GIANT PANDA CORPORATE SPONSORSHIP

www.zoossa.com.au
KNOWN BY THE COMPANY YOU KEEP

The President of the People’s Republic of China, Mr. Hu Jintao, has very generously gifted a breeding pair of Giant Pandas to Australia. This will raise Australia’s international profile as Zoos South Australia (Zoos SA) joins an elite group of only nine other countries which have the ability to breed this unique conservation icon as part of a global conservation program.

Receiving this gift will be The Hon. Kevin Rudd, Prime Minister of Australia, at an opening ceremony late 2009 which will attract massive national and international media attention.

Only a few corporations will receive the opportunity to partner with the Australian Government, the Chinese Government and Australia’s Pandas Wang Wang and Funi.

Together with our media partners, Channel 7, Network 10, the Australian Radio Network, DMG Radio Australia and News Limited, Zoos SA is able to offer you an unparalleled opportunity to communicate your corporate values and message to the nation and beyond.

Australian businesses have never faced greater challenges. Now more than ever, people are looking to larger corporations to step up as champions for pressing social, environmental and conservation challenges.

This document has been specifically designed to maximize Zoos SA’s partners’ profile and communicate their message to Australia and an international audience, offering all partners involved the equivalent of over $AUS 30 million worth of media exposure. The audience will receive a positive and emotional sense of connection with pandas, nature... and you.

If you are a like minded organisation and would like to place your company in this exclusive international arena please read on.

You are advised to contact Zoos SA, at your earliest convenience, with an expression of interest to ensure your position in Australian history.

PROFESSOR CHRIS WEST
CEO, Royal Zoological Society of South Australia

HEATHER CADDICK
President, Royal Zoological Society of South Australia
INTRODUCTION

We are pleased to present the opportunity for a partnership with Zoos SA, the Australian Government and the People’s Republic of China, linking you as a partner to the hosting of Australia’s only Giant Pandas, Wang Wang and Funi.

By partnering with Zoos SA you are helping the Giant Pandas we hold in trust in Australia. You will also assist in much needed research, breeding, and the many conservation projects we are involved with around the world.

Only nine zoos outside China are home to Giant Pandas, and only three zoos have breeding pairs. Australia will soon be home to a unique couple, and shortly afterwards, a unique family of Giant Pandas.
WHY GIANT PANDAS?

The Giant Panda is classified as an endangered species and is the internationally recognised symbol for global conservation. There are only 1,600 Giant Pandas left in the wild today. Their survival depends on our joint efforts.

Around the world there is a cooperative network of conservation organisations and Corporate Partners, urgently working to ensure the survival of this rare and extraordinarily attractive species. There are over 200 Giant Pandas in captivity, the majority in China with very small numbers in zoos outside China. There are currently no Giant Pandas in Australia.

An agreement signed between the China Wildlife Conservation Association and Zoos SA, will extend the captive breeding program to ensure genetic variance, isolation from infection and security from natural disasters such as the recent Sichuan earthquake. Experts from China have already visited Adelaide Zoo to inspect facilities and Australian staff have visited China to learn about Giant Panda management.

Feeding and caring for our guests will be a huge challenge. Each Giant Panda eats up to 20 kilos of bamboo per day. Bamboo plantations are already growing across several Australian states and will be ready for harvesting when Wang Wang and Funi arrive late 2009.

A state of the art enclosure for Wang Wang and Funi is already under construction at Zoos SA’s Adelaide site, complete with chilled lounge rocks and public video monitoring via ‘PandaCam’, which will be vital in helping us present these wonderful creatures to millions of visitors world wide.
WHY US?

What is the largest entertainment attraction in Australia? Can you guess? Is it Aussie Rules (AFL), or maybe Rugby? Wrong. It’s zoos! 14.5 million people visited Australia’s Zoos, Parks and Aquariums in 2007. In comparison:

- 6.3 million people in total, attended an AFL match;
- 3.6 million people attended art galleries;
- 3.6 million people attended a museum;
- The highest audience for a single TV program in 2008 was 12.4 million viewers.

Everyone visits their local zoo. Zoos are the most socially inclusive of all cultural, educational and recreational venues.

