

23 April 2025

Dear Camp Owner / Manager,

AUSTRALIAN CAMPS CENSUS AND ECONOMIC IMPACT 2025

I am pleased to inform you that the Australian Camps Association (ACA) is conducting an inaugural Census and Economic Impact Assessment for, and on behalf of, the Camps Industry across Australia. This initiative is being implemented to give timely and accurate information on the size, scope and importance of the industry and to ensure ACA continues to deliver the highest possible level of support to members and stakeholders. The census aims to give us an accurate understanding of the participation in camps throughout Australia.

Most importantly, the data from this project will assist us to advocate to all levels of government more accurately and effectively. Without accurate data, we cannot represent you in a meaningful way.

I would like to acknowledge and thank the **Victorian Government** for providing the funding to implement this project. This census project would not be possible without their support.

We aim to implement an annual Camps Industry Census to become one of the main information systems for future development and benchmarking, as it has for other industries, especially in accommodation, sport and recreation sectors.

ACA is working with Street Ryan to implement this initiative. Street Ryan has extensive experience in managing censuses and economic impact studies for high profile sports over more than three decades, including annual national participation censuses and economic impact assessments for the Australian Football League (AFL), Rugby Australia, Bowls Australia, Golf Australia, Australian Sailing, Equestrian Australia, Cricket Australia and New Zealand Cricket.

For us to continue to represent the entire camps industry effectively, we need your involvement in the 2025 Camps Census through completion of a simple Census form. Please note that your responses will be strictly confidential and only used in combined reporting so that no details of any individual camp can be identified.

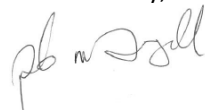
A copy of the Census Form is attached for you to complete using your records and personal knowledge of your camp and its participants. Please base your answers on the **2024 calendar year** or, if you compile data on a different time period (such as July to June), the most recent full year for your camp. The report will be structured on a national and state basis. If you own or operate multiple sites, we would like to request that you please submit one census form per site.

We would be most grateful if you are able to complete the questionnaire and return it, **in confidence**, by electronic submission or by email to Street Ryan, by **Friday June 6th, 2025**. A copy of the 2025 Census and Impact Report will be provided to all participating camps.

If you would like any support from ACA in completing the form, please contact me pmcdougall@auscamps.asn.au or Jess Hough jhough@auscamps.asn.au by phone or email at or 03 9863 6822.

Thanks for your assistance, and for your ongoing contribution to our industry.

Yours sincerely,



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Wayne Street
Executive Chairman
Street Ryan