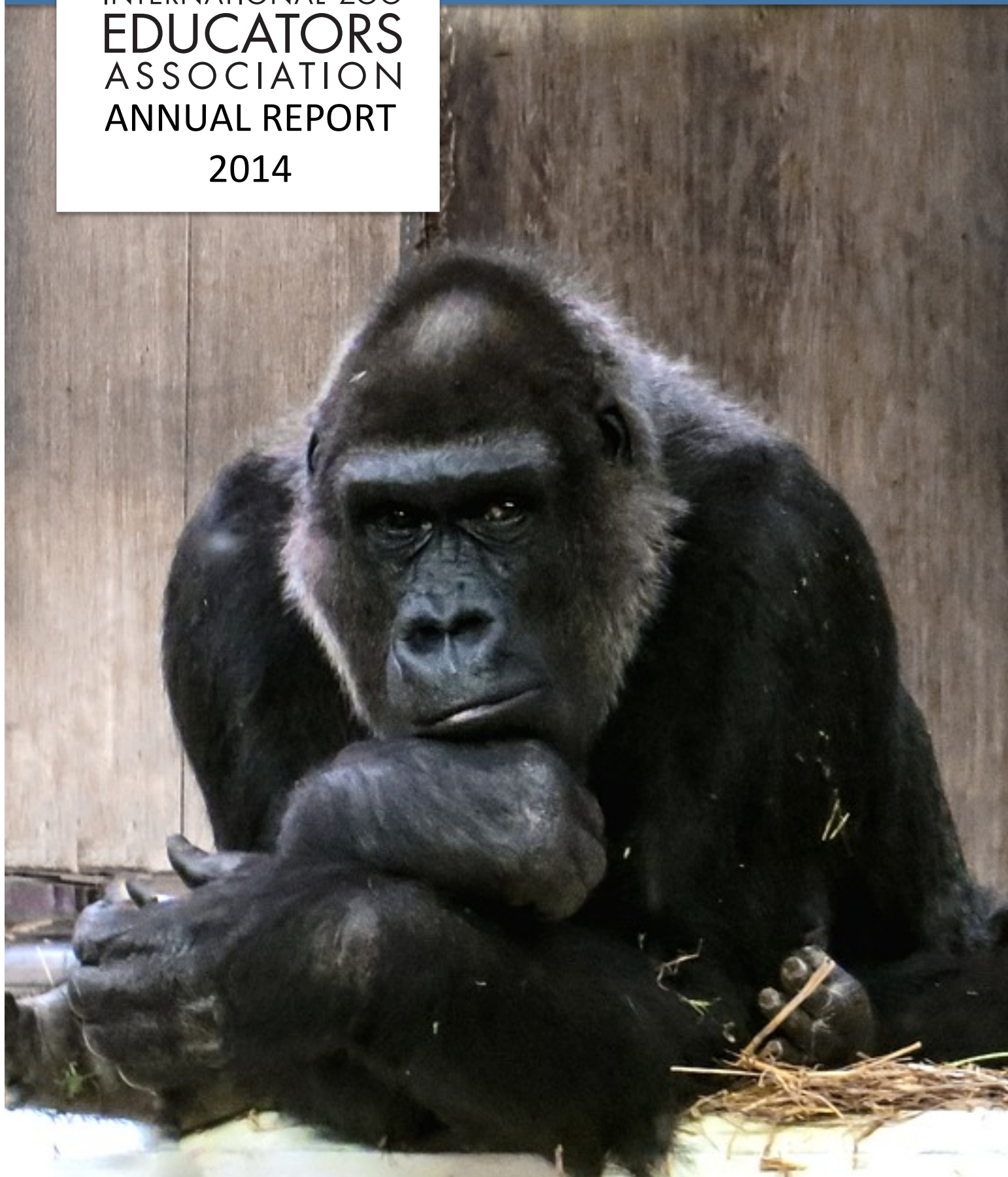




INTERNATIONAL ZOO
EDUCATORS
ASSOCIATION
ANNUAL REPORT

2014



IZE Vision and Mission

At the International Zoo Educators Association we are dedicated to expanding the educational impact of zoos and aquariums worldwide. All of our members are guided by a common 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.



The International Zoo Educators Association is 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. 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.