In such a busy world it can be difficult for people to absorb your message. But with the average length of a zoo visit at between three to four hours Zoos SA is ideally placed to convey your message in a unique and relaxed environment.

ZOOS SOUTH AUSTRALIA

Zoos SA is one of the largest conservation organisations in Australia, with two properties - Adelaide Zoo in the botanic precinct, and Monarto Zoo, the world’s largest open range zoo, located 45 minutes from the heart of Adelaide.

In 2008 Zoos SA was awarded the Australasian Regional Association of Zoological Parks and Aquaria (ARAZPA) Research Award for outstanding achievements in scientific research, habitat restoration and species preservation.

Zoos SA is an independent non-government body with more than 500,000 on-site visitors and 12 million virtual visitors per year. These figures are expected to double when the Giant Pandas arrive. With a 97% approval rating from the public, Zoos SA is fast becoming a national icon.
MARKETING PROPOSITION

GIANT PANDAS AROUND THE WORLD

Giant Pandas are one of the highest ‘googled’ animal species in the world. Atlanta Zoo alone receives up to 39,000 hits per day on their Giant Panda Blog.

San Diego Zoo saw a 70% increase in attendance when the Giant Panda arrived, with another 30% increase when a Giant Panda Cub was born.

GIANT PANDAS IN AUSTRALIA

Twenty years ago in 1988 two Giant Pandas visited Australia for only six months, and 660,000 people lined up to view them. Now a whole new generation of Australians who have never seen a Giant Panda will have their chance.

The South Australian Tourism Commission views Giant Pandas coming to South Australia as a major tourism benefit for the state and the country.

GIANT PANDAS AT ZOOS SOUTH AUSTRALIA

Zoos SA is the highest discretionary spend tourist attraction in South Australia.

With on-site visitation more than 500,000 and 12 million virtual visitors per year expected to double, this equates to 25 million individuals viewing your corporate logos and message per year during the period of your partnership with Zoos SA and Wang Wang and Funi.

By partnering with Zoos SA, we can help to maximize your profile and communicate your message to Australia and an international audience, offering all partners involved the equivalent of over $AUS 30 million dollars worth of media exposure.
THE BAMBOO STORY

Giant Pandas consume up to 20 kilos each of bamboo per day, hence the supply of bamboo to the zoo is an important part of Giant Panda care at Adelaide Zoo.

Adelaide Zoo needs to ensure that there is enough bamboo of suitable consistency, quality, edibility and appropriate levels of nutrition to sustain Wang Wang and Funi while they live at Adelaide Zoo from late 2009 through to 2019.

The zoo is growing bamboo at a dedicated site and will be asking for community involvement to assist with the growing of bamboo which the zoo team will harvest daily to ensure freshness.
PARTNERSHIP LEVELS

**PRINCIPAL PARTNER (1)**
TERM: UP TO 4 YEARS
INVESTMENT: $1 MILLION PER ANNUM

Exclusive Giant Panda Principle Partner branding, offering exposure to state, national and international audiences, with on-going linkages with state, national and international dignitaries. High level public recognition with extensive on-site exposure and branding in all aspects of Giant Panda marketing and promotional activities throughout Australasia, via multiple mediums, including media releases, website, print, radio and television. The Principal Partner will have access to corporate hosting and other facilities within the Giant Panda habitat, including VIP tours and unending gratitude from Wang Wang and Funi – Australia’s only Giant Pandas.

**MAJOR PARTNER (4)**
TERM: 3+3 YEARS
INVESTMENT: $250,000 PER ANNUM

Significant branding as one of only four Giant Panda Major Partners. Negotiated access to corporate hosting and other facilities, within the Giant Panda habitat and a full range of partnership benefits.

**SUPPORTING PARTNER (10)**
TERM: UP TO 5 YEARS
INVESTMENT: $100,000 PER ANNUM

Excellent branding opportunities as one of only ten Giant Panda Supporting Partners. Ongoing opportunities to meet the Giant Pandas at behind-the-scenes corporate functions, plus many other marketing opportunities.

**PLEASE NOTE:** All of the above Giant Panda partnership opportunities include involvement, in accordance with the level of investment, in all Zoos SA Giant Panda related national media campaigns, website activities, Zoo Times Magazines, e-newsletters, data base activities and zoo visitors.

