



CASE STUDY
TARONGA
ZOO
2009-2019

TARONGA ZOO'S TWICE-DAILY SEAL SHOW HAS BEEN SHOWCASING THE MSC LABEL AS THE BEST CHOICE IN SUSTAINABLE SEAFOOD FOR TEN YEARS.



The show

Each show lasts for **15 minutes**, during which **sea lions & fur seals** display natural behaviours for a crowd of up to **3,000 visitors**.



The music

Using **emotive music** and **theatre**, the audience is taken on a journey of **why it is important to choose sustainable seafood**.



The call to action

Visitors are left with a **strong call to action to choose MSC**.

TARONGA ZOO HAS SUPPORTED SUSTAINABLE FISHING IN SEVERAL OTHER WAYS...



Catering

MSC certified fish is sold in **two** of Taronga Zoo's **catering outlets**.



Education

A **school education programme** in 2013 combined **online tutorials** & a **magnetic fishing game** at the zoo.



Signage

The blue MSC label features **on signage around the zoo**, which receives over **1.5 million visitors per year**.



Events

It supports the annual **Sustainable Seafood Week** each March and regularly hosts **events, cookoffs & photoshoots**.



Campaigns

A campaign around **sustainable prawns** in 2017/18 saw visitors given **recipe cards** and featured **MSC ambassadors**.



“ By working with the MSC and using the opportunities at Taronga’s seal presentation, we reach thousands of guests with simple ways they can help make sure that Nala and other remarkable marine creatures have enough to eat, while ensuring seafood is also available to us humans to enjoy ”

CEO and Director, Cameron Kerr
