

# Tiger Trek — 2018 IA Awards for Excellence: Project over \$150,000

## 1. What is your project?

There are only 350 Sumatran Tigers left in the wild. This situation may seem hopeless ... but it's not.

Tiger Trek, a new exhibit at Taronga Zoo, was designed as a powerful immersive and disruptive experience that creates internal conflict in zoo guests; sparking deep emotional connections to Tigers, then challenging and inspiring people to take positive action to help save these magnificent animals.

The exhibit uses a combination of authentic cultural theming and landscaping, interactive elements and AV, props and staging, rich storytelling and soundscapes to create an immersive physical and emotional journey. In a simulated flight onboard Tiger Trek Airlines, guests are transported from Taronga Zoo to Indonesia. There, guests engage with Sumatran Tigers through close encounters, learn about Tigers' behaviour in their natural habitat and find out about local conservation projects such as the Wildlife Protection Unit.

In transition back to the urban world, guests enter 'Choice Mart' — a simulated supermarket where they are empowered to make consumer choices to help protect the remaining Tiger population in Sumatra. They can also encourage manufacturers and retailers make more sustainable choices in food production through the Raise Your Palm community campaign. This campaign, developed as an integral part of the Tiger Trek exhibit, leverages community action to support the transition towards a truly responsible (sustainable) palm oil industry in Australia.

The guest journey through the precinct was designed to increase dwell time, maximise intake of key conservation messages and create positive connection moments between people and animals. Sustainable Palm-Oil messaging is woven throughout, to engage guests and act through the Raise Your Palm campaign to help conserve Tiger habitat in Sumatra.

Together we can save Sumatran Tigers — and create a shared future for wildlife and people.

## 2. How does it demonstrate excellence and best practice in heritage interpretation?

### **Audience profile, expectations and issues:**

With over 2 million guests annually, Taronga caters to a range of audiences including families with children, adults and couples, domestic and international tourists. Extensive research was carried out to determine the best way to persuade guests to take positive action on behalf of Tigers. The planned action for guests is two-fold:

Onsite - Champion a future with sustainable palm oil that conserves forests, protects species, and secures livelihoods.

Offsite - Choose palm oil that is sustainably certified today, look for the RSPO label (or know what are the best products/manufacturers).

Towards these aims, Taronga collaborated with WWF Australia on robust and focused research into attitudes towards palm oil and palm oil messaging. This research was used to shape messaging within Tiger Trek.

The research was undertaken by Commonality research house and showed that Australian public with 83% having heard a little or a lot about it, and 67% of those viewing palm oil as negative.

Our research also looked qualitatively at different ways of constructing pro-sustainable palm oil messages and found the following: Focussing on a positive (sustainable palm oil as a solution) is the best way to persuade. Rational facts and information about palm oil did not resonate with the public, whilst the connection to the impact on wildlife did. Driving awareness and deepening emotional connection to the issue to a captive audience is a worthwhile exercise for building active supporters of sustainability generally, and sustainable palm oil specifically.

### **Key messages, themes and storylines:**

The key messages of Tiger Trek are critical in the call to action:

- Tigers are one of the most beautiful animals on the planet.
- The Indonesian island of Sumatra, known for its majestic and mysterious tropical rainforests, is the only place where tigers, rhinos, orang-utans and elephants live together.
- Deforestation and an epidemic of poaching and trafficking of illegal wildlife products are causing their populations in the wild continue to plummet – with as few as 350 left in the wild, these species are in real danger of disappearing forever.
- We can all help save tigers by choosing palm oil that is sustainably produced (certified).

The theory of change is based on the impact of a profound experience that elicits a strong connection (love) leading to a facilitated action or change in behaviour. The Guests' experience is framed within a narrative where they become the hero:

*The Obstacle:* Not many Tigers are left — time is running out.

*The Shock:* So many things I purchase and use contain unsustainable palm oil / I'm threatening the last Tigers on earth.

*The Investigation:* Unsustainable palm oil plantations are enormous / plantations give access to poachers / humans are coming into conflict with Tigers around plantations / palm oil can be good.

*The Hero:* I can stop the unsustainable palm oil / I can stop poachers / I can save Tigers.

