

# What's in a Name?

Dr. Brian Lord  
Deputy Director  
Healthy Lifestyle Health Promotion Services  
and retired academic

Australian Camps Association - Not for distribution without permission

Q: So, what's in a name?

▶ A: It's all in the name.

Australian Camps Association. Not for distribution without permission



# List of camps and experience

- ▶ NSW National Fitness Camps – schoolboy, tertiary training (Phys.Ed.), helper, director.
- ▶ Military camps – schoolboy soldier, training officer.
- ▶ YMCA camps – adventure activities, director.
- ▶ Tertiary education – recreation courses.
- ▶ Elderhostel (A.C.F.S)(Odyssey Travel) – 4WD camps etc., cruise ship adventures
- ▶ Recently – Vacations for Pleasure, Active Life Weekends, Great Getaway, A.C.A. (For Older Adults)

Australian Camps Association - Not for distribution without permission



# Evocative? What did the list evoke in you?

- ▶ Activities
- ▶ Adventure
- ▶ Recreation
- ▶ Travel
- ▶ 4WD
- ▶ Vacation – Pleasure
- ▶ Active Life
- ▶ Great Getaway

Australian Camper Association - Not for distribution without permission



# EVOCATIVE ?

- ▶ Evoke (v.)

- Call up, feeling, memory etc.

- Evocation (n.), evocative/evocatory (adj.)

Conjur up – as if by magic

Australian Camps Association - Not for distribution without permission



# Let's try some more evoking

- ▶ Duke of Edinburgh Award Scheme
- ▶ Edge of Wilderness Society
- ▶ Tour Guide – Lord Howe Island

Australian Camps Association - Not for distribution without permission



# Kimberley – Tour Guide

- ▶ 4WD Adventure
- ▶ Centre pole tent
- ▶ Campfire each night
- ▶ Camp oven cooking
- ▶ River crossings
- ▶ Steep hills
- ▶ The Bungle Bungles
- ▶ Kakadu
- ▶ Corrugated roads

Australian Camps Association – Not for distribution without permission



# Kimberley – Tour Guide

- ▶ Coral Princess Cruise
- ▶ Lavish banquets – lobster, champagne
- ▶ Private cabins
- ▶ Helicopter excursions – Twin Falls, Bungles, etc.
- ▶ Landing craft excursions (crocodile spotting)
- ▶ Horizontal Falls, Mermaid Tree, Aboriginal Art
- ▶ Upper deck – drinks at sunset
- ▶ Reef walking
- ▶ Expert lecturer each day/night
- ▶ RICH

Australian Camps Association – Not for distribution without permission





# Evocative

- ▶ I need to do that.
- ▶ I'd like to do that.
- ▶ I want to do that.
- ▶ I'll do that.

Australian Camps Association - Not for distribution without permission



# Media

- ▶ TV
- ▶ Radio
- ▶ Newspapers (general, special – e.g. Seniors papers)
- ▶ Flyers
- ▶ Presentations to seniors groups
- ▶ Letter drops
- ▶ Word of mouth
- ▶ SOCIAL MEDIA (Technology has totally reinvented marketing)

Australian Cancer Association - Not for distribution without permission



# Older adults - are they

- ▶ Technophiles?
- ▶ Tech savvy?
- ▶ Tech tolerant?
- ▶ Technophobes?

Australian Carers Association - Not for distribution without permission



# How do you get above the “noise”?

- ▶ 1. Consistency – deliver every time
- ▶ 2. – always has been – value, quality, support
  - – nowadays also – real time response, mobile accessibility, anticipate needs (FAQs), low prices, on-line booking and payment, etc.

Australian Camps Association – Not for distribution without permission



# Because –

- ▶ 1. Tech has totally reinvented marketing.
- ▶ 2. Tech used for finding everything – which KEYWORD will they use to find your camp?
- ▶ 3. What does your website look like now?
- ▶ 4. What is it about your website that attracts a potential over 55 y.o. user?

Australian Camps Association - Not for distribution without permission



# Camp –

- ▶ Place where one goes for:–

Accommodation;

Meals; and

Activities;

all supplied by staff.

