

## Bernard Harrison

*Principal Partner, Creativity & Design*

Bernard Harrison and Friends LTD

### Professional Summary

Bernard has been in the zoo business for 45 years, his last zoo position being CEO of Wildlife Reserves Singapore (WRS), one of the finest and most profitable, zoological institutions in the world which operates the Singapore Zoological Gardens, Night Safari, River Safari and Jurong Bird Park. (In 2018 WRS posted a NPAT of US\$15million).

Bernard is one of the few the living person who has been involved in the conceptualization, design, development and subsequent management of a major world class zoo - the Night Safari, Singapore. Bernard and his team developed the Night Safari from 1987 to its opening in 1994, which was the first of its kind night animal attraction which won numerous awards and accolades for Singapore, the region and the world.

Bernard is one of the few zoo directors in the world who has had a published biography.

In 2002, Bernard Harrison and Friends LTD was founded, a specialist design company focusing on the development and sustainable operation of zoological and botanic gardens, national parks and eco-tourism attractions. By leveraging his extensive experience and network of colleagues, Bernard specialises in concept development, with design teams tailored to individual projects.

Bernard Harrison and Friends have worked on zoo and wildlife projects in a range of countries across the world: Armenia, Azerbaijan, Cambodia, Canada, China, Doha, Fiji, Gabon, Holland, Hong Kong, India, Indonesia, Israel, Malaysia, Morocco, Myanmar, Nigeria, Pakistan, Philippines, Singapore, South Africa, South Korea, Thailand, United Arab Emirates, United Kingdom, Vietnam and Zimbabwe.

The Bernard Harrison and Friends workshop process brings together experts from diverse backgrounds. It is this high functional diversity that creates the lateral ideas for which Bernard and his firm is famous.

*"I must say I found the whole process truly stimulating and invigorating. I could not see how so many diverse skills and needs could be placed in the same room and produce a result such as was achieved in 5 days. Bernard, you have consummate skills in weaving disparate interests and skills to form a unified picture – which is what we needed. And I am truly amazed and excited by the quality and depth of content within each component part."*

-Dave Glynn, Owner & CEO, Africa Albida Tourism

Bernard did his undergraduate studies in animal behaviour at Manchester University and has a master's degree in zoo planning from the National University Singapore. In 2019 he was one of 10 recipients of the newly created *Tiger Award - Most Appreciated* by the Chime Long Group (China's largest leisure group and ranked 6<sup>th</sup> in the world) which acknowledges long term, cross entertainment industry professionals.

Bernard was also honoured with a place in the IAAPA Hall of Fame in 2018 for his work in the tourism industry; Significant Contribution Award 2016 and Lifetime Achievement Awards 2010, South East Asian Zoos Association for his work with the organization over the past 20 years; American Creativity Association's Champion of Creativity Award in 2008 for his work on developing the unique concept of the Night Safari; and the Outstanding Science Alumni Award from the National University of Singapore in 2007 for his work at Wildlife Reserves Singapore.

Bernard hosted a wildlife conservation awareness slot on Discovery Channel for many years called "Ask Bernard". He has also appeared in many documentaries on Discovery Channel, Animal Planet, and various Singaporean TV channels.

## Education

### **Ordinary & Advanced Levels,**

Oxford University Education Board  
The Grammar School, Midhurst, Sussex,  
United Kingdom, 1963 -70

### **B.Sc. Bachelor of Science,**

*Double Honours in Zoology & Psychology*  
University of Manchester, United Kingdom  
1970-73

### **M.Sc. Master of Science,**

*Planning of Tropical Zoological Gardens*  
National University of Singapore  
1984-87

### **Executive Program**

Stanford University-National University of  
Singapore, 1996

## Professional Experience

### **Principal Partner - Creativity and Design**

Bernard Harrison & Friends Ltd  
2002 - Present

### **Chief Executive Officer**

Wildlife Reserves Singapore  
2002-1999

### **Chief Executive**

Singapore Zoological Gardens & Night Safari  
1994 - 1999

### **Executive Director**

Singapore Zoological Gardens  
1980 - 1994

### **General Curator**

Singapore Zoological Gardens  
1973 - 1980

## Awards

### Received

- Chimelong, Tiger Award – Most Appreciated 2019
- IAAPA 2018 Hall of Fame, The International Association of Amusement Parks and Attractions
- Lifetime Achievement Award 2010, South East Asian Zoos Association
- American Creativity Association's Champion of Creativity Award 2008
- Outstanding Science Alumni Award 2007, National University of Singapore

### Given

- Since 2008 BH&F has given away the Bernard Harrison and Friends Award annually for outstanding Contributions to Conservation to individual members of African Zoo Association (PAAZA).

