



THE SOCIAL AND ECONOMIC IMPACT OF CANADA'S ACCREDITED ZOOS AND AQUARIUMS

Each day millions of visitors enjoy their local zoos and aquariums. While they may know the benefits of their particular institution, these visitors may not know their hometown zoo or aquarium is part of a powerful, caring industry with enormous collective impact.

CAZA accredited zoos and aquariums draw about 11 million visitors each year — roughly on a par with attendance at Canada's professional sport franchises.

Tens of thousands of Canadian households, representing approximately 320,000 individuals are zoo or aquarium members, providing over \$6,000,000.00 to support these vital institutions.

Annually, in excess of 3000 volunteers invest over 160,000 hours of their time, supporting virtually every aspect of zoo and aquarium operations.

Every group imaginable is reached through zoo and aquarium education efforts. These range from onsite programs for families, seniors, preschoolers and others, to on line experiences through the internet, to providing classroom content.

With their unflagging commitment to conservation education in living classrooms, accredited zoos and aquariums teach 1,300,000 Canadian children and adults about the natural world, its varied species, the impact of human activities on that world and the actions that need to be taken to protect it and its wild inhabitants.

Teachers are educated as well. Annually, thousands of Canadian teachers profit from training workshops, special membership opportunities and effective teaching materials.

The public trusts the conservation message of zoos and aquariums – surveys regularly demonstrate that accredited zoos and aquariums are authoritative sources of information about the environment and wildlife preservation.

CAZA member zoos and aquariums are dedicated to the highest standards of animal care. They nurture, protect and care for more than 100,000 animals representing over 2000 species. Often these animals are the last representatives of endangered species. Many of these endangered species survive because of zoo and aquarium captive animal management programs. CAZA's members participate in close to 800 ex-situ programs and are directly involved in 20 field projects, most linked directly to reintroduction programs. CAZA's Canadian Collection Plan (CCP), a series of long-term breeding and conservation plans, is an example of how national associations are coordinating the efforts of their members in this critical work. These types of programs provide insurance policies against extinction for key Canadian endangered species such as the Vancouver Island Marmot, the Burrowing Owl, the loggerhead shrike, the wolverine, the black-footed ferret and others.

Canadian zoos and aquariums are involved in in-situ conservation programs in Canada, and around the world. In 2005 they were involved in over 60 projects that since their inception had resulted in expenditures of \$1,750,000.00. Some of the projects are supported through the provision of financial support, in many other cases staff from the institutions are directly involved in doing the work itself.

It has been proven that effective wildlife conservation is rooted in science. CAZA's members support that philosophy. As a result, researchers working in CAZA institutions have directly conducted or supported in significant ways over 100 projects that since their beginning have required expenditures of over \$785,000.00. These projects range from a focus on behavioral to reproductive to genetic and animal management issues.

CAZA zoos and aquariums employ more than 1600 people nationwide, and create over twice that many jobs in their communities. Of the 11 million visitors to CAZA accredited zoos and aquariums approximately 35% are tourists. This creates further benefit to their communities through the vendors they hire and through employees hired by the hotels, restaurants and retail stores that serve their visitors. Zoo and aquarium employees take home over \$60 million a year in wages that are spent in local communities

Each year, zoos and aquariums change and improve. From 2002 through 2005, CAZA members invested over \$56 million on improvements to make better experiences for visitors and better homes for the animals in their care.

Collectively, zoos and aquariums have an enormous social, cultural, educational and economic impact on the Canadian public.