Australian Camps Association – Not for distribution without permission



# After attending camp –

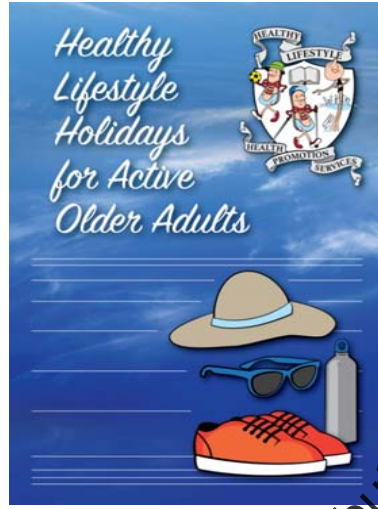
- ▶ Experience –

- Activities;
- Other “campers”;
- Staff;
- Venue – beds – food;
- Getting there and back.

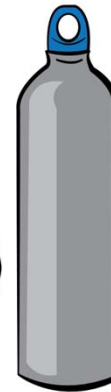
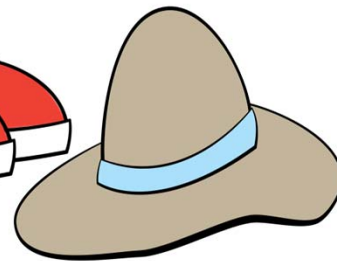
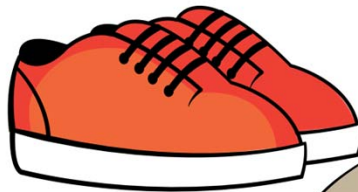
Australian Camps Association – Not for distribution without permission







