

ize

INTERNATIONAL ZOO
EDUCATORS
ASSOCIATION
JOURNAL

50/2014



The IZE is an association dedicated to expanding the educational impact of zoos and aquariums worldwide. Its mission is to improve the education programs in the facilities of its members, to provide access to the latest thinking, techniques, and information in conservation education and to support excellence in animal care and welfare.

www.izea.net

Journal of the International Zoo Educators Association Number 50 - 2014

Mission: to improve the education programs in the facilities of its members, to provide access to the latest thinking, techniques, and information in conservation education and to support excellence in animal care and welfare. IZE facilitates communication and professional development among zoo/aquarium educators and supports liaison with related organisations such as WAZA (the World Association of Zoos and Aquariums), IUCN, in particular the IUCN/SSC-CBSG (Conservation Breeding Specialist Group), and others.

IZE Journal: ISSN 1040-5208. The IZE Journal is published annually. Views expressed are not necessarily those of the IZE. The IZE Journal is printed and circulated to IZE members. Past issues are made available via the association's website: www.izea.net

Printed on FSC paper & with vegetable dyes.

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Submissions: The IZE welcomes articles by zoo and aquarium educators from across the world at any time. Final deadline for the next issue is 31st March.

To submit an article please contact the appropriate regional editor. Contact details on the back cover.

Editor: Stephen Woollard

Contact IZE: For general enquiries please visit the IZE website: www.izea.net Members can also contact their regional representatives - as listed under the 'Board Members' page of the website.

Membership: Please see the website www.izea.net for an application form and current membership rates.

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From the IZE President, Rachel Lowry

I'd like to thank those of you that took the time to submit journal articles this year. Once again due to your efforts we've managed to capture a snapshot of the many great zoo-based conservation initiatives and learnings from the many different corners of our world.

2013 was a big year for the International Zoo Educators Association. We secured a record number of institutional memberships which allowed us to not only increase our support and number of grants awarded through the 2014 Sponsored Delegate Program (allowing 12 zoo-educators to attend the 2014 IZE conference that could not otherwise afford it), but we were also able to trial an in-country training program for our Latin American membership which received terrific feedback thanks to the efforts of Sandra Gomez (Santacruz Zoological Foundation) and Maggie Esson (Chester Zoo).



My first term as President has consolidated that this really is a privileged position to hold. I've particularly valued the opportunity to see and hear about the many learning experiences and conservation focussed campaigns popping up in zoos and aquaria that utilise behaviour change strategies to benefit wildlife. I'm continually inspired and amazed by how powerful our learning experiences can be when we know exactly what we want to achieve. As such, I believe that the upcoming conference to be hosted by Hong Kong Ocean Park will help to boost our collective capacity even further. We have nothing to lose and everything to gain from designing programs that all us to evaluate our programs against target attitudes, knowledge and behaviours. And as we continue to network and take the time to learn from areas such as environmental psychology and community based social marketing, I have no doubt that we'll continue to hone our focus in on the challenges set by the United Nations Decade on Biodiversity and grow our reach and impact.

It's terrific to see the World Association of Zoos and Aquariums (WAZA) make some significant inroads in leading and publishing a global evaluation of biodiversity literacy in zoo and aquarium visitors (Moss et al) this year, which clearly demonstrates that zoos and aquaria are contributing to the goal of developing an eco-literate society. Fortunately, WAZA recognise that there is a long road ahead in the fight against extinction, and that education is a vital tool. Consequently, I must thank them for their donation to the IZE sponsored delegate program. We were able to sponsor an additional educator thanks to their generosity.

I can attest to the fact that the IZE board work hard to ensure that we serve you and our mission effectively. One of our recent milestones will be launched at the upcoming conference, where we will officially share with you our new logo, voted in by membership and designed by the talented team at San Diego Zoo Global.

With the conference in September firmly in our sights, I am aware that now is as good a time as any to encourage you to **renew your membership with IZE**. If you haven't done so already, please do introduce yourself to your regional representative (www.izea.net) and be sure to share your ideas on how we can better support you in delivering experiences that influence attitudes, knowledge and behaviours to benefit wildlife. I truly do appreciate your support of IZE and look forward to serving my final term as President before handing over to the very talented and driven Isabel Li from Hong Kong Ocean Park in 2016.

I hope to see you soon!

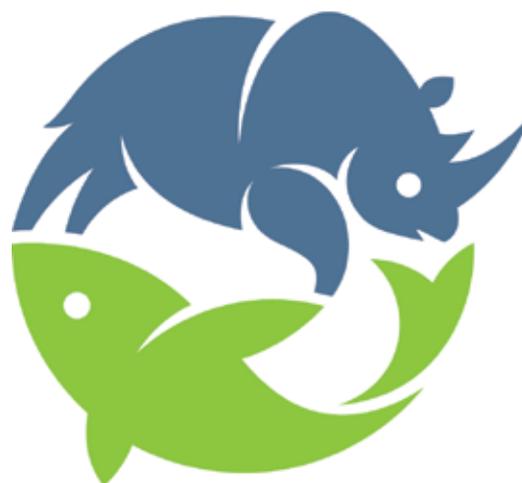
Rachel Lowry

President International Zoo Educators,
Director Wildlife Conservation and Science, Zoos Victoria

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