



# Zoos Victoria

## Drupal for the whole herd

Case Study - 7/2/2013

Matt Fenton (@mjf)  
Lindsay Gaines

# Who are Monkii?

- Pure digital agency
- Based in Melbourne CBD
- Design, development, eCommerce, mobile, strategy
- Team of 20 full time staff
- Work primarily with institutions and organisations
- A lot of Drupal sites!

We have built  
Drupal sites  
for:

- The ABC
- Australian Centre for the Moving Image (ACMI)
- The Australian Greens
- Zoos Victoria
- Breast Cancer Network Australia



# Background



# The organisation

Zoos Victoria is a not-for-profit, zoo focused on conservation and fighting extinction.

Zoos Victoria has 3 public zoos:

- Melbourne Zoo
- Healesville Sanctuary
- Werribee Open Range Zoo

# The website

The website has been hugely important

- ⦿ as a communications tool
- ⦿ driving ticket sales
- ⦿ driving donations
- ⦿ promoting the conservation message

# However

## **The old site had issues**

- ⦿ 5 years on an enterprise .Net CMS - ADX
- ⦿ Limited vendors for support and upgrades
- ⦿ Constant crashes & downtime
- ⦿ Slow speeds
- ⦿ Lack of structure (too much freedom)
- ⦿ A lot of manual processes

## Zoos Victoria

Zoo News +

School Holidays @ Zoos Victoria +

Wild Encounters

Keep Up To Date

About Zoos Victoria +

Working at the Zoo +

Contact Us

Buy Tickets Online

Support the Zoo

Conservation Campaigns

FOTZ Volunteers

Zoo Members

## Three Great Zoos - Alive With Wonder



Visit  
**Werribee**  
Open Range Zoo



Visit  
**Melbourne**  
Zoo



Visit  
**Healesville**  
Sanctuary



**Fly in and catch the new bird show!**

FIND OUT MORE

### Conservation in Action

- > Beads for Wildlife
- > Wipe for Wildlife
- > Australian Programs
- > International Programs
- > Research at Zoos Victoria
- > All Conservation Campaigns

### Wild Experiences

- > Zoo Twilights
- > Wild Encounters
- > Rhythm of Africa
- > Adventure into Coranderrk
- > Rhinos Revealed
- > Magic Moments

### Interact & Connect

- > Become a Zoo Member Now
- > Donate Today
- > Adopt an Animal
- > Zoo Videos
- > Animal Facts & Information
- > Interactive School Programs
- > Zoo Shop

> E-Newsletter > Facebook > Widget

# Key issues for the project

- High traffic site (up to 20k visitors 50k pvs per day)
- True 24/7 uptime including media events
- Zoos open 365 days a year!
- Complex content
- Integration with other systems
- Limited budget
- Limited time, and a fixed launch date
- 150th anniversary (no pressure!)

Visit our zoos

Animals

What's on

News

Education

Fighting extinction

Get Involved



Experience an  
African adventure  
close to home

Visit Werribee



Journey through a  
world of wildlife in  
the heart of  
Melbourne

Visit Melbourne



Explore a bushland  
haven for Australian  
wildlife

Visit Healesville



**JOIN OUR  
ZOO FAMILY  
BECOME  
A MEMBER  
TODAY**



**Become a member**

Enjoy unlimited entry to our three  
great zoos. Plus kids join for free!

Act for wildlife



Education



Zoos Victoria is  
**FIGHTING  
EXTINCTION**



We are a not-for-profit conservation  
organisation dedicated to fighting  
wildlife extinction. We do this through  
breeding and recovery programs for  
threatened species and by working  
with visitors and supporters to  
reduce threats facing endangered

So...  
Why Drupal?



# From the Clients perspective

They did a lot of research and discovered:

- Affinity with open source philosophy
- High uptake by similar organisations (inc. Taronga Zoo)
- Large number of vendors
- High number of plugins
- Advanced features, such as workflows
- Cost effective & quick

# From our perspective:

- Wide variety of content
  - animal profiles
  - events
  - campaigns
- Well defined relationships between content types
- Great opportunities for dynamic content placement

# From our perspective:

## Complex user roles

- large organisation with several types of roles
- content publishing has an approval workflow

## Content portability

- long term multi-platform strategy
- content divorced from formatting and display

# From our perspective:

Modularity and phased approach

- ⦿ phased development approach helped meet timelines
- ⦿ adding new functionality via modules is very easy

# What we did

# What we did

## In a nutshell:

- New site structure and organisation
- New designs
- Drupal 7 build
- Training
- Load test and deploy
- **7 Months to plan, design and code**

