




**Where to now??**



**The world has evolved  
and the Wildlife sub-sector needs to  
evolve**

**So how do we do this??**

# Executive Summary

- A purely membership based association is not a viable business model for the future PAAZA, due to the exclusion of the larger captive wildlife industry, and restricted income stream
- **We need to show meaningful involvement and contribution to conservation, including urban conservation, as well as excellent animal welfare**
- A regional association is pivotal in assisting the profession by representing all bona fide facilities at all National, Regional and Global forums relevant to the wildlife in a controlled environment profession
- **There is a real need to assist in the upliftment of the region** by implementing globally recognised animal welfare standards, species management plans and conservation action linked plans

# Executive Summary - cont

- **Add to this that Africa is one of the financially constrained continents and any processes for upliftment (as mentioned above) would require funding**
- **The changing legislative regulations both regionally and globally need to be factored into the evolving process**
- **To sustain PAAZA in providing this assistance, the business plan needs to incorporate not only Zoos and Aquaria – for example, wildlife ranches, lodges, sanctuaries, rehab facilities, breeding centres, conservancies**
- **We need to engage with the wider captive wildlife community to establish their needs and issues in order to determine what the future PAAZA should be**
- **To be effective and sustainable, PAAZA needs to develop a commercial income avenue**

# The playing field – Megatrends in Africa

- Why we should talk about the plethora of megatrends unfolding in Africa (Skills development, Education (knowledge sharing))
- **Megatrends are of global concern and most of them specifically affect the African continent.**
- It is projected that the African population will increase from 1.3 billion to [2.5 billion people](#) (ref: STATISTA) by 2050
- Africa has the [highest urbanisation rate](#) (ref: OECDiLibrary) worldwide (driven by population growth and climate-induced migration)
- **Digitalisation poses big challenges to the continent** – it offers the young population in particular immense potential for further skills development, political participation, and access to global markets
- **These megatrends will increase pressure on wildlife conservation as a whole, and limit availability of Africa’s “wide-open spaces” currently supporting our wildlife**

# The playing field - Tourism

- **Tourism is affected by an increasing shift from spending money on possessions to spending it on having experiences**
- **People are seeking meaning and purpose through travel**
- **Consumers (visitors) are not only seeking experiences, they are seeking travel that transforms (ref: travel weekly) through life-changing experiences such as meaningful connection and personal enrichment**
- **More and more travellers value authenticity – this can be a deciding factor in choosing one destination, attraction or experience over another**


# The playing field – Wildlife tourism

- **Post COVID, public and private custodians of wildlife and natural areas face severely reduced income streams and growing pressures to exploit natural resources**
- **COVID's disruption of international tourism cut off critical revenue flows to many wildlife conservation initiatives**
- **The pandemic's negative impact on rural livelihoods has also increased the incentives for impoverished people to harvest more wildlife for food and profit**

# The playing field – Wildlife tourism cont.

- **“The obvious challenge for conservation is that if local people fail to benefit from secondary wildlife industries (filmmaking, travel, hospitality, ex-situ zoos, and safari-parks, animal rescue schemes), they may be more tempted to engage in short-term harvesting practices (e.g., poaching for meat and tradable high-value wildlife products such as ivory, rhino horn, and pangolin scales), from which they can benefit directly and tangibly” - Michael 't Sas-Rolfes**
- **This would seriously affect any sustainability model**
- **There are more and more examples where successful wildlife and tourism initiatives have directly or indirectly benefitted the local communities**



The background of the slide features a light gray silhouette of an African savanna landscape. In the foreground, there are silhouettes of a giraffe, a zebra, and a smaller antelope. In the background, there are rolling hills and a tree with a bird perched on a branch. The entire scene is rendered in a monochromatic, light gray tone against a white background.

How does PAAZA adapt and grow to support the captive sub-sector in the light of these trends and increasingly changing legislative environment?

...and where do we stand now?

