

# **RESPONSIBLE** BUSINESS STATEMENT

*Lives enriched through a deep understanding  
of identity and place.*



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## MESSAGE FROM THE GENERAL MANAGER



I'm pleased to be able to present the National Trust Currumbin Wildlife Sanctuary Responsible Business Statement.

Our team have worked tirelessly over the previous couple of years to develop National Trust Currumbin Wildlife Sanctuary as a leading tourism and zoological organisation. We are proud of our role as ambassadors for wildlife and ensuring that our environment is protected well into the future.

This statement provides only a small overview of what we are currently achieving as an organisation and what we hope to achieve in the coming years.

Currumbin Wildlife Sanctuary has a 70 year history and we pay tribute to the work of our founder – Dr Alex Griffiths in providing a strong foundation for us to continue his legacy. Over the years the Sanctuary has come up against some tough times and pleasingly in the last five years has started to regain its place as an iconic part of the Gold Coast and tourism in general.

It is our view that National Trust Currumbin Wildlife Sanctuary will continue to play a vital role in our community, environment and within people's lives for many years to come.

The Sanctuary is ever evolving, so this statement will never be complete, however these steps will help ensure that we continue to lead the way in all of the fields we are involved in.

We thank you for your support.

Kind regards,

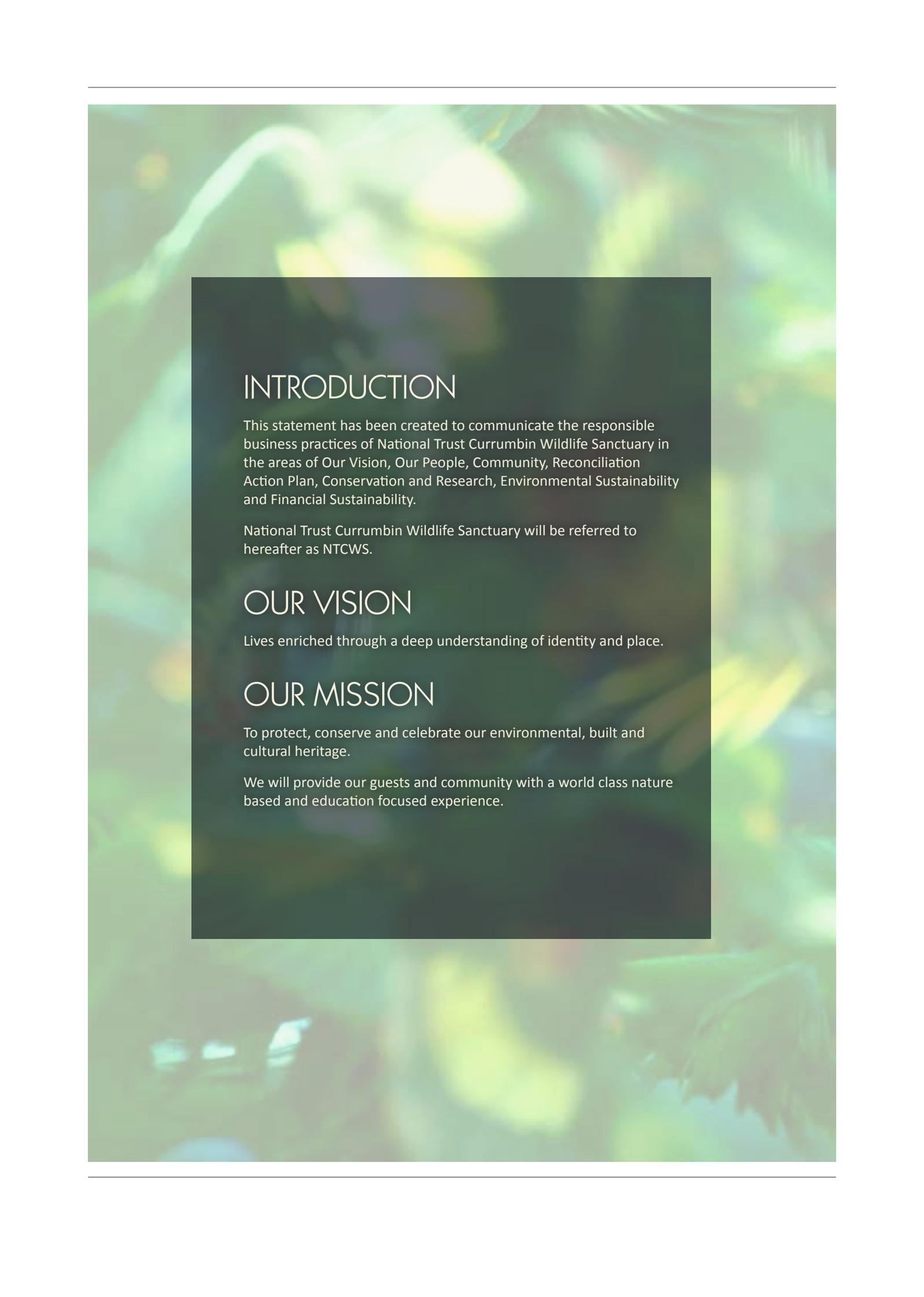
A handwritten signature in black ink, appearing to read 'Michael Kelly'. The signature is written in a cursive, flowing style.

