



How to maximize your resources – a case study of deploying educator at the appropriate location with the “Active Messaging Unit” (AMU) concept

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Ocean Park, Hong Kong

- Opened in January 1977
- Non-profit organization
- Over 7.1 million visitors in year 2012/13
- 13 animal exhibits
- 3 theatre shows with animal





Why do we need to touch them?

“Since visitors who interacted with staff members and volunteers showed greater conservation outcomes than other visitors did, it follows that increasing the number of these interactions should help advance the Aquarium’s mission.”

(Vernon, C., Yalowitz, S., Ferguson, A. & V. Macfarlane, 2012. *Inspiring Ocean Conservation: A Multi-Phase Research Project at the Monterey Bay Aquarium*. Monterey, CA: Monterey Bay Aquarium.)



What is AMU?

Active Messaging Unit



They are not like us!



Active Messaging Unit (AMU)

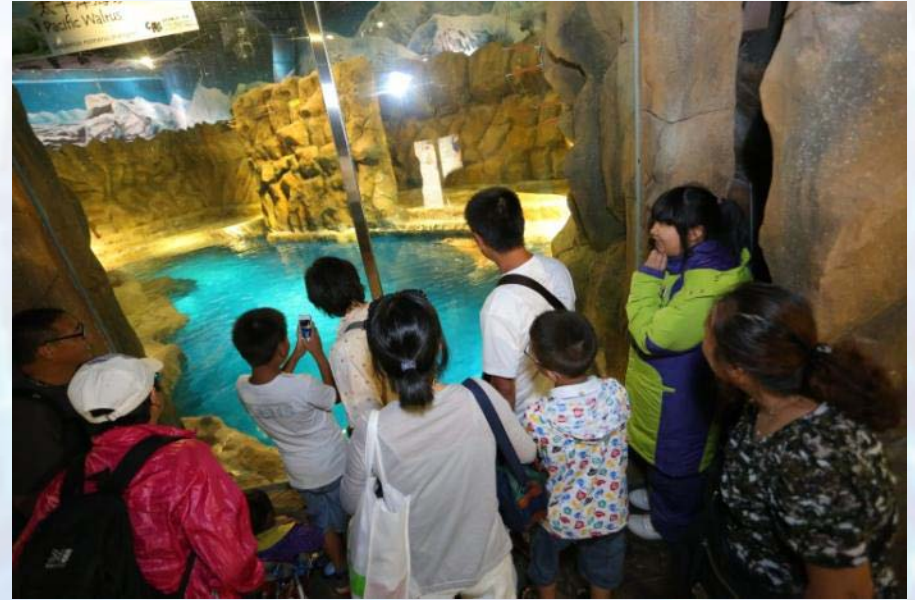
- Quantify amount of personal interpretation offered to each visitor



How to touch our visitors?



Theatre Shows



Narrations & Presentations

Theatre shows with animal



Narrations at Animal Exhibits





Active Messaging Unit (AMU)

- Quantify amount of personal interpretation offered to each visitor





How to calculate AMU?

Narration & Shows
Attendance



AMU

Park Attendance



Let's do some math!

Example 1:

Park Attendance = 10,000

Narration Attendance = 15,000

$$\text{AMU} = 15000/10000 = 1.5$$

Example 2:

Park Attendance = 9,000

Narration Attendance = 7,000

$$\text{AMU} = 7000/9000 = 0.78$$





What do you need?

1



2



3

Narration Summary 2013-14 (working).xlsx - Microsoft Excel

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
	Date	Art & Craft Story Corner	AAA	Otter Talk	Otter	Alligator	G.A. SSF	G.A. TP	Animal Encounter	Rainforest	Rainforest Talk	S.Pole	N. Pole	PAP	Total No.	Others
131	29-Oct-13		0	30	0	98		1290	1444	289	18	338	723	487	4717	Cancelled due to weather condition
132	30-Oct-13		0	40	0	113		1010	1165	249	13	396	536	0	3522	
133	31-Oct-13		0	95	0	41		1775	2878	303	8	600	520	820	7040	
134	Total	0	9601	3628	280	2036	0	46136	64724	7040	431	14018	15944	21653	185491	
135	Nov-13															
136	01-Nov-13		0	120	0	0		774	2267	0	0	589	525	490	4765	
137	02-Nov-13		0	140	0	0		1617	2062	0	0	1160	1209	790	6978	
138	03-Nov-13		470	60	0	0		1201	1539	0	0	1155	807	880	6112	
139	04-Nov-13		0	85	0	0		1369	1753	0	0	500	460	340	4507	
140	05-Nov-13		0	80	0	0		1236	1496	0	0	567	536	0	3915	PAP block off
141	06-Nov-13		0	120	0	0		787	1219	0	0	772	610	560	4068	
142	07-Nov-13		0	100	0	0		1522	1906	0	0	800	612	580	5520	
143	08-Nov-13		0	110	0	0		601	2316	0	0	533	572	853	4985	
144	09-Nov-13		401	110	0	0		738	1727	0	0	972	1249	950	6147	
145	10-Nov-13		403	155	0	0		1538	2189	0	0	1351	1505	680	7821	
146	11-Nov-13		0	105	0	0		981	1912	0	0	250	253	420	3921	
147	12-Nov-13		0	100	0	0		1238	1274	0	0	578	866	720	4776	
148	13-Nov-13		0	70	0	0		769	1708	0	0	411	387	427	3772	



Then...Guest Flow Analysis!