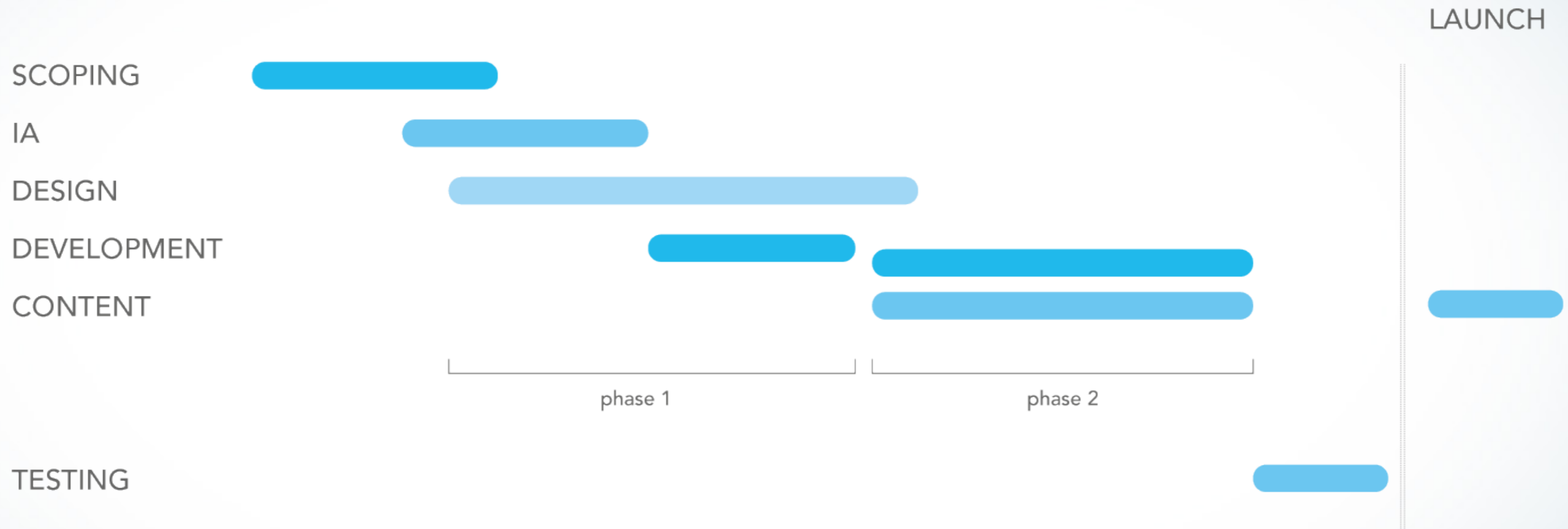
# What we did

## **The Zoo has great content - let's use it better**

- clunky content editing workflow should be streamlined
- less training required to create new content
- cull and condense hierarchy of content
- provide clear and simple navigation and calls to action

# What we did

## Phased approach






# What we did

## Content portability

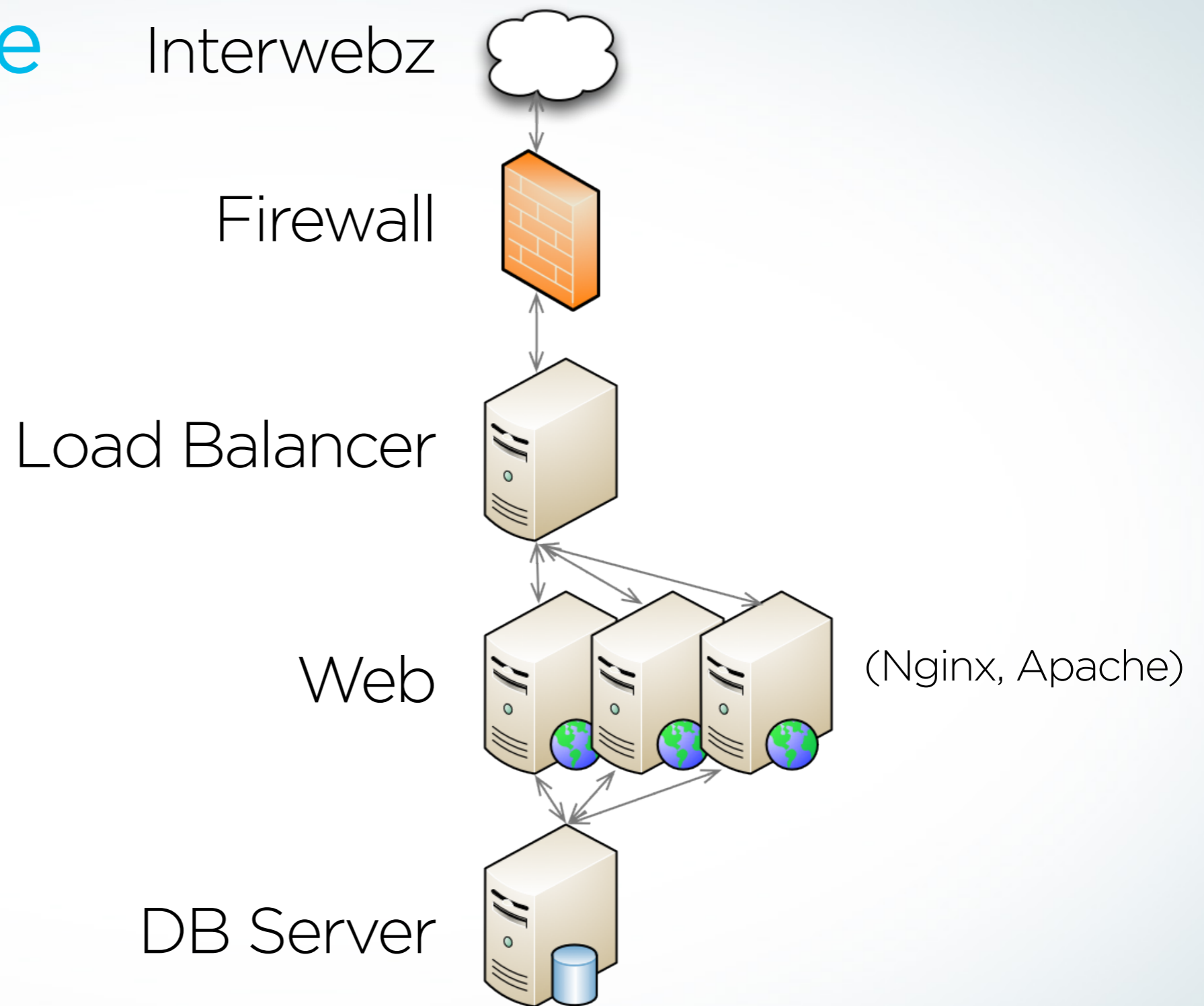
- content type composed of specific fields
- great when we want to display an Animal profile in a mobile app
- one interface for content creators across an entire ecosystem