A Letter from the President



Rachel Lowry

IZE President
Director Wildlife
Conservation and Science,
Zoos Victoria

2014 has been a fabulous year for the International Zoo Educators Association. Our tremendous association broke a few new records with the highest number of institutional memberships ever to support IZE joining us over this period. The 2014 conference hosted by Hong Kong Ocean Park was an incredibly vibrant conference, where people from all over the world travelled to share best practice education. The IZE networks were once again strengthened for those that attended as we supported and challenged one another in progressing program evaluation techniques. During this conference we were incredibly proud to break another record, supporting the highest number of sponsored delegates to attend the 2014 IZE conference. Our online influence and networks have also continued to build, with our Facebook page surpassing 1000 followers for the first time. With the support of the fabulous team at San Diego Zoo Global, some exciting work has also been taking place behind the scenes as we prepare to launch a new IZE website, that will make navigating your way through membership renewals, our learning materials, conference updates and special announcements much easier. Last but not least, we listened to our members, and worked hard to launch a new brand for IZE that references both aquatic and terrestrial zoological institutions. Our new branding was launched via our annual IZE journal, a publication that continues to go from strength to strength. I'd like to thank the committed and talented IZE Board for all of their hard work in 2014, and our members for making IZE what it is, an association with aspirations to positively impact our natural world through world leading zoo education programs. I look forward to continuing to serve this great association as President throughout the upcoming year as we work together to enhance our impact both for people and wildlife through the world's most powerful conservation tool; education.



IZE Committee Members

1. President: Rachel Lowry (Zoos Victoria)
2. Immediate Past-President: Kathy Lehnhardt (Disney Animal Kingdom)
3. President-Elect: Isabel Li (Hong Kong Ocean park)
4. Secretary/Treasurer: Bill Street (Busch Gardens, Florida)
5. Website Editor: Debra Erickson (San Diego Zoo)
6. Journal Editor: Stephen Woollard (The Royal Zoological Society of Scotland)

Regional Representatives/Editors:

7. North/Southeast Asia: May Lok (Wildlife Reserves Singapore)
8. South Asia: Gowri Mallapur (Madras Crocodile Bank Trust, India)
9. Australia/New Zealand: Donna Livermore (Zoos Victoria)
10. Europe/Middle East: Maggie Esson (Chester Zoo)
11. Latin America: Miguel Vieyra (San Juan de Aragón Zoo)
12. North America: Rachel Bergren (The Marine Mammal Center)
13. Africa: Elize Venter (The National Zoological Gardens of South Africa)

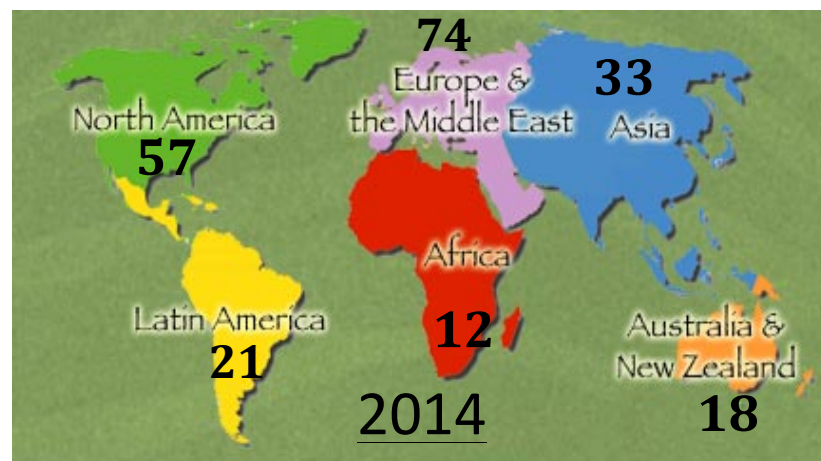
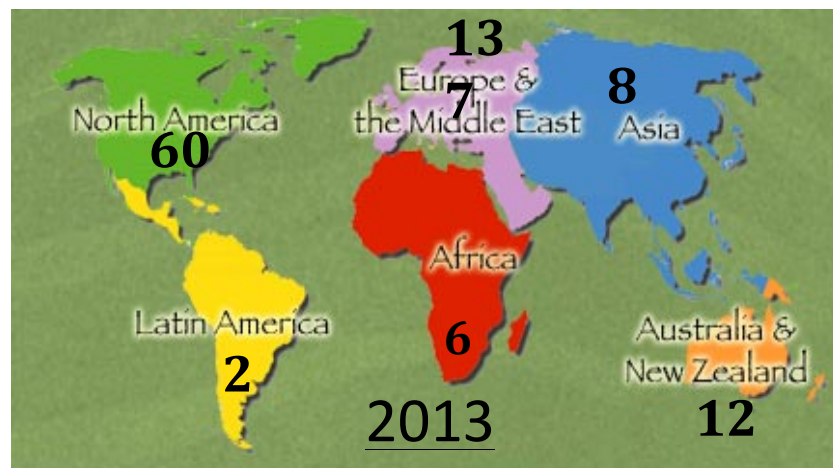


