



PHOTO BY BJORN OLESEN

WILDLIFE RESERVES SINGAPORE

Yearbook 2007 / 2008



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AN EXCELLENT YEAR IN SUMMARY

It gives me great pleasure this year to bring you a glowing report card from Wildlife Reserves Singapore. Unprecedented visitor attendance, vibrant new exhibits, and milestone events to cement our strong commitment to education and conservation have kept us at the forefront among nature-based theme attractions worldwide.

Some 3.6 million visitors made their way to our parks through FY 2007/08, representing a growth of 8% for Singapore Zoo, 12% for Night Safari and 7% for Jurong BirdPark over the previous reporting period. The brand continues to be strengthened and enhanced with innovative marketing efforts in the coming year.

Conservation was top of mind for Wildlife Reserves Singapore. It took seriously its role as a leader in conservation education, initiating and hosting the inaugural Asian Zoo Educators' Conference in September 2007. We sponsored attendees from Indonesia and Malaysia, and the event was a highly successful one with participants from across the Asia-Pacific.

We also supported the global Year of the Frog – an Amphibian Ark initiative – to highlight the plight of amphibians, and researched new ways to care for pangolins in captivity. Out in the field, Wildlife Reserves Singapore funded projects both in Singapore and the region, such as field research on the babirusa in Indonesia and hornbills in Malaysia.

Jurong BirdPark had a breeding bonanza, hatching 303 chicks from 56 species of birds. For the first time, red-crested and rosy-billed pochards and blue-eyed cockatoos were bred.

New and revamped exhibits attracted the crowds which streamed to visit the Singapore Zoo, Night Safari and Jurong BirdPark. They came to see our favourite animals such as the

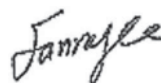
orang utan, sun bears and penguins showing off new or renovated homes.

To ensure a slew of fresh offerings in the coming year, we will be opening a second exhibit for the proboscis monkey to house our expanded collection. To date, we are proud to have bred 15 proboscis monkeys – a record among zoos outside Indonesia. The upgraded amphitheatre with weatherproof feature is slated to reopen in the third quarter of 2008, together with a brand new show 'Rainforest Fights Back'.

Rainforest KidzWorld, a \$10 million children's adventure world that redefines experiential fun learning amidst a natural setting, is set to enthrall children when it opens in November 2008.

At Jurong BirdPark, we relaunched Dino Descendents and we look forward to a host of upgrades including the Waterfall Aviary, the World of Darkness, Macaw Courtyard and a mini-museum that takes visitors, particularly students, on an engaging journey through the avian world.

Great things lie ahead. With our total integration between Jurong BirdPark, Singapore Zoo and Night Safari, Wildlife Reserves Singapore has truly grown into an all-rounded leisure attraction with a mission to break new ground in animal conservation and education. The shared expertise of our long-serving staff and economies of scale will no doubt result in stronger branding for the organisation, creative heights in marketing and our continued leadership among Singapore's top attractions.



Fanny Lai
Group CEO
Wildlife Reserves Singapore

EXECUTIVE CHAIRMAN:

Robert Kwan Wai Meng

(Tenure as Executive Chairman up to 31 December 2007 and resigned from the Board on 14 March 2008)

ACTING CHAIRMAN:

Dr Ngiam Tong Tau

(From 18 December 2007 to 31 March 2008)

CHAIRMAN:

Claire Chiang See Ngoh

(Appointed on 1 April 2008)

BOARD MEMBERS:

Benson Phua Tuan Soon

(Resigned on 31 January 2008)

Soo Kok Leng

(Resigned on 31 January 2008)

Mark Daley

(Resigned on 7 April 2008)

Fanny Lai Hoew Min

(Appointed on 1 April 2008)

Yeo Lian Sim

Lim Neo Chian

Stefan Joachim Smola

Lee Boon Huat

Tan Yuen Fah

(Appointed on 1 April 2008)

Ms Margaret Teo Yeow Bee

(Alternate to Lim Neo Chian)

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& ETHICS COMMITTEE**

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Prof Leo Tan

COMMITTEE MEMBERS

Dato Mikhaail Kavanagh

Dr Chua Sin Bin

Mr Bernard Harrison

Ms Carla Barker

Dr Geh Min

Dr Jean-Paul Ly

Dr Peter K L Ng

Dr Ho Yew Kee

Ms Fanny Lai

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Mr Biswajit Guha

**EXPERT COMMITTEE
ON ZOOSES**

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Dr Hilda Loh

COMMITTEE MEMBERS

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Dr Ooi Eng Eong

Dr Chan Kwai Peng

Dr Serena Oh

Dr Tan Ai Ling

Ms Fanny Lai

Mr Kumar Pillai

SECRETARY

Dr Charlene Fernandez

**HONORARY
CONSULTANTS**

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Dr Tan Hwa Luck

Dr Myra Elliott

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Assoc Prof Francis Seow-Cheon

Dr Yap Chin Kong

Dr Eugene Stephen Reynders

Dr Anjulia Thomas

Dr Frederic Chua

Dr Wong Yue Shuen

Dr Francis Hui

Dr Aymeric Lim

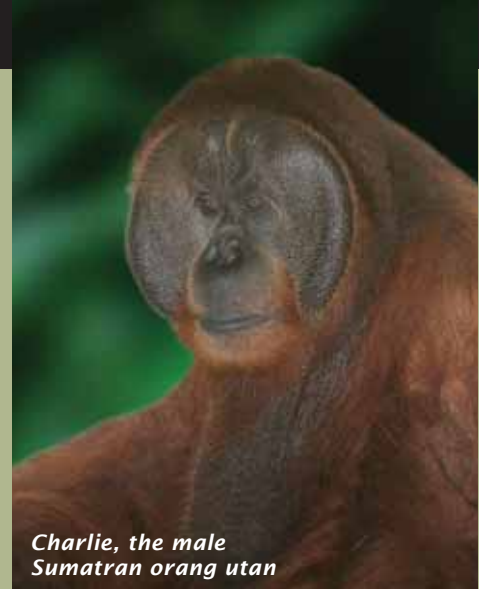


great new happenings

ROARING into the 2007/08 financial year, Wildlife Reserves Singapore's three premier attractions – the Singapore Zoo, Night Safari and Jurong BirdPark – galloped forward in wildlife conservation and research. Throughout the year, WRS engaged the public with novel marketing promotions and education outreach efforts. Revenue too, from all segments, charted healthy growth.

SINGAPORE ZOO

WILD excitement prevailed as Singapore Zoo pursued an aggressive programme of expansion through the year. Two new exhibits were unveiled while another four were given complete makeovers.



Charlie, the male Sumatran orang utan



The highly endangered Malayan sun bear

Sunbear Exhibit

Completed in July 2007, the new Sun Bear Exhibit is a splendid habitat for this most diminutive member of the bear species. The exhibit is designed to provide a more naturalistic environment for its inhabitants, with lush planting to suit the bears' lifestyle.

At 750sqm, the exhibit is four times larger than the previous one and is now one of the largest and most complex sun bear exhibits to be found in any zoo around the world. Logs for climbing were added, and bark chip substrate allows the bears to forage and explore for food, akin to a tropical rainforest.

As the bears are related to each other, care is also taken to allow for their being housed and exhibited in various combinations to prevent inbreeding.

Sun bears are an endangered species, with poaching and a loss of their natural habitat due to farming and logging threatening the species. By shining a spotlight on these creatures in its backyard, Singapore Zoo brings full circle its commitment to the creatures. For some years, it has funded field research on sun bears in Sabah's Danum Valley.

Orang Utan Exhibits

July 2007 also saw the opening of the Sumatran Orang Utan Exhibit. With this new exhibit, Singapore Zoo is able to exhibit the Sumatran and Bornean orang utans in separate habitats.

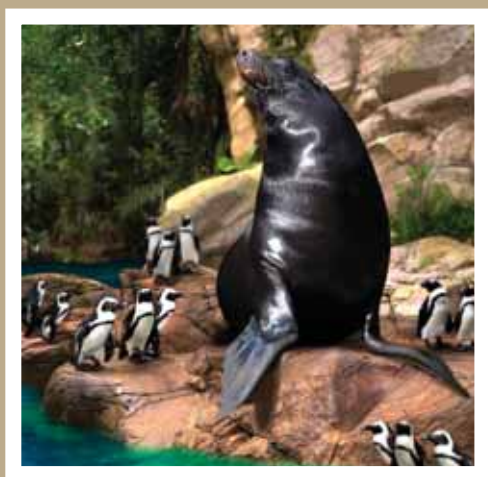
A 10m-long Batak-inspired shelter marks the entry to the 255sqm new exhibit, which took five months to complete. The glass-fronted viewing area allows guests to get up-close and personal with the hirsute charms of "Charlie", a large male Sumatran orang utan in residence. Now, only 3.9cm of glass separates guests from Charlie.

The Bornean Orang Utan Island Exhibit was given a makeover as well. The graceful sweep of an elevated boardwalk now winds into the treetops, while the island has more trees, plants and fallen logs. The raised walkway was designed to allow for treetop views of the orang utans. The great apes enjoy more naturalistic climbing installations, and guests are visibly excited to enjoy such close proximity to primates at the treetops.

In an effort to keep its offerings fresh and visitor experience an exciting one, Singapore Zoo worked hard to revamp older exhibits, giving them a new lease of life.



A brand new glass-fronted exhibit for Sumatran orang utans.



A sea lion and a flock of penguins frolicking in their upgraded habitat.

Splash Amphitheatre

The series of revamps kicked off with the upgraded habitat for Californian sea lions, Caribbean manatees, jackass penguins and pelicans. Included in the revamp was the new Splash Amphitheatre, which is now able to seat 200 guests per show, four times the former number. A bigger standing space for 25, four wheelchair slots and elevated timber flooring for easier viewing of the aquatic creatures were also created. The new Splash Safari Show was unveiled on May 26 2007 to complete the revamp.

Sungei Buaya

The crocodile enclosure, Sungei Buaya, was the next to get a facelift. In August 2007, the curtains were raised on the 270sqm exhibit. The seating gallery, with a bamboo-clad ceiling and bintagor poles screening, allows 70 guests an enhanced view of the estuarine crocodiles. New interpretives showcase fascinating aspects of crocodilian biology in an effort to educate the public on this often misunderstood species.

Inhabitants of Sungei Buaya now include four estuarine crocodiles, four giant Malayan river terrapins and giant toman fish. The entire pool area has been resurfaced with mud finishing and planted with aquatic vegetation to simulate a riverine environment, while the water system has been improved. There are also more nesting areas for the turtles.



Sungei Buaya



PHOTO BY C. BRIAN DUNN

The new cheetah habitat allows visitors to get so close that they can counter the whiskers of the fastest land mammal.

Cheetah Exhibit

Finally, the fastest land mammal in the world was given more room to stretch at Singapore Zoo in November 2007. The cheetah exhibit was redesigned to provide the animals more running space and an unobstructed view for visitors from the tram route. A new glass-fronted observation hut houses interesting information on the animals, their natural habitat and the Masai tribe who live alongside the cheetah on the African plains.

The upgraded habitat of 817sqm is almost three times bigger than the former one, and a complex of off-exhibit enclosures for the cheetahs allows Singapore Zoo to restart breeding of the species by rotating its animals between a number of areas, giving them extra stimulus.



Guest of honour Mr S Iswaran, Minister of State for Trade and Industry, delivering a speech during the official opening of the upgraded cheetah habitat.



NIGHT SAFARI

Continuous upgrades at Night Safari ensured guests stayed wide awake to savour every moment of their journey into the jungle at night.

Indian Gharial Habitat

A riverbank area double the size of the former one was the upshot of upgrading at the Indian gharial habitat in July 2007. The gharials now have a larger space for basking and are more visible to visitors than before. The new space also provides them potential nesting sites. A new exhibit for a pair of Mugger crocodiles was introduced to add variety to the reptilian display.

Critters Encounter

Keepers at the Night Safari started an animal contact session in August 2007 as part of an interactive display to entertain guests queuing for trams. Featuring several species of frogs, stick insects, scorpions, tarantulas, centipedes, rhinoceros beetle larvae and more, the one-hour session is named Critters Encounter. Initially intended for the Friday and Saturday night crowds, the programme became a daily feature from January 2008 and runs from 7.30pm to 10.30pm every night.

Upgrading of Fishing Cat Trail

In the final upgrade for the reporting year, work had begun to improve the popular fishing cat exhibit. Feline fascination never fails as groups of visitors often cluster around the enclosure to watch the fishing cats dive into the water and snatch fish prey at lightning speed. When completed, the enclosure will be subdivided into two, allowing the display of a greater number of fishing cats.

Fish Exhibits

In September 2007, Night Safari invested in an overhaul of the fish tanks at its courtyard toilet entrance and East Lodge. Visitors enjoy a spectacle of seven striking silver arowana swimming alongside a hundred silver dollar fish before they answer the call of nature. At the East Lodge tank, a simulation of an Indian riverbank fish habitat awaits.

JURONG BIRDPARK



Breeding and Research Centre

The Breeding and Research Centre (BRC) underwent a major facelift and upgrading programme to better serve the needs of the birds it houses. Both enrichment programmes and diets were reviewed and revamped where necessary to provide supplements essential to the various stages such as nest building, egg laying and incubation.

Individual cameras were also installed at selected nests to monitor breeding pairs, nesting behaviour, clutch size and eventually, hatching and rearing.

