

**Welcome to SEA LIFE Sydney Aquarium!**

During your visit today, we hope to give you an insight into the inner-workings of what makes an aquarium a successful business while still maintaining a high degree of sustainability for the animals and surrounding environment.

The questions marked with a “✍️” can be researched before your visit at school – our Education Officers will help you with the rest!

**History and Location**

1. When did SEA LIFE Sydney Aquarium first open and under what name?

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✍️ 2. Who used to operate SEA LIFE Sydney Aquarium and how long for?

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3. Who currently owns SEA LIFE Sydney Aquarium?

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4. What is Merlin Entertainment’s and SEA LIFE Sydney Aquarium’s mission statement?

**Merlin Entertainments Group:**

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**SEA LIFE**

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✍️ 5. Where is SEA LIFE Sydney Aquarium located?

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6. What are the advantages and disadvantages of this location?

**Advantages:**

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**Disadvantages:**

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## Operations

7. How many staff are employed during off-peak season compared to peak season?

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8. Comment on the opening hours.

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9. What are the themed areas at SEA LIFE Sydney Aquarium? (Include a map of these areas in your report)

Zone 1: 

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Zone 2: 

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Zone 3: 

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Zone 4: 

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Zone 5: 

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Zone 6: 

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Zone 7: 

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Zone 8: 

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Zone 9: 

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Zone 10: 

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Zone 11: 

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Zone 12: 

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Zone 13: 

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Zone 14: 

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Zone 15: 

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Zone 16: 

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10. If you can, outline any changes / additions that have occurred since opening?

1990: \_\_\_\_\_

1994: \_\_\_\_\_

2000: \_\_\_\_\_

2005: \_\_\_\_\_

2006: \_\_\_\_\_

2007: \_\_\_\_\_

2008: \_\_\_\_\_

2009: \_\_\_\_\_

2010: \_\_\_\_\_

2011: \_\_\_\_\_

2012: \_\_\_\_\_

2013: \_\_\_\_\_

2014: \_\_\_\_\_

11. Why does SEA LIFE Sydney Aquarium change their 'special' exhibits every couple of years?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

12. How does SEA LIFE Sydney Aquarium ensure profitability each year?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

13. What jobs are available at SEA LIFE Sydney Aquarium? (List as many as you can). You can look at [www.merlincareers.com.au](http://www.merlincareers.com.au) to help you.

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14. Identify 10 items that have to be paid from the admission revenue to allow SEA LIFE Sydney Aquarium to operate.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

15. Once through the gate, what costs should a guest expect for the day?

	Morning	Afternoon	
<b>Meal Breaks</b> .....	\$ _____	\$ _____	
<b>Other refreshments</b> .....	\$ _____	\$ _____	\$ _____
<b>Souvenirs</b> .....	\$ _____	\$ _____	\$ _____

\*Will vary significantly depending on individual customer(s)

<b>Photographs</b> .....	\$ _____	\$ _____	\$ _____
<b>Other (specify)</b> .....	\$ _____	\$ _____	\$ _____


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16. Compare this cost with:

- A day at the beach  
..... \$ \_\_\_\_\_
- A day at the Royal Easter Show  
..... \$ \_\_\_\_\_
- A day in the city - movies and shopping  
..... \$ \_\_\_\_\_

 17. Identify three of SEA LIFE Sydney Aquarium's competitors (other Sydney attractions) and list any advantages they might have.

- a. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- b. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- c. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

18. What guest services, facilities and attractions are provided for the following guest groups? (Consider admission rates, food requirements, accessibility, etc.)

- a. Children under 5 years \_\_\_\_\_  
\_\_\_\_\_
- b. School students \_\_\_\_\_  
\_\_\_\_\_
- c. People with disabilities \_\_\_\_\_  
\_\_\_\_\_
- d. Asian tour groups \_\_\_\_\_  
\_\_\_\_\_
- e. Families \_\_\_\_\_  
\_\_\_\_\_

