



2026 Awards (2026)

Outstanding Visitor Experience (Region: Far South Coast)

Business NSW - Visitor Experience



qjXJyGQj

Entry details

Trading name:	Business NSW
Name to be used on all promotional materials (publicity materials, certificates, trophies, presentations):	Business NSW
Registered ABN:	63 000 014 504
How is your business structured?	Incorporated Association
Is your business classified as a not for profit?	No

Main office address:	Level 7, 8 chifley Square
Suburb:	Sydney
Postcode:	2000
Business trading commencement date:	2015-01-13
Number of employees:	50 to 99
What is the main industry your business operates in?	Arts and Recreation Services
Is your business primarily business to business or business to consumer?	Business to Consumer

Describe your business, product/service you offer to the market or industry

Business NSW: Koala & Wildlife Park is a proud cornerstone of the local community, offering world-class wildlife experiences and conservation education. Home to over 200 animals, including a number of endangered species, they provide up-close encounters that inspire and educate visitors of all ages. With a passionate team, a strong focus on inclusivity and deep community ties, Business NSW is more than a visitor attraction; it's a vital part of the region's cultural and environmental identity. Committed to conservation and connection, Business NSW continues to grow as a shining example of excellence in regional tourism and community engagement.

Please provide a 100 word biography for your business to be used for promotional purposes.

Business NSW: Koala & Wildlife Park is a proud cornerstone of the local community, offering world-class wildlife experiences and conservation education. Home to over 200 animals, including a number of endangered species, they provide up-close encounters that inspire and educate visitors of all ages. With a passionate team, a strong focus on inclusivity and deep community ties, Business NSW is more than a visitor attraction; it's a vital part of the region's cultural and environmental identity. Committed to conservation and connection, Business NSW continues to grow as a shining example of excellence in regional tourism and community engagement.

Website:	https://www.businessnsw.com/
----------	---

Does your website have online booking functionality?	No
--	----

CONSUMER RATING	Yes
------------------------	-----

An assessment of popular online review platforms will be conducted to assess a businesses' consumer ratings. Worth up to 20% of overall score.

PLEASE TICK YES BELOW TO INDICATE THAT YOU HAVE READ AND UNDERSTOOD THE ABOVE.

Do you have an ATDW (Australian
Tourism Data Warehouse) listing? No

PROMOTIONAL IMAGES

Please attach 2 hero images that best depict your entry. It could be a logo or team group photo. Images will be used at the awards presentation and for Media for any promotions as required, (These must be no bigger than 10MB each in jpeg format – hi resolution, landscape format images).

PROMOTIONAL IMAGE 1



[Download \(19 KiB download\)](#)

PROMOTIONAL IMAGE 2



[Download \(19 KiB download\)](#)

Entrant/ Nominee's Contact Details

Full name:	Business NSW
Position:	Test Entry
Email:	test@businessnsw.com
Phone:	+61416457460

Owner/CEO/Director contact details

Full name:	Business NSW
Position:	Test Entry
Email:	test@businessnsw.com
Mobile:	+61416457460

This business has been trading for a continuous period of more than 24 months and is not bankrupt or trading insolvent at the time of entry. ✓

A representative of this business ✓
has not been a judge in this
category in 2025.

A representative of this business is ✓
not a judge in the 2026 Business
Awards program.

Provide an overview of your business and your target market/s.

Business NSW is a premier regional wildlife attraction and conservation hub, proudly operating for nearly four decades. Home to over 200 animals across 100 species, the zoo offers immersive encounters and educational experiences that bring visitors face-to-face with both native and exotic wildlife. At the heart of our mission is Conservation Through Education, a belief that inspiring people through direct connection with animals fosters a deeper understanding of and commitment to protecting the natural world.

Our target market is broad, with a strong focus on tourists and travellers visiting the Mid North Coast, as well as families, school groups, and local residents. Business NSW plays a key role in the region's tourism economy by drawing both domestic and international visitors, many of whom come specifically to see our world-renowned Koala Breeding Centre. This centre, which will celebrate its 30th anniversary in 2025, is one of Australia's leading koala conservation programmes and a major drawcard for conservation-minded travellers.