Eggs removed from their nests for artificial incubation have a higher chance of hatching. Six new incubators were acquired for a designated “clean room” where variables such as temperature and humidity could be monitored and the eggs regularly weighed. With improved incubation facilities, BRC will continue to contribute significantly to Jurong BirdPark’s ex-situ breeding programme.



With improved facilities and acquisition of new incubators at the Breeding and Research Centre (BRC), Jurong BirdPark achieved another step towards expanding ex-situ breeding programmes for endangered birds.



The elevated deck offers a bird's eye view of the five different species of penguins at Penguin Expedition.

Penguin Expedition

Penguin Parade was given a facelift and renamed Penguin Expedition to reflect the new theming concept, which simulates an expedition to the Antarctica.

The Penguin Expedition houses five species of penguins, namely the king penguin, humboldt penguin, macaroni penguin, rockhopper penguin and fairy penguins. To help visitors better understand these flightless birds, two large LCD panels displaying interesting facts are located within the exhibit. Live video footage of the nesting area is projected on a screen near the middle of the exhibit to offer visitors a rare glimpse of the breeding behaviours of penguins.



The new state-of-art avian hospital enables Jurong BirdPark to provide the best possible avian healthcare to its collection.

Avian Hospital

Adding another feather on BirdPark's cap is the new state-of-the-art Avian Hospital. It is the first specialist facility in Asia for diagnosis and treatment of avian diseases and other related medical conditions.

Equipped with a treatment room, laboratory, surgery room, pharmacy, post-mortem room, x-ray room and wards, the hospital serves as a full-fledged medical centre at the backyard of the Park.

In March, the Avian Hospital opened its door to school groups and members of the public by way of behind-the-scenes tours, offering visitors insights into the world of aviculture medicine. In the near future, the facility will welcome visiting avian specialists and veterinary student internships, creating a platform for expertise exchange.



key events

Asian Zoo Educators' Conference 2007

Singapore Zoo took regional conservation education a step forward in 2007 when it initiated a forum for Asian zoo educators to share best practices. Driven by its recognition that conservation education is a pressing need which has become an integral part of the mission for many zoos, it saw the corresponding necessity for an international forum through which zoo educators could share information in this area.

Educators across the region responded to Singapore Zoo's call to make presentations and share papers, and the conference saw many interesting presentations by zoo representatives from China, Indonesia, Japan, India, Taiwan, Malaysia, Australia, Thailand and Bangladesh. A three-pronged theme – Engage, Educate, Conserve – set the tone for the presentations covered over the course of the conference from September 6 to 10.



Singapore Zoo played its role as the leader in conservation education by hosting the inaugural Asian Zoo Educators' conference, which was well-attended by 59 participants from 15 countries.

A total of 59 participants (54 representatives from 15 countries and five local teachers) learnt how to engage and educate their constituencies through exhibit design, public education programmes and creating the “wow” factor for zoo visitors. In the area of conservation, topics ran the gamut from animal poop to training academies, and the role of insects to the role of NGOs.

In the face of the rapid depletion of earth's biodiversity, good zoos around the world have taken on the challenge of promoting sustainable living, and Singapore Zoo ensured that topics on how zoo educators could play a role in this arena abounded. Speakers shared on empowering communities to act for a sustainable future and to recognise the importance of natural habitats.

To encourage participation from countries with enormous biodiversity, Singapore Zoo sponsored attendees from Surabaya Zoo and Gembira Loka Zoo in Indonesia and from the Wildlife Department of Malaysia.

With the success of this inaugural effort, Ocean Park Hong Kong has committed to organising the second conference in 2009.

Year Of The Frog

Almost half of all amphibian species are threatened with extinction due to habitat loss, climate change, pollution, over-collection and, most urgently, a parasitic fungus called amphibian chytrid. This presents the greatest species conservation challenge in our history.

Hopping to respond to this crisis, the Singapore Zoo launched its Year of the Frog programme on February 29, 2008, a leap day and the start of the March school holidays.

The programme was launched in support of the global Year of the Frog – an Amphibian Ark* initiative. At the Singapore Zoo, 40 students from the Raffles Institution jump-started things with a rendition of the Rainbow Connection while Woodlands Primary School students engaged in a symbolic leapfrog race. The students also helped create frog-friendly habitats in support of other year-long Year of the Frog initiatives.

A slew of other frog-related activities for little tadpoles was held to create awareness and most importantly empower members of the public to help save amphibians. Froggy Sundaes and frog “tattoos” with face paint were sold. A Frogger’s Hotspots stations, including folding origami frogs, identifying frog calls and doing a salamander dance, were organised to engage visitors. Two Hippity-Hop Tours were launched, one of which was an innovative night tour teaching participants how to identify frogs in the dark by their croaks.

At the Fragile Forest, amphibian displays focused on local species such as the Malayan horned frog were put up. A life-cycle exhibit explained the amphibian metamorphosis process from egg to adult.

Finally, expert frogger, the National University of Singapore’s Dr David Bickford, was roped in to speak on why frogs are disappearing at an alarming rate and dispense tips on how to bring them back.

* Amphibian Ark is a programme coordinated by the World Conservation Union (IUCN)/Species Survival Commission (SSC) Conservation Breeding Specialist Group, IUCN/SSC Amphibian Specialist Group, and the World Association of Zoos and Aquariums (WAZA), and supported by a worldwide network of zoos and aquariums, to help keep threatened amphibian species afloat.



Students from Raffles Institution did a ‘froggy’ rendition of the Rainbow Connection during the launch of the global Year of the Frog initiative.



Symbolic ‘froggy’ leaps on Leap Day by the students of Woodlands Primary School kick started initiatives on amphibian conservation.



Zoo Keeper, Jules, sharing nuggets of ‘froggy’ facts with the students of Woodlands Primary School.

Changing Of The Guard

Executive chairman, Mr Robert Kwan, retired in December 2007. Ms Claire Cheng was appointed Chairman of WRS on 1 April 2008 and Ms Fanny Lai, the Executive Director of the Singapore Zoo and Night Safari was promoted to the WRS Group CEO on 1 January 2008, following the completion of Mr. Robert Kwan's appointment as Executive Chairman of the WRS Board of Directors on 31 December 2007 and his resignation from the WRS Board on 14 March 2008.

A graduate of the University of Chicago Graduate School of Business, Ms Lai spent 14 years marketing and growing McDonald's in Singapore, before joining WRS in 2004 as marketing and communications director. She later assumed the position of executive director, Singapore Zoo and Night Safari.



Mr Robert Kwan, Executive Chairman, was conferred the Outstanding Contribution to Tourism Award on 4 March 2008.

"Having worked with Bob for many years, I have great respect for his vision and business acumen. I will miss his infectious passion for the parks. The best way to show him my gratitude for his inspiring guidance is for me to continue the momentum he had established and give all our visitors a holistic, integrated education and learning opportunities through exciting, engaging and meaningful wildlife experiences," Ms Lai said.

Credited with the successful turnaround of Singapore Zoo, Night Safari and Jurong Bird Park in recent years, Mr Robert Kwan, affectionately known to all as Bob, had a four-year tenure as executive chairman of WRS. In that period, he initiated a master plan to strengthen the national iconic status of the three parks and transformed them into world-class zoological institutions.

The WRS attractions are now recognised by the global wildlife reserve community for their focus on wildlife conservation, education, research and recreation. Under Bob's entrepreneurial leadership, the three parks were made financially viable and sustainable – a rare achievement in the zoological world.

From his appointment in January 2004, WRS reported record visitorship year-on-year. In 2006, WRS received 3.3 million visitors to its three parks. Correspondingly, WRS' revenues and net profit had reached new record levels for each of the past three years. Acting Chairman, WRS Dr Ngiam Tong Tau, said: "Bob has a strong personal passion for wildlife conservation and an extraordinary ability to translate that into a deliverable mission over the past four years. When he was persuaded to helm WRS in January 2004, he lost no time

in restructuring the organization, including implementation of some unpopular changes, to improve the organizational and financial performance of all three parks. The free-ranging orang utan exhibit which Bob designed is still the most popular exhibit at the Singapore Zoo. The “learning zoo” with “Maths Trails”, “Birds Trails” and zoo outreach programmes to schools, the Rainforest Zoo with specially-designed Rainforest Walk, “Pelican Cove”, “African Wetlands” and the “Birds n Buddies” show at Jurong Bird Park are some of the other new initiatives introduced at the parks during his tenure.

In that period, the Wildlife Healthcare and Research Centre was also opened, enhancing the research and conservation capabilities of Singapore Zoo and Night Safari.”

On 4 March 2008, Mr Robert Kwan was conferred the ‘Outstanding Contribution to Tourism Award’ for turning Wildlife Reserves Singapore into a profit-making enterprise.

Grand Dame Bows Out

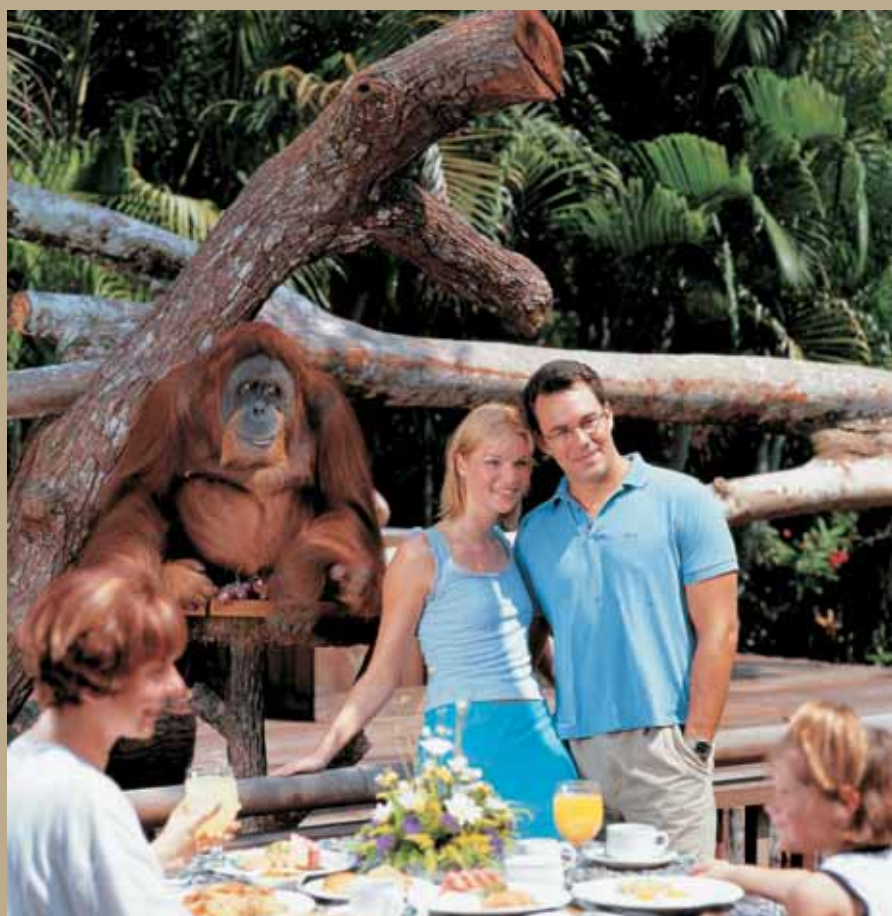
ONE of Singapore’s most famous and well-loved ambassadors, Ah Meng the orang utan, passed away on February 8, 2008 from old age.

Ah Meng was the grand old dame of Singapore Zoo – remembered by many for her poise and distinct character. She behaved with aplomb over countless breakfasts with guests at Singapore Zoo. In 1992, she was the first and only non-

human recipient of the then Singapore Tourism Promotion Board’s Special Tourism Ambassador award.

Singapore Zoo first introduced the Breakfast with an Orang Utan programme in 1982. Ah Meng was the programme’s star, and gained instant fame both locally and abroad in representing Singapore’s premier tourist attraction.

Throughout her career, which spanned almost four decades, Ah Meng had met world-renowned celebrities including Prince Philip, Elizabeth Taylor, David Copperfield and Michael Jackson, as well as numerous other foreign dignitaries. She also featured in hundreds of newspaper and magazine articles and travel films, and never had a shortage of fans lining up for a photo.



Ah Meng’s illustrious career started when she became the star of the Zoo’s innovative Breakfast With An Orang Utan programme, launched to penetrate the tourist segment. As the Breakfast Programme evolved, her role expanded to being a conservation ambassador and a voice for her own kind in wild.



Some 4,000 members of the public attended a memorial held for Ah Meng when she passed away on 8 February 08.

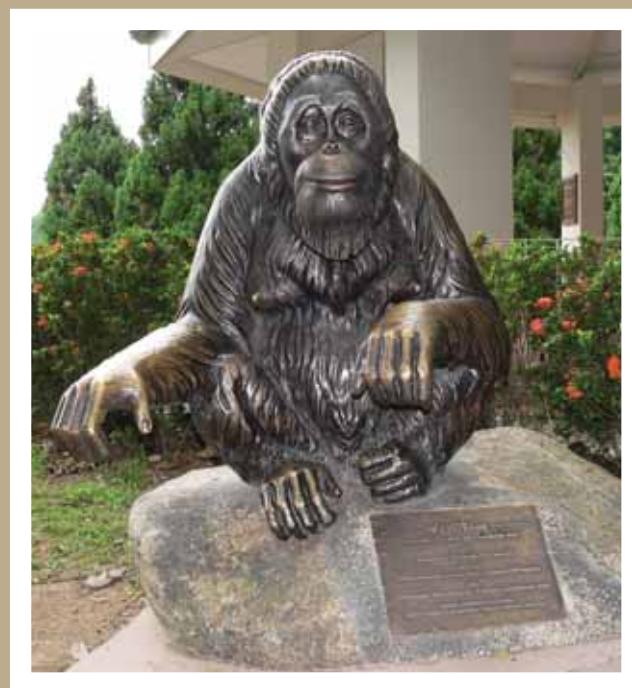
Ah Meng was brought to Singapore Zoo at the approximate age of seven in 1971, having been confiscated from a family who kept her as an illegal pet. She flourished under the care of her keeper, Curator Alagappasamy, who was to be her care-giver for the rest of her life.