# Development Workflow

- JIRA is used to track tasks and bugs 
- Version control using Springloops 
- Developers work on Virtualbox LAMP servers 
- Each commit is deployed to staging for QA
- Deploy to live in batches of completed features

# Infrastructure



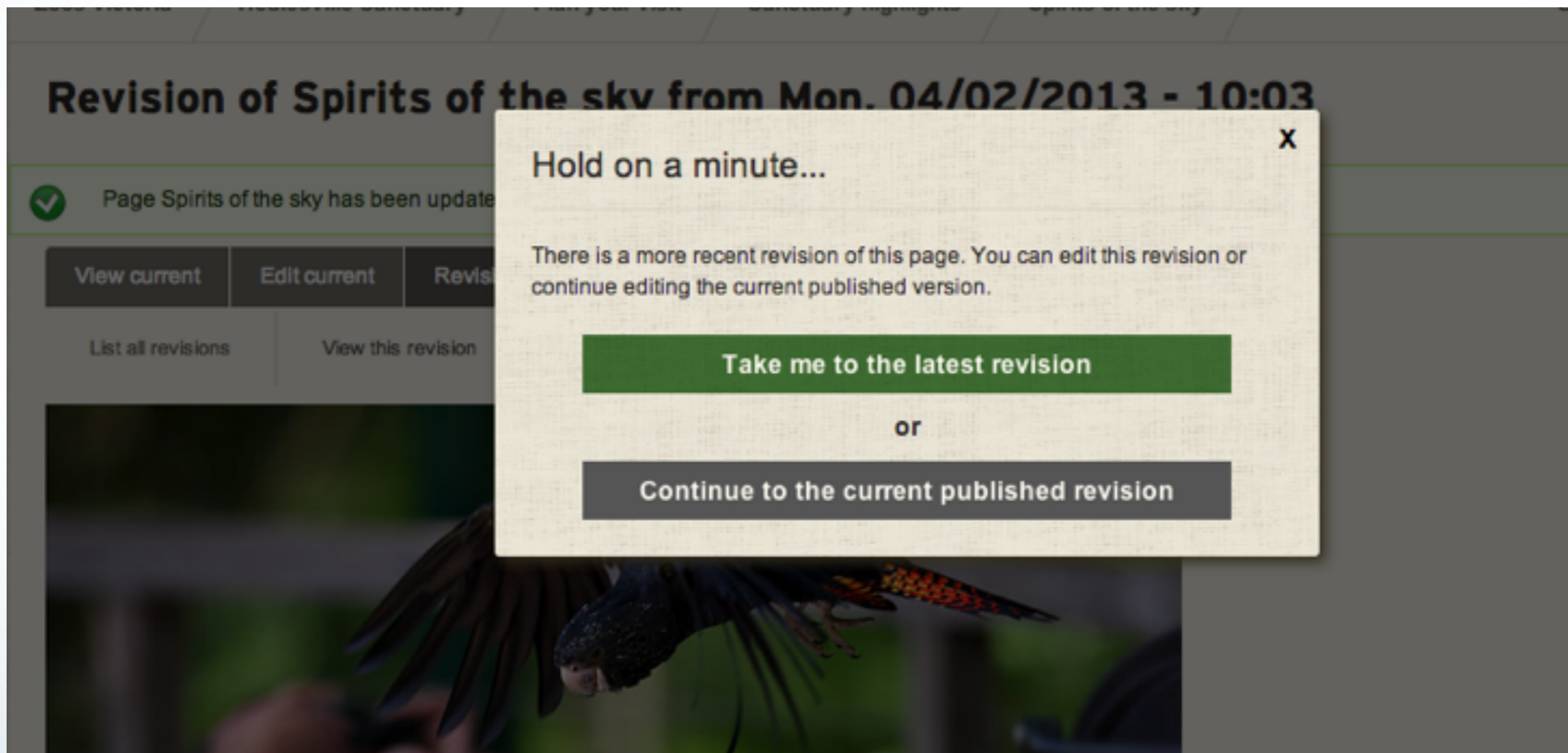
# The Modules

# Key Contrib Modules

|                  |              |
|------------------|--------------|
| Calendar         | Media        |
| CKEditor         | Metatags     |
| Content Lock     | Quick        |
| Ctools           | Nodequeue    |
| Date             | Redirect     |
| Entity           | Reversioning |
| Entity Reference | Views        |
| Libraries        | Webform      |
| Link Checker     | XML Sitemap  |

