife Warriors Worldwide Australian Wildlife Hospital.
- The hospital becoming fully operational and treating over \$6000 wildlife patients.
- The ecological services unit has continued to work with a number of clients in the south east resulting in a higher standard of wildlife planning and implementation taking place with developers.
- A partnership between Australia Zoo and McDonalds for their endangered animal's happy meal. 10c from every meal sold was donated to AZWWW resulting in \$150,000 being raised for the turtle rehabilitation pool.

Our major achievements throughout the last financial year have included:

- A promotional deal with US based cereal company Post for a \$50,000 US dollar, donation to conservation projects. This will be realised in 09/10 financial year.
- The inaugural Steve Irwin Day gala dinner at Hillstone, St Lucia in Brisbane. This was attended by VIP's, sponsors, supporters and guests and has been followed up by another successful event in Nov 2009.
- Steve Irwin Day 2008 was held with, Backyard Campout and Khaki day continuing as the two fundraising initiatives
- 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 to raise awareness about the plight of the Tasmanian devil and raised valuable funds (over \$8,000) to assist in the research into the Devil facial tumour disease
- Development took place on the charities new website which will launch in 2010. This will include a migration of the current database to a hosted environment enabling access via the internet. This will provide an excellent platform to communicate with our donors and supporters
- Global Ambassadors – The Veronicas, once again supported the organisation by nominating us as their chosen charity at their Brisbane Concert, which raised awareness and valuable funds.
- Cheetah week was held to highlight the plight of this endangered big cat with an appearance by Annie Beckhelling from Cheetah Outreach in South Africa
- Getty Images photographer, Lisa Maree Williams, captured the newly opened Australian Wildlife Hospital through a portfolio of high quality photographs. Her photos sparked interest from media around the world, including a twelve-page feature in *VIEW Magazine* (Hamburg, Germany); features in *Life etc* magazine (Australia), *Mindfood* magazine (New Zealand) and *The Australian*, just to name a few. Further world-wide coverage was received when Lisa won first place at the 2009 Sony World Photography Awards in the Fine Arts and Natural History category.
- In addition to continuing our media partnership with *Zinc FM*, Wildlife Warriors and the Australian Wildlife Hospital are now participating in a monthly segment on community radio station, 99.7FM and their hour-long 'Enviro-Watch' program. The program has been such a huge success, they are looking at taking the program nationally across several community radio stations which will promote our charity and our wildlife conservation projects to the local southeast Queensland community.

To see the hospital fully operation is to see a dream of Steve's finally realised. In the last financial year it has treated over 6000 patients and we predict that this number will increase in the next financial year. It is with great pleasure that we thank everyone involved in making this dream a reality.

We of course would also like to acknowledge all of the donors, supporters and sponsors for their generosity during 2008/09 – in particular, we would like to thank the team at Australia Zoo for continuing to underwrite our administration 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 is involved in payroll giving, their combined donations amounting to \$28,708 during 2008/09.

The organisation received two grants during the financial year. A small financial grant from the Department of Environment, Water, Heritage and the Arts, Grants for Voluntary Environment and Heritage program, to assist with the organisations administration costs and an in kind grant was also received from Google Ads which provides the organisation with free advertising on the Google website for the next three years. We would like to thank these organisations for their support and assistance.

We have continued to support a variety of international and national conservation programs and are excited about the outcomes these programs are achieving. In addition to supporting tiger, elephant, cheetah and Tasmanian devil conservation we have significantly increased our support for The Australian Orang-utan Project. By supporting this project we also increase our support of tiger protection as the project is located in the same national park as our tiger patrol units and both projects focus on establishing, training and maintaining ranger units to protect the national park from illegal logging and poaching.

Once again, as one of our major expenses is the Australian Wildlife Hospital, due to the fact that all care is provided free of charge, our focus for the current year is to continue to raise significant funds to support the hospital with the amazing work that it does. We will be implementing a revitalised sponsorship package for the enclosures at the hospital. This will provide much needed ongoing revenue for the hospital. We will also introduce a new product called "Wild Cover" as insurance for Wildlife which will add a tailored option for financially supporting the hospital patients.

Australia Zoo visitors will now be invited to take a sneak peak of the hospital through an flyer they receive upon entry. This will increase foot traffic to the facility and ultimately result in an increase in revenue. We will also be holding an open day at the hospital which will enable us to showcase all the ways in which people can support the work that goes on there.

To coincide with Steve Irwin Day 2009 we launched a Joey Ambassador program which involved 12 children around the world becoming ambassadors for AZWWW and helping to raise awareness and funds for Steve Irwin Day. This program, which harnesses the enthusiasm of youth and there commitment to conservation and desire to make a change has been a success with just 12 kids raising over \$20,000 and we will be building and expanding on its potential for 2010.

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.

I would like to personally thank Terri, Bindi and Robert Irwin for their ongoing support and dedication.

Thank you all for you ongoing support and for continuing to "live a little on the wild side".



Wes Mannion  
Wednesday 25<sup>th</sup> November 2009