

## HAMMONS HOLDINGS

### MEDIA RELEASE

**Wednesday, 13 August 2025**

## **Sydney Zoo Board backs Hammon family as new attraction owner and operator**

Sydney Zoo today announced that its Board has endorsed family-owned tourism and attractions group Hammons Holdings as buyer of Sydney Zoo. The proposed acquisition would see Hammons Holdings acquire the shares of Zoo founders, John and Jake Burgess, and other shareholders, subject to a period of due diligence.

Hammons Holdings, a third-generation family-owned operator of iconic Australian attractions including Scenic World and Sydney's BridgeClimb, is a founding investor in Sydney Zoo.

Under the proposed transaction, Hammons Holdings will take over the operations of Sydney Zoo, with CEO David Hammon and Head of Strategic Growth Amanda Byrne jointly overseeing the Zoo's integration into the group while a long-term CEO is appointed. Mr Hammon has served on the Zoo's Board since inception.

Sydney Zoo Chairman John Harvey said the Board was unanimous in its support for the Hammons Holdings proposal.

*"The Board commends the Burgess family for their vision in creating a world-class zoo in the heart of Western Sydney. Their leadership, particularly through the bushfires of 2019–20 and the COVID-19 pandemic, has laid a strong foundation for the Zoo's future,"* Mr Harvey said.

*"Sydney Zoo has rapidly established itself as a leading attraction in Western Sydney, welcoming over 4.5 million visitors since opening in late 2019 receiving multiple industry awards, including Gold at the NSW Tourism Awards for Major Attraction. We are confident the Hammons, with their deep expertise in experiential tourism and long-term commitment to Western Sydney, are ideally placed to lead the Zoo's next chapter."*

Jake Burgess, who co-founded Sydney Zoo alongside his father John, will step down as Managing Director to pursue new commercial ventures.

David Hammon said:

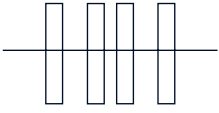
*"We're delighted to welcome Sydney Zoo into the Hammons Holdings family of attractions. As a long-standing and multi-generation family business, Hammons Holdings is committed to creating world-class visitor experiences and meaningful connections with the communities we serve."*

*"With the opening of Western Sydney International Airport on the horizon, the timing is right to elevate Sydney Zoo's national and international profile. We look forward to building on the Burgess family's legacy to evolve and grow the Sydney Zoo offering while staying true to what makes the attraction and the visitor experience it delivers so special",* Mr Hammon said.

With more than 80 years of experience in delivering high-quality tourism experiences, Hammons Holdings has a strong track record of growing and evolving iconic attractions. Scenic World is one of Australia's most visited privately-owned attractions hosting over a million annual visitors. BridgeClimb has welcomed more than five million visitors and holds TripAdvisor's title of Australia's #1 Experience. Hammons Holdings is also an investor in URBNSURF Melbourne

The Sydney Zoo transaction is subject to completion of due diligence. Operational continuity and visitor experience will remain a key focus during the transition period.

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**Hammons Holdings**

Hammons Holdings is a third-generation family business and highly regarded leader in the Australian tourism industry. Hammons' 80-year history carries an impressive track record of operating and investing in iconic Australian attractions and delivering exceptional experiences to millions of visitors from around the world. With a reputation for fun and rewarding places to work, Hammons Holdings also prides itself on meaningful connections with the communities we operate in, and commitment to persevering culture, heritage, and environment.

Hammons Holdings has remained the owner operator of Scenic World in the Blue Mountains since 1945, has been the operator of BridgeClimb in Sydney since 2018, and is a founding investor in Sydney Zoo.

[www.hammonsholdings.com.au](http://www.hammonsholdings.com.au)