We also serve as an essential educational resource, regularly partnering with over 100 schools and offering programmes designed to engage the next generation of environmental stewards. Through conservation leadership and tourism excellence, Business NSW continues to connect people to wildlife in meaningful ways.

Describe what makes your service offering unique within your industry and how it differentiates your business from competitors.

Business NSW offers an experience unlike any other wildlife attraction in Australia. What sets us apart is our rare combination of exclusive animal encounters, deep-rooted local loyalty, and world-class conservation leadership. All delivered in a unique natural setting that feels personal, authentic, and inspiring.

We are proud to be home to several exclusive species and experiences that cannot be found elsewhere in the country. Business NSW is the only zoo in New South Wales where visitors can see a Lumholtz's Tree Kangaroo, and the only zoo in Australia that offered up-close encounters with a Snow Leopard, one of the world's most elusive and endangered big cats. These unique opportunities draw wildlife enthusiasts and photographers from across the nation and beyond.

We're not just a place to visit, we're a place to belong. With over 500 Annual Pass holders, our connection to the local community is strong, growing, and deeply valued. Locals return regularly for school holiday programmes, animal births and special events like our Bubs & Cubs and MiniKeepers, making the zoo an extension of local families' routine.

At our heart is the world-renowned Koala Breeding Centre, celebrating 30 years in 2025. This facility isn't just a tourist feature, it's an active contributor to the survival of one of Australia's most iconic species. Our recent success with artificial insemination in partnership with the University of Queensland marks a groundbreaking milestone in koala conservation science.

Where other zoos focus on spectacle, Business NSW delivers genuine connection: between people and animals, between locals and tourists, and between curiosity and conservation. We aren't just showcasing wildlife, we're actively protecting it, educating future generations, and doing it all with heart, excellence, and purpose.

This is what makes Business NSW truly exceptional and why we lead in both tourism and conservation.

Describe your customer service strategy and how your business implements this strategy to ensure visitor satisfaction.

At Business NSW, exceptional customer service is one of the cornerstones of our success. Our customer service strategy is built on three key pillars: Genuine Connections, Consistent Excellence, and Continuous Improvement. This

strategy is implemented across all levels of the zoo to ensure every visitor enjoys a seamless, engaging, and memorable experience.

First and foremost, we focus on genuine, personal engagement. Our staff, whether they're keepers, front-of-house, or café attendants, are trained not only in knowledge but in hospitality. Guests regularly comment on the warmth, passion and helpfulness of our team. We encourage meaningful conversations between staff and visitors, helping to create moments that are memorable and deeply human. Whether it's a keeper sharing an animal anecdote or a staff member helping a family with prams or wheelchairs, we aim to exceed expectations.

To maintain consistent excellence, we have a clear set of service standards that are reviewed regularly. From cleanliness and presentation to punctuality of talks and encounters, our teams are accountable to a high standard of delivery. We also provide ongoing training, mentorship, and feedback to ensure service consistency across peak seasons and staff rotations.

Visitor feedback is central to our strategy. We closely monitor reviews across platforms like Google (currently 4.6/5 stars from over 2,000 reviews), TripAdvisor, and through direct surveys and Net Promoter Scores. We don't just read this feedback, we act on it. For example, we recently expanded healthy café menu options in response to guest requests.

Ultimately, our goal is to create unforgettable, positive experiences that visitors want to share and repeat. This is reflected not only in our reviews and awards, such as TripAdvisor's 'Best-of-the-Best', but also in our growing number of Annual Pass members, repeat guests, and strong word-of-mouth reputation.

At Business NSW, every guest matters and it shows!

Demonstrate how your business attracts and engages visitors to the region, including measurable targets.

Business NSW is one of the Mid North Coast's most powerful drawcards, consistently attracting and engaging visitors to the region through a unique combination of exclusive wildlife experiences, conservation leadership and targeted marketing strategies. As the most visited attraction in the Wauchope and Hinterland, our presence directly benefits the wider tourism economy, supporting local accommodation providers, cafés, restaurants, and other regional businesses.