Ah Meng was a devoted mother and leaves behind Hsing Hsing and Satria, her two sons, and Medan and Sayang, her two daughters. Through them, she had six grandchildren.

Such was her popularity that no less than 4,000 members of the public attended a memorial held for her at the Garden With A View on February 10. All admission charges were waived for three hours that day to allow anyone who wished to do so to bid Ah Meng farewell.

Letters of condolence arrived from around the world, tears were shed as the well-wishers filed past her casket, and her grave was filled with flowers and foliage when it was finally covered.

To remember Ah Meng, a 1.5 tonne bronze sculpture in her likeness was erected at the Garden with a View.



Ah Meng is immortalised by a 1.5 tonne bronze sculpture in her likeness.

Singapore Zoo's assistant director of zoology, Mr Biswajit Guha, said: "In memory of Ah Meng, Singapore Zoo will continue with our work in ex-situ conservation efforts for orang utan through our worldwide exchange programme."

A Red-tailed Tamarin monkey is perched on a thick, dark brown tree branch. The monkey has a black face, a white ruff around its neck, and a long, reddish-brown tail. It is looking directly at the camera with a neutral expression. The background is a soft-focus green forest.

wildlife conservation

WILDLIFE conservation remained a key pillar of Wildlife Reserves Singapore's efforts to cement its standing as a committed player in the zoological field, with the highest standards of animal husbandry and veterinary facilities.

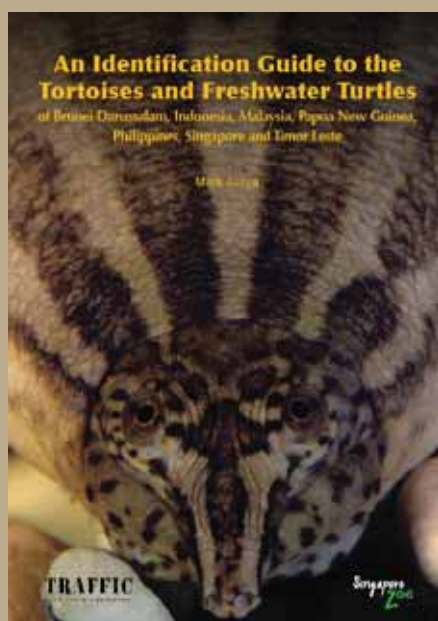
WILDLIFE CONSERVATION @ SINGAPORE ZOO AND NIGHT SAFARI

Investment continued this year for projects which are important tools in the captive management and in-situ conservation efforts of a diverse range of species.

Funds were committed to facilitate information documentation and sharing, as well to support field research. A tight focus was kept on ensuring all efforts would result in direct conservation value for wildlife.

The significant beneficiaries to which sponsorship was channeled this year were Wildlife Information Network's information-sharing tool on the health and management of cranes; Gajah, the publication of the IUCN Asian Elephant Specialist Group; Amphibian Ark, the amphibian conservation effort by the Conservation Breeding Specialist Group and the World Association of Zoos and Aquariums; and, the first Tomistoma conservation workshop organised by the Crocodile Specialist Group's Tomistoma Task Force.

The Tomistoma, otherwise known as the false gharial, is an endangered crocodilian found in South-east Asia. Singapore Zoo has 12 false gharials in its collection.



Fighting Illegal Trade With TRAFFIC

Singapore Zoo lent its weight to fighting the illegal trade in wild animals that is depleting and endangering wildlife worldwide. In the reporting year, it worked closely with TRAFFIC SEA to host and organise a number of events. TRAFFIC is the wildlife trade monitoring network which works to ensure trade in wild plants and animals is not a threat to the conservation of nature.

This guide helps customs officers to identify critically endangered and trade-restricted turtle and tortoise species, leading to better control of illegal trade.



The Reptile Identification Workshop was an important platform for Singapore Zoo and TRAFFIC SEA to join hands with the relevant authorities to control illegal wildlife trade.



Mr Mark Atilya from TRAFFIC SEA conducting a tour around Reptile Garden at the Zoo during the workshop.



Ms Fanny Lai, Group CEO, WRS and Mr Mark Atilya from TRAFFIC SEA at the launch of the identification guide book for tortoises and turtles.

A reptile identification workshop was conducted jointly with TRAFFIC SEA for the staff of Agri-food and Veterinary Authority (AVA) and Immigration and Checkpoints Authority (ICA) in October 2007. International airports and seaports play a vital role in controlling the illegal wildlife trade, and Singapore, as a major trade hub, is no exception. The objective of the workshop was to increase the capacity of AVA and ICA staff at trade checkpoints to monitor trade and enforce existing laws and regulations on illegal wildlife trade, with a focus on reptiles.

A total of 39 officers from ICA and AVA attended the three-day workshop where they were given hands-on experience with different kinds of reptile products commonly traded, including identification of live animals. Two representatives from Singapore Zoo's Zoology and Veterinary departments gave a presentation on the proper way to handle and care for confiscated reptiles.

In another collaboration and to complement the reptile identification workshop, Singapore Zoo and TRAFFIC SEA jointly launched a book – An Identification Guide to the Tortoises and Freshwater Turtles of Brunei Darussalam, Indonesia, Malaysia,



Zoo staff demonstrating the proper way of handling confiscated snakes to participants at the Reptile Identification Workshop.

Papua New Guinea, Philippines, Singapore and Timor Leste – in February 2008. The book is an easy-to-use identification guide for officers, pointing out the various distinct features of tortoises and turtles commonly traded in the region. Information and photographs were provided by TRAFFIC while Singapore Zoo funded the layout and printing cost of the guide. Some 1,000 copies in English were produced for free distribution to enforcement officers in the region.

The identification guide was also translated into four other languages – Bahasa Melayu, Bahasa Indonesia, Chinese and Tagalog, to cater to language capabilities of enforcement officers in the region.

Pledging To Protect

Displaying its long-term commitment to research, Singapore Zoo continued to fund research on threatened animals that it has supported in recent years.

In-situ conservation These included “Genetics and Reproduction in the Female Babirusa” by

Sharron Ogle of the University of Edinburgh. Blood samples from captive babirusa populations have been analysed genetically, and initial results show the Singapore captive population is unrelated to captive populations in Europe and North America, making our babirusa an important genetic pool for future global breeding.



Singapore Zoo's conservation efforts on the babirusa expanded to include funding the production of a short film on the species to raise awareness among villagers in Sulawesi, the natural range of the babirusa.



Funding field research to gather information on the little-known Malayan sun bear is the first step towards conservation of this smallest member of the bear family.

The funds provided to this project also cover the training and capacity building of a local Indonesian researcher to undertake genetic analysis pertinent to future population management projects.

The production of a short film on the babirusa in conjunction with Wanamedia Lestari Foundation, through renowned wildlife photographer and film-maker Alain Compot, was another milestone in Singapore Zoo's support for the conservation of this species.

The short film which focuses on the natural history and conservation issue of babirusa was completed in


February 2008. Produced in Bahasa Indonesia, comprises three versions targeted towards children, general public and policy makers.

The film is distributed free to all NGOs and government agencies in Indonesia dealing with wildlife and nature conservation. It will be screened in schools and villages in Sulawesi from where the babirusa originated.

Another project which received continued funding in the year under review was the "Effects of Selective Logging on the Malayan sun bear and bearded pig in Borneo" by Wong Siew Te of the University of Montana. This study compares ecological parameters – habitat preference, diet, behaviour and activity – of Malayan sun bears and bearded pigs in primary and logged forests. Until recently, the population status of Malayan sunbear could not be classified as a result of data deficiency. Information collected from the study will help in the implementation of conservation measures of the endangered Malayan sunbear.

Complementing the work of the Jurong BirdPark, Singapore Zoo also provided funding to the Malaysian Nature Society's project "Saving hornbills – the winged sentinels of the Belum-Temengor Forest Complex".

All ten species of the Malaysian hornbills can be found within the Belum-Temengor forest. Among them, seven species are globally threatened or near-threatened.



Supervising students in research work on flying squirrels, among others, was an effective way for WRS to nurture passion in wildlife

This in-situ research project helps conservationists to gain insights into the ecology of the various hornbill species and lobby for preservation of their natural habitat.

Finally, opportunities were also seized to make the most of Singapore Zoo's own captive populations. Its beautiful douc langurs and proboscis monkeys are subjects of an ongoing study on their developmental landmarks and maternal care habits.

The study started in April 2005 as a collaborative effort with the Zoological Society of San Diego. The findings of this study will be presented at the International Primatological Society Congress in August 2008. Singapore Zoo is the only zoological institution in the world with breeding groups of both the douc langur and proboscis monkey, and information gleaned through the study will assist towards understanding these species better in the wild, and their survival in the both the captive and wild populations.

Grooming A New Generation

Ever conscious of encouraging a passion for wildlife conservation at all levels, the Conservation and Research department supervised four students undertaking research work at the parks.

These included studies on diet and nutrition of the proboscis monkeys, the behavioural pattern of the flying squirrels at Night Safari, as well as the effects of traditional Chinese medicine application on the deworming regime in langurs and avian flu vaccination in birds.



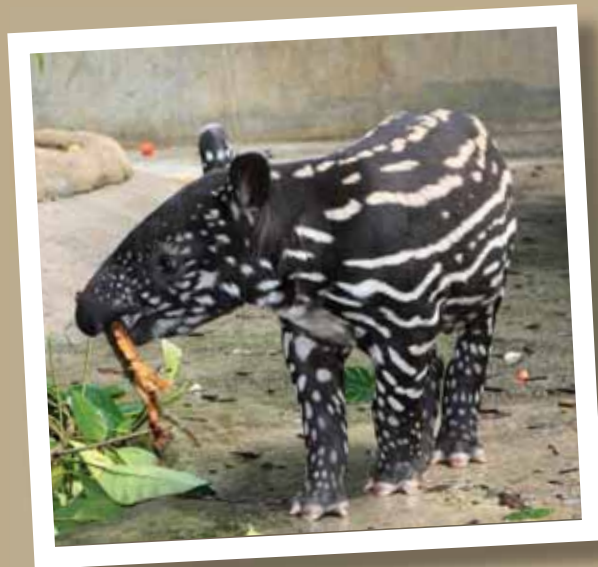
Singapore Zoo holds the record among zoos outside Indonesia to have bred 15 proboscis monkeys to date. This record is a testimony to good animal husbandry and breeding facilities.

Births, Imports and Exports

Singapore Zoo, the Night Safari celebrated 137 successful births from 32 species over the course of the year, a number of which are species teetering on the brink of extinction. As with previous years, primates figured large in the list of these successes, with births from ring-tailed lemur, black-eared marmoset, red-handed and cotton-top tamarins, brown-headed spider monkey, black howler monkey, white-faced saki, lion-tailed macaque, Hamadryas baboon, proboscis monkey, Javan and silver langurs, and chimpanzee.

There were also some exciting first births. The birth of a Malayan tapir, a male, in Singapore Zoo was the first birth for his mother and the first tapir birth at the Zoo in many years.

October 2007 saw the first birth of a Sri Lankan spotted mousedeer, and by the end of the financial year, three more births from the two breeding pairs ensued. What is especially interesting about these four births is they are from a species only formally described and put forth as a new species in 2005, separate from the previously accepted grouping of spotted mousedeer from India and Sri Lanka.



This male Malayan tapir baby is a much-awaited addition to the Zoo's collection. Both Night Safari and Singapore Zoo display the endangered Malayan tapir.



Since its arrival in Singapore Zoo in October 2007, the rare spotted mousedeer has been breeding well.

Other significant successful births and hatchings included Singapore Zoo's fifth manatee baby, African penguins, Burmese tortoises, pygmy hippo, and four Nubian ibex.

Organic growth was not the only means by which Singapore Zoo grew its collection this reporting year. It also imported 28 animals representing 10 species, including three new species – a pair of buff-cheeked gibbons; two pairs of dwarf caiman which are a small South American species of crocodile; and four black kites, a small-sized bird of prey. The buff-cheeked gibbon is categorised as vulnerable to extinction, and the recently-imported pair will eventually be relocated to the Gibbon Island for breeding purpose.

Co-ordinated moves were made in support of regional and international breeding programmes too. A male western purple-faced langur from Edinburgh Zoo was brought in to pair with Singapore Zoo's single female. This is one of the 25 rarest primates in the world. Also from



Under the animal exchange with Edinburgh Zoo, a purple-faced langur was brought in to pair with Singapore Zoo's single female. It is hoped that breeding will follow soon to boost the population of this leaf-eating monkey, which is one of the 25 rarest primates in the world.