Michael Kelly

*General Manager*

National Trust Currumbin Wildlife Sanctuary

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## INTRODUCTION

This statement has been created to communicate the responsible business practices of National Trust Currumbin Wildlife Sanctuary in the areas of Our Vision, Our People, Community, Reconciliation Action Plan, Conservation and Research, Environmental Sustainability and Financial Sustainability.

National Trust Currumbin Wildlife Sanctuary will be referred to hereafter as NTCWS.

## OUR VISION

Lives enriched through a deep understanding of identity and place.

## OUR MISSION

To protect, conserve and celebrate our environmental, built and cultural heritage.

We will provide our guests and community with a world class nature based and education focused experience.

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## OUR PEOPLE

NTCWS is a collection of passionate and talented people, all working together in both paid and unpaid capacities to deliver our core values. These people are our team members.

Our team operates across a diversity of industries and provides expert services in the fields of Conservation, Vet Sciences, Wildlife, Fundraising, Sales & Marketing, Food & Beverage, Retail, Entertainment, Finance, Human Resources, Workplace Health & Safety, Maintenance, Horticulture and Governance from our Directors. This variety of talent comes together to create our diverse, highly energetic and passionate organisation.

### SKILLS AND TRAINING

NTCWS employs over 260 staff and 120 training program participants such as school based trainees and TAFE students. As an organisation our employees have a diverse range of skill sets and many of our staff are specialists in their field. We have a strong focus on-responsible recruitment practices for our people to ensure they are highly qualified for their roles and have an opportunity for ongoing training and advancement of skills.

Our commitment to training and educating our people not only benefits the individual but in kind rewards our organisation, guests, animals and community as a whole through our outstanding contributions to conservation, education and the tourism industry.

In June 2018 NTCWS received the Gold Coast Business Award for Student Employability and in July 2018 NTCWS received the regional award Medium Employer of the Year as part of the Queensland Training Awards. One of our team members also received an award as Vocational Student of the Year.

### VOLUNTEERS

At NTCWS we believe that it takes a whole community to make a difference for our wildlife and environment. As a not-for-profit organisation, we value the contribution made by each and every one of our volunteers.

As a community organisation we pride ourselves on



providing the opportunity for a diverse range of individuals to participate, contribute, utilise skill sets for a cause, learn and educate within the Sanctuary. We have almost 700 volunteers in a variety of roles ensuring an ongoing, valuable opportunity for community engagement.

To learn more please visit <https://currumbinsanctuary.com.au/get-involved/volunteering>

### REWARD AND RECOGNITION

At NTCWS we value the contributions of each and every one of our staff and volunteers. We reward both our staff and volunteers by gifting them with eight free of charge passes to NTCWS yearly, in order for them to enjoy the Sanctuary with extended family and friends. This is an approximate annual contribution of \$300,000 in passes. Our staff and volunteers also receive unlimited free of charge entry to NTCWS for themselves and their immediate family.