The narrative follows the guests' journey from Sydney to Sumatra and into the natural habitat of the Sumatran Tiger. Storylines within the journey highlight local knowledge of Tigers and conservation work taking place in-situ. Guests enter the world of conservation and scientific research they could never otherwise witness – camera traps capturing footage of Tigers in remote locations, specific knowledge around tracking and identifying Tigers, and fascinating insights into Tigers' natural behaviours in the wild. The final chapter of the story involves the guests' own action as a hero – answering the call to action, making changes to their own lives that have a positive impact on the preservation of Sumatran Tigers' habitat.

### **Communication – techniques and channels / choice of interpretive media:**

Tiger Trek provides a tightly choreographed, highly engaging, dramatic and rewarding story for visitors — an experience that immerses them in an emotional journey of the issues surrounding tiger conservation and inspires and motivates them to act immediately to contribute to and create positive changes for the Tiger's future.

To create this immersive environment, we engaged highly creative and innovative interpretation specialists and other communication and technology experts early in the research and design process. This ensured the most holistic and creative interpretation solutions could be realised through theming and staging, multimedia, social-awareness strategies, data-capture and interactive app design:

- Art of Multimedia, digital multimedia agency for AV hardware and content management systems
- Web developers Specialist Apps designed the system architecture and User Interface for Choice Mart
- Staging company Show Works produced much of the themed props and signage
- Agency, a social awareness agency who applied best practise data capture techniques and assisted with the screen layout and content to maximise impact and conversion for guest interaction
- Audience testing with the help of Toni Roberts from Hatchling, a researcher from RMIT Melbourne who has extensive experience in Interpretative Research.

Interpretation techniques incorporate acoustic, visual and physical elements of the experience. Authenticity of the cultural theming was imperative; we engaged relevant stakeholders for input and advice on the accuracy on all cultural elements. In several appropriate locations within the exhibit, video screens show camera-trap footage of Tigers in the wild, tell the stories of conservation projects in Sumatra and drive awareness in Way Kambas as an eco-tourism destination. Some static signage is utilised — much of this is diegetic in nature, such as Way Kambas National Park signage and information posters within the Ranger Hut.

The final supermarket zone, Choice Mart, has a gamified presentation and app-based interactive content. This is designed to facilitate the easy interrogation of food choices and emailing to companies.

### **Design – problems solved, appropriateness, aesthetic appeal, cohesive relationship with marketing:**

Tiger Trek differs from other exhibits at Taronga in that it be unidirectional and pulsed in an innovative, disruptive experience. It was crafted to increase dwell time, maximise intake of key conservation messages, and create great connection moments between people and animals.

Guests start their experience with the 4-5 minute airplane journey - this is a flow-control device, releasing 60 guests into the exhibit space every few minutes.

To choreograph the journey and take guests through the most effective pathway of story components, it is necessary for them to remain on the one-way loop and go through each of the chapters in sequence. To ensure this occurs, the exhibit design contains the guests within each step of the experience through effective theming. Guests are screened from other parts of the exhibit using built and landscaped elements and are presented with choreographed interactive opportunities at each step to maintain a high level of engagement with each component of the experience.

Animal Welfare is a critical consideration in the design of Tiger Trek. Working closely with the Zoo's Life Sciences team, we created three best-practice Tiger enclosures including back-of house dens and outdoor 'off view' enclosures. Balanced against this was the need for space to create an immersive guest journey and optimal Tiger-viewing opportunities.

The holistic and authentic nature of the cultural and geographic theming – from material choices for built elements, to landscape plantings and use of the existing sandstone outcrops within the Tiger exhibits elements – all contribute to the convincing recreation of the Sumatran village and jungle.

#### **Environmental considerations:**

Best-practice sustainability is a core organisational value for Taronga. Through our Community Conservation Campaigns, Taronga champions environmental sustainability and inspires our audience to do the same: the key outcome in the Tiger Trek guest experience is behaviour change facilitated through the Raise Your Palm campaign, leading to positive outcomes for Tiger habitat in Sumatra.

Environmental considerations were at the heart of the design and construction. Material reuse was a focus on site. Roof sheet material to several of the buildings was sourced as recycled materials, and all timber used in the exhibit is Forest Stewardship Council (FSC) certified sustainably sourced timber.

Recycled water from Taronga's water treatment plan is used for irrigation and wash down of exhibit areas. Taronga has fully offset ongoing carbon emissions generated by the operation of Tiger Trek by purchasing additional green power.