Europe, a very large male Komodo dragon from Lisbon Zoo, Portugal, was imported.

Finally, from neighbouring Thailand, two adult male false gharials from Utairatch Crocodile Farm & Zoo were brought in to augment Singapore Zoo's own efforts at breeding this endangered species.

Outward bound, meanwhile, were 53 animals of 16 species. The export of the American alligators and Siamese crocodile sent to Utairatch Crocodile Farm & Zoo, in exchange for the male false gharials. Three female false gharials were also sent to the same park in Thailand, to enhance the gene pool there.

Singapore Zoo, which is strong on the primate front, saw demand for its monkeys and chimpanzees. Two female black howler monkeys were sent to Wroclaw Zoo in Poland to assist the European breeding programme for that species. Two male chimpanzees were sent to Mystic Monkeys and Feathers Zoo in South Africa. To ensure a high standard of animal care, the facility was first inspected by Singapore Zoo's senior keeper prior to sending the chimpanzees over.



The Caribbean manatee breeds so well that Singapore Zoo was able to send a male to Portugal Zoo last year as part of an animal exchange programme.

Other primates which were exported included five southern purple-faced langurs to Edinburgh Zoo; and four silver langurs to Lowry Park Zoo in the US.

Some 15 star tortoises were also sent to Lisbon Zoo, Portugal. The star tortoises had been confiscated and donated over the years, and this export was in line with WRS' direction of re-homing the animals to suitable facilities all over the world.

Paving the way for more of such exchanges, imports and exports, a very significant partnership with regards to international animal transport was forged with SIA Cargo in February 2008, allowing animals to be transported on SIA at a discounted rate. Animal moves are part of ongoing ex-situ conservation efforts and this agreement is an important one in helping to facilitate the moves. WRS appreciates the generous contribution by SIA Cargo and hopes to work with more organisations who value wildlife conservation while strengthening its existing relationships with other conservation partners.

A Shelter For The Lost

There was no let up in the number of animals received as donations from the public and the Singapore Police Force, as well as confiscations by Agri-food and Veterinary Authority of Singapore (AVA) during the year. This year, WRS received 637 animals as compared to just 152 from these channels in the previous year. Confiscations by AVA included mostly reptiles and birds such as the star tortoises, geckos, soft-shell turtles – brought in as food and for the pet trade.

WRS manages animal donations and confiscations in a variety of ways. Integration into the parks' animal collection is one method. For example,



Each year, thousands of exotic animals are brought into Singapore for the illegal pet trade or as food. The furry slow loris, with its big, soulful eyes, is one of the most sought after illegal pets.

a two-week old slow loris donated by the public in August 2007 was hand-raised and is now in Night Safari's collection.

In August 2007, 139 confiscated South-east Asian soft-shell turtles were brought in by AVA. This species of turtles is listed in Appendix II of CITES* and commercial trade is regulated.

**Convention on International Trade in Endangered Species of Wild Fauna and Flora*



The soft-shell turtle is often traded illegally to feed the growing demand for exotic food in Asia.

Thirty-two had to be euthanised because of their poor health condition, and the presence of fish hooks in their gastrointestinal tract, which were impossible to remove, and would have created severe health problems in the future. 107 were housed in Singapore Zoo and of these, 61 are now surviving and the population has stabilised.

Native wildlife donated to the parks, such as pangolins and civets have been microchipped, rehabilitated and released back into the wild. Other exotic animals brought to WRS were repatriated to the various countries of origin or to other zoos to participate in breeding programmes.

The Night Safari this year took up the challenge of keeping the Malayan pangolin, which is one of the few mammalian species that is still found in Singapore. Notoriously difficult to wean onto an artificial diet, past efforts by the staff in this venture had failed. However, this year, an artificial diet was concocted and it is able to sustain Malayan pangolins in captivity.

The Night Safari now has two males and a female pangolin on this diet and hopes to breed them in the near future. It will also share the recipe for the diet with other zoos. Pangolins are seriously threatened because of hunting for its meat and scales, which are used as an ingredient in traditional medicines. Apart from education and public awareness, successful captive breeding of pangolins will also help to ensure the future survival of this species.

Jumbo Solutions To Animal Care

Novel solutions to tending its animals set the Night Safari apart in the last reporting year.



A special pangolin platter concocted by Night Safari keepers is able to sustain notoriously fastidious pangolins, which feed exclusively on ants and termites in the wild.

Designer footwear came to the rescue when a pair of the Night Safari's elephants suffered foot lesions last year. Tun, had sustained limb injuries after a stumble in the past while 30-year old Jamilah, has a side-to-side gait which resulted in an uneven pressure in her feet, and subsequently foot lesions.

The solution? Booties, and Gore-Tex designed ones, no less. The boots, specially designed by the W. L. Gore & Associates team in Hong Kong, cushioned their feet during their walks, reducing pressure and allowing the bandaged wounds to breath and heal.



Night Safari elephants taking jumbo steps in designer boots by Gore-Tex.



The story made headlines worldwide. The Gore-Tex brand team shared tales of the challenges involved in designing mammoth footwear – the stumpy nature of elephants feet and the fact that they expand during ground contact were just a few difficulties to overcome. However, the eventual success and publicity accorded to the project made it all worth while.

Meanwhile, a jumbo challenge of another sort had keepers on their toes. Bull elephant, Chawang, has been undergoing conditioning over the course of several months to produce semen samples. Night Safari collaborates with wildlife institutions elsewhere to use his semen for artificial insemination purposes. Chawang is still undergoing training for this purpose. A German veterinarian once described Chawang's semen as "beautiful and healthy". He has fathered several other elephants at Night Safari.

Dr Hildebrant from Germany (middle) preparing to give elephant, Chawang a throughout reproductive health check. The ultrasound system is the latest and there are only 10 in the world. Dr Hildebrant is the only vet to use this top of the range system.

Alternative and unusual methods were also employed to treat an arthritic Komodo dragon at Singapore Zoo. The giant lizard was unable to move her hind limbs and to lift her body off the ground.

Initially, a watershed treatment of sorts was employed when hydrotherapy was used to help her move her hind limbs while taking the weight off the limbs.

However, it is believed that twice-weekly acupuncture sessions to stimulate the Komodo dragon's hind legs might have been the real cure. Gold beads placed at acupuncture points act as permanent stimulation for the limbs. Once her movement improved, only acupuncture without the therapy was continued and the dragon is now able to move around on her own.



Mission accomplished! Dr Sonja holding a vial of semen collected from Chawang. The semen would be frozen and shipped to other zoos to fertilise the female elephants there.

Dr Oh employing acupuncture to treat a Komodo dragon with an arthritic hing leg. After many therapy sessions, the dragon is now able to move around on her own.





The critically endangered Bali mynah breeds well in Jurong BirdPark and visitors are able to view real-time footage of nesting pairs and hatchlings.

WILDLIFE CONSERVATION @ Jurong BirdPark

FEATHERING its nest with a stellar lineup of birds, the Jurong BirdPark worked hard to ensure a productive year which saw 303 chicks hatched from 56 species of birds. Among this number were the highly endangered Bali mynah, Great Pied hornbill, Moluccan and Palm cockatoos, the majestic Hyacinth macaw, the Blue-eyed cockatoo, and Rheas.

Breeding Bonanza

As proof of the Park's expertise, it is still consistently breeding greater flamingos, roseate, and white spoon bills, scarlet ibis, king penguins, crowned pigeons and hornbills.

BirdPark also takes pride in its first-time breeding of the red-crested and rosy-billed pochards, as well as the blue-eyed cockatoos. The latter, in particular, were satisfying due to the initial plight of the parent birds. Last year, eight blue-eyed cockatoos, a relatively endangered species from Papua New Guinea, were confiscated from a smuggler by the Agri-Food and Veterinary Authority (AVA) and turned over to the Park. Others had died in the smuggler's heinous efforts to transport the birds without detection.

The four successful hatchlings from the surviving cockatoos, produced through artificial incubation and hand-raising, put Jurong BirdPark among the very few institutions in the world to have successfully bred the blue-eyed cockatoo.



Rescue and Care

Some 88 birds were donated to the Park through the year by the public, primarily comprising parrots, orioles, pigeons, pittas, owls and eagles.

One of the most dramatic stories behind these public contributions was that of two white-bellied sea eagles found on the balcony of a Jalan Kayu residence. Both were presumed to have dropped from the sky during aerial combat, and one was found dead. The Park rehabilitated the other, treating its injuries, and it was released back into the wild thereafter.

There was international flavour to the new acquisitions over the course of the year. A shipment of waterfowl from a captive breeding farm in the Netherlands was received, including ducks, swans, and geese to inject new blood into BirdPark's own waterfowl collection. Six scarlett macaws and seven Toco toucans were also acquired to increase the park's stock population and enhance the genetic pool.

Giving as well as taking was on the agenda. A dozen Roseate spoonbills were sent to Prague Zoo in the Czech Republic in exchange for 20 rainbow lorries and 10 masked lovebirds. And in a neighbourly trade, five greater cormorants were sent to Thailand while 54 captive-bred greater flamingos were exchanged for 14 Caribbean flamingos to boost the park's breeding population.

A Helping Hand In The Wild

In supporting wildlife conservation projects, the Jurong BirdPark has something to crow about indeed. Its oriental pied hornbill project, in collaboration with NParks and NTU, achieved greater success this third year of study.

The project involves a world-first 24-hr recording of nest interiors by infra-red cameras to observe the nesting



Jurong BirdPark is among the very few wildlife institutions to have successfully bred the blue-eyed cockatoo.



Toco toucans were acquired to enhance the genetic pool of BirdPark's collection, thereby improving the success rate of breeding.

behaviour wild and captive hornbills on Pulau Ubin and in BirdPark. All three pairs in BirdPark successfully laid three eggs each, and of these, two successful offspring were raised. The hornbills at the Park provide essential information that can be used in the wild, including trials for a prototype harness for GPS attachment to track foraging and migration routes. Blood samples of wild individuals were also taken for genetic analysis. The outcome of this study will eventually help to increase the hornbill population in the wild, and might eventually be applied to other species of birds.

Last September, the Park's efforts toward the oriental pied hornbill project were rewarded when it won the IV International Symposium on Breeding Birds in Captivity (ISBBC) Conservation award in Toronto, Canada. This was in recognition of the link between in-situ and ex-situ efforts for the oriental pied hornbill project.

Finally, intense focus and attention continue to be lavished on the critically endangered Bali mynah conservation project. As a result of these efforts, four chicks were hatched last year. Guests to BirdPark, and in particular the Southeast Asian Aviary, are able to view real-time footage of nesting pairs, eggs and hatchlings.

To increase survival rates, hatchlings are removed from the nest and raised on a special diet in the BRC. This success has been a good boost to reviving the Jurong Bird Park's partnership and involvement with other organisations for the ultimate goal of releasing captive-bred birds back into a secure national reserve in Bali.

THE STRAITS TIMES WEDNESDAY, JANUARY 16 2008



The eagles have landed – on a Jalan Kayu balcony

THIS is the victor in what was likely an aerial battle for territory between two white-bellied sea eagles. Both hurtled down to earth – right into the balcony of a surprised Jalan Kayu resident on Monday.

The vanquished bird has died, and this one is being treated for its injuries at the Jurong BirdPark.

The Agri-Food and Veterinary Authority (AVA) veterinarian who did the post-mortem on the dead bird found severe internal bleeding, likely due to a fight, as well as multiple cuts and bruises on its feet.

Jurong BirdPark's executive director Dr Wong Hon Mun said the surviving eagle appeared dazed and had two 10 cent coin-size wounds on its legs.

It has been given fluids, vitamins and antibiotics and will be under observation.

Mr Chris Lau, in whose balcony the eagles landed, had expressed initial worry that the stricken birds might be infected with bird flu.

The AVA said Singapore remains bird flu-free.

ST PHOTO: MUGILAN RAJASEGERAN

DAZED VICTOR: The survivor of what appeared to be an aerial eagle battle had its wounds treated by Jurong BirdPark's executive director, Dr Wong Hon Mun.

TRACY SUA

The white bellied sea eagle is the largest bird-of-prey found in Singapore. Jurong BirdPark was glad to be involved in the rescue of an injured wild individual.



A wild oriental pied hornbill visiting a nest box installed on Pulau Ubin. The hornbill project, collaboration involving NParks, NTU and Jurong BirdPark, required 24-hr recording of nesting interiors by infra-red cameras to observe nesting behaviour of wild and captive hornbills.

education

“You can teach a student a lesson for a day;
but if you can teach him to learn by creating
curiosity, he will continue the learning process
as long as he lives.” ~ Clay P Bedford

ALBERT Einstein said education is what remains after one has forgotten everything one learned in school, and it is such lasting impressions the parks under Wildlife Reserves Singapore (WRS) hope to impart.

Offering the lure of nature as teacher and a total immersion in park surroundings as the classroom, it was no surprise WRS managed to record an increased school attendance of three per cent to 171,500 visits this year. This despite closure of Children's World and Animal Shows.

The Education Department took a studied approach to the programmes it rolled out over the course of the reporting year, ensuring it had activities which would engage students at all levels and by different means. It also pushed broader campaigns undertaken by WRS in innovative ways, through its key role in organising the Year of the Frog launch activities and the inaugural Asian Zoo Educators Conference.