Our Wings of Success Recognition Committee manage our recognition program for Staff Member of the Month and Volunteer of the Month. This committee shortlists

nominations and presents the candidates to our Senior Management Team for voting. These outstanding staff and volunteers are recognised in our weekly General Manager newsletter and at our team member recognition BBQ's and Breakfasts that welcome all NTCWS staff and volunteers to attend.

Each year an outstanding NTCWS member of staff is awarded the honour of Staff Member of the Year and is recognised and rewarded at our annual Christmas party event.

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### **WINGS OF SUCCESS (WINGS)**

Wings of Success is a company culture program designed to empower staff in the most important aspects of our business including sustainability and innovation, training, team member recognition, wellbeing and social club, team facilities and internal communication. The Wings of Success program is a framework of connected activities,

events and standards to inspire develop and reward a high performance culture to deliver success for our guests, our business, our volunteers and our staff. The four key pillars of the Wings of Success program are Welcoming, Fun, Safety and Efficiency.

### **OUR GUESTS**

Over 700,000\* guests visit NTCWS every year. We are committed to outstanding guest service for each and every one of our guests. We offer our guests a unique nature based tourist experience in a natural setting with a strong

focus on education in conservation and environment. Our Wings of Success program ensures that our guests have an engaging and memorable experience with us.

*\*550,000 paid guests, 100,000 free entry into Lorikeet Arena, 100,000 Sanctuary Markets.*

### **SAFETY OF OUR PEOPLE AND GUESTS**

NTCWS is committed to providing a safe and healthy workplace for all workers and guests in accordance with the relevant Work Health & Safety Act, Regulations and all associated Codes of Practice, Standards and Guidelines.

measure the effectiveness of our commitment through recording and monitoring incident rates.

We are committed to improving WHS performance by endeavouring to reduce workplace incidents and will

This commitment is communicated through documentation and implementation of our Workplace Health and Safety policy and procedures and is readily available to all relevant parties.

### **OUR PEOPLE GOALS**

- Continue to refine our volunteer recruitment processes.
- Strive toward going paperless for all Human Resources processes.
- Continue to evolve the WINGS program and implement the program in all training processes. We will condense our WINGS committees into three core areas to ensure targeted outcomes.
- Continue to provide exceptional service to all of our guests and monitor this success through social media reviews and visitor surveys.
- Work with all department managers and supervisors to implement the use of a Lost Time Frequency Rate (LTFR) formula in order to monitor the number of full days lost. This strategy will be used to monitor staff and volunteer injury rates and recovery time.



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# COMMUNITY

## **CURRUMBIN WILDLIFE HOSPITAL**

Currumbin Wildlife Hospital provides treatment to over 10,500 wildlife patients annually including over 450 Koalas which are listed as a vulnerable species in Queensland. We provide this as a free service to the community. Since the Wildlife Hospital opened in 1989 we have released well over 100,000 native wildlife patients back into the wild following treatment and rehabilitation.

Our Wildlife Hospital also provides free veterinary advice regarding wildlife to members of the public, external veterinarians and wildlife carers, takings over 20,000 phone calls annually.

In collaboration with RACQ we have a wildlife ambulance manned by volunteers that rescue and release over 1,000 wildlife patients annually.

Most of the patients admitted to Currumbin Wildlife Hospital are brought to us by concerned members of the public. We encourage donors to participate in the release of the patients that they rescue once rehabilitated. This fosters community engagement and appreciation for our amazing wildlife within the community.

Currumbin Wildlife Hospital works closely with other not-for-profit wildlife groups including but not limited to Wildcare, Friends of the Koala, Tweed Valley Wildlife Carers, Northern Rivers Wildlife Carers, Bats Qld, RSPCA and Animal Welfare League to ensure the best possible outcome for wildlife patients.

## **SCHOOLS**

We have over 25,000 school children visit NTCWS with their education providers annually which includes but is not limited to Primary Schools, Secondary Schools and Tertiary Institutions, English as a Second Language (ESL), International groups, Special Needs Schools, Vacation Groups and Early Learning Centres. Our Education team provides a nature based education experience through a multitude of programs that complement the Australian Curriculum.