2014 Membership

We thank the following institutional members for their ongoing support:

Al Ain Zoo
Busch Gardens Tampa
Columbus Zoo and Aquarium
Disney's Animal Kingdom
Fond. Bioparco di Roma – Rome's Zoo
Fundación Temaikèn
Givskud Zoo
Nat. Aquarium of Demark
Nat. Trust for Nature Cons.- Central Zoo
Nat. Zoological Gardens of South Africa
North of England Zoological Society, Chester Zoo
Ocean Park Hong Kong
Oregon Zoo – Cons. Div.
Parque das Aves, Brazil
Perth Zoo
Port Moresby Nature Park
Royal Zool. Soc. Scotland
Saigon Zoo and Botanical Garden Vietnam
San Diego Zoo Global
SeaWorld Parks and Ent.
Singapore Zoological Gardens
Taronga Conservation Society Australia (Tarongo Zoo)
Ventura Wildlife
Zoo Landau in der Pfalz
Zoo Leipzig GmbH
Zoological Society of London
Zoológico Nacional de Chile
Zoos Victoria

The International Zoo Educators Association created a new record for the number of IZE institutional members signed up to support IZE at any one time, with 31 institutional members received in 2014. This trend continues to grow. The overall membership number for 2014 sat at 219 members across the 6 regions.



Progress against 2014 priorities

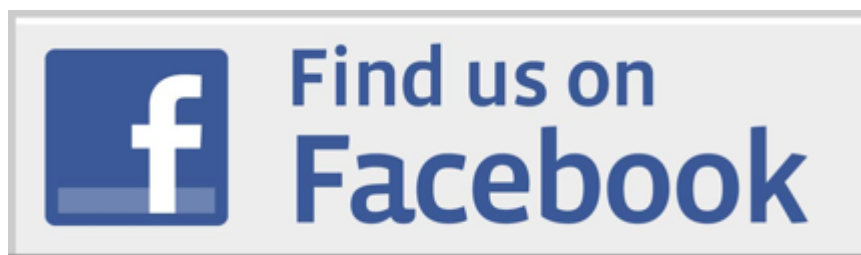
Rebranding

At the request of our membership, the International Zoo Educators Association rebranded, ensuring that our new logo is reflective of our zoo and aquarium membership.

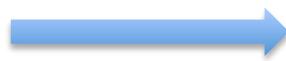


Facebook

In 2014, IZE tripled their Facebook following (currently sitting at 1193 followers) posting an average of two updates each week promoting and supporting zoo-based education dialogue across the globe.



77
Sept 2012



>1000
Dec 2014

In Country Training

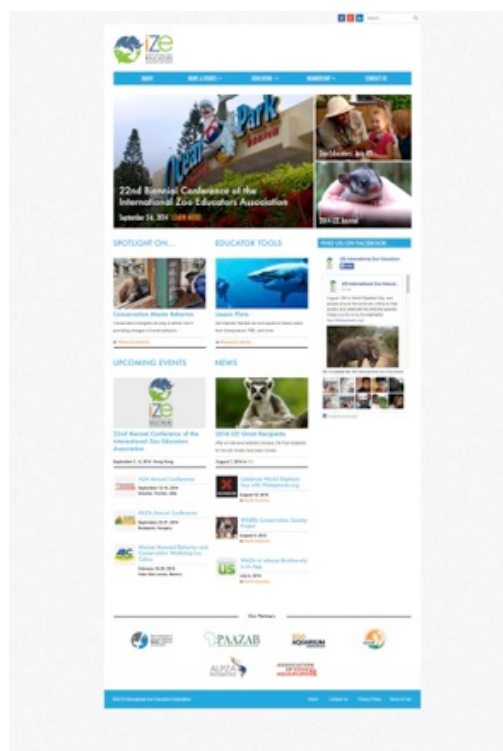
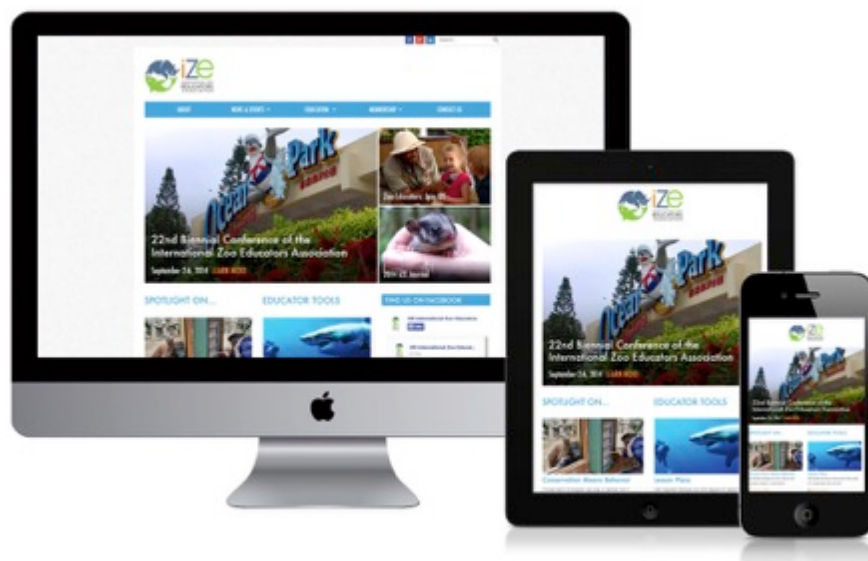
Off the back of our successful in-country training in Mexico during August 2013, the IZE committed to expanding these trials leading up to the 2016 IZE Conference with the hope of offering a new service line to our membership after this time.