Embracing younger ones into the fold, the Singapore Zoo's first-ever Junior Zookeeper Programme was on held on June 21 2007. The one-day programme was designed to give participants first hand experience in the job of a zookeeper. Based on encouraging and positive feedback from the 14 children who participated in the event, Junior Zookeeper For A Day is set to expand and will be a regular school holidays activity.

The Junior Zookeeper Programme offers members of the public first-hand experience with animal husbandry.





Singapore Zoo adopted the Upper Seletar in support of PUB's Friends of the Water programme. To kick off the adoption, 50 staff members spent a morning clearing trash along the reservoir's edge. Within an hour, over a ton of rubbish was collected.

Corporate social responsibility was very much on the mind, and in support of PUB's Friends of the Water programme, a move was made to adopt the Upper Seletar Reservoir. A simple adoption ceremony was held on Earth Day April 20 2007.

The adoption programme was part of efforts to care for nature and to protect the nature environment beyond the zoo's gates. Like a true parent, resources were immediately despatched to clean up its charge and help it look presentable.

To kick off the adoption programme, 50 staff members spent the morning clearing trash along the reservoir's edge and forested areas behind four bus stops along the road. Within an hour, more than one ton of rubbish was collected!

The programme eventually expanded to include student volunteers. In collaboration with National Parks Board, 10 student volunteers from Pioneer Junior College were recruited to help in Operation No Release' on Vesak Day. They were briefed before proceeding to Upper Seletar Reservoir to help patrol the area and advise members of the public against releasing non-native animals into the water body. It was an enriching experience for the students, who

hopefully will become our ambassadors in spreading the conservation message.

Activities organised by the Education department were not kept to its own backyard. Partnering the World Wildlife Fund (WWF), it brought 30 students from Gongshang Primary School to the WWF human-tiger mitigation site in a village in Jeli, Kelantan during the June school holidays in 2007.



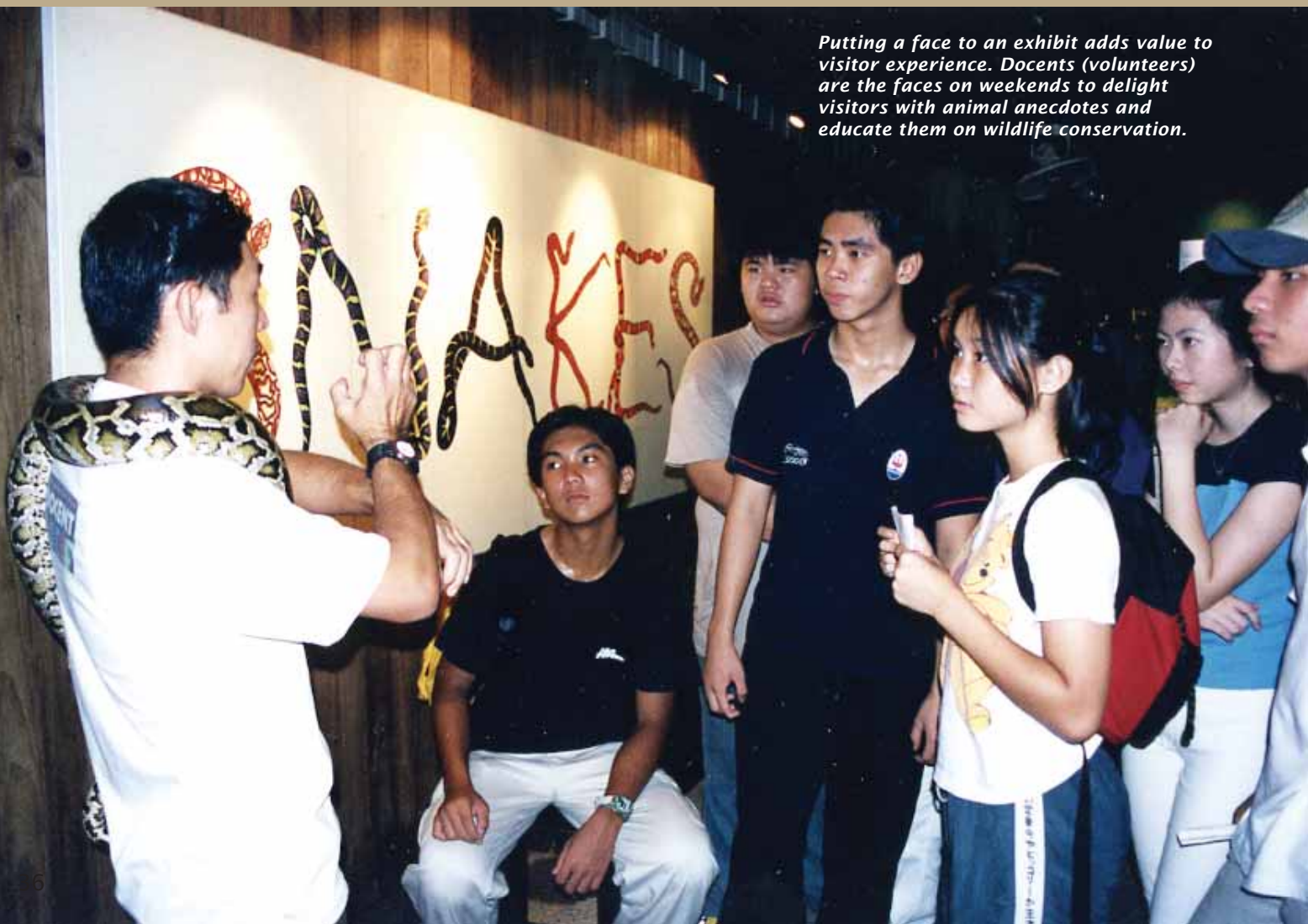
Students from Gongshang Primary School visiting the human-tiger mitigation site in a village in Jeli, Kelantan to learn about real-life conservation issues. They had the opportunity to view the cattle paddock (in the background) which their school had helped to raise funds to construct.

Two staff from the Education department and three teachers accompanied the students, who had the opportunity to view a cattle paddock which they helped raise money to build. The young explorers also visited the WWF office to learn more about wildlife conservation. Upon their return, they shared their trip experience with fellow students during an assembly talk. Come November 2008, the students will once again set up a booth at Tampines Mall to raise funds for the Wildlife Conservation Singapore Fund.

The Singapore Zoo also hosted a group of the physically-challenged for an art competition themed Living With Animals. Winners of this competition will be representing Singapore at the Abilympics, a life-skill international event for the disabled in Tokyo.

It was not just students who benefitted from programmes organised by Singapore Zoo. Some 240 curriculum planners from Singapore's Ministry of Education (MOE) attended a staff retreat the park organised on July 10. The event, also attended by MOE curriculum planning division director, Ms Ho Peng, was an important platform for the zoo's Education department to network with key decision-making personnel responsible for all aspects of primary and secondary schools and junior college curricula.

Putting a face to an exhibit adds value to visitor experience. Docents (volunteers) are the faces on weekends to delight visitors with animal anecdotes and educate them on wildlife conservation.





The launch of the Singapore Zoo Malay Story Book series was graced by Guest of Honour, Mr Masagos Zulkifli, Senior Parliamentary Secretary, MOE (extreme right) and Mr Naim Daipi, Master Malay Language teacher.

Deepening this partnership with teachers further, the Education department is collaborating with the Teachers Network to produce primary 1 and 2 mother tongue curriculum based on subject matter at the zoo. On board are a panel of 10 Malay language teachers and 12 Tamil language teachers.

The Malay and Tamil series, launched on January 19 and February 20 respectively, generated great excitement among teachers of mother tongues in Singapore. The availability of these colourful, interactive publications provides a platform for them to engage students in experiential learning in an outdoor environment.

The largest project undertaken by the Education department in the 2007/08 reporting year was the first Asian Zoo Educators' Conference



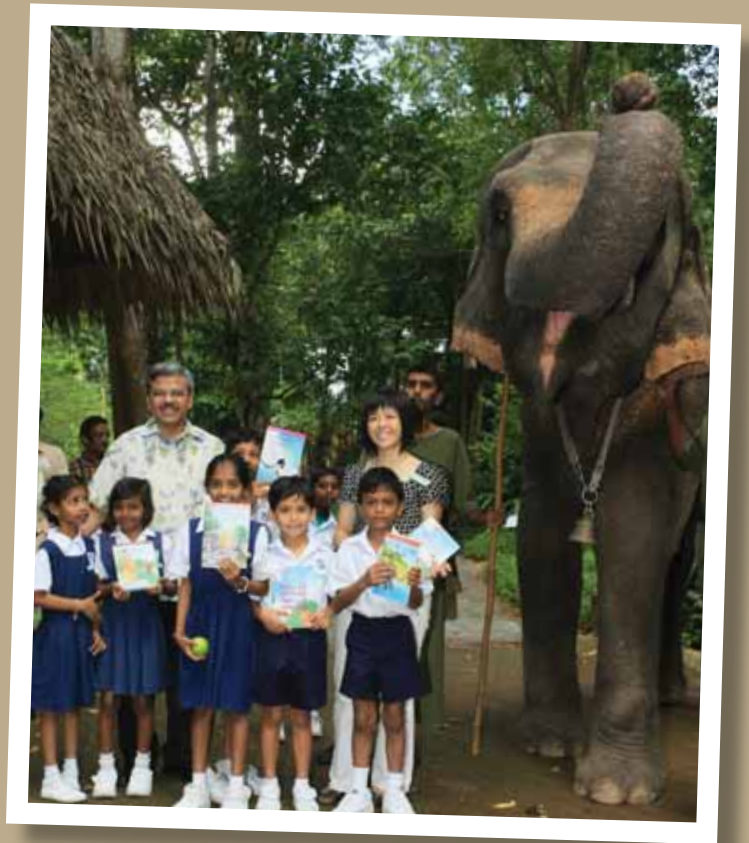
The Singapore Zoo Malay Story Book series redefines the experience of learning mother tongue, using animals as ambassadors.

from October 6 to 10. There were 59 participants – 54 representatives from 15 countries and five local teachers (see report under *The Year in Review*).

The conference themed Engage, Educate and Conserve sought to create a platform for Asian zoo educators, many of whom had never been to international zoo educators' conferences, to share ideas, seek inspiration and network. The Education department succeeded through the event in taking the lead to help develop zoo education in Asia and capitalising on the Singapore Zoo's resources in a meaningful manner.

The Night Safari and Jurong Bird Park also did their part to engage and educate students. Inaugural training for 40 SPH Foundation Conservation Ambassadors was held at Night Safari on February 16 and 17. These student ambassadors, upon completion of training, will provide free guiding service for visitors along the park's Fishing cat and leopard trails. This community programme engages youths to make a positive difference in wildlife conservation and provides them with social experience.

Some 65 secondary school students were also trained at the Jurong Bird Park to take on the role of tourism ambassadors in March. Organised in collaboration with the Singapore Tourism Board, the programme intends to create learning opportunities and a sense of ownership for the students, who will eventually play host to foreign students at various attractions, including the BirdPark.



Guest of Honour Mr Mohamed Noh Bin Daipi, Assistant Director, Languages and Literature, MOE at the launch of the Singapore Zoo Tamil Story Book. Jati, one of the animal stars featured in the story, made a special guest appearance.



Singapore Zoo became a truly living classroom for learning mother tongue when Tamil resource materials were made available to students and teachers on 20 February 08.



The Avian Hospital opened its door to visitors by way of behind-the-scenes tours, offering them insights into the world of aviculture medicine.

With the recent focus in the media on avian influenza, the Jurong Bird Park's hospital is uniquely placed in Singapore to help expand knowledge of the problem and understanding of our feathered friends.

A one-hour behind-the-scenes tour of the Avian Hospital was developed in February 2008, expanding its menu of educational programmes available at the bird park.

Other successful school holiday activities included a Save the Bali Mynah contest during the September school holidays in conjunction with the successful breeding season of the critically endangered Bali Mynahs at the park's Southeast Asian Aviary, while Little Red Dot organised their Big Day Out event on November 9 with 554 primary school students attending the half day event.



marketing & communications

Novel marketing efforts, revitalization of exhibits and engaging in-park programming have resulted in unprecedented attendance of 3.6 million for WRS, with a growth of 8% for the Singapore Zoo, 12% for Night Safari and 7% for Jurong BirdPark over the previous reporting period.

In terms of local attendance, Singapore Zoo managed a steady increase in local attendance by 6%. Night Safari staged a spectacular comeback with an increase of 29% in local attendance versus the year before. This was due to a slew of strategically-negotiated promotions targeted at locals below the line. Jurong BirdPark also saw a healthy 8% increase in local attendance.

Tourist attendance too, demonstrated healthy growth, rising by 5%, 9% and 6% for Singapore Zoo, Night Safari and Jurong BirdPark respectively. Night Safari celebrated a milestone when it received its 11-millionth visitor in May 2007. Madam Hing Siew Ling, a 37-year old homemaker from Malaysia was the lucky guest.

While these award-winning venues have earned an international reputation as must-see attractions over the years, the marketing arm of Wildlife Reserves Singapore did not rest on its laurels.

It undertook an extensive campaign of domestic and international promotions and sales missions to keep up awareness of the three parks. As such, the period under review far exceeded projections in terms of attendance numbers.

Singapore Zoo and Night Safari

North Asia and Malaysia were the key areas of focus where international marketing was concerned. Sales missions were undertaken to Malaysia, South Korea, China and Japan. Overall Korean visitorship to Singapore Zoo increased 72% to 10,284 guests compared to the previous reporting period. The sales team worked with Golden Travel to bring in 10,000 Chinese students to visit both Singapore Zoo and Night Safari. Additionally, the education team tailored a treasure hunt for the Chinese student groups and produced an educational booklet to add value to the tour around the Singapore Zoo.

