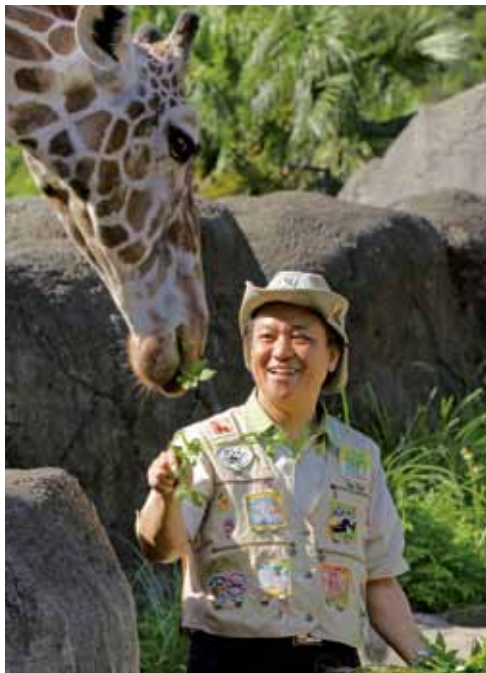




園長的話

Words from the Director

99年是個豐收年，將近47項大事記紀錄了我們走過的痕跡，就像大象一樣昂首闊步，已留下了美好的足跡。其中我們代表市政府參加行政院第三屆政府服務品質獎獲得最高殊榮；當時來評鑑我們的評審，均表示以我們動物園的經營管理與服務品質，應該放眼亞太與全球來做競賽；這些的肯定與好評，對我們來講應是更嚴格的挑戰與激勵。面對時代的考驗與全球的競爭，確實不能稍有懈怠之心，一定要全力以赴，追求精進再精進；我們沒有鬆懈的權利，唯有不斷的超越自我追求卓越，才能讓我們動物園取得世界級領先的地位。



我們的主軸定位是「體驗、探索、感動、啟發」。「體驗」不是走馬看花，是互動式的體驗；「探索」不是胡亂摸索，而是有主題式的探索；「感動」是能夠打動人心的感動，且能化心動為行動的感動；「啟發」不是隨便的出發，而是經消化後的啟發。我們的推廣教育，均在主軸定位下發展，就顯現得更為不同。現在的活動只要經過網路的報名，就形成大家秒殺完成報名，主要的原因是我們主軸定位非常明確，已廣受大家的肯定與歡迎。另外我們有很多的行銷作法，如我們透過臺北電臺製播的「臺北動物起床號」，「動物園保育網」、「Facebook 粉絲團」，還有舉辦各項特展、保育教育出版品、保育專家的專題研究…等，皆有豐碩的成果。其中，我們的出版品《野性再現》及《來了便知道》獲得第二屆國家出版品獎的佳作及入選獎，這些獲獎及成果絕對不是一個人可以完成的，是靠團隊的合作，也發揮風雨同舟共濟的精神，才能創造令人稱羨的佳績。

動物園的核心價值就是「尊重生命，關懷自然」，在全球面臨地球暖化與環境惡化的嚴重課題當中，益發顯現自然生態保育的重要性，身為保育尖兵的我們更應責無旁貸扛起「維護地球、愛護動物」這項神聖的使命。藉由年報的出刊，讓我們肩併肩、手牽手，一起為保育加油吧！

葉傑生

2010 was a year of harvest with 47 major events, beautiful traces left as we stride proudly ahead like an elephant. We represented Taipei City Government in the Executive Yuan's 3rd Government Service Quality Awards and received the highest honor; the judges that came to evaluate us all thought that with the operation management and service quality that we displayed, we should aim for Asia-Pacific and even global competitions. This recognition should encourage us to face even stricter challenges. Indeed, there is no room for negligence when facing challenges of this era and global competition; we must devote every effort to the pursuit of excellence. Relaxation is a right that we are not entitled to. We must continuously surpasses ourselves and pursue excellence in order to gain a leading position in the world.

Our theme is "Experience, Exploration, Affection and Inspiration", all with implied meanings beyond the surface: "experience" through interaction; "explore" through discovery; "affecting" through involvement, and "inspire" through insight. Our extension education is distinguishing because it was developed under our theme. Now, guests can sign up for all of our activities online, and whenever an activity is open for registration, it is instantly filled thanks to our clear theme and great popularity. Furthermore, we have adopted diverse marketing

methods, such as the radio program "Wake-up Call from Taipei Animals," "Taipei Zoo website," "Facebook fan page," various special exhibitions, publications, and special topic studies. In which our publications "Back to the Wild – Taiwan's Protected Animals and Ex-Situ Conservation Actions" and "Zoo Poo Poo-All about Feces" received the award of eminence and honorable mention in the 2nd National Publication Award; these awards and results were not the work of one man, but team cooperation. It was only by pulling together were we were able to make such extraordinary accomplishments.

The core value of Taipei Zoo is "Respect Life, Care for Nature." Severe issues such as global warming and environment deterioration have showed the importance of wildlife and nature conservation; as the point of conservation, it is our responsibility and sacred mission to "protect earth, love animals." As we publish this year's annual report, let us go shoulder to shoulder, hand in hand and jointly endeavor for nature conservation!

