

# Customer Service Charter

## Our Vision

*To inspire Australians and our visitors to discover, explore, delight in and protect our natural world.*

## Our Customers

- Taronga Zoo and Taronga Western Plains Zoo visitors, stakeholders and sponsors
- Zoo Friends
- Our Colleagues

## Our Customer Service Commitment

To provide high quality service, customer care and experiences through the proactive engagement of our customers.

## We will express our Customer Service Commitment by:

- Ensuring our customers and their needs are our priority
- Providing inspiring animal encounter opportunities and public presentations/shows
- Providing educational, memorable and safe zoo experiences
- Growing our contribution to conservation, preservation, research and education
- Always demonstrating our care, concern and appreciation of wildlife and their environment
- Providing welcoming, courteous and helpful service
- Providing information, facilities and services that enhance the visitor experience
- Being positive, responsive and efficient
- Fostering a customer service culture
- Identifying our staff with uniforms and/or name badges