In the past 12 months, we've experienced a 8.9% increase in visitation, almost double the NSW state average of 4.6%. This growth has been fuelled by a deliberate strategy to amplify our regional and intrastate marketing efforts, including partnerships with Destination NSW, VisitNSW, local tourism and business chambers, radio, online campaigns, airport signage, and prominent billboard placements. Our messaging highlights the rare and unforgettable experiences only available at Business NSW.

Our conservation reputation also attracts eco-conscious travellers, students, and wildlife enthusiasts, with our world-renowned Koala Breeding Centre serving as a major tourism and educational asset. Our recent partnership with the University of Queensland to successfully implement artificial insemination in koalas positions us as a national leader in conservation tourism. This not only brings attention to our zoo but elevates the region as a hub for meaningful, purpose-driven travel. Business NSW proudly hosts high-level academic events that attract researchers and wildlife professionals from around the world, further boosting the region's economy and cementing its reputation as a centre for conservation excellence.

We also focus heavily on local engagement to encourage repeat visitation and regional loyalty. Our Annual Pass Memberships have grown by 7% over the past year, reflecting strong community connection and a desire for locals to bring visiting friends and family to the zoo. Programmes like Bubs & Cubs, MiniKeepers, and seasonal special events are designed to foster deeper bonds between guests and the zoo while strengthening the region's identity as a family-friendly destination.

We also extend our reach through Zoo2U, bringing our animal ambassadors out to the wider community to events, aged care homes, and childcare centres across the Mid North Coast, generating curiosity and encouraging visitation to the zoo and region.

Business NSW not only draws visitors, it gives them a reason to stay longer, return often, and tell others. Through conservation, community, and creativity, we are proud to lead the way in attracting people to our beautiful region.

Provide an overview of the key features of your strategy and plans for the visitor economy over the next 12 months.

Over the next 12 months, Business NSW's strategy for the visitor economy focuses on driving sustainable growth through regional tourism, boosting off-peak visitation, strengthening community ties and positioning ourselves as a

premier destination for conservation-based experiences in regional Australia.

A key pillar of our approach is data-led decision-making. Recent analysis of visitation trends revealed a 13% increase in day visitors from surrounding regions such as Coffs Harbour and Newcastle. Recognising the growth potential, we are increasing targeted marketing spend in these areas, through local radio, digital and physical ads and tourism partnerships, with the goal of achieving a 17% increase in regional day visitation by the end of 2025.

To further support the local tourism ecosystem, Business NSW is investing in off-peak and night time experiences to encourage longer stays outside traditional school holidays. Collaborating with local accommodation providers, we are launching packages tied to our new "Zoo Safari" night experiences and more exclusive events, complimenting our award-winning annual Boo at the Zoo Halloween event. These events are designed to fill midweek and shoulder-season gaps while offering a fresh, immersive experience for both locals and travellers. Our target is to increase off-peak visitation by 7.5% by 2026.

We're also placing strong emphasis on local engagement and community value. Our Annual Pass programme, now with over 500 members, is projected to grow to 600 by October 2025. These members aren't just visitors, they're part of the zoo family. To enhance value, we are expanding exclusive perks such as early access to events and discounts across retail and food outlets. These benefits are designed to strengthen loyalty and encourage repeat visits.

As visitation grows, so does our capacity to give back. Our sponsorship of over 150 local events and charities these 12 months will continue, with new targets to increase local sponsorships by 10% over the next year. By growing our audience, we also grow our impact.

Finally, we are working with Destination NSW and local partners to host the 2026 Australian Zoo and Aquarium Association Conference, welcoming over 200 professionals from around the globe. This prestigious event will bring a significant economic boost to local hotels, venues and suppliers while reinforcing Business NSW, and the region, as a national leader in tourism and conservation.

Our vision is clear: we don't just want to be a great zoo and tourist, we want to be synonymous with Wauchope and the Hinterland.

Log in to enter.businessnsw.com to see complete entry attachments.

BUSINESS NSW