# Modules

## Revisioning



# Modules

## Entityreference

▼ Further info text format

Additional links or details related to this story.

Media

+

Create new

Images and video related to this content.

Add another item

Related content

+

Goodfellow's Tree Kangaroo - Melbourne Zoo (319)

+

me

Helmeted Honeyeater - Healesville Sanctuary

Meerkat - Werribee Open Range Zoo

Meerkat - Melbourne Zoo

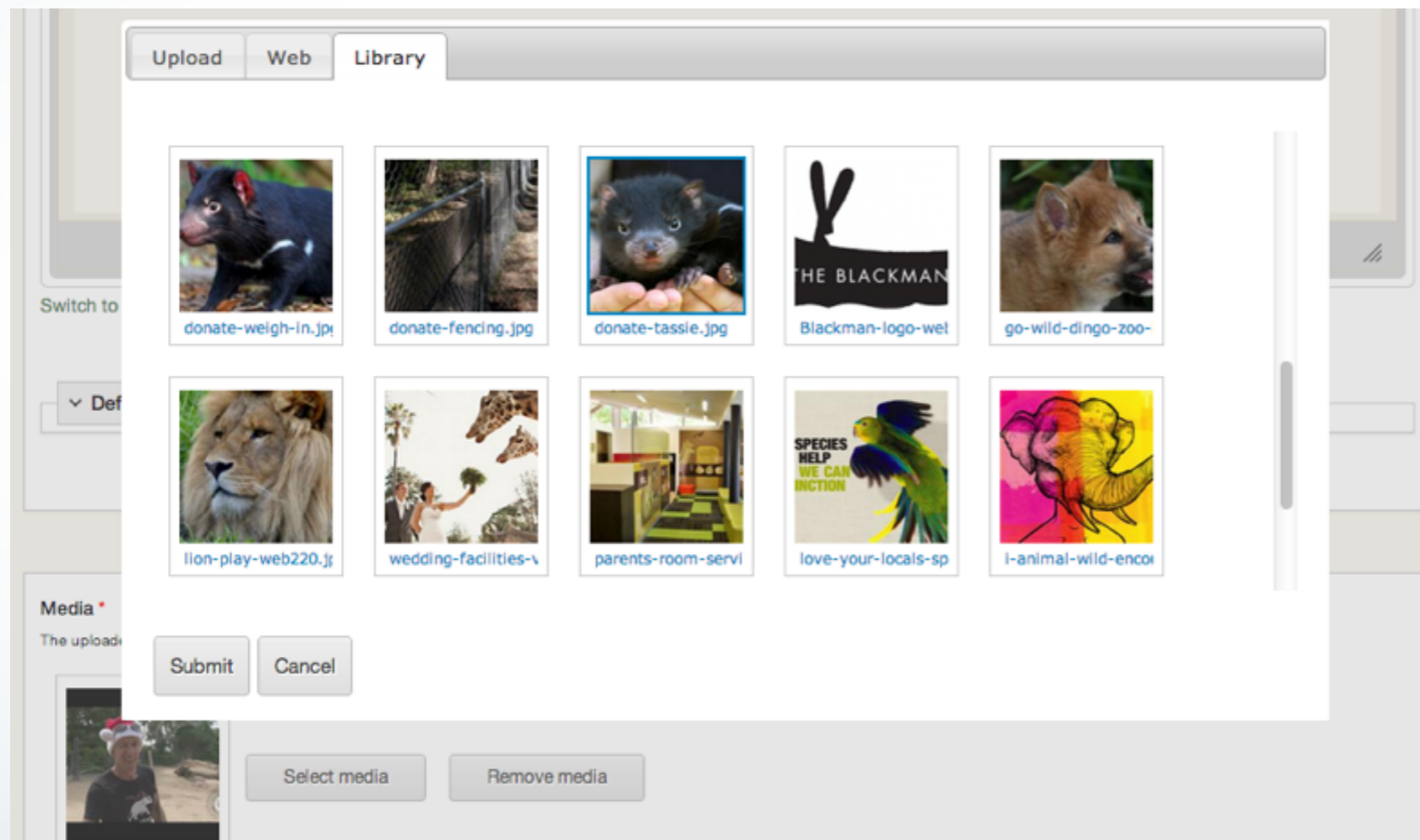
Melbourne Zoo

Other items related to this content.