Progress against 2014 priorities

Web Redesign

Commissioned the redesign and relaunch of a brand new IZE website (to be launched mid- 2015). The IZE website remains the world's largest zoo-based educational resource depository. Special thanks must go out to the talented team at San Diego Zoo Global for leading this important work.



Progress against 2014 priorities

Journal

Produced and distributed more than 200 copies of the IZE journal sharing best-practice educational programs, and program evaluations with zoos represented from all around the world (September 2014).



WAZA

Coedited the WAZA Education Magazine distributed to all WAZA and IZE members during September 2014. Contributed to the WAZA led global evaluation, which helped to measure the Educational Impact of Visitors and Aquariums. IZE has also assisted with sharing the results of this study through our networks, as well as encouraging members to participate in the *Biodiversity is Us* Initiative.



Sponsored Delegates

Facilitated an international zoo-based education sponsored delegate program building the capacity of twelve zoo-educators that would otherwise not be able to afford to attend our biennial conferences.

2014 Sponsored Delegates:

1. **Nirina L. Rakotomalala** – Madagascar Fauna and Flora Group-Ivoloina & Betampona landscape, Madagascar
2. **Grant Aggett-Cox**- Umgeni Bird Park, South Africa
3. **Samuel W. Njoroge** - Laikipia Wildlife Forum, Kenya
4. **Lina Naibaho** - Yayasan Ekosistem Lestari (YEL), Indonesia
5. **Yushu Zhang** - Animals Asia Foundation, China
6. **Gowri Santosh Mallapur** - Madras Crocodile Bank Trust, India
7. **Rachna Shah** - National Trust for Nature Conservation - Central Zoo, Nepal
8. **Ahbam Abulani** - HUTAN - Kinabatangan Orang-utan Conservation Programme (KOCP), Malaysia
9. **Bounsou (Nok) Saliyavong** - Free the Bears - Laos, Lao PDR
10. **Maria Laura Schiffrin** - Temaiken Foundation, Argentina
11. **Miguel Angel Vieyra Guzman** - San Juan de Aragón Zoo, Mexico
12. **Paola Sierra Manrique** - Fundacion Botanica y Zoologica de Barranquilla



2014 Conference



Delivered a world-leading International Zoo Educators conference with 159 delegates representing more than 30 countries and 105 institutions. The 22nd Biennial Conference of the International Zoo Educators Association was hosted by Hong Kong Ocean Park in September 2014 with a strong focus on program evaluation.



IZE secured Temaikèn Zoo as the IZE conference Host for 2016 conference (Oct 17 – 21). The theme will explore *crafting effective narratives* to ensure we leave a lasting positive for our natural world.



Finances

2014 Expense Budget

Expenses	2014 BUD	2014 ACT
IZE Administrator	12,000	9,000
WAZA Membership	1,290	1,327
Journal Production, Printing and Shipping	12,000	9,387
Sponsored Delegates Program	40,000	24,100
Communications (Web, press releases)	1,200	0
Fees and other Miscellaneous	215	95
Total Expenses	66,705	43,909

2014 Revenue Budget

Revenues	2014 BUD	2014 ACT
Membership Fees	19,622	5,533
Restricted from Institutional Membership	6,600	2,800
Restricted from Sponsorship	30,000	8,932
Outstanding Commitments		5963
Tax Refund	675	0
Interest Income	5,150	10
Unrestricted Donation	0	8,624
Total Revenues	62,047	25,899
Profit/Loss	(4,658)	(12,047)

These figures were reported to the International Zoo Educators Association at the 22nd Biennial Conference of the International Zoo Educators Association in Hong Kong, September 2014.



Sponsors

Thanks to our incredible
sponsors!



World Association of Zoos
and Aquariums | **WAZA**
United for Conservation