# SWOT analysis...

## Strengths

- One voice / point of contact / central liaison for facilities
- Representation of Africa perspective at global forums / associations / organisations
- Participation at National & Regional legislative level
- Implementing agent for global welfare accreditation process
- One of 23 recognised regional associations under WAZA
- Custodian of regional & international studbooks
- Source of information for species management
- Linking of all levels of animal care staff through various training options

## Weaknesses

- Membership base too small – only represents a finite group, limitation of income
- Financial sustainability of membership based organisation - cannot rely on donor funding
- NPO has no commercial component and tax benefit - need to change to NPC
- Stability of members - global post pandemic recovery
- Membership numbers and demographics - trend is away from the term 'Zoo'
- Limited member universe - Z&A's are needing to evolve
- Limited or no involvement by members in conservation actions
- Benefits of membership misunderstood

# SWOT analysis...

## Opportunities

- Explore integration with a training academy for members (FGASA type training)
- Increase membership base by broadening other captive wildlife entities i.e. not limiting it to zoos and aquaria
- Engage captive wildlife community to research needs
- Become an NPC allowing for commercial enterprise
- Explore and develop additional income streams
- Provide tangible additional benefits to members – products and services... negotiate commercial deals/discounts

## Threats

- Public perception / resistance of / to Z&A's
- Increased pressure by AR's (extremists), particularly via a legal route which is costly for Z&A's
- Negative attitude from tourism industry
- New global statutory legislation - restrictions on animal movements and interactions
- Increased limitations on commercial breeding and trade
- Resistance to Sustainable use of Wildlife
- Lack of cohesion between facilities – operating individually

# SWOT analysis...

## Opportunities

- Representation of members at local/international tourism events
- Accelerate lobbying at government level for recognition as official accreditation body for captive wildlife entities
- Lobbying at Government level on legislative changes
- Implementation of improved population management programmes which will lead to improved welfare and in turn, sustainability of wildlife for communities
- Increased skills-development tools
- Centralised messaging
- Advocates for changes in modern lifestyle

## Threats

- Severely diminished economic viability
- Other sub-sectors (e.g. Tourism), dictating 'standards' for our sub-sector

# Closing thoughts

When it comes to wildlife and its role in the economy, contemporary Africa thus finds itself amidst a plethora of competing demands, varied approaches, and diverse results, as well as in the crossfire of fiercely contested policies in relation to wildlife management, harvesting, and trading practices.

**A robust future African wildlife economy will need to** appropriately navigate this policy conflict across different scales of governance, and **further harness new technologies and sources of socio-economic support, guided by good data and inclusive ethical standards.**

Adaptive governance mechanisms that meet these criteria are key to building wildlife economies that **are a win for wildlife, a win for humans, and that provide a fair share of resources (sustainability) for all** – (ref PERC)

# Closing thoughts

## Nature – a Precious asset

Dr Sue Snyman, an economist by training and the director of research for the School of Wildlife Conservation at African Leadership University, said institutional failure, mismanagement, skewed priorities and a lack of imagination had stymied efforts to develop inclusive and sustainable wildlife economies.

And judging by the way the world has been working over the past few decades, **it seemed many people had forgotten that economies, livelihoods and wellbeing ultimately depend on the world's precious asset: nature.**

She shared graphs showing that capital – machinery, tools and buildings used to produce goods and services – had increased more than 100% over 22 years; human capital – skills, knowledge, and experience – had risen by nearly 20% over the same period; **but natural capital – the world's stock of natural resources – had fallen by nearly 40%.**

**“It is a key growth opportunity for Africa,”** said Snyman. **“Unlike other continents that have virtually depleted their natural capital and are now rewilding, Africa still has spectacular fauna and flora.”**

The background features a light green and white gradient with faint silhouettes of a savanna landscape. On the left, there is a tree with a bird perched on top. In the foreground, a giraffe stands on the left, and a zebra is partially visible in the center. The background shows rolling hills and a bright sky.

The slogan for today is:

**“Together we are Stronger”**

**We would like to hear your thoughts and aspirations as to how we evolve our wonderful Wildlife sub-sector**