

Frequently asked questions about Cleland Wildlife Park

How many visitors does Cleland Wildlife Park have a year?

The number of visitors to Cleland Wildlife Park has been steadily increasing due to a range of new attractions, special events and improved promotion of the Park. As a result, visitor numbers have grown and we are on track to welcome 140,000 visitors this year.

Recent new additions include:

- New butterfly, cockatoo and wombats exhibitions
- New paid experiences such as feeding the lorikeets, meeting Fred the wombat and special butterfly encounters
- Rejuvenated animal displays, and improved animal experiences
- More than a dozen new events and special activity days, including a range of children's clubs
- Improvements in facilities including greater wheelchair accessibility
- Talks by Cleland Director Professor Chris Daniels
- New partnerships with the Junior Field Naturalists, Butterfly Conservation Society, Wombats SA, the SA Museum and more.

Cleland Wildlife Park also has 24,420 followers on Facebook with some of the Park's most popular posts reaching millions of people.

Who visits Cleland Wildlife Park?

There has been a steady increase in the number of overseas and interstate visitors. In 2017 almost half of visitors were from overseas, six per cent were from interstate and 45 per cent were locals.

A growing number of local people have chosen to purchase wildlife park membership, with more than 2,000 memberships sold last year.

Do families visit Cleland?

Cleland has a large number of adult visitors, particularly from overseas, reflecting the Park's popularity as a destination close to the city where people can see a wide range of Australian native animals. Cleland is also famous for its direct animal contact experiences, particularly its koala holds. These experiences are generally more popular with older people.

Ticket sales to children represent only seven per cent of present ticket sales, however this doesn't include the numbers of children who visit with their school.

Why are ticket prices increasing?

Cleland Wildlife Park has had to increase ticket prices by a modest amount this year to keep pace with increasing staff and animal management costs.

Unfortunately, funding has not kept pace with costs for many years and the recent significant growth in visitation has resulted in a higher demand for the growing range of wildlife experiences that are available exclusively at Cleland.

The increased demand for experiences requires increased staff numbers and more animals to maintain the highest quality animal encounters.

Will the increased number of visitors allow for an increase in offerings?

Yes, we are excited to say that from July 2019, more experiences and activities will be included as part of the entry price. There will also be more paid experiences on offer to ensure visitors can also access a wider range of experiences if they wish.

New activities that will be included in the price of admission from July are:

- Viewing of more than 125 different animal species
- New themed exhibits and exhibitions, such as “Wombats”, “Frogs of SA” and “Spiny Lizards”
- More opportunities to see animal feeds (giant monitors, dingos, reptiles and birds)
- Access to koalas on a perch
- Access to kangaroos, wallabies and potoroos
- Interactions with bugs and other invertebrates
- Five aviaries (one with butterflies)
- More keeper talks
- Access to exhibitions and displays on animals and environments
- Access to nature-based entertainers in the school holidays
- Special extravaganzas such as Children’s day and Fathers’ day specials
- Special feature topic days (such as snakes, spiders, star gazing and bats) and holiday programs.

New activities available for purchase include:

- Additional wombat encounters
- Cockatoo experiences
- New bird experiences (Pelican feeding, and a Swamp aviary experience)
- Increased koala holds and more koala experiences
- Butterfly experience
- Guest lectures and presentations in the newly refurbished Oceans-2-Outback auditorium
- A musical performance of Binky Bill with Theatre Bugs
- Revamped night walks
- New echidna feeding and possum experiences
- Increased membership of the clubs – members, kids clubs etc
- More shared memberships with affiliated organisation, such as the South Australian Museum and Junior Field Naturalists
- VIP Director tours.

How do Cleland entry prices compare with other similar experiences in Adelaide?

Over the past few years the number of wildlife and nature-based experiences in and around Adelaide has grown significantly. There are now eight different types of wildlife parks, zoos, and animal experiences available in the Adelaide Mount Lofty Ranges region.

Some South Australian wildlife parks are small-scale enterprises, with a small number of species and many less individual animals. These parks cater for the budget end of the market.

ZoosSA (Adelaide and Monarto) are large-scale enterprises with extensive and more expensive offerings involving wild animals from around the world.

With approximately 40 hectares of park and 1,000 animals from 125 species, Cleland Wildlife Park provides a mid-range experience for international visitors and others looking for an authentic South Australian wildlife experience. Cleland ticket prices are appropriately positioned between budget-priced offerings and large-scale enterprises.

Do ticket sales support wildlife conservation and education in South Australia?

Yes, from July 2019, \$2 from the adult entrance ticket price will continue to be directed to the 'International Koala Centre of Excellence' (IKCE). IKCE is a foundation that supports research into understanding and sustainably managing koalas in the South Australian Landscape. IKCE supports research into koala health and wellbeing, koalas in the natural landscape and people and koalas.

In addition, Cleland Wildlife Park also supports research and conservation actions undertaken by the Department for Environment and Water, and researchers from a wide range of academic and private institutions and groups.

The Park also supports a wide range of research projects initiated by the three South Australian universities as well as other institutions in Australia and overseas. It also supports biological and environmental education in schools from kindergarten to Year 12 and by all three universities and TAFE SA.