#### **Audiences and method of engagement:**

A considered, holistic approach binds the narrative relationship between all the interpretative elements from 'traditional' signage to thematic props, staging and displays, acoustic and multisensory AV experiences. This results in a high level of engagement throughout each stage of the guest journey.

Guest engagement and immersion begins outside the Tiger Trek entry point. Walking under a life-sized airplane tail, guests approach the entrance adjacent to a large corrugated-iron hangar. A soundscape of Sydney airport departure announcements, animated 'Travel Posters showing the flight route and scenes of Sumatra along with a 'Countdown to next Flight' Departures Sign start to build a sense of pre-travel anticipation.

After a multisensory simulated flight, guests 'disembark' into a recreated Sumatran environment. Themed plantings are part of the interpretative strategy and include a mix of tropical plants and other geographically appropriate plants such as bamboo. Authentic architectural elements and materials are featured throughout the Way Kambas village. Chickens strut and cluck as they forage for food amongst the colourful buildings and street-food carts. Motorbikes parked outside a repair shop invite guests to engage in role-play and provide fun 'selfie' moments, further enhancing the feeling of being away on holiday in an exotic location.

The main engagement technique throughout the first half of Tiger Trek is the drawn-out anticipation. The lengthened preamble delays the 'reveal' moment when guests first glimpse a Tiger; this results in a deeper and more intense emotional response.

Suspense builds as guests move under the canopy and into the jungle — the Tiger's domain. Visual and audio elements build suspense around the Tigers' proximity: A tree close to the footpath is etched with an (artificially created) Tiger scratch, life-sized 3-dimensional Tiger scats and tracks are found along the pathway. All these Tiger 'tells' are cues that reinforce the guests' engagement with the recreated experience of Tiger-tracking within the Way Kambas National Park. Physical and sensory comparative activities, such as life-sized Tiger paw prints, allow guest to make powerful connections and discoveries for themselves.

The exhibit design and animal management has been designed to maximise guest engagement, as it encourages the Tigers to be more active and show a diversity of species-specific natural behaviours. The enclosures make use of existing sandstone outcrops, waterfalls and pools along with lush tropical rainforest plantings to recreate their natural environment; this gives the optimal guest engagement with the Tigers, which has been shown to trigger more positive animal-focused conversation in visitors.

Much of the signage is presented as handwritten field-notes and photographs by Way Kambas Rangers, who share their Tiger knowledge with guests. Maximum engagement is achieved through minimal text: Use of pithy and provocative headings draw guests' attention and induce them to read on — a short time commitment is rewarded with fascinating information that deepens their understanding of Tigers in the wild. This authentic storytelling continues throughout, reinforcing a sense of place and engaging guests more deeply.

The acoustic environment is exploited to its full potential as an engagement device throughout Tiger Trek. This creates an authentic sense of place, immersing guests from beginning to end. Each soundscape is a crafted mix

of biophony (animal sounds), geophony (weather sounds) and anthropophony (human sounds). These indicate transitions to different stages of the journey, evolve narratives, provide a sense of time and place, create suspense and evoke emotional responses.

The final interactive element, ChoiceMart, has been designed to engage the whole family (as well as bystanders) using animated Tiger emojis and a 3D supermarket aisle. The screens take guests through an online shopping experience, where they can check the sustainability rating of their favourite foods and send emails to add their voice to the Raise Your Palm campaign — urging companies to be more sustainable. A Hero Board shows a live running total of the emails that have been generated, giving immediate positive feedback to guests and engaging them within a larger context of this growing community campaign that is making a real difference.

Staffing is imperative in maximising guest engagement with Tiger Trek. A full Operations Brief was created to ensure the experience is smooth and enjoyable for guests. 1 – 2 Guest Experience officers are present at the entry experience to manage queueing prior to aircraft 'boarding' and operate the multimedia sequence, and a team of volunteers engage with guests at various points within the exhibit, sharing information about the Tigers – their names, personalities and other information. Guests are highly appreciative of these friendly, personal interactions. During busy holiday periods, the volunteers have access to objects and touch tables to entertain guests with Tiger information as they wait in the queue.

To enhance engagement for children, a new app-based 'Wild Squad' mission was designed for Tiger Trek to augment the interactive elements of the exhibit. Using the app, children are prompted to look more closely at elements of the exhibit as they undertake a tracking and information-gathering exercise.

