

## Towards 2030 and beyond - A PAAZA Corporate Strategy

The following approved Corporate Strategy is based on the outcomes of the interactive discussion sessions at PAAZA Conference 2022 and follow-up consultative process. Four Strategic Imperatives each with sub-objectives were identified.

Please NOTE: The numbering does not denote any priority of implementation

### Evolve and Maintain a Viable Operation

**Strategic Objective 1 - Evolve Membership:** The current membership base must be well serviced. Potential members which support and demonstrate PAAZA's values will be encouraged to join. We will also seek new funding sources and cooperative models for upliftment of facilities.

**Strategic Objective 2 - Viable Operations:** Develop a sustainable financial model for PAAZA which is tax compliant and has a commercial component.

### Develop a Community of Conservation-based Zoos and Aquariums by Raising Standards and Mission Impact

**Strategic Objective 3 - Continuous Improvement:** We will guide, inspire and support members to continuously improve animal care, welfare and conservation activities, human capital development (staff skills) and environmental education.

**Strategic Objective 4 - Collaborative Professional Species Management:** The role of zoos and aquariums must be focused on effective species conservation. We will lead this effort by coordinating and promoting collaborative professional species management.

### Raising the Profile of African Zoos and Aquariums

**Strategic Objective 5 - Positive Visibility and Impact:** We will develop the PAAZA brand, increase PAAZA and its members positive visibility and impact, reinforcing our position as a strong partner in the global unified voice for the zoo and aquarium community.

**Strategic Objective 6 - Core Conservation Activities:** We will develop and promote PAAZA's and its members' core conservation activities in an integrated approach incorporating animal welfare, and improve and increase our strategic alliances and actions towards effective conservation impacts.

### **Strengthen and Unify the African Zoo and Aquarium Community**

**Strategic Objective 7 - External Partnerships:** In order to achieve WAZA's mission and vision, we will strategically develop new partnerships and strengthen existing partnerships.

**Strategic Objective 8 - Unified Zoo and Aquarium Community:** We will establish new, and strengthen existing, relationships with regional and national associations, and provide quality opportunities for collaboration and resource sharing between members.