



Auckland Zoo is smokefree

Natalie Hansby – Auckland Zoo



Why go smokefree?

- For Auckland Zoo it was about improving customer experience
- Driven by visitor feedback
- Not simply for health reasons



Questions and challenges - policy

- What do we mean by smokefree?
- Managing smokers at the Zoo entrance
- Zoo staff as role models
- What about functions and events?



Questions and challenges – on site

- Signage vs subtlety?
- Getting staff on board
- Keeping costs to a minimum



The process – 5 easy steps!

1. Governance approval
2. Consult with staff
3. Communications and signage
4. Launch
5. Review



Communications and PR

- Simple and low key
- One media release by Zoo and one by Auckland Cancer Society
- On-site presence on launch day



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National

Zoo joins tidal wave of bans on smoking

By Martin Johnston

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Auckland Zoo will ban smoking from Saturday, riding the growing wave of opposition to lighting up at outdoor venues.

Smoking is banned by law indoors at all workplaces and everywhere – both indoors and outdoors – at schools and early childhood centres.

Now a growing number of outdoor venues, universities and polytechnics are choosing to ban smoking. Nearly a third of city and district councils actively discourage smoking in their playgrounds and sports fields, mainly by putting up signs.

Some organisations perceive that smoking in public places is becoming less acceptable and want to be seen as supporting healthy lifestyles.



Auckland Zoo's visitors will have to go to a designated area of the carpark if they want to smoke. Photo / Kenny Rodger



'Green light' worry in smoking test

- 'Insider' to give MPs lowdown on Big Tobacco
- Prisons to become smoke-free from next year

nzh your views

Do you support the smoking ban at Auckland Zoo?



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Public response

- So ready for this!
- Most common feedback at launch was:

*“we thought it was
already smokefree”*



Successes

- Improved visitor experience
- An easy win
- Positive media response
- Staff quitting



18 months later...

- Smokefree is the 'new normal'
- Unforeseen language issues
- Approaching smokers
- Ongoing positive feedback



Questions?



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