#### **Stakeholders and method of engagement:**

Cultural context, authenticity and respect was embedded into all the interpretative elements through a high level of consultation with Indonesian and Australian stakeholders. Taronga developed a stakeholder management plan to engage relevant stakeholders for input and advice on the accuracy on all themed and cultural elements. Through ongoing meetings, briefings, workshops and tours, we developed close collaborative relationships with the Sydney Indonesian community, Sumatran local people, Taronga's partners in Way Kambas National Park, NGOs, Indonesian Government officials both in Sydney and Sumatra. Their feedback was used to inform the approach, design, theming, and narrative, with consultation continuing throughout the development and construction phases of the project.

To develop the 'Choice Mart' supermarket content, a pro-active approach was used to develop relationships with manufacturers and retailers, through both email communication and meeting with companies. Taronga's approach was constructive and inclusive, with an invitation to collaborate in a cooperative process.

Eleven companies have been included in the first round of collaboration, with guests able to email them to encourage change. These include retailers Woolworths, Coles and Metcash, as well as manufacturers Ferrero, Arnott's, Mars, Johnson & Johnson, Nestle, PepsiCo, Unilever and Peters Ice Cream. There has been on-going dialogue and very positive feedback about the impact of the Tiger Trek supermarket in supply chain discussions, reaching the highest levels of management within the included manufacturers and retailers.

#### **Implementation - Stand-alone or multi-stage project:**

The Tiger Trek exhibit was planned as a stand-alone project. However, the success of the Raise Your Palm campaign has prompted us to expand the Supermarket experience to a second location at the Sumatran Tiger exhibit at Taronga Western Plains Zoo. This is planned for later in 2018.

#### **How the project worked in conjunction with other facets of the operation:**

The Communications Strategy was developed with Marketing and Communications Teams. It comprised a two-tiered messaging strategy to raise awareness around the Tiger Trek exhibit and the key messages therein – the Sumatran Tiger and the importance of consumer choices around Palm Oil.

The Taronga Life Sciences team were an integral part of the exhibit design process, ensuring that through best-practice enclosure design and enrichment programs for the Tigers, we optimise guest viewing of these magnificent animals.

We continue to work closely with the Guest Experience team, developing training and programs for face-to-face guest interaction and activations of the space during school holiday periods.

#### **Access - Visitors with special needs:**

Due to the interpretation's immersive and experiential, sensory nature, it is intrinsically inclusive of visitors of different ages and from multiple cultural backgrounds and language groups. Written elements are minimal, with the narrative being communicated through AV, physical and sensory channels wherever possible.

The exhibit is fully accessible to guests in wheelchairs and a hearing loop is installed in the airplane experience.

Individuals with a deeper interest in the zoo, wildlife and animal management practice can join programs such as 'Keeper for a Day' where they engage with our Keepers and take part in Tiger food preparation and other keeping duties. Other programs offer behind-the-scenes and night time viewing of the Tigers.

The Taronga App offers multilingual (English and Mandarin) information about Tigers and the Tiger Trek exhibit. We have also employed multilingual volunteers to engage with groups from different cultural backgrounds.

#### Training and development:

Guest Experience Staff and Volunteers have ongoing training in the technical aspects of the exhibit, such as managing the multimedia plane sequence and other AV. Keepers give regular updates on the Tigers' behaviours, managements and enrichment programs to both staff and volunteers. Our volunteers have extensive support and development in face-to-face interaction and engagement with Guests and in the delivery of specific activations run during school holiday periods. eg #WildChooseDay and Raise Your Palm Pledge Wall

### 3. Resources

Detailed project costs: Tiger Trek Interpretation				
<b>Zone 1 – AIRPLANE</b>			<b>Zone 4 – RANGER STATION</b>	
Themeing and Graphics	\$215,900		Themeing and Graphics	\$161,000
AV Hardware	\$139,100		AV Hardware	\$45,000
AV content	\$150,000		AV content	\$60,000
<b>Sub-total</b>	<b>\$505,000</b>		<b>Sub-total</b>	<b>\$266,000</b>
<b>Zone 2 – VILLAGE</b>			<b>Zone 5 – SUPERMARKET</b>	
Themeing and Graphics	\$139,500		Themeing and Graphics	\$92,000
AV Hardware	\$30,500		AV Hardware	\$120,000
AV content	\$30,000		AV content	\$30,000
<b>Sub-total</b>	<b>\$200,000</b>		AV app-based content	\$90,000
			<b>Sub-total</b>	<b>\$332,000</b>
<b>Zone 3 - JUNGLE</b>			<b>TOTALS</b>	
Themeing and Graphics	\$50,000		Zones 1 - 5	\$1,407,000
AV Hardware	\$24,000		Margins (10%)	\$140,700
AV content	\$30,000		Contingency	\$154,740
<b>Sub-total</b>	<b>\$104,000</b>			
			<b>PROJECT TOTAL</b>	<b>\$1,702,470</b>