Add another item

# Modules

## Media



# Modules

## Date

Show row weights

Date

+

☒ Show End Date

Date

20/10/2012

Time

09:00

to:

Date

22/10/2012

Time

15:30

+

☐ Show End Date

Date

Time

The date(s) and time(s) of the Event. Add multiple dates for multiple occurrences.

Add another item

Category

The type of event

Location

The Rainforest Room

The location of event

MONKNI

# Custom Modules

**Around 20 in total**

- Custom content types
  - Animals
  - Properties
  - Events
  - 10 content types in total
- Edit-in-overlay
- Customisations to contrib functionality

# Theme

## Custom theme



# Designs

# Design and IA fundamentals

- Modern, clean and playful
- Conservation focused: connect, understand and act
- 4 distinct brands each with their own personality

Visit our zoos

Animals

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Fighting extinction

Get Involved



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African adventure  
close to home

Visit Werribee



Journey through a  
world of wildlife in  
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Explore a bushland  
haven for Australian  
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Visit Healesville

**JOIN OUR  
ZOO FAMILY  
BECOME  
A MEMBER  
TODAY**



**Become a member**

Enjoy unlimited entry to our three  
great zoos. Plus kids join for free!

## Act for wildlife



### Beads for Wildlife

You can give the gift that helps people and wildlife in  
Northern Kenya.

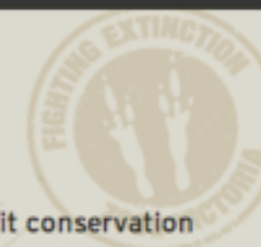
## Education



### Planning your school visit

There are a range of exciting school programs themed  
to suit the unique environment of our three zoos.

## Zoos Victoria is FIGHTING EXTINCTION



We are a not-for-profit conservation  
organisation dedicated to fighting  
wildlife extinction. We do this through  
breeding and recovery programs for  
threatened species and by working with  
visitors and supporters to reduce  
threats facing endangered wildlife.





Experience an African adventure  
close to home

Unlimited entry ✓  
Kids register for FREE ✓  
Help fight extinction ✓

**Become a  
MEMBER**



Home

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Wild encounters

**KIDS ARE  
FREE!**

Find your African beat at Werribee Open Range Zoo!

**rhythm of africa**



**Rhythm of Africa summer concert series this February**

Feel the African beat this summer at Rhythm of Africa

Open 9am - 5pm  
every day of the year

**Plan  
YOUR  
VISIT**

- How to get here**
- Tickets**
- Zoo highlights**
- Where to eat**
- Zoo map**
- Accessibility**

**Zoos Victoria is  
FIGHTING  
EXTINCTION**



We are a not-for-profit conservation organisation dedicated to fighting wildlife extinction. We do this through breeding and recovery programs for threatened species and by working with visitors and supporters to reduce threats facing endangered wildlife.

**GET INVOLVED**



- **Adopt an animal**
- **Donate**

Zoo news



## Our animals



### Zebra

At Werribee Open Range Zoo you can see zebras, sociable and playful animals, at close quarters and in an open range setting.

## Zoo highlights



### Gorillas calling

We are home to one of the largest gorilla exhibits in the world. At 6,000 square metres, the spectacular exhibit allows silverback Motaba and his two sons the space to behave as they would in the wild.

## Wild encounters



### Lion Encounter

Go behind the scenes at Werribee Open Range Zoo's world-class Lions on the Edge exhibit and watch as keepers feed the lions in the all new **Lion Encounter**. Discover the rich history shared by lions and people as keepers share the secrets of managing the lions' wellbeing in the Zoo and in the wilds of Africa.

What's on at Werribee Open Range Zoo



Journey through a world of wildlife  
in the heart of Melbourne

Unlimited entry ✓  
Kids register for FREE ✓  
Help fight extinction ✓

**Become a  
MEMBER**  
»»

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Wild encounters



## Zoo Twilights

See your favourite artists live at Zoo Twilights & help save native wildlife.



Open 9am - 5pm  
every day of the year

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Zoo news



## Our animals



### Sumatran Orang-utan

These 'people of the forest' meet us at their level in an enclosure that makes for a satisfying encounter on both sides of the glass.

## Zoo highlights



### Wild Sea

Wild Sea, Melbourne Zoo's biggest ever exhibit, showcases the natural beauty and animal inhabitants of Victoria's coast and ocean, including penguins and seals. Find out what's going on beneath the water of Victoria's beaches and along our coastlines, and how you can help conserve these precious natural habitats.

## Wild encounters



### Tiger Behind the Scenes

Meet one of Melbourne Zoo's five critically endangered Sumatran Tigers and the passionate keeper who cares for them. Find out about the threats facing these animals and the things that you can do to help save them.