Promotions on the domestic front were plentiful. Singapore Zoo ushered in the Year of the Rat with capybaras and fun activities. The capybara, the largest rodent in the world, was on exhibit from 7 to 28 February 08. Token feedings, animal enrichment sessions, prosperity drum performances, acrobatic lion dance and stilt walkers were also part of the celebrations. The educational Zoo-diac Rat Trail featuring the 12 animals in the Chinese Zodiac, incorporated prizes and instant treats to engage the young visitors.



The inaugural Halloween Horrors was immensely popular with thrill-seekers. This key event is set to become the iconic A&P activity to reel in crowds to Night Safari.

Halloween Horrors was a key event at Night Safari. Visitors experience 'horrifying fun' along the Haunted Rainforest Trail, and on board the Halloween tram and the Halloween Cocktail Express. To enhance the experience, a Doom Buggy zipped along the tram route while ghosts and ghoulies were planted at every corner of Night Safari to scare visitors on foot.



The Black & White Affair at Night Safari featured more than just thematic Christmas decoration; it presented an opportunity to generation conservation awareness for the endangered Malayan tapir, which is strikingly patterned in black and white.

A Black & White Affair saw Night Safari decked out in Black & White Christmas decorations. Highlights of the event included 'Meet the Black and White Creatures of the Night' magical characters appearances, Christmas caroling by students from Raffles Junior College and F&B promotions.

To generate goodwill and 'word-of-mouth' publicity, Singapore Zoo and Night Safari accorded free admission to taxi drivers in June 2007, while each driver's family members paid half price to enter and enjoyed a 50 per cent discount on dining at Ulu Ulu Restaurant.

Malaysians enjoyed a half-price promotion as part of the Singapore Tourism Board's Half Price Singapore Surprise campaign from May to June 2007. Singapore Zoo alone saw 14,000 visitors redeeming the coupons issued as part of this promotion.

Above-the-line marketing was also undertaken with a 30-second commercial produced for MTV, and outdoor advertising featuring the Night Safari's Creatures of the Night show through the Clear Channel's six-sheet posters and 12-sheet backlit posters in bus stops.

Pied Piper to the MICE

Meetings, incentives, conventions and exhibition (MICE) business at the three parks brought in some S\$1.8m in revenue this year, a robust increase of 42 per cent over last year's performance.

Several key events and groups led to this significant increase, these being those organised by LJ Hooker (S\$85,482), International Air Safety (S\$36,758), ISACA (S\$56,489), AIPPI Exco Social Programme (S\$41,910), and Lex Mundi (S\$34,518).

Professional conference organiser, Pacific World, also brought in a group of 1,400 pax as part of the 18th WONCA World Conference on July 26.



For Love of Nature

It was not all about revenue and profit at WRS during the year however. Pains were taken to partner other organisations to raise funds for the Wildlife Conservation Singapore Fund.

The second flag day for the WCSF was held on August 26 with 1,988 volunteers taking part to collect funds. The flag day raised approximately S\$60,000 for the fund.

In another effort, a charity movie screening of Arctic Tale was held at the Singapore Zoo's Pavilion by the Lake on September 8, 2007. That same month, in conjunction with Children's Day and to celebrate World Animal Day in advance, Mediacorp Radio 93.3 organised fund raising activities for the WCSF. Among the activities were a celebrity car wash, DJ-led activities at Singapore Zoo and a concert. Funds raised went towards Mediacorp's adoption of the chimpanzees at the Singapore Zoo.

Jurong BirdPark

FLYING high on publicity over the 2007/08 reporting period, the Jurong BirdPark made the most both domestic and international marketing opportunities. Staff partnered Singapore Zoo and Night Safari colleagues to attend the Singapore Tourism Board's (STB) travel mart in Seoul and Busan, South Korea in April 2007, connecting with some 120 Korean travel agents who attended the fair.

The sales team also attended overseas sales missions to CIBTM in Beijing and the Singapore OST Fair in Tokyo. The latter was a networking session for 100 high school teachers in the Kanto region, travel agents specialising in students' travel and education and trade media.



STB-led trade missions to Asian countries are powerful marketing channels for WRS.

BirdPark staff separately attended a host of travel trade events for marketing purposes. These included the Southern China Road Show and Guangzhou International Travel Fair from March 26 to April 2 with Lex Travel and STB Guangzhou; the JATA (Japan Association of Travel Agents) Fair from September 14 to 16, 2007; the MATTA (Malaysian Association of Tour and Travel Agents) fair from October 19 to 21 where a buy-1-get-1 deal generated sales of RM18,500); and, a STB China trade mission from October 21 to November 6 to Dalian, Shenyang, Changchun, Harbin and Dongbei in inner China.

Sales and marketing staff also made the most of festive promotions through the year. During Christmas, the '12 birds of Christmas' campaign was launched. The Bar-headed goose, dove, Mute swans, Golden eagle, Himalayan Griffon vulture and others were featured in the campaign which was promoted through newspaper advertising and banners on park premises. Special musical performances were organised to jazz up the festivities.



The American Continental Singers entertained visitors at Jurong BirdPark and spread the Yuletide festive joy.

Romance is always a favourite basis upon which to introduce a promotion. Dinner at the Penguin Expedition was launched on Valentine's Day starting with an African setting cocktail, then a tour to the World of Darkness, followed by the dinner.

An SDS marketing effort – Love Bound – also benefitted the JBP marketing team when it featured unique dining settings at the park where couples could renew their marriage vows.



Love Bound – a special event organised by SDS to get couples renew their vows amidst chirps of birds and lush greenery in Jurong BirdPark.



A fresh and vivid series of red, yellow and blue buses reinforcing BirdPark's market positioning as 'The World of Living Colours' hit the roads in Singapore.

Even the Year of the Rat based on the Chinese zodiac was an opportunity for promotion. The park introduced a daily Birds n Rats show at 13.00 to usher in the new year.

Featuring Feathered Friends

Sales missions aside, Jurong BirdPark took the opportunity to fuel public interest in the attraction seeking exposure across a variety of media.



The Business Times and Jurong BirdPark CEO's night featuring Dinner With Penguins attracted some 50 participants. Mr Michael Jenkins, international management and business guru speaker having a chat with Pinky, the Humboldt penguin.

A fleet of buses featuring bright and colourful bird photos became 'moving advertising billboards' on the road. Highly visible with extensive coverage in many parts of Singapore, these buses generated top-of-the-mind awareness for the Park.

In September, a Japanese radio show called Chotto Matte Kudasai on Hello FM96.3 Primetime Morning was introduced to air every Friday at 08.45. The five-minute programme highlights the new exhibits, unique attractions and programmes of the Park.

The Business Times partnered Jurong BirdPark to invite about 50 CEOs to an inspirational dinner on September 20 with business guru, Michael Jenkins, from Australia. Jenkins, a well-known author and speaker talked about Succession of Leadership in an organisation, and shared the limelight during dinner with Pinky, the Park's superstar Humboldt penguin.

In October, the Park participated in the STB Pavilion at Plaza Singapura Atrium presenting a mini game show with three bird appearances – the Harris's Hawk, the Scops Owl and The Lugger Falcon.

The bird park's very own Hawk Centre staff, Raveen, was featured as a main face in the STB's ADS nationwide campaign in several languages. Highlighting teamwork with tourism sector workers co-operating with each other, he shared the limelight with one of Jurong BirdPark's Scarlett macaws.

Popular Corporate and Meetings Venue

Jurong BirdPark continued to be a popular venue for family days and corporations. The family day with the largest turnout of 8,000 was organised the Public Utilities Board's Association in June 2007.

Close to 1,500 Indian visitors from the Nicholas Piramal Group of Companies in India visited the BirdPark on an incentive in June 2007 in an event jointly organised by the Singapore Tourism Board and Luxury Tours. That same month, another important incentive group from India, the TATA group, had 250 employees visit the park over two days.

On November 10, the Korean KB Bank representatives visited JBP, leading to a promotional tie up for KB Bank's cardholders.

Polly the Parrot, entertaining PUB staff during their Family Day held at Jurong BirdPark on 11 November 08. The event drew close to 8,000 PUB members.





the WOW! factor for guests

WHILE the staff of Wildlife Reserves Singapore come close to nature in the pursuit of work, it is far from a jungle out there where human resources at the WRS parks are concerned. The human face behind the animals is critical to an organisation which has long believed in training and constant upgrading of its people.

A concerted effort is made to cultivate a culture of learning among the staff, and to equip them with the skills to excel in their jobs. WRS has witnessed an ensuing sense of ownership translating towards a responsibility for the animals and passion towards sharing the message of wildlife conservation with the public.

Throughout FY 2007/08, training and development activities were undertaken to enhance staff professionalism and skills. These enabled employees at all levels to raise their service standards, come up with innovative and creative concepts, and provide exciting wildlife experiences for guests at the Singapore Zoo, Night Safari and Jurong Bird Park.

WRS staff took up more than 600 training places in over 30 different courses through the reporting period. These training courses were identified to meet specific needs of the staff following a functional analysis of their roles.

The tradition of enabling staff to travel abroad for conferences and information exchange exercises continued, with an additional 28 WRS staff given the opportunity to attend overseas training courses, conferences and workshops such as the Disney Approach to Quality Service course in the US; Rhino Keeper Workshop in Australia; European Association of Zoos and Aquaria conference in Poland, the International Animal Air Transport Association's annual conference in San Diego and study trips to Indonesia, the UK, Holland and Germany, among others.

Keepers were also sent on a number of trips both to learn and to teach, including two key staff in charge of primates doing an attachment at important primate collections in the UK and continental Europe. Two reptile keepers also visited various zoos in Indonesia

to study their Komodo dragon breeding set-up and techniques, in the hope that the training will pave the way to successful breeding of Komodo dragons in Singapore Zoo.

Closer to home, a population management workshop was organised and conducted by Conservation Breeding Specialist Group's Dr Kathy Traylor-Holzer and Dr Kristin Leus at the Night Safari on March 27 and 28. In attendance were 17 staff from WRS, two from Indonesia and three from Malaysia. Participants came away equipped with the knowledge as to how to manage the genetics component of their captive animal populations, and to prepare them for studbook management and co-ordination roles and responsibilities.

A nutrition workshop was also held in January 2008 by Taipei Zoo nutritionist Dr Yang Ci, on the diet and husbandry of the Chinese pangolin. Pangolins are being hunted relentlessly for their scales as an ingredient for traditional medicines. Night Safari hopes to display a collection of pangolins for public education and to breed them for conservation management. This is no mean feat as pangolins feed on ants and termites only in the wild and formulating a diet for pangolins in zoo collections has always been a challenge.

WRS also hosted eight staff from other zoos for training or study attachments. These included staff from Zoo Negara, Malaysia, Seoul Grand Park Zoo and Beijing Zoo. These opportunities allowed for interaction and a healthy exchange of ideas between WRS staff and the visiting colleagues.

Another round of the Zoo Biology Basic Course was conducted during this reporting year, with 16 staff from the zoology, veterinary and animal presentation departments passing the final exams.

Committing to Certification

Following the accreditation of the Workforce Skills Qualifications-accredited Zoo Biology Basic Course in May 2006, WRS has continued to work closely with the WDA to develop other courses, including the Train & Handle Animals course for staff in the Animal Presentation Department. In November 2007, the 32-hour course was accredited and rolled out to 22 staff from both Singapore Zoo and Night Safari over a two-week period.

Another new milestone was achieved in February 2008 when WRS was certified as an On-The-Job Training Centre by the Institute of Technical Education. This certification was given in recognition of WRS' capability to develop and conduct on-the-job training within the organisation.

Executive Sous Chef, Liew Kok Hian, kicked off the first 90-hour Basic Western Cookery course in February 2008 for 29 chefs. Developed by the Human Resources and F&B department, the course will run over a 35-week period and is designed to equip the chefs with basic skills in Western Cookery.



Executive Sous Chef Liew conducting basic Western Cookery Course for 29 WRS chefs. The course spanned 90 hours over 35 weeks.

Award-Winning Performance

The commitment to training has reaped results for WRS. The service excellence displayed by the organisation's staff allowed it to garner accolades locally and internationally throughout the reporting period.

Singapore Zoo won the Best Leisure Attraction Award Experience for the ninth time at the 22nd Singapore Tourism Awards 2007. Including previous wins by the Night Safari (seven) and Jurong Bird park (two) under the same category, this latest wins marks the 18th time WRS has scooped up the award.



Ms Fanny Lai, Group CEO, WRS receiving the Best Leisure Attraction award for Singapore Zoo. This win marked the 18th time WRS has swept the prestigious accolade.



'Feed The Lories' at Lory Loft scooped the Top Ten Best Family Experience Awards by STB. Creatures of the Night Show at Night Safari and Jungle Breakfast at Singapore Zoo were also rated as the top ten best family experiences.

WRS scooped three of the Top Ten Best Family Experience Awards by STB. The programmes that delivered unique wildlife experience to clinch the awards included Feed The Lories at Jurong BirdPark, Creatures of The Night Show at Night Safari and Jungle Breakfast at Singapore Zoo.

Scoring points directly with travellers, Singapore Zoo was voted on Viator.com as third among the Top Five Most Popular Family Experiences in 2007, and the Night Safari named fourth among the Top Ten Most Popular Experiences in Asia.