Tiger Trek – Guest Experience Operational Budget		
Zoo Staff	Details	Annual Cost
Guest Experience Officers	1 per day weekdays, 2 per day weekends and during school holidays, 3 per day during mega-peak (Christmas/New Year period and public holidays/long weekends)	\$88,073.30
Volunteers	Average 2 per day (14 hours)	5,096 volunteer hours

#### Interpretive media:

Tiger Trek utilises AV at several points within the exhibit, both to enhance guests' immersion experience and to communicate key messaging. Some examples of technology innovation in the exhibit include:

- Simulated plane journey: a multi-sensory experience is delivered using a mix of hardware, CGI and visual effects, all encased within a mock aircraft fuselage. 24 synchronised screens deliver the show which is controlled via touch screen.

- Choice Mart: 7 stations, each with a Touchscreen and connected TV Slave Screen. The Slave Screen features a 3D Virtual supermarket aisle and animated Tiger Cub. Virtual supermarket shelves are populated with real world products via a content management system in real time. Custom Android Apps power the content to the supermarket screens and utilise inter-process communications protocol for real time message interactions and email collation.
- Acoustic Environment: Ten individual soundscapes files immerse guests in the Tiger Trek experience from beginning to end. These are crafted to create dynamic, multi-layered acoustic environments in each section of the exhibit.
- Video content was used in appropriate dwell areas, to communicate the conservation work done at Way Kambas and drive awareness in Way Kambas as an eco-tourism destination, and to reinforce messaging around links between Certified Sustainable Palm Oil (CSPO) and Tiger habitat via a graphically engaging infographic animation.

#### **Cost-effectiveness versus 'reach' to intended audience:**

There has been strong media coverage with an audience reach of 5,672,623, featuring on several media channels including Channel 7 and Nine, as well as publications including The Daily Telegraph and National Geographic.

Over one million guests have experienced the Tiger Trek exhibit since its opening. More importantly, leveraging consumer power through Choice Mart is proving to be a successful way to not only reach but influence companies and effect change to Australia's food supply chain. If the current positive trend continues, Tiger Trek will reach millions of Australians via their more sustainable supermarket trolleys.

#### **Innovative use of resources / sustainability / future proofing:**

The construction of Tiger Trek involved the retention and repurposing of significant areas of existing exhibit and public domain landscape, incorporating the existing natural geological features and mature trees in the exhibit design. Over 8,000 plants were incorporated into the project's landscaping. We retained, and in some cases relocated, mature trees to create the desired environment and reduce the financial impact of purchasing mature trees.

As detailed in *Environmental Considerations*, sustainably sourced materials were used throughout the exhibit.

An ongoing contract is in place with the app developers to maintain, repair and update the Choice Mart interactives when necessary. The Choice Mart app allows real time updates of both products and company ratings to ensure content remains current. We can also add new products following consultation with additional companies.

## **4. Clear and measurable outcomes**

#### **Organisational and stakeholder/community expectations:**

Tiger Trek has exceeded expectations since its launch in August 2017. Over 1 million guests have been through the experience, and the dwell-time in the Tigers exhibit has increased from an average of 4 to 16 minutes. 84% of guests rate the experience as "Extremely Satisfying".

Cultural stakeholders were taken through the exhibit and their feedback was very positive, with the highlight being the Indonesian Consul General saying he got a tear in his eye at the Jungle entrance sign paying homage to Pak Widodo.

Guest emails sent from Choice Mart have resulted in very positive feedback: Metcash (IGA Supermarkets) prioritised the discussion around sustainable palm oil and have begun to transform their supply chain. Derek Lath, Institutional Affairs Director at Ferrero, said: *To date we have received over 12,000 emails from the Tiger exhibit, which is not only a significant recognition of our sustainable palm oil commitments but demonstrates the considerable consumer education that has been enabled by Taronga Zoo.*

#### **How success of the project was measured:**

Qualitative measures include: Monthly face-to-face surveys in zoo grounds monitoring guest attitudes, ongoing observational studies on guest behaviour and flow through the exhibit, and social media engagement with Tiger Trek and the Raise Your Palm campaign.