Australian Camps Association

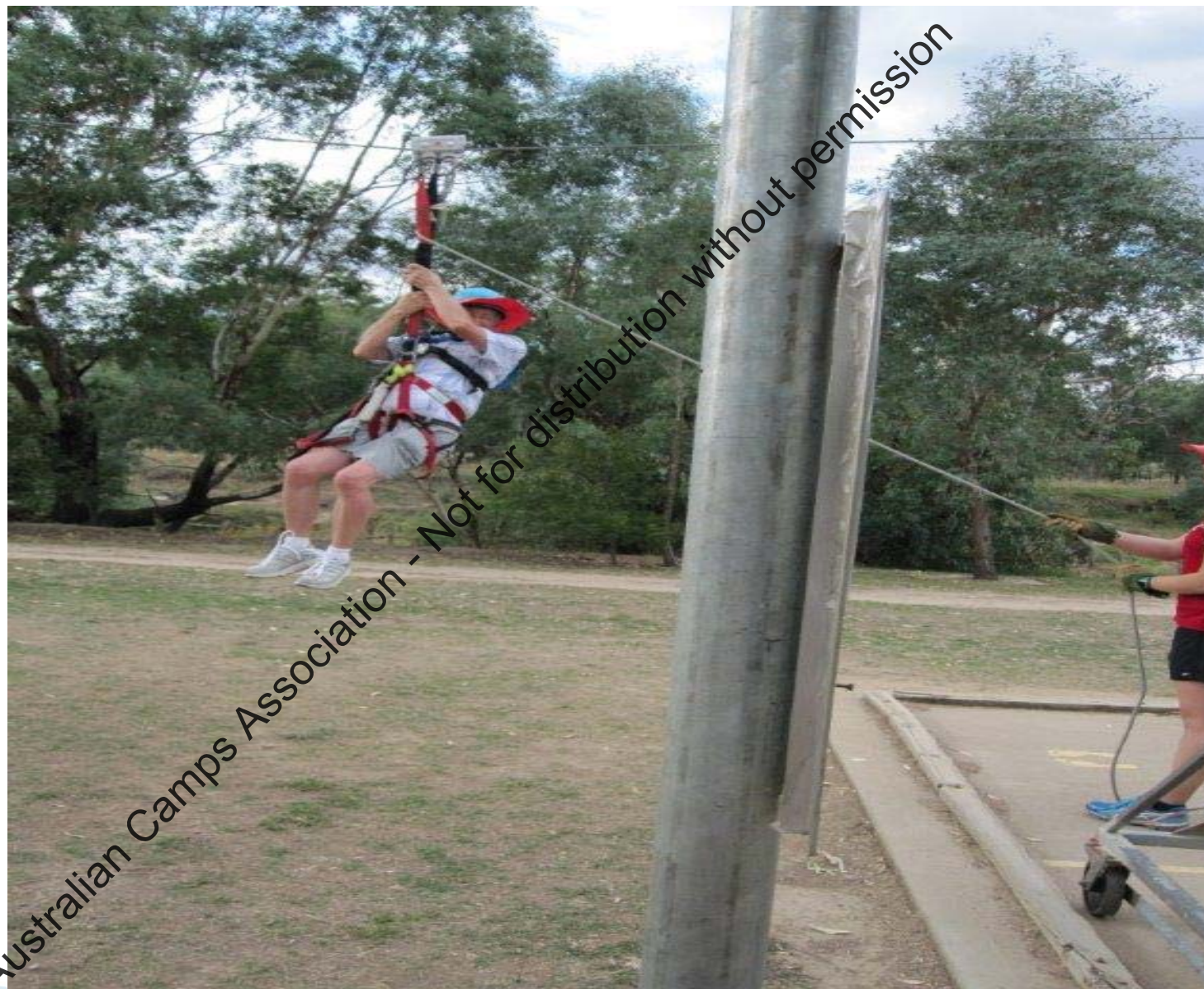




Flying Fox

Gaining  
confidence

What an  
adventure



Australian Camps Association - Not for distribution without permission



Canoeing  
instruction

Water skills

Let's get it  
right



Australian Camps Association - Not for distribution without permission



Rope  
workout

Trust  
activity

Great for  
balance



Australian Camps Association - Not for distribution without permission



Raft  
making

A Team  
Effort







Australian Camps Association - Not for distribution without permission



Getting the  
balance  
right

Takes a lot  
of practice.



Australian Camps Association - Not for distribution without permission



## Lifeball

The  
game  
you  
play  
for  
life.

The ball  
skill  
game



# What changed?

- ▶ AND –

- Will the new “camper” do it again?
- What did the “camp” evoke in them?

Australian Camps Association - not for distribution without permission





# Recreation Opportunity Spectrum

FACTORS	SETTINGS			
	Modern	Semi-modern	Semi-primitive	Primitive
1. Access				
2. Other Users				
3. On-site Management				
4. Social Interaction				
5. Acceptability of Impacts				
6. Acceptable regimentation				

Australian Camps Association - Not for distribution without permission

# ▶ CAMPING OPPORTUNITY MATRIX

Australian Camps Association - Not for distribution without permission



FACTORS		RANGE		
	Luxury	Modern Basic	Rustic	Spartan
1. Access	Public trans., taxi, parking	Camp bus, car	Car only	ORV, horse, foot
2. Accomm.	All mod. cons. (Glamping)	Bedding supplied - most mod. cons.	BYO sheets - some mod. cons.	BYO everything - no mod. cons.
3. Activities	Sedate, indulgent	Active - in and outdoors	Outdoors - sl. taxing	Adventurous - thrilling
4. Catering	Gourmet	Rest. quality	Homey - wholesome	Energy bars, self cook, etc
5. Setting	Decadent	Comfortable	Tough	Challenging
6. Social	Very	Somewhat	Friendly	Solo (nearly)
7. Staffing	Fully qual.	Qualified	Rec. leaders	Guides
8. Venue	Urban	Rural	Scenic	Breathtaking

Australian Camps Association No for distribution without permission



# The Great Getaway – Marysville

For people over 50

- ▶ **Indoor Comfort, Outdoor Fun**
  - New activities, socialise, beautiful location
- ▶ **Activities – Choose your Challenge**
  - ▶ Abseiling, cycling, golf, indoor games, lawn bowls, bushwalking – Everyone can take part, no matter your fitness level – Come give it a try!
- ▶ **Accommodation**
  - Look what's included – 2 lazy nights, 3 very active days and 6 healthy meals
  - What's not included
- ▶ **Camp Costings**
  - Early Bird etc.
- ▶ **Facebook Group**
  - Australian Camps Association – The Great Getaway

Australian Camps Association - Not for distribution without permission



# Social Media – Facebook

▶ eBay

▶ eMail

▶ eVoke

Australian Camps Association – Not for distribution without permission





Thank You

Australian Camps Association - Not for distribution without permission