- **What're your current and target AMU?**
- **What's your current narration coverage?**
- **Where do your visitors usually go?**
- **When do they come?**
- **Is there any differences between weekday and weekend?**
- **Is there any transportation they must take?**
- **Where're the long queues?**
- **What're the most popular exhibits?**



Our new narration strategies

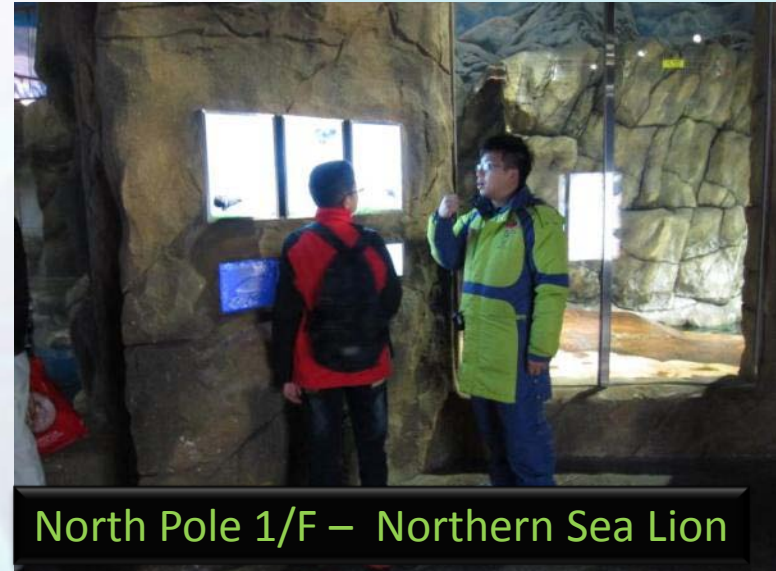
- Focus on most popular exhibits (one or two)
 - Grand Aquarium – 66%
 - Polar Adventure – 94%
- How about your transportation system?



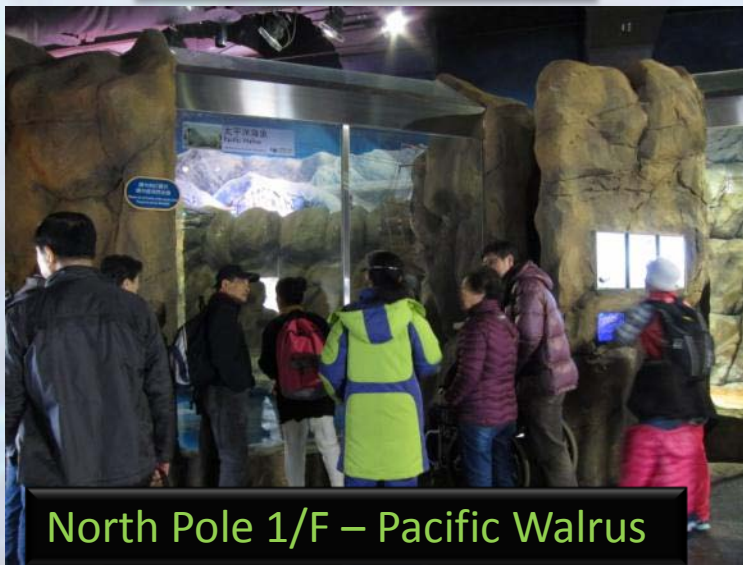
Polar Adventure



South Pole - Penguin



North Pole 1/F – Northern Sea Lion



North Pole 1/F – Pacific Walrus



North Pole G/F – Seals

Grand Aquarium





Our new narration strategies

- Cable Car Queue Line
 - People are “trapped”
 - Least distraction
 - Improve guest experience



Our new narration strategies

- Cut Lost!
 - Remove unpopular location
 - Rearrange narration schedule monthly



What's more?

- Put the right people at the right time
 - Increase narration near theatres
 - Catch the massive guests flow after each show
- See it yourself!





See the difference....



	September 2013	October 2013	November 2013
AMU (Narration & Shows)	0.81	0.92	1.18
Grand Aquarium Coverage	22.6%	31.4%	41.4%
Polar Adventure (North) Coverage	9.8%	19%	40.8%
Polar Adventure (South) Coverage	4.8%	5.4%	9.9%
Total Narration Attendance	189,101	256,426	355,293



People matter most!





Looking into future

- Deploy seasonal part-time staff as narrators
- Deliver messages through animal feeding by trainers/keepers
- More Volunteer programme
- Deliver messages through performers during seasonal shows



Let's scan it!
Which one will take
you to IZE 2014?

どちらはIZE2014へ連
れて行きますか？



The 22nd International Zoo Educators' (IZE) Biennial Conference)

第二十二屆國際動物園教育者協會會議

こくさいどうぶつえんきょういくしゃかいぎ)でお待ちしています

Come and join us at the 2014 IZE Conference!

Theme

Education Success - what does it look like and how do you measure it?

成功的動物園及水族館教育是怎樣的？如何評估成效？



Date

2-6 September 2014

Hosted by

Ocean Park Hong Kong

Venue

L'Hotel Island South

Email: ize2014@oceanpark.com.hk

Website: www.oceanpark.com.hk/ize2014



Thank you

