

5. What do you consider to be Jamberoo's goals in the following areas and what are the implications of these sectors?

- Financial: Profit & Sales Growth. Creates a profitable business that allows the Park to continue to expand with more rides and infrastructure
- Social: Provide employment opportunities for locals, Environmental protection. Continues to generate community support and stimulate the local economy. Preserves the local area which again generates community support.
- Personal: provide an enjoyable entertainment experience, secure Eddy family welfare, Creative opportunities eg new rides

Exercise 2 - Key Business Functions

1. Imagine you are running Jamberoo Action Park. What are some methods you would use to ensure information is effectively communicated along the chain of command?

Students to assess, however these may include emailing, acknowledgment sign off sheets, training, procedures.

2. What factors affect staffing levels?

Time of year / guest attendance

3. What training are staff given?

Orientation day and an accompanying manual after which they are given two days of intensive on the job training. New staff are then rostered with supervisors for continued support in addition to the ongoing job specific training received in day-to-day operations of the Park.

4. In the 0809 season, what proportion of Jamberoo guests came from:

Sydney – 70%

Illawarra – 18%

Interstate – 6%

Fairfield/Liverpool – 8.4%

5. List the 3 geographical markets that Jamberoo targets

Sydney, Illawarra, ACT

6. How do you think Jamberoo would market to the following segments:

10-17 year olds: Promoting more exciting thrill rides such as The Taipan, and a great place to have fun with friends.

Families with young kids: Promoting a fun, safe family destination with rides for every age including small children

Guests from Canberra: Promoting Jamberoo as NSW's biggest theme park that is an easy day trip / weekend getaway destination

Schools: Promoting Jamberoo as a popular excursion destination that is safe, educational and fun

7. Who are Jamberoo's main competitors?

Answers may include – Luna Park, Taronga Zoo, Sydney Aquarium, Imax, Mogo Zoo, Royal Easter Show, The beach, cinemas, putt putt golf (to a lesser extend the Qld theme parks)

8. How could today's economic climate affect consumer behaviour – and what could Jamberoo do to counteract it?

Today's economic climate is causing concern about jobs and the need to save money. As such, people are supposedly spending less, especially on leisure and recreation such as Jamberoo (non-essential expenditure). Having to pay entry for a whole family could also be seen as expensive in these times.

Some examples of what Jamberoo could do to counteract this climate:

- promoting itself as good value (the \$37 entry price includes all rides, all day – and is great value compared to the movies)
- promoting that Jamberoo is close to Sydney – so you don't need to travel far to go to a theme park. You can drive there in a quick day trip and is a great alternative to Qld.
- Offering special incentives and offers to encourage people to still visit e.g. family recession buster

Exercise 3 - Establishing a Business

1. What are the advantages and disadvantages of Jamberoo's location?

Advantages include tranquility, natural beauty, room to expand, lack of competitors. Disadvantages are long distance from target market (Sydney) and other potential markets (ACT).

2. Complete the SWOT Analysis below

Strengths Unique product Tranquil site, Well trained staff, innovative, limited competitors	Weaknesses Location- distance Maintenance Costs No town water Weather reliant rides
Opportunities Corporate functions Weddings, Parties School Curriculum excursions Conferences	Threats Increased Competition Increase in public liability cases Home Based Leisure Trends Govt Regulations Bad Climatic or demographic changes

3. How could climatic changes threaten the future of Jamberoo?

Jamberoo collects and recycles all its water, so in times of drought the lack of rain is an issue regarding the collection of water to run the rides. It is also needed to water the prolific landscaping on which the park is based, which would also affect the appearance and structural aspect of the park.

Jamberoo's business is also very weather dependent. Changes to weather patterns e.g. more rain and erratic weather, could dramatically affect guest visitation and decrease revenue, therefore affecting profits and future business plans.

4. Name 3 things that Jamberoo does to be 'ecologically friendly':

Answers may include:

- Recycles 100% of its water
- Investment in a massive filtration network that cleans and treats the 20-million litres of water that is collected in the park's four collection dams;
- Design of the park to maximize rainwater collection – including installation of runoff drains from the attraction's massive car park, which is then fed to an on-site treatment plant where it is then filtered to be separately treated as drinking or ride water;
- An additional new backwash filter system that further improves the park's environment efficiencies by trapping dirt and foreign particles for removal, allowing water to be efficiently recycled for rides and;
- Effluent and park waste are treated on-site and converted into fertilizer for use on the park's prolific gardens.

5. What else do you think Jamberoo could do to be a leader in environmental innovation?

Students to suggest