Proving that people make the organisation, in 2007, 127 WRS staff received the Excellent Service Award (EXSA). This national award recognises individuals who have delivered outstanding service to their guests. There were 33 Star, 30 Gold and 64 Silver winners.

The number of Star and Gold winners was the highest won by any organisation in the attractions industry who participated in the award. Additionally, Catering Sales department's William Wong was one of the finalists for the prestigious Superstar Award.

A love for animals and a community spirit were the happy impetus for the zoology department to receive 163 volunteers during the period under review. Of these, 104 were students who undertook the week-long volunteer programme as part of their community involvement project. The remainder were both local and foreign individual volunteers who stepped forward either as part of their study requirements or due to personal interest. Volunteers assist with husbandry work in the field and through this process, WRS continues to motivate and encourage future conservationists and keepers.

f&b highlights

FOOD glorious food, the most primitive form of comfort, also continues to be a key component of the offerings by the Singapore Zoo, Night Safari and Jurong BirdPark. This arm of operations continued to be a major breadwinner for Wildlife Reserves Singapore.

Revenue from F&B for the three parks totalled \$23 million, representing 26% of the total of WRS, and an increase of 18% over the previous financial year. The good performance was achieved in the face of a sharp rise in food and utility costs.

FY 2007/08 was a year of consolidation for F&B outlets at the three parks, with much strategy underlying renovation and positioning decisions.

The Amphitheatre Kiosk at Jurong BirdPark was upgraded from a mobile cart to a full kiosk, which is more in keeping with its general setting. This resulted in a substantial 60 per cent increase in revenue since renovations were completed.

Renovations to the Waterfall Kiosk at the Waterfall Aviary have begun. Once the upgrade has been completed, both F&B and retail merchandise will be available at the outlet.

The year-old Ben & Jerry's Scoop Shop located at BirdPark's entrance retail shop was closed due to poor traffic flow and low revenue.

At the Night Safari, change was also underway. While its three major outlets at the entrance, Ben & Jerry's, Bongo Burgers and Ulu Ulu Safari Restaurant, were already spruced up over recent years, there was still work to be done at the internal park outlets at East Lodge.

The existing kiosk was converted to Z-Bar (the Zebra Bar) with a new look, seating and a change in menu items. By introducing a snack counter and bar in one, business improved as visitors tended to be lured by the combined pull of snacks, ice cream and drinks rather than just drinks, which it offered exclusively in its previous incarnation.

While major changes had already been undertaken at the Ulu Ulu Safari Restaurant in the previous year, this year saw the restaurant reaping the results with a growth in both revenue and profit.

The upgraded Z'bar at East Lodge with interesting animal shaped seats is attracting good patronage.





Singapore Zoo joined the league of some of the finest restaurants in Singapore with its participation in the World Gourmet Summit.



The restaurant's F&B team was particularly active, organising promotions such as the A Satay Affair event, a BBQ buffet, a segment of the Chilli Crab Chase during the Singapore Food Festival and selling halal mooncakes during the mooncake festival. Halloween saw the team scaring the daylights out of the Night Safari's guests with a theme party.

Two wine dinners with Montes and Top Wines were also held during the course of the year.

Better brand visibility came about from participation in the World Gourmet Summit at the Piper Hiedsieck Champagne Brunch and at the Wildlife Safari, both in April 2007, and follow up participation in the events this year underscored the restaurant's reputation as a place that's here to stay.



WRS has many out-of-the-ordinary venues for banquets, staff retreats, weddings, product launches and other events.

HACCP (Hazard Analysis & Critical Control Points) international certification is one way to ensure standards remain high at the Night Safari's F&B outlets, and Bongo Burgers outlet attained its certificate this year.

On Job Training Centre status was attained in partnership with the Institute of Technical Education. Cooks with Singapore Zoo are trained under a special curriculum and will be certified by the executive sous chef for a certificate of competence once the training is completed.

A new Amphitheatre Kiosk at Singapore Zoo was slated to open by June 2008, while Cluster Kiosks are being planned for key locations around the Zoo in the hopes of generating impulse F&B purchases.

Banqueting and events organization brought in 10% of Singapore Zoo's revenue, while costs in this area are being reduced due to a combination of outsourcing and various cost-saving measures.

Corporate dinner events have increased over the years, in part from WRS' participation in the World Gourmet Summit helping its parks gain exposure with the F&B fraternity. To meet the growing demand, two new Chinese chefs were hired to cater for Chinese banquets. They have enjoyed many compliments from wedding couples for their outstanding cuisine.

Singapore Zoo continued to play host to various events attended by dignitaries such as minister of state, S Iswaran, senior minister Mr Goh Chok Tong, former nominated MP, Ms Claire Chiang and her husband, Banyan Tree Hotels & Resorts' founder, Ho Kwon Ping. Key organizations such as Shell Petroleum, McDonald's Corporation, Hewlett Packard and Exxon Mobil continued to be regular customers for Gourmet Safari Express.

retail reckonings

To make the most of the tourist dollar, Singapore Zoo and Night Safari have expanded their range of merchandise with a new line of items based on a striking mural of eight endangered species hidden amongst lush greenery. The clever design of the endangered animals mural challenges visitors to spot the animals hidden in the rainforest vegetation.

The animals, which include the sun bear, python, orang utan, tiger and proboscis monkey, are all in danger of losing their natural habitat due to illegal hunting, poaching, and logging.

Merchandise from this range includes T-shirts, pareos, mugs and waterproof cosmetic pouches, reusable tote bags and collectable. Priced from S\$13.90 onwards, the items can also be purchased online at www.safarizooshop.com. The Zoo's retail arm plans to add more items to the range sporting the mural.

Other new items available in the retail outlets are a range of 13 new plush toys, including the popular



A new range of merchandise featuring the rainforest mural was launched and has proven to be very popular with tourists and locals alike.

snow leopard, black panther, raccoon, lion, giant panda, tiger and polar bear.

Finally, new t-shirt designs sporting the Singapore Zoo's logos in greater prominence have been introduced.

'Crikey', the most recent addition to JBP's unique retail outlets, is located in the Australian themed Lory Loft free-flight aviary. 'Crikey' was a signature term used by the late Steve Irwin who inspired millions around the world as a wildlife warrior. The store, which carries a range of Steve Irwin merchandise exclusive to Jurong BirdPark, is aptly named to honour him for tirelessly championing conservation causes.

'Crikey' the new retail outlet at Jurong BirdPark carries an exclusive range of the late wildlife warrior Steven Irwin's merchandise.



sponsors & donors

WRS continued to receive staunch support from sponsors and donors.

ZOO ADOPTERS – FY 07/08

Name of Adopters	Adopted Exhibit
Abbott Laboratories (S) Pte Ltd	Giraffe, Growie Zoolympics 2007
Australian International School	Orang Utan, Banjo
Borneo Motors (S) Pte Ltd	Cheetah Exhibit
Changkat Primary School	Chimpanzee, Rah
Cheng Kim Loke Foundation	Malayan Tapir Exhibit
Crocs Asia Pte Ltd	Sungei Buaya Exhibit
DFS Venture Singapore Pte Ltd	Asian Elephant, Gambir
ED & F Man Asia Pte Ltd	Cocoa Tree
F&N Coca-Cola (Singapore) Pte Ltd	White Tiger, Omar
Generals Motors Overseas Distribution Corporation of Singapore	Agile Gibbon, Gangsa
Haw Par Corporation Ltd	Leopard Exhibit
Henkel Singapore Pte Ltd	Chimpanzee, Makhulu
Hong Leong Foundation	Fragile Forest Exhibit
HSBC Ltd	Orang Utan, Ah Meng
Ian Peter Windle	Cannon Ball Tree
Ikano Private Limited	Asian Elephant, Intan
Interbev (Singapore) Limited	Wildlife Healthcare and Research Centre
Kay Kuok	Asian Elephant, Aprila
Kentucky Fried Chicken Management	Zebra Exhibit
Kobelco International (S) Co Pte Ltd	Giraffe, Roni
Lady Yuen Peng McNeice	Malayan Tapir Exhibit

ZOO ADOPTERS – FY 07/08

Name of Adopters

Adopted Exhibit

Lee Foundation Singapore	Orang Utan, Chomel
Malayan Motors	Jaguar Exhibit
MediaCorp Radio Singapore Pte Ltd	Chimpanzees, Kimoni & Anika
Michael Harry Sacher Charitable Trust	Orang Utan, Miri & Merlin
Michael John Martin	Orang Utan, Gunta
MobileOne Ltd	Amhara Stone Village Exhibit
Mrs Christina Ong, Club 21 Pte Ltd	Orang Utan, Binte
MVCI Asia Pacific Pte Ltd	Orang Utan, Budi
NEC Semiconductors Singapore Pte Ltd	Pelican Exhibit
Nokia Pte Ltd	Sealion Show
Northern Territory Tourist Commission	Safari Jeep at the Australian's Outback Exhibit
OSO Ristorante Pte Ltd	Asian Small Clawed Otter Exhibit
RedDot Publishing Inc Pte Ltd	White Handed Gibbon, Bahtera
Ricon Private Limited	Giraffe, Lucy
Righteous International Subscription Services	Goeldi Marmoset Exhibit
Sembcorp Environmental Management Pte Ltd	Tree Frog Exhibit at Fragile Forest
Singapore Food Industries Pte Ltd	Babirusa Exhibit
Singapore Petroleum Company Limited	Leopard Exhibit
Singapore Police Co-operative Society Limited	Asian Elephant, Jati
Singapore Technologies Aerospace Ltd	Sealion Show
SMRT Corporation Ltd	Cotton-Top Tamarin Exhibit
SPH Foundation Ltd	SPH Foundation Conservation Ambassadors Proboscis Monkey at SPH Conservation Centre Polar Bear, Inuka
Starhub Mobile Pte Ltd	Red Langur Exhibit
Stian Jonsgard & Greta Teigen	Chimpanzee, Nkosi
The Shaw Foundation Pte Ltd	Manatee The Shaw Foundation Amphitheatre
Tiger Airways Pte Ltd	White Tiger, Winnie
Unilever Singapore Pte Ltd	Squirrel Monkey Exhibit
Viewer's Choice	Spotted Mousedeer
Wuthelam Holding Pte Ltd	Rabbit Exhibit

NIGHT SAFARI ADOPTERS – FY 07/08

Name of Adopters	Adopted Exhibit
American International Assurance Co Ltd	Porcupine Exhibit
Ang Mo Kio Police Division	Free Ranging Axis Deer
Bedok Police Division	Giant Flying Squirrel
Chemical Industries (Far East) Ltd	Malayan Tiger Viewing Shelter
DFS Venture Singapore Pte Ltd	Mouflon Habitat
F&N Coca-Cola Singapore Pte Ltd	Asian Golden Cat
Goodwood Park Hotel	Fishing Cat Trail
Haw Par Healthcare Limited	Tiger Exhibit
JTB Pte Ltd	Asian Greater Rhino Exhibit
	Sambar Deer Exhibit
	Elephant Habitat
Khoo Foundation	Fishing Cat Trail
Martin Storey	Babirusa Habitat
MobileOne Ltd	Giraffe Habitat
Mr & Mrs Lim Soo Peng	Red-Crowned Crane
Network for Electronic Transfers (S) Pte Ltd	Free Ranging Axis Deer
Nokia Pte Ltd	Otter (Night Safari Show)
Police Coast Guard	Free Ranging Axis Deer
Raffles Hotel & Resorts	Free Ranging Axis Deer
Singapore Petroleum Company Limited	Lion Exhibit
Singapore Prison Service	Forest Eagle Owl
Singapore Refining Co Pte Ltd	Marshbird Habitat
Singapore Telecom Mobile Pte Ltd	Ankole Exhibit
Sony Ericsson Mobile Communications Intl AB	Free Ranging Axis Deer
Standard Chartered Bank	Otter Habitat (Leopard Trail)
Thai Beverage PLC	Chawang Exhibit
The Shaw Foundation Pte Ltd	Slow Loris Exhibit
Unilever Singapore Pte Ltd	Tarsier Habitat
United Overseas Bank Limited	Creatures of the Night Show
Viewer's Choice	Free Ranging Axis Deer

JURONG BIRD PARK ADOPTERS ONLY- FY 07/08

Name of Adopters	Adopted Exhibit/Buildings/Events
Baxter Healthcare SA	Harry, The Wreathed Hornbill
Blair M Samuels	Flamingo
Choo Kwan Choong	Hornbill Project
Club HDB	Parco, Double Yellow Headed Amazon
Fuji Photo Film (Singapore) Pte Ltd	Fuji World of Hawk Show
	Fuji, The White Bellied Sea Eagle
Goodwood Park Hotel Singapore	Ronnie II, The Brahminy Kite
Honeywell (Singapore) Pte Ltd	Carlos, The Dalmatian Pelican
Hong Leong Foundation	24 Flamingo at All Star Birdshow
Hydrochem (S) Pte Ltd	Riverine Exhibit
Jemima Loke Chun Min	Flamingo
Lady Mcniece Yuen Peng	Bali Mynah Exhibit
Lady Yuen Peng McNeice	Bali Mynah Exhibit
Lee Foundation Singapore	Penguin Expedition
Linda Gouw Huat Lie	Flamingo
Mobile One Ltd	White Bellied Sea Eagle
Network for Electronic Transfers (Singapore) Pte Ltd	Toco Toucan
Nokia Pte Ltd	Ippey, The Scarlet Macaw
Pearson Education S E A Pte Ltd	Puffins
Reddot Publishing Inc	White-Tailed Sea Eagle
Secom Singapore Ltd	Barn & Spotted Wood Owls
Singapore Food Industries Limited	Sasha, The Red-Legged Serima
Singapore Press Holding Foundation Ltd	Carribean Flamingo Exhibit
	Birds N Buddies Show
Singapore Refining Company Pte Ltd	Mac, The Scarlet Macaw
Singapore Technologies Aerospace Ltd	Kings of the Skies Show
SMRT Corporation Ltd	Hornbill Exhibit
Borden Co Pte Ltd	Sue Allen American Bald Eagle & Eagle Statue