**ASSOCIATE PARTNERS**
SEE PAGES 22 & 23

Listed on these pages are a range of marketing and promotional activities that all need support. Zoos SA welcomes the opportunity to discuss the various activities that may best fit your company’s partnership or marketing objectives.
WE’RE IN THIS TOGETHER

To draw attention to the plight of our endangered orang-utan friends, we’ll be providing free entry to the zoo for another endangered species... human redheads. So if you’re a genuine ranga, visit the zoo between Saturday 27th September and Sunday 12th October in support of your primate ancestors.

www.adelaidezoo.com.au

Do you consider grunting a form of communication or perhaps have an excessive amount of hair and don’t mind being locked up with others? Then we want you to come and audition to become part of the Human Zoo Experiment. Auditions will be held at Adelaide Zoo from 9am – 12pm on 20th December 2006. Visit our website at http://www.adelaidezoo.com.au for further details.

are you the missing link?

HUMAN ZOO

ABOVE Human Zoo Campaign
RIGHT “We’re in this together”
(The Ranga Campaign)
MARKETING MATERIAL

Zoos SA has undertaken some very significant campaigns over the last five years, receiving both national and international media exposure and national design awards. For example:

2007: Human Zoo - Showcasing Adelaide to the world

_Aim:_ To raise awareness and funds for Primate Conservation. Concept to lock six humans in an exhibit for one month to promote conservation.

_Success:_ Media value in excess of $AUS 30 million internationally; 25% increase in attendances;

There were over 1.6 million hits on the Adelaide Zoo website during the campaign in January 2007.

2008: “We’re in this together” (The Ranga Campaign)

_Aim:_ To draw attention to the plight of Orangutans in the wild; drive attendance to the Zoo.

_Success:_ International, national and local media, covered by every TV station, including Sunrise and Triple J Breakfast team, who came to meet the Orangutans ‘live’ as a result. Millions of dollars of media exposure.
Why not become personally involved in animal conservation? Enjoy a host of zoo rewards knowing that your adopted animal is receiving valuable support in the form of food, veterinary care and other special requirements. Adopt a flamingo, a Sumatran tiger, a sloth or any animal you like. We even have a handful of otters left over from last year!

ADOPT A ZOO ANIMAL
www.zoossa.com.au
(08) 8267 3255

www.goingape.com.au
TICKETS FROM FringeTIX - 1300 FRINGE (374 643)

20 COMEDIANS OVER 4 NIGHTS
MARCH 12 - 15
ALL 4 NIGHTS HOSTED BY MC HARLEY BREEN

THURSDAY MARCH 12
Live and Uncensored Akmal returns with his hit show from 07 Fringe for 1 night only
AKMAL SALEH + SIMON PALOMARES
Also featuring Lori Bell & Big Al

FRIDAY MARCH 13
SCARED WEIRD LITTLE GUYS + HANNAH GADSBY
Also featuring Mark Trenwith & Adam Kelly

SUNDAY MARCH 15
WIL ANDERSON + DAMIEN CALLINAN
Also featuring Mike Klimczak & Fabien Clark

TICKETS FROM FringeTIX - 1300 FRINGE (374 643)
PART PROCEEDS GO TO THE GREAT APE SURVIVAL PROJECT
www.goingape.com.au

LEFT Adopt a Zoo Animal (Flamingo Campaign)
ABOVE Going Ape at the Zoo
PAST CAMPAIGNS

Adopt a Zoo Animal (Flamingo Campaign): Being non-government funded, the zoo has the ability to react quickly to incidents that happen in a swift and creative way.

The ‘bashing of our flamingo’ in 2008 created an international media uproar and huge support from the community.

Zoos SA quickly put out this campaign of our flamingo being protected by a ‘tough’ individual; this campaign saw a large lift in Animal Adoption at the zoo.

Going Ape at the Zoo: In a quest to increase the number of XY generation visitors to the zoo, Going Ape at the Zoo was created. The campaign was designed to sit within the “Fringe Festival Program” also linking in our very important sponsors, subsequently Going Ape at the Zoo, is a full house event every year.