## **LOCAL COLLABORATIONS**

We value our relationships with surrounding local Gold Coast businesses and are striving together as a community to build a sustainable Gold Coast through our partnerships. Through collaboration we strive to take action as a community to deliver environment focused sustainable outcomes for the tourism industry in the Southern Gold Coast region. As one of the largest businesses on the Southern Gold Coast, we are active in the community



We are an inclusive team and structure our lessons to the needs of the children in each group ensuring each and every child receives the very best possible education experience.

As a conservation focused team we know that the children of today will hold the future of our wildlife and environment in their hands. Through education we are giving children the tools they need to save our wildlife and protect our environment.

through various organisations including Southern Gold Coast Chamber of Commerce and Friends of Currumbin.

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## **SUPPORTING FELLOW NOT-FOR-PROFIT ORGANISATIONS**

As a not-for-profit and charity organisation ourselves, we understand the financial challenges involved in supporting such a business and therefore support other local-not-for-profit organisations and schools where we can. We donate

approximately \$200,000 worth of 'free of charge' entry to Currumbin Wildlife Sanctuary together with sponsorship opportunities to these deserving organisations and charities for use in their fundraising activities.

### ***Dreamnight, Make A Wish Foundation and Starlight Children's Foundation***

NTCWS has been supporting children with life threatening illnesses and their families for many years. Through Make-A-Wish Foundation and Starlight Children's Foundation, we have provided 'free of charge' entry into NTCWS for many sick children and their families, ensuring an unforgettable day out away from hospitals and treatment.

To further support these brave young children and their families NTCWS open their doors afterhours for Dreamnight. Our intention is to provide a safe and magical evening for these very special children to take their minds away from their illness for a night so they can just be kids having fun.

## **COMMUNITY GOALS**

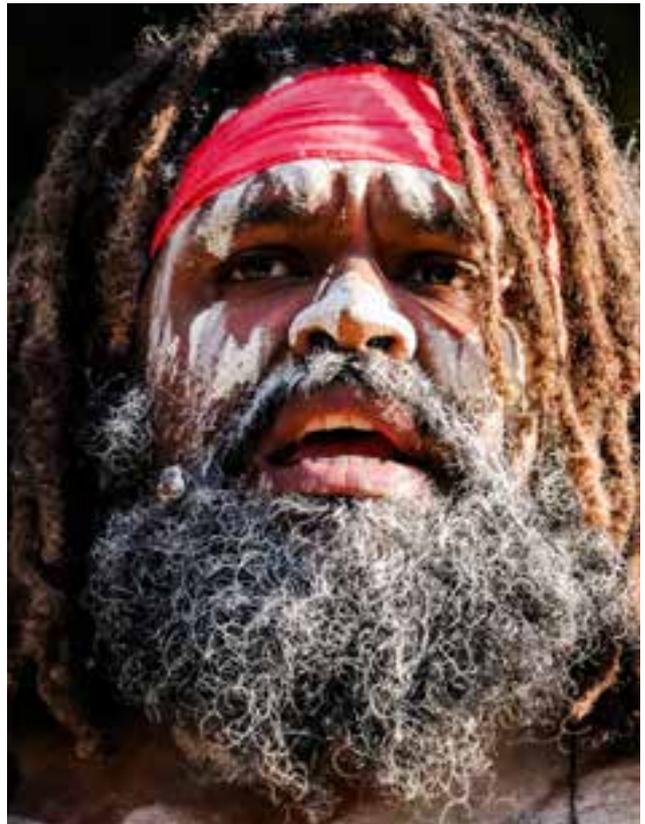
- Continue to educate the community including schools with increased focus on the importance of environmental sustainability and how every person can make a difference. We will achieve this through school visits, interpretation, daily shows, Currumbin Wildlife Hospital, messaging to community organisations, internal staff and volunteer communications and social media.
- We will continue to assess community organisations on a case by case basis for providing NTCWS passes to support worthy causes within our community.