Name of Adopters**Adopted Exhibit/Buildings/Events**

Sunbear Publishing

Snowy Owl at The World of Darkness

Sutera Harbour Resort

Lesser Birds of Paradise

Thai Airways International Public Co Ltd

Panorail Train

The Shaw Foundation Ltd

Fly-Past Macaws

The Steward Family Foundation Inc

African Grasslands Exhibits

Unilever Singapore Pte Ltd

Angel, The Harris Hawk

United Overseas Bank Limited

Lancer, The Brahminy Kite

JURONG BIRD PARK ADOPTER/DONOR – FY 07/08

Major Adopter/Donor

Baxter Healthcare SA
 Blair M Samuels
 Carolyn Ullerick
 Choo Kwan Choong
 Club HDB
 Compassive Primary School
 Fuji Photo Film (Singapore) Pte Ltd

 Goodwood Park Hotel Singapore
 Honeywell (Singapore) Pte Ltd
 Hong Leong Foundation
 Hydrochem (S) Pte Ltd
 Jemima Loke Chun Min
 Khor Soo Sian
 Lady Yuen Peng McNeice
 Lee Foundation Singapore
 Linda Gouw Huat Lie
 Mobile One Ltd
 Network for Electronic Transfers (Singapore) Pte Ltd
 Nokia Pte Ltd
 Pearson Education S E A Pte Ltd
 Reddot Publishing Inc
 Secom Singapore Ltd
 Singapore Press Holding Foundation Ltd

 Singapore Food Industries Limited
 Singapore Refining Company Pte Ltd
 Singapore Technologies Aerospace Ltd
 SMRT Corporation Ltd

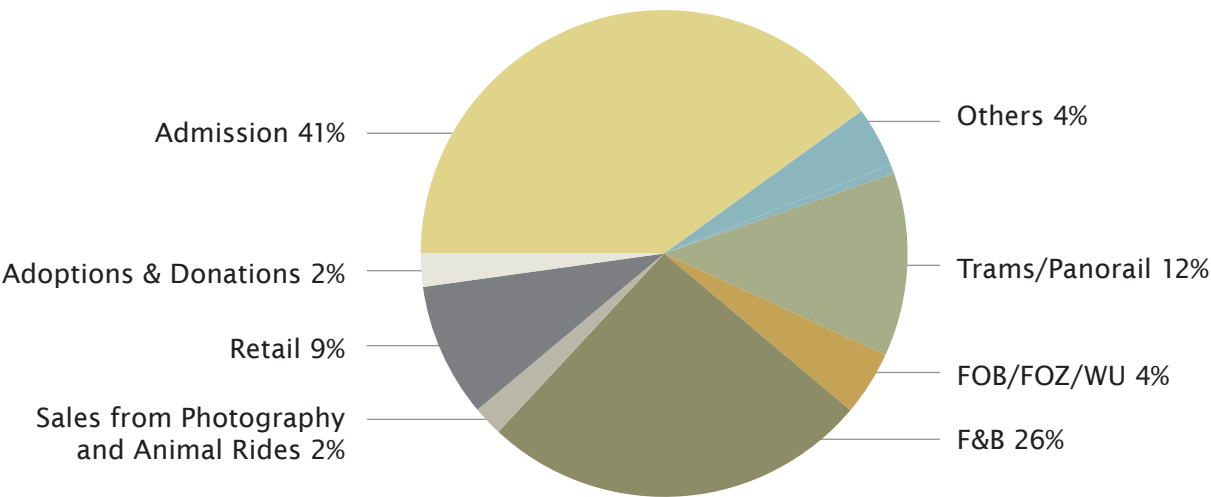
Adopted Exhibit/Buildings/Events

Harry, The Wreathed Hornbill
 Flamingo
 Birdlife Conservation and Research
 Hornbill Project
 Parco, Double Yellow Headed Amazon
 Birdlife Conservation and Research
 Fuji World of Hawk Show
 Fuji, The White Bellied Sea Eagle
 Ronnie II, The Brahminy Kite
 Carlos, The Dalmatian Pelican
 24 Flamingo at All Star Birdshow
 Riverine Exhibit
 Flamingo
 Birdlife Conservation and Research
 Bali Mynah Exhibit
 Penguin Expedition
 Flamingo
 White Bellied Sea Eagle
 Toco Toucan
 Ippey, The Scarlet Macaw
 Puffins
 White-Tailed Sea Eagle
 Barn & Spotted Wood Owls
 Caribbean Flamingo Exhibit
 Birds N Buddies Show
 Sasha, The Red-Legged Serima
 Mac, The Scarlet Macaw
 Kings of the Skies Show
 Hornbill Exhibit

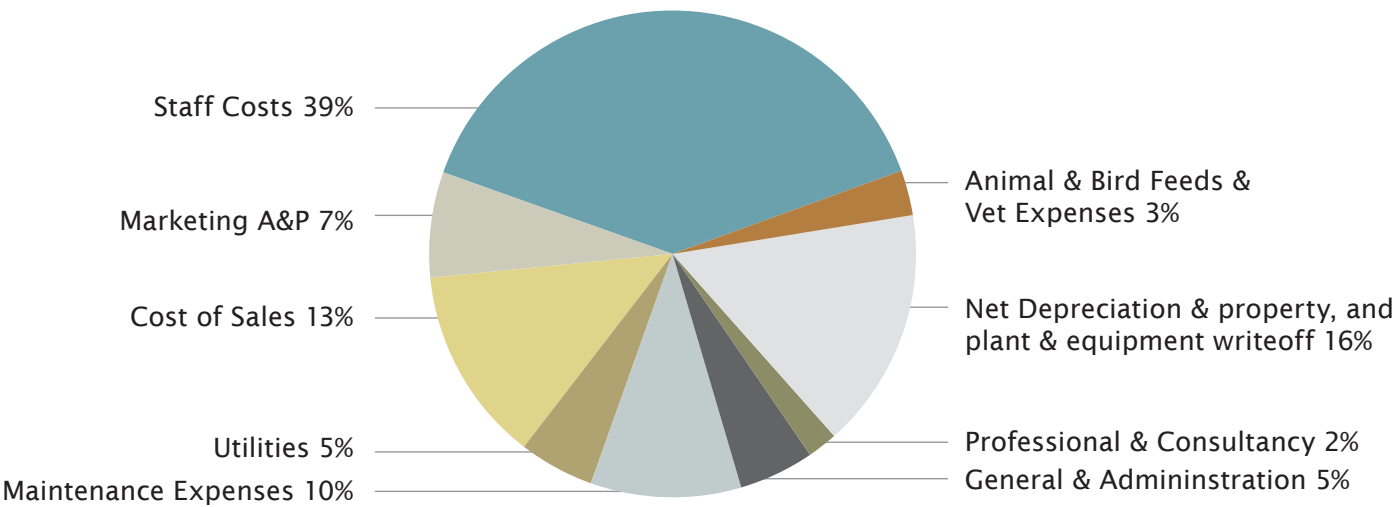
Name of Adopters	Adopted Exhibit/Buildings/Events
Borden Co Pte Ltd	Sue Allen American Bald Eagle & Eagle Statue
Sunbear Publishing	Snowy Owl at The World of Darkness
Sutera Harbour Resort	Lesser Birds of Paradise
Tan Siew Kia	Birdlife Conservation and Research
Tan Siew Ooa	Birdlife Conservation and Research
Tan Tion Ann	Birdlife Conservation and Research
Tay Sheo Yan	Birdlife Conservation and Research
Thai Airways International Public Co Ltd	Panorail Train
The Shaw Foundation Ltd	Fly-Past Macaws
The Steward Family Foundation Inc	African Grasslands Exhibits
Unilever Singapore Pte Ltd	Angel, The Harris Hawk
United Overseas Bank Limited	Lancer, The Brahminy Kite
Wong Jensen Tony	ShoeBill Stork Yuri

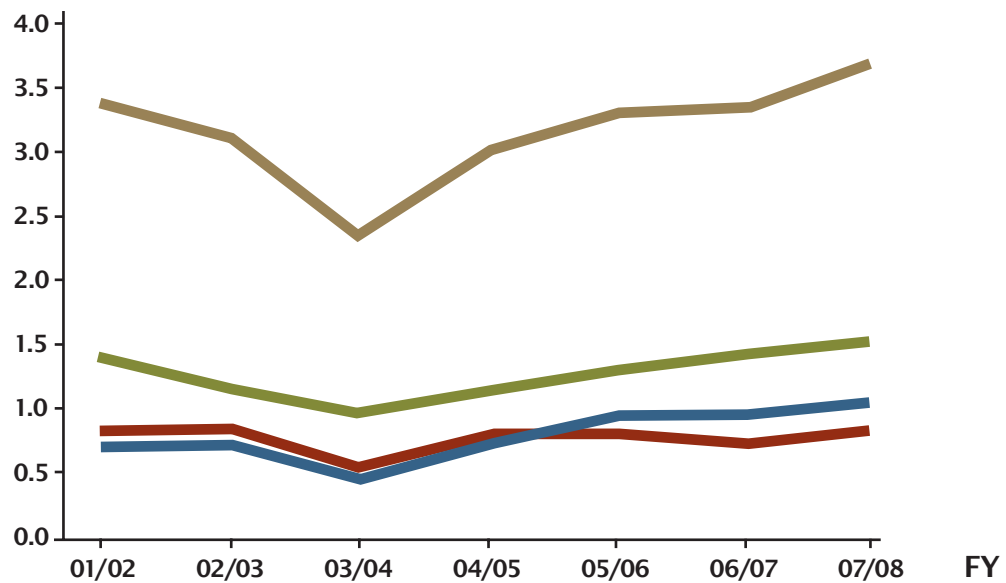
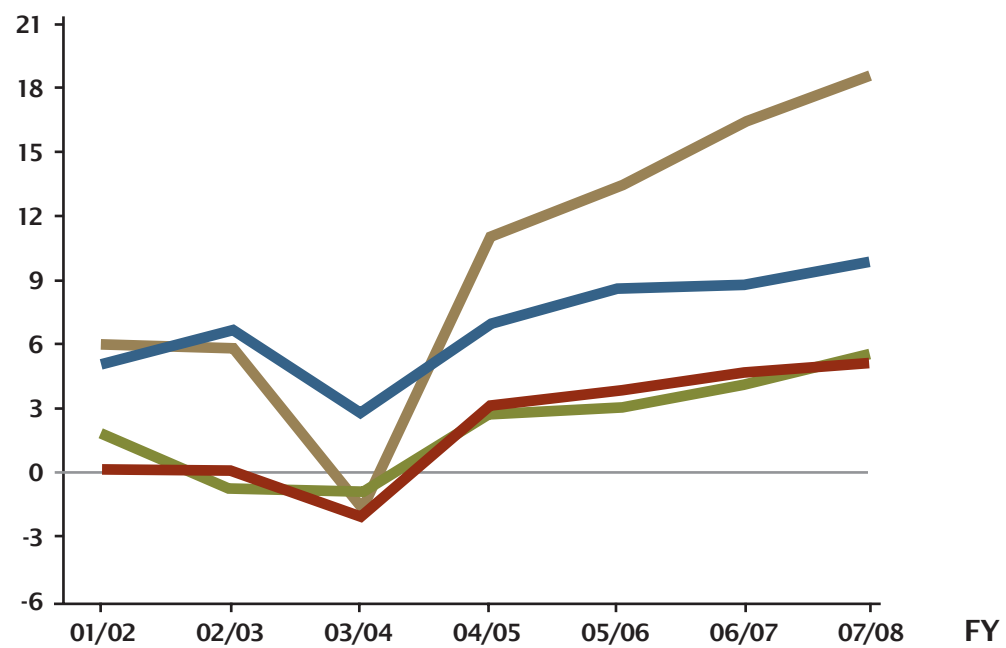
Wildlife Reserves Singapore
Financial & Attendance Information

Total Revenue FY 07/08 \$87.8M

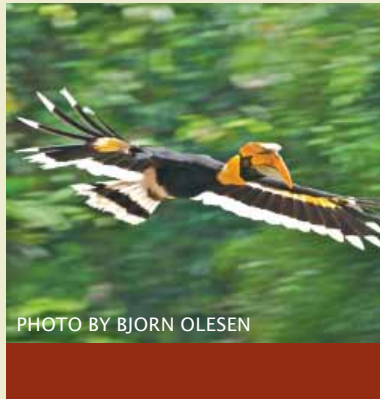


Total Expenses FY 07/08 \$79.0M



Total Visitors (in million)**NPAT (\$ in million)**

● Jurong Bird Park ● Singapore Zoo ● Night Safari ● WRS



Wildlife Reserves

S I N G A P O R E



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