



WELLNESS PROGRAM

By

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ABSTRACT

Nature has been at our core for over 139 years and the way we have cared for and understood species over this time has evolved. As Zoos South Australia has developed and progressed we have refined our purpose to reflect the importance of conservation and the part we all play – we exist to connect people with nature and save species from extinction.

Providing top care for our animals is one of our highest priorities. We do so using the science-based approach to animal welfare that focuses on the Five Domains. We were keen to share these approaches with our visitors in a consumable way.

We also think that our visitor's wellness should be important too and that we can play a role in this. So we have applied the same thinking in the care we provide our animals to our visitors. We know that exposure to nature is strongly linked to better health and well-being outcomes for people.

With the global wellness tourism market being valued well over \$639 billion in 2017 (wellness at \$4.5 trillion), the opportunities to incorporate this lifestyle value in our programming and leverage as a storytelling tool to educate visitors about animal welfare is a compelling opportunity. A wellness working group was formed in early 2021, responsible for the initial brainstorming, planning and execution of the first stage of the Zoos SA wellness program which launched in October 2021.

Wellness Tourism is defined as travel for the purpose and pursuit of maintaining and enhancing one's personal health and wellbeing, and Zoos SA is uniquely placed to play a role in maintaining and enhancing the health and well-being for all people through programmes, activities and strategies designed to immerse them in nature-based experiences.

Supporting sustainable goal 3 – ensure healthy lives and promote well-being for all at all ages, this presentation will outline the premise for our thinking and the 5 point plan we have embarked on to put visitor wellness on the map and our animal welfare framework front of mind.

BIOGRAPHY

Sarah Brown has been working with Zoos SA since 2006. As the Director Community Engagement, Sarah's responsibilities include visitor experience, tourism, marketing, fundraising and education.

Sarah has more than 25 years experience in the not-for-profit and local government sector, having worked extensively in events, product development and customer service. Prior to joining Zoos SA, she held positions for the Adelaide Festival Centre, ACHA Health Foundation, the Royal Flying Doctor Service and various local governments, while also holding a Bachelor of Social Science.

Sarah has worked and resided in regional areas throughout South Australia.