



2021 Review

Perth

The Year in Review.

This year saw AQWA in the eye of the Covid pandemic storm as Western Australia closed international, interstate and state regional borders. Like many others, in the absence of these markets, we were forced to innovate.

Closed borders presented a unique opportunity with a 'captive audience' resulting in visitation from guests who traditionally wouldn't visit us, as local entertainment options were heavily restricted.

This had a positive uplift of visitor numbers during the 2021 year despite 3 hard lockdowns and numerous mandatory capacity restrictions (when open).

Our strong focus on community, conservation and visitors saw innovations in how we engage with our and enthrall our visitors.

AQWA has continued to reach out with ocean messaging that remains strong.



Who we attract!

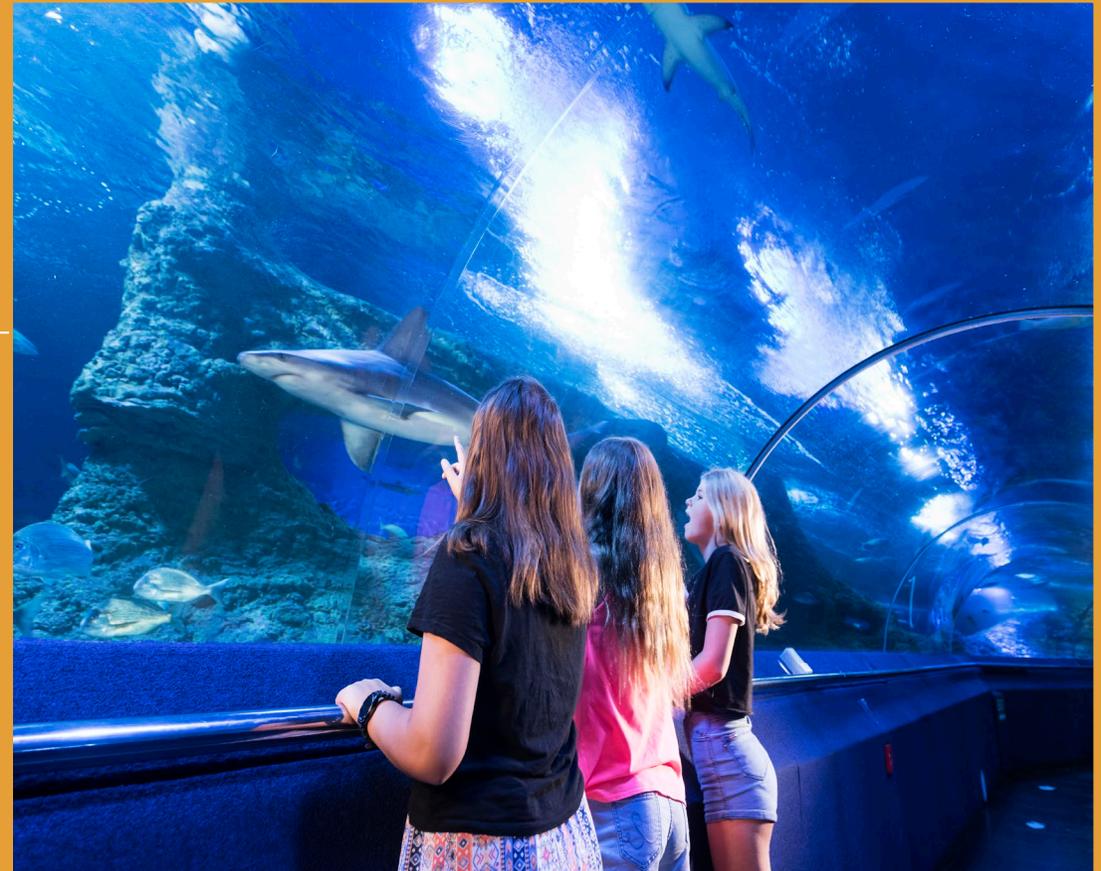
Adults 47.6%

Children 20%

Family 19.4 %

Concessions 10.2%

AQWA, as the only aquarium in Western Australia, attracts a broad visitor demographic. We not only supply families with memorable and unique experiences, alongside extraordinary functions, we also ensure that edu-tainment opportunities for schools and other educational bodies are available.





Diversity of Guests

We are adamant that the diversity, so obvious in the underwater world, extends to our visitor profile.

We both welcome and try to accommodate guests, reflected in over 10% of our 2021 tickets for students, healthcare, military and government workers.

We provide pram parking concierge services for parents that need and have a breast feeding area available and all but one of our exhibits are wheelchair accessible.

We also host many low sensory events, after hours with access to all our exhibits, for those with autism.

Guest satisfaction

*Well worth going to see especially on the school holidays in January.
Plenty to See!
Google Review*

This year guests were most satisfied by the quality of the exhibits, cleanliness and underwater tunnel. They were least pleased with price and size of aquarium.

*Best thing I've ever done, if you come here, you must swim with the sharks.
amazing to be so close to these massive creatures is just mind blowing and gives you a new appreciation for them.*

Google Review

*We hadn't been to AQWA in a long time and was still a great place to go and visit. Kids had loads of fun and loved the touch pool and underwater conveyor belt. Loads of fun
Trip Advisor*

Supporting our community 7 ways

1. **Free tickets :** We work with Perth's children hospital, Patricia Giles Center for Non Violence , fostering services and other non profits that are locally based.
2. **School Visits :** Giving educational experiences to the next generation, at schools across Perth.
3. **Inclusion :** Dedication to making our exhibits accessible.
4. **Exclusive :** After hours events for groups such as Autism WA low sensory nights
5. **Charities :** Supporting domestic violence homes, refugees and foster families
6. **Donations :** local sporting clubs, school fundraisers (ie new playgrounds, resources), volunteer group fundraisers.
7. **Discounts:** for students, healthcare, military and government workers

Innovation for Conservation



Augmented Sandbox

Our strong focus on community, conservation and visitors saw multiple innovations in how we engage with our visitors this year.

This resulted in the creation of the ocean play room, AQWA coral ark, online education resources and conservation messaging along with strong critical partnerships.

True to our values, in 2021, we added 2 digital exhibits that demonstrate our dedication towards more digitalized immersion in our park experiences.

The Art Aquarium is a way for children to 'create' their own fish and is a good chance for parents to take a well-earned break. The augmented sandbox shows children movements across the seabed, creating habitats.

Digital Attractions in the ocean playroom



ArtAquarium

Commitment to local marine protection

Launching a new range of interactive school programs including wildlife rescues and SEAcet Agents in connection with Containers for Change, to teach about the dangers of plastic to sealife.

Turtle Rescue Centre : 6 turtles rescued this year!

AQWA Ark

In response to the growing concern for the Great Barrier Reef, on the West Coast of Australia we are building a biobank of WA's Coral for the future regeneration our reefs.

Turtle Rescue Centre



Education Programs

Excursion Package - Wildlife Rescue (+1 hour Activity)



Excursion Package - SEAcet Agent (Full Day Program)

