



INTRODUCING THE

AUSTRALIAN CAMPS ASSOCIATION

The national peak body for camps and associated providers

MEMBERSHIP INFORMATION



AUSTRALIAN
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More people outdoors more often

www.auscamps.asn.au

03 9863 6822 | membership@auscamps.asn.au



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Great Getaways



People Outdoors Camp

A MESSAGE

FROM OUR CEO

Hello and welcome to the Australian Camps Association (ACA).

If you are renewing your existing membership then many thanks for your continuing support. If you are not yet a member of the Association then please join us and our 240 members in supporting a thriving camp and associated activity provider sector across Australia.

Our work has three key pillars:

- Providing groups of all kinds with information about camps and access to our members,
- Building our member's capacity and capability to deliver excellent experiences for those groups, and
- Helping federal and state governments to meet relevant policy objectives through healthy led outdoor experiences.

There are a host of excellent reasons for investing in ACA membership, and we are continually developing new services that support your business and help you to get 'more people outdoors more often'.

We look forward to welcoming you into the ACA community and to working on your behalf.

Peter McDougall

Peter McDougall
CEO

About Our Logo

The Australian Camps Association constantly strives to ensure that all groups, no matter their background, are included and welcome to our services. This of course includes Aboriginal people, so, in 2020, we amended our logo to symbolically represent the foot and fingerprints of all Traditional Custodians across Australia. Whenever the Australian Camps Association and our members fly or promote our logo we are respectfully acknowledging this truth.



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MEMBER BENEFITS

AND SERVICES

The Australian Camps Association (ACA) develops, supports and promotes the delivery of camp experiences that provide positive community, social and personal outcomes.

Along with adding your voice to this important work, as a member you have access to a wide range of benefits and services.

"The Free Booking Service provided by ACA is by far the best booking service that we have used. That in itself provides great value for the annual membership fee. It provides more leads than any magazine advertising we have tried giving us more "bang for our buck"! Through the ACA Booking Service we have acquired many new group bookings, some of which have turned into regular bookings."

Grant Laidlaw, Log Cabin Comp

Australian Camps Association membership is open to camp operators, associated providers and individuals or organisations with an interest in the camps sector.



ACA National Conference 2019



Commercial Camp Catering Demo Day



Members Visits



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THE AUSTRALIAN CAMPS ASSOCIATION

GENERATES BUSINESS FOR YOU

Access to our Booking Enquiry Service: Our online booking enquiry service receives over 800 enquiries every year from people and organisations looking for a camp or an activity provider for their group. These enquiries are automatically forwarded on to members in the relevant state/region each day. With each enquiry worth an average of \$8,000, a single conversion will make membership worthwhile in itself.

Listing in the annual Guide to Camps & Outdoor

Activity Providers: Over 10,000 hard copies of our well-known Guide are distributed each year to schools, information centres and community groups nation-wide. That's better value than any direct mail campaign! Members receive a FREE 1/6 page listing and can elect to take out further paid advertising at attractive rates. The Guide is also promoted in education publications and conferences and is available online through our website.

Improved access to markets: Members are listed in our website directory and can promote holiday activity programs and/or last minute vacancies at no cost. The public can also contact members directly via their website listing. Additional digital advertising opportunities are available on our website - contact us at info@auscamps.asn.au for a copy of our Member Opportunity Guide.

Use of Australian Camps Association Member logo: Members are entitled to use the Association Member logo on their own marketing material.

Access to new product: The ACA is continuously carrying out market research and piloting new product development (such as international edu-tourism, older adults, etc) on behalf of our members.

Savings on Quality Tourism Accreditation: Members of the ACA are eligible for a discounted rate on Camps and Adventure Activity (CAA) Accreditation through the Quality Tourism Framework. Proof of membership must be provided to obtain this offer.



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SUPPORTING YOUR BUSINESS

Access to our resource directory - Outdoor

Business Online: Outdoor Business Online is a one-stop-shop for all your business and compliance needs. This 'member only' library is packed with resources and information that will assist your business to reach its potential.

Advice and general support: Members can contact the Australian Camps Association for advice on business and strategic planning, site development, HR, operational issues, marketing and promotion.

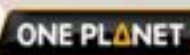
Member visits: Our Memberships team visits more than 150 camps and associated providers around Australia each year. Visits (which can be requested) offer a great opportunity for members to get 'hands on' advice, learn about the latest ACA offerings and hear more about our sector.

Professional development: Australian Camps Association member workshops, training days and conferences provide an excellent opportunity to network and increase your knowledge. We hold a biennial national Conference and regular professional development events in all regions - see <https://auscamps.asn.au/events/calendar>.

The ACA also hosts the highly regarded International Camp Directors Course (ICDC) on behalf of the International Camping Fellowship (ICF).

Access to group buying scheme (Partners and Preferred Suppliers): The ACA has negotiated great prices for members with a range of Partners and Preferred Suppliers offering products and services such as food, insurance, gas, bunk beds, outdoor equipment, first aid training, coaching, etc. All ACA Partners and Preferred suppliers are Australian owned and operated.

The ACA thanks our Partners for their ongoing support :



Discounted membership of the International Camping Fellowship:

Stay connected with world-wide issues and conversations through the broad reaching international connections available to ICF members. ACA members enjoy a discounted introductory membership offer.

Access to research: The Australian Camps Association is actively involved in a range of research projects on behalf of our members, including the latest in new business streams, training, health and educational thinking.

Member morning teas: Enjoy the hospitality of the ACA community as members open their doors to show off their sites and give insight into how they approach issues common to all operators. Great networking and great fun.

Newsletters: Members receive regular communication and sector updates through the weekly ACA News, Monthly Updates and Member Bulletins. Members may advertise or post job vacancies at no cost in any of these publications.





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Member Morning Tea



Great Getaways



People Outdoors

SUPPORTING OUR SECTOR

Common voice: The ACA advocates for, and represents the interest of, our members to government, land managers, health and education peak bodies and other relevant groups on a range of issues that impact on our sector.

Contribution to wellbeing: The Australian Camps Association supports healthy lifestyles through promoting events such as the Great Getaways (camps for over 55's) and People Outdoors (camps for people with disabilities) - all held in ACA member venues.

Pricing and Occupancy Research: We carry out biennial Price and Occupancy surveys to gather and process data relevant to your business. The data includes current prices, occupancy rates, marketing and industry issues and gives members unique business insights.

"The spirit of the ACA is outstanding - a fantastic mix of generosity, openness and solid business."

Chris Morgan, VenueLife

The ACA acknowledges the support
of the Victorian Government:



Jobs,
Precincts
and Regions

Join Today!

Contact our Membership Manager,
Dwight Hulme, on 03 9863 6822 or
email membership@auscamps.asn.au



2019 National Conference



NAS 250K - Allergy Camp



People Outdoors: Georgia





2019 National Conference



Member Professional Development



Great Getaways



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TODAY!**

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