Baby Lion: A campaign to ‘cut through’ for the birth of the Lion Cubs at Monarto Zoo saw this poster/billboard campaign born.

Not only attracting alot of public attention and media reports it also won the coveted Caxton Awards in the Travel and Leisure category. This baby Lion poster is one in a quirky series of posters relating to animal births at both zoo properties.

CAXTON AWARDS

The Caxton Awards are an acknowledgement of creative excellence in newspaper advertising. Each year a panel of judges are invited to select the most outstanding newspaper advertisements for the current year.
ZOO EDUCATION PROGRAM

Westpac Envirodome opened April 2009

The Westpac Envirodome Education and Interpretation Centre’s vision is to deliver environmental education for a sustainable future to 70,000 students, or more, per year.

The aim of the Westpac Envirodome is to present an overall positive message to visitors with a focus on issues, and how we can all help our planet to survive.

The Westpac Envirodome establishes an international benchmark for ecologically sustainable design and provides a new base for the facilities for our unique outreach program Zoo-mobile. There is full access for all abilities and dedicated community programs are managed to ensure disadvantaged groups are involved.

Sponsorship opportunities are available within the Westpac Envirodome, to sponsor one of the many exhibits on display. Please contact the Zoos SA Team to find out how you can become a sponsor.
## PANDA MARKETING AND PROMOTIONS OPPORTUNITIES

### EVENTS

<table>
<thead>
<tr>
<th><strong>HOW CAN YOU BE INVOLVED?</strong></th>
<th><strong>WHEN?</strong></th>
<th><strong>FOR HOW MUCH?</strong></th>
<th><strong>YOUR BENEFIT</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Panda Exhibit, Official Opening</strong></td>
<td>December 2009</td>
<td>$20,000 for event management and sponsorship</td>
<td>Profile exposure to VIP guests and key audiences, national and international television and media coverage</td>
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<tr>
<td>Attended by high level Australian and Chinese Government officials.</td>
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<tr>
<td><strong>Pandas on Parade</strong></td>
<td>Chinese New Year 2010</td>
<td>Various opportunities for event sponsorship, in-kind assistance, auction items, $15,000 Principle event sponsor</td>
<td>Profile to all Pandas on Parade supporters, local and national media, VIP guests and Zoos SA Corporate Partners</td>
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<tr>
<td>Final Celebration Ball and Major Auction of Pandas on Parade models.</td>
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<tr>
<td><strong>Black and White (Faux) Fur Ball</strong></td>
<td>Mid year 2010</td>
<td>$15,000 for event sponsorship or negotiated in-kind assistance and services</td>
<td>Profile exposure to an extensive VIP audience</td>
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<tr>
<td>The Annual Panda celebration event.</td>
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<tr>
<td><strong>Panda Arrival Day</strong></td>
<td>October 2009</td>
<td>$15,000 for event management and use of vehicles for procession</td>
<td>Profile exposure to State and National VIP’s and guests, community along route to zoo via Town Hall, national and international media and television coverage</td>
</tr>
<tr>
<td>Wang Wang and Funi jet in from China. Met at the airport by VIP’s and guests, procession through the city along with all Pandas on Parade models.</td>
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<tr>
<td><strong>Pandas on Parade Golf Day</strong></td>
<td>Annually from September 2009</td>
<td>Event Sponsor $5,000 per event, Team entry (4) $500, Hole sponsorship $500</td>
<td>Profile exposure to Corporate network and VIP guests</td>
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<tr>
<td>Annually from September 2009</td>
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### PANDA EXHIBIT

| **Pandas on Camera** | November 2009 | $60,000 for projection system, $20,000 for live video link to China | Logo placement, Up to 1 million state, national and international visitors annually |
| Video showing behind-the-scenes when Pandas are off display, Controlled camera portal for close-ups. | | | |
| **Bamboo Sculptures for Exhibit** | November 2009 | $35,000 for bamboo lifecycle sculpture, $35,000 for sound and water feature | Logo placement, Up to 1 million state, national and international visitors annually |
| Interactive sculptures showing the delicate balance of the Panda-bamboo ecosystem. | | | |

