



WILDLIFE WONDERS

THE WILD SIDE OF THE GREAT OCEAN ROAD

RESPONSIBLE BUSINESS STATEMENT





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Message from the CEO

Our Values

Our People

Our Model

Ecotourism

Our Community

Conservation Outcomes

Environmental Sustainability

Respecting Indigenous Culture





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- A reliable, sustainable funding model for conservation
- Engagement of the local and global community with Australian wildlife conservation
- Ecologically responsible economic development in regional Victoria
- Secure jobs and career development opportunities in conservation and ecotourism
- Demonstration of a business- based approach to community development and environmental conservation
- A sustainable tourism attraction that educates visitors and enhances their experience of the Great Ocean Road and regional Victoria

A message from the CEO





OUR VALUES

Integrity:

- We are committed to honest, collaborative relationships within our team, with the partners, visitors and supporters who make our work possible, our internal governance and financial management and our scientific rigour.
- We are one team; we communicate clearly and with one voice.

Respect:

- We recognise the unique skills and perspectives of our Board, employees, supporters, partners, volunteers, visitors and the wider community and value their contribution to our vision.
- We value diversity and inclusivity. We listen and we trust.
- We acknowledge the Gadubanud, Wathaurong, Kirrae Whurrong and Gulidjan people as the traditional owners of Country in the Otways region.



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OUR VALUES

Innovation:

- We acknowledge our role as a leader in our field and are committed to supporting others.
- We promote a culture of learning and improvement.
- We develop creative, relevant, and courageous solutions that ‘test the edge’ to further our practice and the industry.

Outcomes:

- We understand the urgency of conservation and this is our driving force behind our commitment to conservation outcomes for wildlife and the ecosystems that support them.
- We aim to exceed the expectations of our visitors as we share our passion and joy for nature.
- We are committed to supporting our local community and engaging them in meaningful ways.



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OUR PEOPLE

Our people inspire confidence in the future through effective, innovative and engaging approaches to conserving wildlife and the ecosystems on which they depend.

We're an **equal opportunity employer**. All applicants are considered for **employment** without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status

We are committed to supporting our people to learn and grow. We fail, we make mistakes, we aren't perfect but we don't give up.

We celebrate our differences and trust one another. We are from different walks of life and come together for a common cause. We are here to be bold for conservation.



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OUR MODEL

Wildlife Wonders is committed to offering premium Australian wildlife encounters in a way that has never been offered before, allowing us to contribute to... a healthy and resilient Otways, cared for forever.

“Wildlife Wonders provides an alternative funding model for conservation – helping us break free of short-term funding cycles – leading to more effective and efficient conservation efforts” - Lizzie Corke, CEO

Wildlife Wonders operates as a social enterprise based on three key enablers:

- **Engagement:** Facilitating connection with the natural beauty of the Great Ocean Road
- **Enterprise:** Generation of a reliable revenue stream
- **Ecology:** Funding conservation of wildlife and ecosystems





ECOTOURISM

Wildlife Wonders adopts Ecotourism Australia's definition of Ecotourism

"Ecotourism is ecologically sustainable tourism with a primary focus on experiencing natural areas that fosters environmental and cultural understanding, appreciation and conservation."





ECOTOURISM



WHAT IS ECO CERTIFICATION?

The ECO Certification program certifies tourism products (tours, accommodations, attractions) with a primary focus on nature.

It assures travellers that certified products are backed by a strong, well managed commitment to sustainable practices and provides high quality nature-based tourism experiences.



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ECOTOURISM



We are applying for Advanced Ecotourism certification

This means Wildlife Wonders is undergoing the world's most rigorous ecotourism assessment process and will be considered one of Australia's leading and most innovative ecotourism products, operating with minimal impact on the environment and providing opportunities for visitors to learn about the environment. We are committed to achieving best practice, using resources wisely, contributing to conserving the environment and helping local communities.



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OUR COMMUNITY

Community engagement and support is integral to Wildlife Wonder's model. For every purchase, we first consider if it can be made locally and sustainably to support members of our community.

We have engaged local artists and makers to stock our shop full of gorgeous and unique gifts and our cafe full of hearty, local and delicious food.

Through the Conservation Ecology Centre, we invite our community to join us for the annual Big Otway Tree Plant which restores the landscape of Cape Otway.

We have a strong local volunteer group for our Wildlife Wonders site providing support for the care of this magical landscape.



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CONSERVATION OUTCOMES

We believe that caring for the environment is not an overwhelming task, it is second nature. By actioning this vital aspect of humanity we can achieve a world where respect for the environment is part of our everyday lives, integrated into every decision we make.

Our current conservation programs can be found here:

<https://www.conservationecologycentre.org/discover/>







ENVIRONMENTAL SUSTAINABILITY

From initial site selection through the construction and onto operation, our team at Wildlife Wonders have always prioritised ensuring our impact on the environment is minimal and indeed positive.

We have designed our Visitor Centre to be low impact - through the use of natural lighting, solar panels, water tanks and use of other energy saving devices.

We have planted thousands of trees on the site to restore the once sheep farm back to a more natural state - creating a vibrant and healthy ecosystem for our furry friends to happily call home.

Our sustainability actions focus on protecting and improving the land's biodiversity and inspiring our guests and surrounding community to join us in our mission to protect the Otways for future generations.



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RESPECTING INDIGENOUS CULTURE

We acknowledge the traditional owners of this country – the Gadubanud, the Gulidjan and the Kirrae Wurrung of the Maar Nation – and we recognise their continuing connection to land, water and culture.

We pay our respects to their elders – past, present and emerging.

Any interpretation relating to indigenous culture is endorsed by Eastern Maar Aboriginal Corporation as the Registered Aboriginal Party for Eastern Maar Country.

Opportunities for further engagement are explored on an ongoing basis.



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Cape Otway

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