Explore a bushland haven  
for Australian wildlife

Unlimited entry ✓  
Kids register for FREE ✓  
Help fight extinction ✓

**Become a  
MEMBER**  
▶▶

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[News](#)
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[Wild encounters](#)


### Tales from Platypus Creek

Discover our world-first interactive Platypus show

Open 9am - 5pm  
every day of the year

**Plan  
YOUR  
VISIT**

[How to get here](#)

[Tickets](#)

[Sanctuary highlights](#)

[Where to eat](#)

[Zoo map](#)

[Accessibility](#)

### Our animals



#### Tasmanian Devil

Tasmanian Devils are the largest carnivorous marsupials in the world today. Devils once occurred on mainland Australia, but have been confined to Tasmania since pre-European times.

### Sanctuary highlights



#### Spirits of the sky

Discover Australia's majestic birds of prey and magnificent parrots in this spectacular daily show, free with general admission. Who rules the sky? Parrots, by their sheer numbers – or birds of prey, as skilled predatory hunters? Watch and make up your own mind.

### Wild encounters



#### Magic Moments

This small-group experience allows you exclusive up-close access to meet our amazing Australian animals. Only \$10 per person. For a limited time only, our incredibly cute baby wombats, Lilly and Lullaby, invite you into their wombat gully home for a truly special Magic Moment. You will have the chance to see them up close, take a memorable photo and give them a pat.

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**GET INVOLVED** ▶▶

▶ [Adopt an animal](#)

▶ [Donate](#)

Zoo news



# Fighting Extinction

## Get involved



**Become a zoo member today**

Unlimited entry to our three great zoos and that's just the start!

You can help  
**FIGHT  
EXTINCTION**



Together we can improve animal care, reduce threatening processes and save endangered species.



THEY'RE  
CALLING  
ON YOU

Saving wildlife doesn't have to be hard. Simple actions can make a real difference.

Act for Wildlife



### Volunteer

Use your skills and experience to help us fight extinction.



### Act for wildlife

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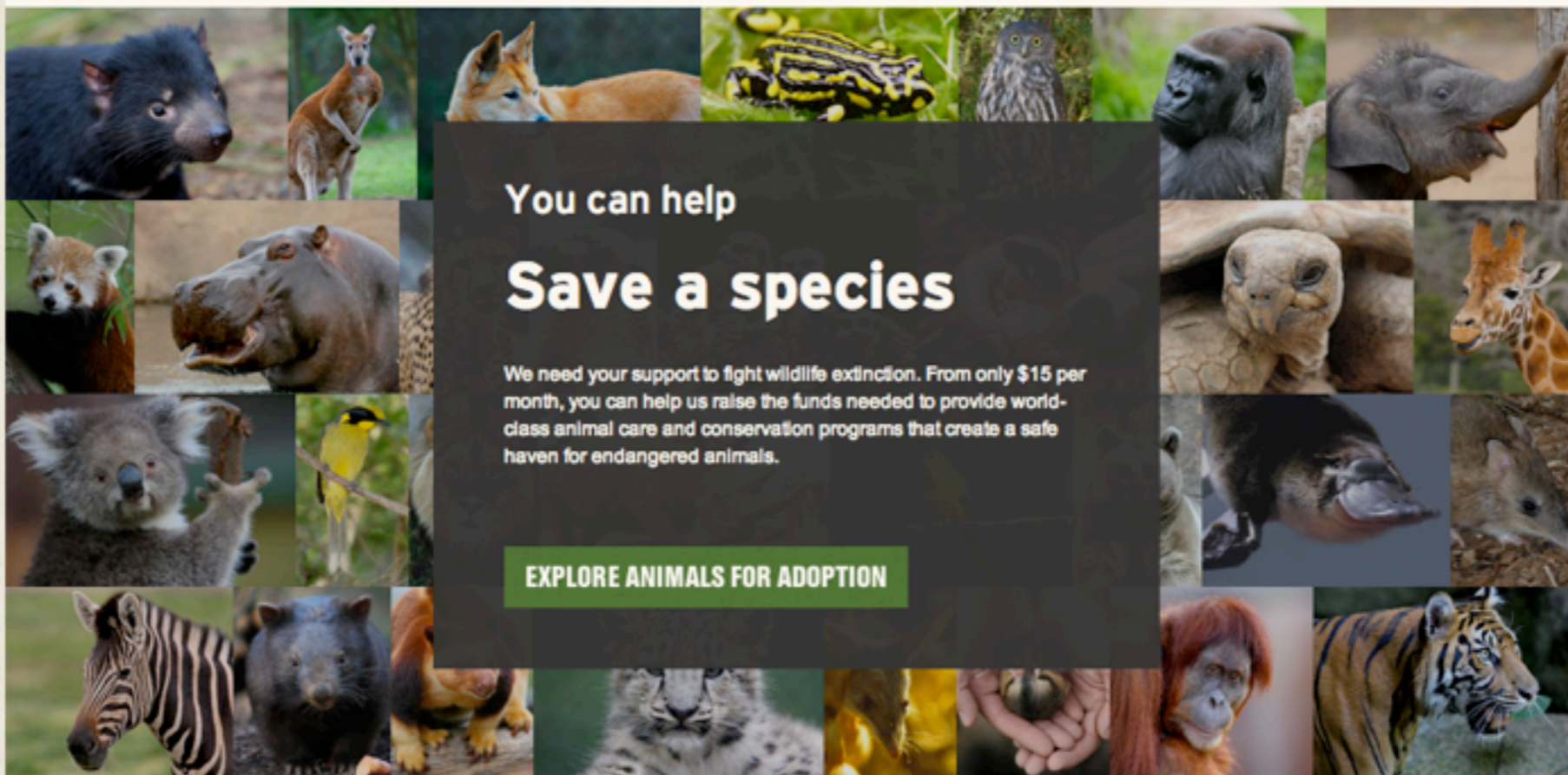


### Adopt an animal

Adopt your favourite animals and help fight extinction.