## **RESPECTING INDIGENOUS CULTURE**

### **RECONCILIATION ACTION PLAN (REFERRED TO HEREAFTER AS 'RAP')**

Our RAP identifies the commitment NTAQ has to our existing relationships and will further promote partnership and employment opportunities with Aboriginal and Torres Strait Islander people. We will continue to engage with local Aboriginal and Torres Strait Islander communities and existing Aboriginal and Torres Strait Islander staff and contractors, to strengthen our communications and representation of the Aboriginal and Torres Strait Islander cultures and heritage through our workplace and community interactions.

Areas of focus include employment, education, procurement, design and delivery of NTAQ products and services. This focus will incorporate Aboriginal and Torres Strait Islander displays, dance, storytelling, artwork and artefacts, signage, interpretation and workplace cultural training. We believe our RAP will help to not only bridge the gap but make new connections with people from all over the world.



It is with our RAP that we aim to consistently deliver a trusted and true cultural experience that can capture the essence of who we are as a nation, and inspire the next generation to recognise that we are all different and can celebrate our diversity to come to a richer life experience for all. The intention of the NTAQ RAP is to connect with the individual in the hope that we can deliver awareness and opportunity to the lives of many.

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*Please refer to appendix 'A' to view the full Reconciliation Action Plan (RAP).*

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### **RESPECTING OUR CULTURE (ROC) CERTIFICATION**

The Respecting Our Culture (ROC) program encourages the tourism industry to operate in ways that respect and reinforce Indigenous cultural heritage and the living cultures of Indigenous communities.

ROC certified tourism operators are committed to protecting cultural authenticity and integrity, developing

sound business practices, environmental protection and acknowledging Indigenous peoples spiritual connection to the land and water.

NTCWS have been ROC certified since 2012 and we strive to fulfil all requirements of our certification to the highest standard.

To learn more please visit <https://www.ecotourism.org.au/our-certification-programs/eco-certification-4/>

### **RESPECTING THE TRADITIONAL CUSTODIANS OF THE LAND GOALS**

Action all of the goals from our Reconciliation Action Plan (RAP) – please see appendix 'A'.

## **ENVIRONMENTAL SUSTAINABILITY**

### **ADVANCED ECOTOURISM CERTIFICATION**

This certification is awarded only to Australia's leading and most innovative Ecotourism products that operate with minimal impact on the environment and provide opportunities to learn about the environment with operators who are committed to achieving best practice, using resources wisely, contributing to conserving the environment and helping local communities.

NTCWS has been Eco Certified since 2008. We strive to fulfil all requirements of our certification to the highest standard. In order to achieve this certification NTCWS were assessed on the following areas of criteria:

1. Business Management and Operational Planning
2. Business Ethics, Natural Focus and Indigenous Cultural Focus
3. Responsible Marketing
4. Customer Satisfaction
5. Environmental Management
6. Interpretation and Education
7. Contribution to Conservation
8. Working with Local Communities
9. Cultural Respect and Sensitivity



An onsite audit is conducted every three years to ensure our ongoing commitment to this criteria being met with our last audit successfully completed in 2017.

To learn more please visit:

<https://www.ecotourism.org.au/eco-experiences/green-travel-guide/currumbin-wildlife-sanctuary>

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### **GREEN TRAVEL LEADER**

In 2018 NTCWS achieved Green Travel Leader status, for being Ecotourism Australia Certified for 10 years. This puts us in the top 30% of longest serving members, and

demonstrates our consistent commitment to delivering sustainable tourism experiences which foster environmental and cultural understanding, appreciation

### **THE LAST STRAW**

It is estimated that by 2050 there will be more plastic in the ocean by weight than fish. As a Wildlife Sanctuary we find this figure unacceptable and we are doing our bit to help reduce this number. From April 2018 NTCWS ceased use of plastic straws and offer paper straws as an alternative on request only. We also became a member of The Last

Straw [www.laststraw.com](http://www.laststraw.com). Currumbin Wildlife Hospital admits over 10,500 wildlife patients every year, sadly almost all of these patients are sick, injured or displaced due to human impact. Ceasing the use of plastic straws at NTCWS is one more step toward reducing human impact on our wildlife and environment.