19. What incentives does SEA LIFE Sydney Aquarium offer their staff to excel in guest services?

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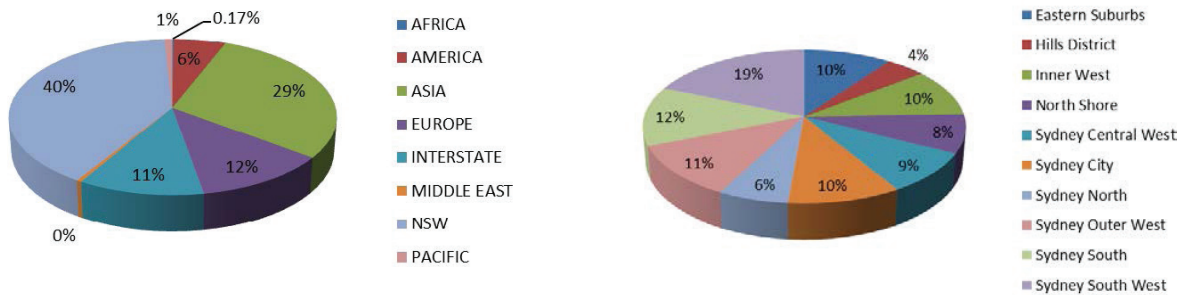
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## Marketing

 20. Visitors to SEA LIFE Sydney Aquarium are segmented into geographic locations. Using the following information in the graphs- can you use this to work out the percentage of total local, domestic and international markets?




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21. What product does SEA LIFE Sydney Aquarium sell upon entry that would be suitable for:

The local market: \_\_\_\_\_


International visitors: \_\_\_\_\_

22. How does SEA LIFE Sydney Aquarium identify the origin of its visitors?

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 23. Why is it important to segment the visitors to SEA LIFE Sydney Aquarium? Market segmentation is defined as: *“The process by which people with similar needs, wants and characteristics are grouped together...”* (Mill, RC. ET al., 1992, p423)

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**24.** Circle the forms of advertising used by SEA LIFE Sydney Aquarium.

- TV                  Radio                  Newspaper                  Magazines                  Billboards                  Brochures
- Word of mouth      Tele Marketing      Website      Internet      Events      Partnerships/sponsorships

Pick three of the above and explain how each of these are considered effective marketing strategies.

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

**25.** a) What do you think is the best display here at SEA LIFE Sydney Aquarium?

\_\_\_\_\_

b) Explain why you think this is the best one.

\_\_\_\_\_

**26.** a) What do you think would be the least popular display?

\_\_\_\_\_

b) Explain why you think this is the least popular display.

\_\_\_\_\_

**27.** Compare the Jurassic Seas with Discovery Rockpool. Describe the different techniques used to create two different atmospheres for the visitor.

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\_\_\_\_\_

\_\_\_\_\_

**28.** a) List the various facilities that SEA LIFE Sydney Aquarium offers different types of visitors.

Eg. International guests, the aged, seeing impaired, very young children.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

b) Are there any important facilities that you feel are missing from this site?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Environmental Aspects

29. Suggest some environmental initiative strategies/incentives SEA LIFE Sydney Aquarium could put in place to reduce the attraction's impact on the environment. Give an example of where one initiative/strategy could be implemented in the following locations.

Location	Environmental Initiative
<b>The Wharf Kitchen</b>	
<b>The Retail Stores</b>	
<b>Dugong Island</b>	
<b>Touch Pools</b>	

30. Explain how SEA LIFE Sydney Aquarium promotes sustainable fishing within the attraction

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31. What is SEA LIFE Sydney Aquarium's philosophy with regard to the environment and the protection of marinelife?

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32. Can all species of sea life be kept on display at SEA LIFE Sydney Aquarium? Explain.

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**33.** To what extent can SEA LIFE Sydney Aquarium be regarded as an example of eco tourism?

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**34.** What are some community projects that SEA LIFE Sydney Aquarium supports?

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**35.** What resources does SEA LIFE Sydney Aquarium need from the marine environment to maintain their business(water and sand etc)?

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**36.** What economic impact does SEA LIFE Sydney Aquarium have on the local community?

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## **HR and Workplace Health & Safety**

**37.** How would you go about applying for a job at SEA LIFE Sydney Aquarium?

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**38.** What type of orientation and training is provided for staff?

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**39.** Why is it important to have Health and Safety procedures in place?

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## Back at school

Complete only one (1) of the questions below.

1. If you were the CEO, how would you go about making SEA LIFE Sydney Aquarium the number one Sydney theme attraction? What should SEA LIFE Sydney Aquarium focus their marketing efforts towards, and what should they improve to minimise threats and weaknesses? Develop a SWOT analysis as part of your answer. (200 words)
2. As a CEO you have decided on the next exhibit to be installed at SEA LIFE Sydney Aquarium. Based on your assessment of the present facilities and exhibits at SEA LIFE Sydney, what would your recommendations be for the next instalment? Write a proposal (200 words) describing the new attraction, who the target audience is, where it would be built (and reasons for your choice of location), and any environmental/engineering issues to be considered. Provide a map showing the location of your attraction. You may also wish to add sketches of its structure/physicality.