## Professional Affiliations

### Present

- Honorary Member of World Association of Zoos and Aquariums, Barcelona, Spain (formerly held positions of President Elect & Secretary)
- Past President, South East Asian Zoos Association, Singapore (held position of President for 6 years)
- Member, International Committee of The Tisch Family Zoological Gardens, Jerusalem, Israel
- Honorary Trustee of Wild Welfare, North Carolina Zoo, USA

### Past

- Member of the IUCN's Species Survival Commission's Conservation Planning Specialist Group, Minnesota, USA (former World Board Member)
- Member of Species 360 (formerly International Species Inventory System), Minnesota, USA (former World Board Member)
- Committee Member of the Welfare and Ethics Committee of Wildlife Reserves Singapore
- Member of International Association of Amusement Parks and Attractions, USA (former World Board Member)
- Board Member of National Parks Board, Singapore
- Board Member of Sentosa Development Corporation, Singapore
- Committee Member of Institutional Animal Care and Use Committee, National University of Singapore.

## Publications

### Scientific

- Please refer to Annex A

### Biography

- Kirpal Singh (2014): *Naked Ape Naked Boss: The Man Behind the Singapore Zoo and the World's First Night Safari*; Marshall Cavendish Editions, Singapore Fiction

### Fiction

- Bernard Harrison (2020): *Letter to My Son*; (Ed Felix Cheong) In Letter to My Son; Marshall Cavendish Editions; SBN: 9789814893640
- Bernard Harrison (2002): *Malacca and Beyond To Catch Me A Star*; Media Masters, Singapore

## Annex A: Scientific Publications

Harrison, Bernard (1982): *The Design of Primate Islands at the Singapore Zoological Gardens*; Zoo Design 3 (Paignton, U. K.), pp. 139-147

Harrison, Bernard (1982): *Polar Bears in a Tropical Climate*, Zoo Design 3, (Paignton, U. K.), p. 117

Harrison, Bernard and Graetz, Michael (1986): *Designing a Naturalistic Environment at the Singapore Zoological Gardens*; Architecture Journal 1986, eds. Lo Ching Ning, T. K. Sabapathy, Foo Ah Fong, (Singapore 1986), p 26.

Harrison, Bernard (1986): *A Study of the Planning and Design Principles Involved in the Development of Mammal Exhibits in a Tropical Zoo*; MSc Thesis, Supervisors Chou Loke Meng Ph.D., Department of Zoology and Norman Edwards Ph.D., School of Architecture, National University of Singapore

Harrison, Bernard (1991): *The Evolution of Zoological Gardens*; Proceedings 46th Annual Conference, International Union of Directors of Zoological Gardens, (Singapore).

Harrison, Bernard and Graetz, Michael (1995): *The Night Safari – Singapore*; International Zoo Yearbook p 5.

Agoramoorthy, Govindasamy and Harrison, Bernard (2002): *Ethics and Animal Welfare Evaluations in South East Asian Zoos: A Case Study of Thailand*; Journal of Applied Animal Welfare Science, 5(1), pp 1–13

Harrison, Bernard (2006a): *The Phenomenon of the Night Safari*; Proceedings of the 61<sup>st</sup> Annual Conference of World Association of Zoos and Aquariums, August 27 to 31 2006, Leipzig <https://slideplayer.com/slide/3078076/>

Harrison, Bernard (2006b): *Storylines and Messages for Zoos*; Conference of the South East Asian Zoos Association (SEAZA), Ho Chi Minh City, Vietnam, 10 to 13 September 2006

Bernard Harrison (2006c): *Planned Breeding Programmes In Zoos And Their Role In Ex-Situ Conservation*; (Ed Pattnaik, A., Sinha, S.K. & Gupta, B.K.) Master Planning of Zoos; Central Zoo Authority, Bhubaneswar, 11 to 16 April 2006, pp 139-156  
<https://issuu.com/bkgupta.brij/docs/book - master planning of zoos>

Bernard Harrison (2006d): *Barrier Design for Zoos*: (Ed Pattnaik, A., Sinha, S.K. & Gupta, B.K.) Master Planning of Zoos; Central Zoo Authority, Bhubaneswar, 11 to 16 April 2006 pp 180 to 190  
<https://issuu.com/bkgupta.brij/docs/book - master planning of zoos>