## Adopt an animal



You can help

## Save a species

We need your support to fight wildlife extinction. From only \$15 per month, you can help us raise the funds needed to provide world-class animal care and conservation programs that create a safe haven for endangered animals.

**EXPLORE ANIMALS FOR ADOPTION**

### Why adopt an animal?

More than 20% of Australia's wildlife is threatened with extinction. Habitat loss, introduced species, disease and the impacts of climate change are increasing pressure on our unique native wildlife.

Zoos Victoria cares for more than 350 species of animals and 1500 botanical specimens. Many of these species are listed as endangered, some critically. Zoos Victoria is a not-for-profit conservation organisation. You can help by adopting an animal.

If your adoption is for a gift, you'll receive an animal adoption pack to send to your gift recipient. No postage or packing required! If your gift is urgent please call (03) 9340 2770. A gift adoption gives twice – to our wonderful animals who are under threat and to your loved one.

The animal adoption pack includes:

✓ A welcome pack featuring an image and factsheet of your chosen ambassador animal

✓ Regular e-newsletters update on your chosen animal family

### How to adopt

**Adopt  
NOW**

Adopt online now

or

By phone:



**03 9340 2770**

or

By mail, email or fax:



**Adoption form (957 KB)**

or

## Adopt an animal



### Asian Elephant

Asian Elephants in the wild have been poached for their tusks and populations have dwindled. Melbourne Zoo has a small herd of Asian Elephants and has been successful in breeding two calves in recent years - Mali, who is the first female elephant to be born in Australia and her cousin Ongard.

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Adoption form (957 KB)

or

# The Animals



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Help fight extinction ✓

Become a  
MEMBER



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Melbourne Zoo

Share:



## Animals

Find an  
ANIMAL

Filter by type



All



Invertebrates



Amphibians



Reptiles



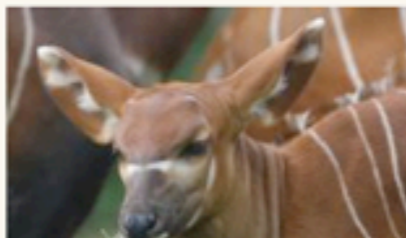
Birds



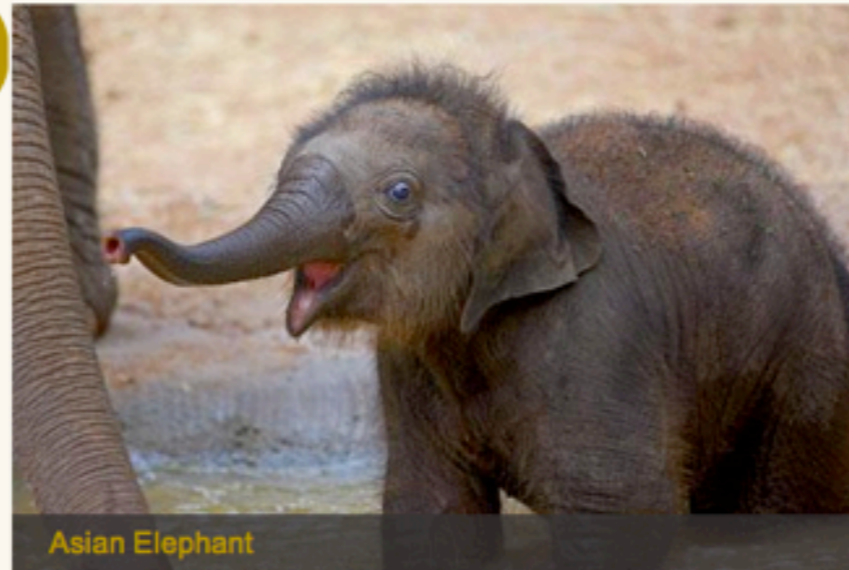
Mammals

Can't find the animals you're  
looking for?

