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HYBRID CONFERENCE & WORKSHOPS



## **PUBLIC PERCEPTIONS OF ZOOS AND AQUARIUMS**

Presented By

Maigan Thompson  
Communications Manager  
Zoo and Aquarium Association (ZAA)  
[maigan@zooaquarium.org.au](mailto:maigan@zooaquarium.org.au)

### **ABSTRACT**

ZAA presents the results and insights from our annual public perceptions survey, now in its third year. The survey monitors Australian and New Zealand community beliefs and attitudes towards zoos and aquariums including views on animal welfare, zoo/aquarium conservation and accreditation.

This year, in addition to trending of these indicators, a deep dive was conducted on the topic of Animal Visitor Interactions (AVIs) to develop a better understanding of public understanding and opinions on these encounters.

The data results and insights drawn from this will be presented to help ZAA and the membership keep pace with society's changing expectations and maintain our social license to operate.