### **RESPONSIBLE CLEANING PRODUCTS**

Through our supplier Jasol we use green products made almost entirely from renewable plant resources rather than

oil based ingredients. These products are biodegradable and certified by Good Environmental Choice Australia.

### **RESPONSIBLE PACKAGING**

We strive to use the most sustainable packaging and products possible to protect the environment in which we and our wildlife live. NTCWS is plastic bag free and use only paper or reusable bags within our Retail outlets. We

are continuously looking for more environmentally friendly options for all that we do including the use of biodegradable coffee cups and packaging within our Food and Beverage department.

### **SOURCING ETHICAL PRODUCTS AND RESPONSIBLE SUPPLIERS**

NTCWS strives to be responsible consumers and endeavour to purchase our products from local suppliers and engage with companies which have a vision to protect and support the environment, wildlife, Indigenous Australians the wider community and projects that help those in need.

A portion of the animal plush sold in our Retail outlets is from supplier - Wild Republic. We are proud to support companies like this due to their contribution to making a better world. Wild Republic supports the Abhayabala Project which provides young girls with proper shelter, nutrition, clothing, counselling and education.

To learn more please visit <https://www.wildrepublic.com/en/abhayabala>

### **PROTECTING THE ENVIRONMENT IN WHICH WE AND ANIMALS LIVE**

We are committed to continuous and ongoing improvements within NTCWS to ensure we are doing our best to protect our environment. With the help of our Innovation and Sustainability Committee we continuously strive to reduce waste along with energy and water consumption and pledge to continuously evolve in this space.

NTCWS is situated on 27 hectares that boasts stunning, natural gardens and forests. Our horticulture team care for our botanical species by using approximately 40% recycled water to ensure minimal impact by water consumption.

### **INNOVATIVE RECYCLING SOLUTIONS**

With the help of 'Close the Loop' we recycle all of our empty Ink and Toner cartridges for 'Cartridges 4 Planet Ark'. All cartridges are recycled into useful items such as Tonerpave for road surfacing, pens, rulers and eWood which are a replacement timber product.

contractor due to their commitment to sustainability.

To learn more please visit <http://www.sita.com.au/community-education/site-tours-education/fact-sheets/fluorescent-tubes-lamps-globes/>

To learn more please visit <http://cartridges.planetark.org/>

We don't want to waste a thing so a new initiative in 2018 has seen old and out-dated NTCWS uniforms recycled as filling for ottomans through Boomerang Bags.

Australians consume 50 to 60 million fluorescent light tubes every year, only 1% of all consumed fluorescent lights are recycled. At NTCWS we recycle our florescent tubes through SUEZ.

To learn more please visit <http://boomerangbags.org/>

We are proud to have engaged SUEZ as our waste

These initiatives see our waste diverted from landfill and reimagined into useful and beautiful products.

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## **ENVIRONMENT AND SUSTAINABILITY GOALS**

- Become a 'General Waste Free' business by 2022. We will achieve this goal by implementing practices and procedures that will divert all waste generated by our business to a recycling source. We are committed to the changes and improvements required in educating our staff, volunteers and guests as well as responsible purchasing of products, reusing and planning to achieve our goal.
- Achieve Climate Action Certification by 2019. The Climate Action Certification program is dedicated to reducing carbon emissions and assuring travellers that certified products are backed by a commitment to sustainable practices related to addressing climate change.
- Continue to convert our lighting to LED until all lights at NTCWS have been converted.
- Develop a process to measure our carbon emissions. This will allow us to consider our offsets then evaluate our carbon emissions. By measuring our carbon emissions throughout NTCWS we will better understand where improvements need to be made.
- We are a shaded site with minimal solar opportunities but will strive toward installing solar panels in areas where solar has optimum light to function and will explore the possibility of wind power.
- Increase our ability to harvest rainwater through the installation of further rainwater tanks and continue to use recycled water wherever possible.