Quantitative measures include: Number of guests going through the exhibit and any increases in dwell-time, number of email actions within the Tiger Trek supermarket, number of conversions in terms of follow up actions through email list, and change patterns in number of Australian companies using CSPO.

#### **Commercial criteria:**

As the focus of the Tiger Trek experience is on effecting behaviour change, a decision was made to not include

direct interpretation for any commercial outcomes. However, the increased attendance and dwell time created by this exhibit does contribute to supporting Taronga's financial sustainability.

#### **Environmental criteria:**

The Raise Your Palm campaign is playing a key role to encourage Australian companies to commit to a transition to only use 100% segregated and Certified Sustainable Palm Oil (CSPO). If it is grown sustainably, palm oil production can benefit local communities, and help to protect valuable species and forests. Through Taronga's Tiger Trek exhibit, over 60,000 emails have been sent to eleven Australian manufacturers and retailers through the Choice Mart supermarket encouraging their transition to 100% CSPO.

Our post-visit surveys show there is significant correlation of guests' behavioural intention shifting towards the following: 'I will only purchase products with sustainable palm oil' and 'Even when they are more expensive, I will only buy products that support wildlife'.

#### **Pre /post project or audience research, monitoring, evaluation and consultation:**

We are currently taking part in two research projects on the success of Tiger Trek's behaviour change outcomes.

The first project "*Evaluating the Effectiveness of the New Sumatran Tiger Experience in Driving Behaviour Change in Zoo Guests*" is being undertaken in partnership with Ashley Kelly and Jeffrey C. Skibins Ph.D, Assistant Professor of Park Management and Conservation at Kansas State University.

This project will quantify the roles of interpretation (e.g., signage, multimedia and exhibit design), guests attitudes and the emotional connection to Tigers on the inclination to engage in pro-conservation behaviours.

A total of 1123 surveys were undertaken between November 2017 and January 2018. The preliminary results show that when asked: *How helpful were the following on your understanding of the benefits of sustainable palm oil for Sumatran Tiger conservation?* guests rated the Choice Mart supermarket highly. Results also show that there is strong intention to undertake behaviour change regarding sustainable palm oil following their Tiger Trek experience.

The second project is being undertaken by Rhedyn Ollerenshaw from the Australian National University's Australian National Centre for the Public Awareness of Science (cpas.anu.edu.au). This project examines how zoo design can impact the efficacy of zoo-based behaviour change campaigns. Rhedyn's research will include visitor surveys and observations, and interviews with relevant Taronga staff who have a role in the development of new exhibits and behaviour-change campaigns. It will seek to understand Taronga's processes for designing and developing new projects and to look at how the various elements of those processes are integrated.

#### **Aspects of the project that did and did not work:**

Pulsing of guests through the aircraft experience creates a gap of several minutes between each group of 60 people and works well to create a better experience inside the exhibit; it is not so crowded, and there is better viewing of Tigers. However, this is balanced against the need for guests to queue at the start of the exhibit, which does create tension.

Inclusion of products and companies in the Choice Mart behaviour-change action area was not as challenging as we had expected. Transparent and positive consultation with companies led to a positive outcome with eleven companies and has started the conversation to encourage the transition towards a sustainable supply chain.

One aspect that has not worked as planned is the theming of the midway Ranger Station dwell area. This was intended to have a back-story as a reclaimed palm oil plantation building, and staging includes disused chemical barrels and plantation equipment. This theming is too subtle for guests, who remain unaware of the buildings' fictional history.

#### **How the project could be improved:**

There is an ongoing challenge in experience-planning for peak and off-peak days. We have created a shorter version of the multimedia plane journey to move guests through at a faster pace during peak times and maximise the exhibit's capacity over the day.

As the plantings within the three enclosures have grown and filled out, the Tigers have become progressively harder for guests to spot. We are continuing to work through this ongoing tension between Tiger visibility and guest expectations.

More front-end evaluation of storylines and theming will be implemented in Taronga's future exhibit planning to avoid the inclusion of overly complex narrative layering, which can be lost in translation.