### PANDA CARE

| **Commercial Fridge** | Ongoing 2009 to 2019 | $80,000 for 1 large walk-in commercial fridge | Logo exposure in public exhibit, Ongoing acknowledgment in Zoos SA publications and website |
| For storing fresh bamboo on site. | | | |
| **Pandas Like It Homegrown** | Ongoing 2009 to 2019 | $50,000 pa to maintain existing and future plantations, and host a family planting event at the SA plantation | Naming rights to plantation, Ongoing Media exposure, Logo placement |
| Maintenance of several hectares of bamboo plantations at Bolivar in South Australia and in Victoria. | | | |
| **Bamboo Bus** | Ongoing 2009 to 2019 | $50,000 for refrigerated vehicle (inkind), $20,000 pa for operating costs | Media exposure and logo placement on high visibility roving billboard vehicles making daily trips |
| Refrigerated truck for moving large amounts of fresh bamboo daily, and for collecting community grown bamboo. | | | |

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Panda exhibit, official opening attended by high level Australian and Chinese Government officials.
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<tr>
<td><strong>PRODUCTS</strong></td>
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<tr>
<td><em>Children’s Book</em></td>
<td>September 2009</td>
<td>$60,000 for development</td>
<td>Profile exposure. Logo placement on 300,000 books. PR Opportunities.</td>
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<tr>
<td>A bi-lingual Australian-Mandarin book in major distribution</td>
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<td><em>Panda Chopsticks</em></td>
<td>September 2009</td>
<td>$50,000 for manufacture and distribution</td>
<td>Logo placement to 100,000 diners.</td>
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<tr>
<td>Distributed to Chinatown precincts nationwide.</td>
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<tr>
<td><em>Panda Poo</em></td>
<td>September 2009</td>
<td>$15,000 pa for packaging and distribution</td>
<td>Logo placement on estimated 10,000 Panda Poo bags annually.</td>
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<tr>
<td>Packaged in an environmentally friendly bag and distributed via Zoos SA shops and a retail chain</td>
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<tr>
<td><em>Panda Adoption</em></td>
<td>Ongoing</td>
<td>$5,000 pa</td>
<td>Exclusive right to host a function in the Giant Panda ‘hub’. (Conditions apply).</td>
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<tr>
<td><strong>MEDIA AND COMMUNICATIONS</strong></td>
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<tr>
<td><em>Pandamime Show</em></td>
<td>October 2009</td>
<td>$80,000 for tour sponsorship</td>
<td>Profile exposure to key decision makers in children’s entertainment and education, nationally.</td>
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<tr>
<td>A children’s theatre-in-education show touring nationally.</td>
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<tr>
<td><em>2010 Calendar</em></td>
<td>November 2009</td>
<td>$15,000 pa for printing</td>
<td>Logo placement to 80,000 South Australians. 12 month promotional value.</td>
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<tr>
<td>A4 colour, inserted in the Sunday Mail newspaper.</td>
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<tr>
<td><em>Promotional Month</em></td>
<td>Ongoing</td>
<td>$15,000 pa for two branded locations</td>
<td>Profile exposure via branded locations in a fun environment to average 42,000 monthly visitors.</td>
</tr>
<tr>
<td>Your stands at two branded locations at Adelaide Zoo for one month. (Conditions apply).</td>
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</tbody>
</table>
OUR GIANT PANDA TEAM

Belinda Redman
Director, Communications and Partnerships, Zoos SA
Belinda has been working as a marketing and communications executive for over 20 years with a diverse range of products and corporations. Belinda has been with Zoos SA for over 7 years, and is thrilled with the progress and vision the new management team at Zoos SA has, aiming to make it one of Australia’s premier conservation organisations and tourism destinations.
Belinda also chairs the Specialist Marketing Advisory Group for Australasian Regional Association of Zoological Parks and Aquaria (ARAZPA).
Phone: 08 8230 1207
Mobile: 0413 154 720

Professor Chris West
CEO, Zoos SA
Professor of Zoology at the University of Adelaide, Professor of Biodiversity Conservation at Flinders University, and Visiting Professor of Conservation Medicine at Liverpool University. Chris previously held the role of Zoological Director at London Zoo. He was raised in northern Nigeria but now calls Australia home. His areas of expertise include wildlife disease, population management and conservation psychology. Chris is a trustee and Board Member, chair of several international conservation organisations and has spoken and written widely on zoos, conservation and society.
Phone: 08 8267 3255
Mobile: 0411 427 828