## **CONSERVATION AND OUR ANIMALS**

### **ZOO AND AQUARIUM ASSOCIATION REFERRED TO HEREAFTER AS (ZAA)**

As long standing members of ZAA we are required to adhere to strict regulations as part of this accreditation program. This is an industry-specific approach to assessing animal welfare for zoos and aquariums. The purpose of the Accreditation Program is to validate and highlight an organisation's achievements in promoting positive animal welfare outcomes. Our guests can be assured that as a ZAA accredited business we excel in animal welfare standards above and beyond legal minimum requirements.

### **CONSERVATION PROJECTS**

NTCWS is passionate about conservation and preserving our wildlife for future generations to enjoy. Sadly there are many native and exotic animals that are threatened. The Sanctuary participates in 16 conservation projects to help save some of these amazing species from extinction and will continue to invest in this space and advance our skills to promote change to ensure our precious wildlife exists for all future generations to come.

To learn more please visit: <https://currumbinsanctuary.com.au/conservation>

### **CURRUMBIN WILDLIFE HOSPITAL RESEARCH PROJECTS**

Currumbin Wildlife Hospital admits over 11,000 sick, injured and orphaned wildlife patients each year including over 450 koalas which is a 16 fold increase in Koala admissions over the past 10 years.

Our aim is to treat, rehabilitate and release these patients

To learn more please visit: <https://currumbinsanctuary.com.au/conservation/research-projects>



back into the wild but prevention is always better than cure. We collaborate closely with universities and City of Gold Coast to participate in vital research which we hope will one day help save our vulnerable Koalas and the endangered Long-beaked Echidna of Papua New Guinea from extinction.

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## CONSERVATION GOALS

- We aim to release our conservation plan in December 2018. This plan will cover our goals for each of our 16 conservation projects as well as our goals with ongoing commitment to research to ensure a continued focus on saving our most vulnerable species from decline.

## FINANCIAL SUSTAINABILITY

As a not-for-profit organisation that provides sanctuary to over 1,300 animals, veterinary care to over 11,000 wildlife patients yearly and a service to over 700,000 guests yearly we have a responsibility to protect our financial sustainability to secure the Sanctuary into the future for our animals, staff, volunteers, guests and community.

We will continue to safe guard the financial future of the Sanctuary by engaging multiple funding pathways.

### CURRUMBIN WILDLIFE HOSPITAL FOUNDATION

In 2010 the Currumbin Wildlife Hospital Foundation was established to support the running costs of saving sick, injured and orphaned wildlife patients admitted to Currumbin Wildlife Hospital. This fundraising arm of our

### COMMERCIAL REVENUE

All commercial revenue generated through NTCWS admissions, Photography, Retail and Food & Beverage outlets is invested into the ongoing operational costs of NTCWS including the 16 vital conservation projects

### COMMUNITY SUPPORT

We actively seek bequests, grant funding and donations to help support our conservation projects, sustainability

### MARKETING

We engage in responsible and targeted marketing practices to local, interstate and international guests. Much of our marketing material educates guests on our not-for-profit status and the benefit of financially contributing to our cause.

### MEMBERSHIPS

National Trust of Australia (Queensland) has over 14,000 paid members who get annual access to NTCWS and our other National Trust properties along with a variety of

To learn more please visit <https://currumbinsanctuary.com.au/before-you-arrive/memberships>

### FINANCIAL SUSTAINABILITY GOALS

NTCWS understands the importance of a sustainable world. We seek to commit to sustainability throughout our daily operations. We always aim to reduce impacts, preserve the environment, support the local economy, promote and provide social benefits to our community, alongside transparent governance and management.



business attracts sponsors, donors and partners that are like minded individuals and businesses interested in making a difference.

protecting animals from extinction and the work the Currumbin Wildlife Hospital does for our native wild animals.

projects and the Currumbin Wildlife Hospital.

We actively market NTCWS to multiple international markets to ensure minimal impact to the Sanctuary in the event of a natural or economic crisis affecting one market segment.

other benefits. Revenue from this membership goes back into the running costs of our National Trust properties and conservation projects, along with NTCWS.

- To diversify revenue streams to safeguard the future of NTCWS.
- To explore new and emerging markets.