Bernard Harrison (2006e): *Effective Education Awareness Strategies And Programmes For Zoos*: (Ed Pattnaik, A., Sinha, S.K. & Gupta, B.K.) Master Planning of Zoos; Central Zoo Authority, Bhubaneswar, 11 to 16 April 2006 pp 191 to 200 <https://issuu.com/bkgupta.brij/docs/book - master planning of zoos>

Bernard Harrison (2006f): *Themed Zoo Night Safari*: (Ed Pattnaik, A., Sinha, S.K. & Gupta, B.K.) Master Planning of Zoos; Central Zoo Authority, Bhubaneswar, 11 to 16 April 2006, pp 238 -242  
<https://issuu.com/bkgupta.brij/docs/book - master planning of zoos>

Bernard Harrison (2007/8): *Creative Singapore*: Lexeon Issue 5 (December 2007) and Issue 6 (January 2008), Viscion, Singapore

Bernard Harrison (2008): *Guns, Germs, Steel and Creativity*; Key Note Address, Acceptance of David Tanner Champions of Creativity Award at the American Creativity Association Conference, Singapore 2008; <https://www.actcreatively.org/>

Harrison, Bernard (2010): *How Do You Create a Zoo That Really Contributes Towards Biodiversity Conservation?* Proceedings of 65 Annual Conference, World Association of Zoos, 17-21 October, 2010, Cologne, <https://www.yumpu.com/en/document/read/4333266/proceedings-waza>

Harrison, Bernard (2011): *The Travelling Sex Show, Creating Sustainable zoos by creating exhibits that the public will pay to see*: Proceedings of the 66<sup>th</sup> Annual Conference, World Association of Zoos and Aquariums, 2-6 October 2011, Prague [https://issuu.com/waza/docs/waza\\_proc-prague11\\_1204](https://issuu.com/waza/docs/waza_proc-prague11_1204)

Harrison, Bernard (2012): *Fighting the Extinction of Zoos – Are Zoos Immune to Corporate Extinction?* Proceedings of the 67<sup>th</sup> Annual Conference, World Association of Zoos and Aquariums, 7-11 October 2012, Melbourne [https://issuu.com/waza/docs/waza\\_proc-melb12\\_techpap\\_screen](https://issuu.com/waza/docs/waza_proc-melb12_techpap_screen)

Harrison, Bernard (2014a): *Why Do We Do What We Do? Animal Welfare and Biodiversity Conservation: Two Sides of a Coin*: Proceedings of the 69<sup>th</sup> Annual Conference, World Association of Zoos and Aquariums, 2-6 November 2014, New Delhi pp 48-56  
[https://issuu.com/waza/docs/waza\\_proc-delhi14\\_short\\_150421\\_web](https://issuu.com/waza/docs/waza_proc-delhi14_short_150421_web)

Bernard Harrison (2014b): *Singapore: The New Serengeti*: Green Conversations; (Ed Victor Savage) Commentary; Volume 23; pages 83 to 90; The National University of Singapore Society;  
[https://www.nuss.org.sg/publication/1411626436\\_commentary2014\\_VOL23.pdf](https://www.nuss.org.sg/publication/1411626436_commentary2014_VOL23.pdf)

Harrison, Bernard (2017): *On The Sex Trail: And What's The Use Of Males Anyway? A Hypothetical New Zoo Exhibit*; International Zoo Design Conference organized by Zoo Wroclaw and ZooLex Zoo Design Organization from 4 to 7 April 2017 in Wroclaw, Poland;  
<https://zoolex.org/page/zoodesignconference/>

Bernard Harrison (2018): *Raising Environmental Conservation Awareness Through Social Marketing*; Key Note Speaker; Proceedings of the International Conference: Broadening Cultural Horizons in Social marketing; James Cook University, Singapore 15 -17 July 2018; <http://www.aasm.org.au/wp-content/uploads/2018/11/AASM-2018-ISM-Conference-Proceedings.pdf>

Harrison, Bernard (2019): *So Long and Thanks For All the Fish: Fish Sentience, an Inconvenient Truth*; Keynote address, South East Asian Zoos Association Conference held in Phu Quoc, Vietnam 17-20 November, 2019 <https://www.bernardharrisonandfriends.com/>