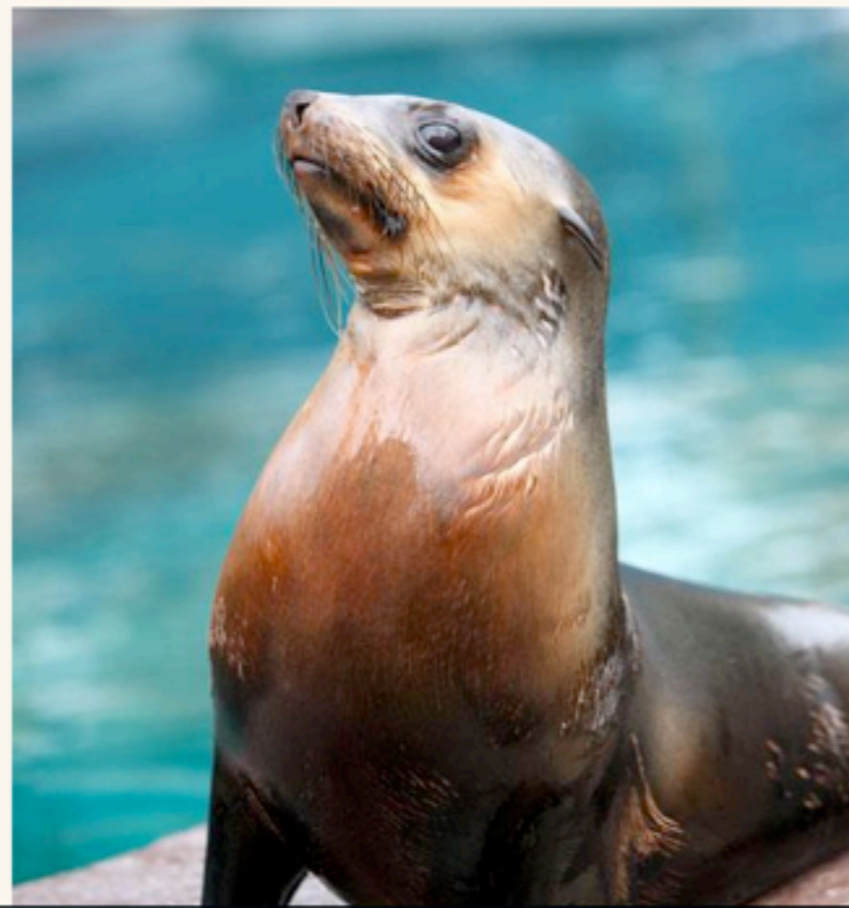
► Show animals from all three of  
our zoos



Eastern Bongo



Asian Elephant



Australian Pelican



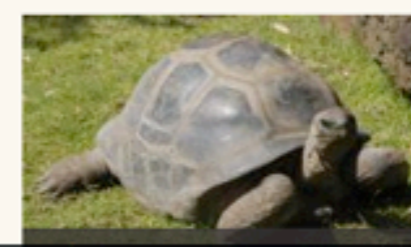
Baw Baw Frog



Coati



Cotton-top Tamarin





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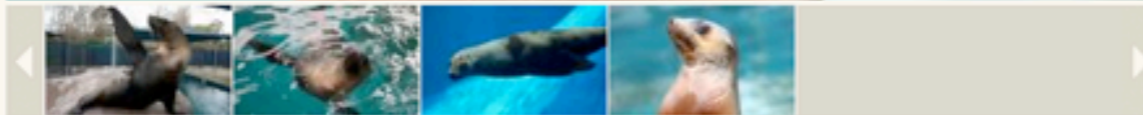
Melbourne Zoo

Animals

Share:



## Australian Fur Seal



|         |   |
|---------|---|
| Class   | Mammalia  |
| Order   | Carnivora   |
| Family  | Otariidae   |
| Genus   | <i>Arctocephalus</i>                              |
| Species | <i>A. p. doriferus</i>                            |
| Status  | <div> <div></div> <div>Least Concern</div> </div> |

Found in  
South-eastern coast of  
Australia



You can help  
**FIGHT  
EXTINCTION**



**ACT!**

Together we can improve animal care,  
reduce threatening processes and save  
endangered species.

**ACT FOR WILDLIFE**



Visiting the Australian Fur Seals at Melbourne Zoo is an exciting opportunity to engage with these endearing animals.

Now protected, this species was hunted almost to extinction in earlier centuries. They are still at risk from humans, who sometimes (illegally) shoot them for bait, in the belief that they interfere with fishing operations, or to attract sharks for tourist viewing. They are also at risk from oils spills and entanglement in nets and other plastics dumped in waterways. Despite some remaining threats, numbers are thought to be increasing. They are classed as 'least concern' by the International Union for Conservation of Nature and Natural Resources (on the IUCN 'red list').

Your visit helps to fight species extinction. Visiting the seals at Melbourne Zoo is an opportunity not only to see these delightful animals, but also to learn about the threats to Australian species, and how Zoos Victoria is contributing to the fight to conserve these species. You can also help by supporting Seal the Loop, which distributes specially designed bins around Victorian coastal areas to collect fishing waste and reduce rates of marine wildlife entanglement.

This seal is found around the coast of south-eastern Australia in the waters off Tasmania, Victoria and Bass

# Wins

# Project Wins

- A very happy client
- Launched on time
- A stable and quick site
- Able to handle high traffic events
- Drupal now seen as being central to all digital communications (apps, screens at the Zoo)

# Learnings

# Learnings

- 'Phasing' works!
- Concentrate on what is important
- Load testing = peace of mind
- Content is king

Thank you :)  
Any questions?

If you have a chance please remember to evaluate this session.

Enjoy the rest of DrupalCon Sydney!