Kevin Evans
Director, Conservation, Zoos SA
Kevin has worked in zoos for over 29 years. Originally, from Wales, Kevin began his zoo career in Cornwall in 1980 before transferring to London Zoo and then Jersey Zoo.
Kevin relocated to Australia in 1989 working at Taronga Zoo for 14 years before taking up his current position with Zoos SA.
Kevin is overseeing the design and development of the new Giant Panda Precinct at Adelaide Zoo.
Phone: 08 8230 1243
Mobile: 0413 708 058
John Grenfell  
*Director, Business and Administration, Zoos SA*

John is a Chartered Accountant who has worked at Zoos SA for over 5 years. John had a need to be involved in an organisation that reflected his same values about conservation and to contribute his corporate expertise in the not-for-profit sector.  

**Phone 08 8230 1202**  
**Mobile 0431 700 512**

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Sarah Brown  
*Director, Visitor Experiences and Operations, Zoos SA*

Sarah worked in the local government sector before transferring to some high profile not-for-profit organisations within South Australia. These roles have spanned the arts, medical and emergency services, community development, tourism and now conservation within Zoos SA.  

Sarah is primarily responsible for the visitor experience and events at both zoos. Also working on the development of Monarto Zoo during its expansion into the world's largest conservation park and a premier tourist destination in Australia, which will include high quality accommodation and safari tours.  

**Phone: 08 8230 1244**  
**Mobile: 0418 815 404**

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Edmund Ng  
*Asian Marketing Adviser, Zoos SA*

Edmund Ng moved to South Australia in 1987. He graduated at University of South Australia and has 15 years experience in Graphic/IT/Marketing and has served on a range of ethnic associations. Currently he is also a Vice President of Chinese Chamber of Commerce South Australia and Committee Member of Hong Kong Australia Business Association - South Australia Chapter.  

**Phone: 08 8132 1670**  
**Mobile: 0413 089 833**
His Excellency Rear Admiral Kevin Scarce AC CSC RANR
Governor of South Australia

Adelaide-born Kevin has been committed to helping Zoos SA since taking up the vice-regal position in late 2007. A distinguished career in the Royal Australian Navy took him through many roles in Canberra and Washington DC, with a specialization in supply and fleet support. He rose to the rank of Rear Admiral, and before retiring from the Navy in 2004 led the Defence Materiel Organisation, which spends more than $AUS 6 billion annually. Kevin then spearheaded the SA Government team which won the huge Air Warfare Destroyers contract for the state in 2005.

Heather Caddick
President of the Royal Zoological Society of SA

Heather worked at Australia House in London before returning to Australia and moving into the finance industry, gaining extensive experience in Commodity Futures/Stockbroking in Sydney, Melbourne and Adelaide.

Heather was an Advocate for UNICEF for 10 years, and to this day acts as a Volunteer Guide at Monarto Zoo as well as chairing the Board of trustees of Zoos SA.

Dr Carla Litchfield
Conservation Psychologist, Zoos SA
Vice President, Zoos SA

Lecturer in Psychology at the University of South Australia. Carla’s areas of expertise include animal cognition and behaviour, and creating pro-conservation attitudes and behaviours.

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BOARD MEMBERS

PATRON
**KNOWN BY THE COMPANY YOU KEEP**

Zoos SA is proud to be associated with:

- Adelaide Airport
- Australian Asian Chamber of Commerce and Industry
- Channel 7
- Coca Cola
- Coopers Brewery
- Crows Foundation
- Boileau Business Solutions
- DMG Radio Australia
- ETSA
- Federal Government
- Gloria Jeans Coffees
- Haigh’s Chocolates
- Hassell
- Hilton Adelaide
- Hindmarsh Development
- Lynch Myer Lawyers
- Melbourne Street Group
- Network 10
- News Limited
- Ochre Digital
- Peats Soil & Garden Supplies
- People’s Republic of China
- Qantas
- SA Water
- Santos
- Scouts SA
- Sealink
- South Australian Tourism Commission
- State Government
- Toyota
- Westpac
- Woolworths