

AUSTRALIAN CAMPS ASSOCIATION

GROWING OUR INDUSTRY 2025 EDITION ON SALE NOW

Reach 10,000 plus schools and 250 community groups throughout Australia, as they continue to re-establish their camps programs.

Advertise in the official **Guide to Camps & Associated Providers 2025**.

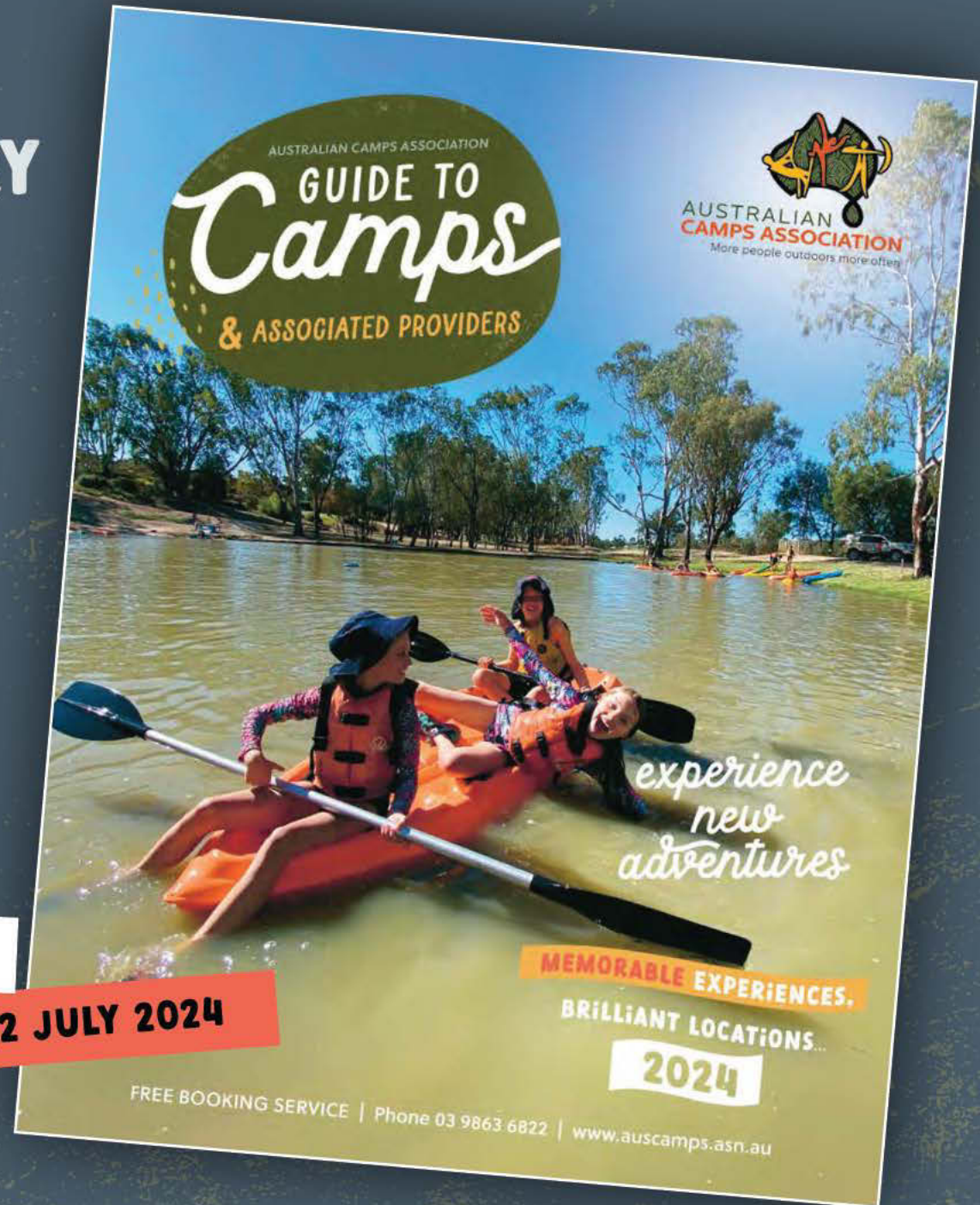
Advertising enquires M: 0400 790 193
E: aca@franklane.com.au

SALES CLOSE:

FRIDAY 12 JULY 2024



AUSTRALIAN
CAMPS ASSOCIATION
More people outdoors more often



Queensland

CAMP COOBY

Privately owned.
TOWN: GEHAM
SETTING: 50 acres of sloped sclerophyll eucalypt forest onto open lawn with lake front access.
ACCESSIBILITY: Areas include conference facility and dining room with commercial kitchen, BBQ area with wood fire pizza oven and fire pit, lawn terrace, all accommodation, lakeside marquee, barn and ablution facilities.
ACCOMMODATION: Bunkhouse cabins with A/C to accommodate 140 guests, 10 x 8m tents accommodating 2 per tent (linen supplied), Cooly Lakehouse with water views - 4 bedrooms, 2 bath (linen supplied). Basic tents to accommodate 100+ self-inflating mattresses supplied.
MINIMUM GROUP SIZE: 15-200.
CATERING: Full catered or self cater.
INDOOR FACILITIES: Barn, lakeside marquee, conference room and dining room.
OUTDOOR FACILITIES: BBQ area, fire pit, high ropes, rock climbing, orienteering, canoeing, archery, mountain biking, signage, water slide, team building & initiative activities.
OTHER INFORMATION: Curriculum based Outdoor Educational facility that incorporates neuroscience, eco wellbeing and environmental sustainability.
CONTACT: Camp Cooby
 239 Lovelady Road, Geham QLD 4352
 07 4696 6244
 info@campcooby.com.au
 campcooby.com.au

CAMP GOODENOUGH

Privately, family owned and operated.
TOWN: CAROOL
SETTING: Regenerating bushland with views from 4-20 beds. Ensuite rooms. All bunk beds to Aust standards.
MINIMUM GROUP SIZE: 15-200.
CATERING: Full catering available.
INDOOR FACILITIES: Recreation room, indoor room, table tennis, indoor wood heater, stage, dell equipment. Night active.
OUTDOOR FACILITIES: Leap of Faith, giant's pile of sticks, team pursuit, billy cart construction course, archery, paintball, basketball/paved area.
OTHER INFORMATION: Qualified camp instructor.
RESOURCES NEARBY: Gold Coast Airport and Gold Coast Airport.

EMU GULLY ADVENTURE EDUCATION GROUP LTD

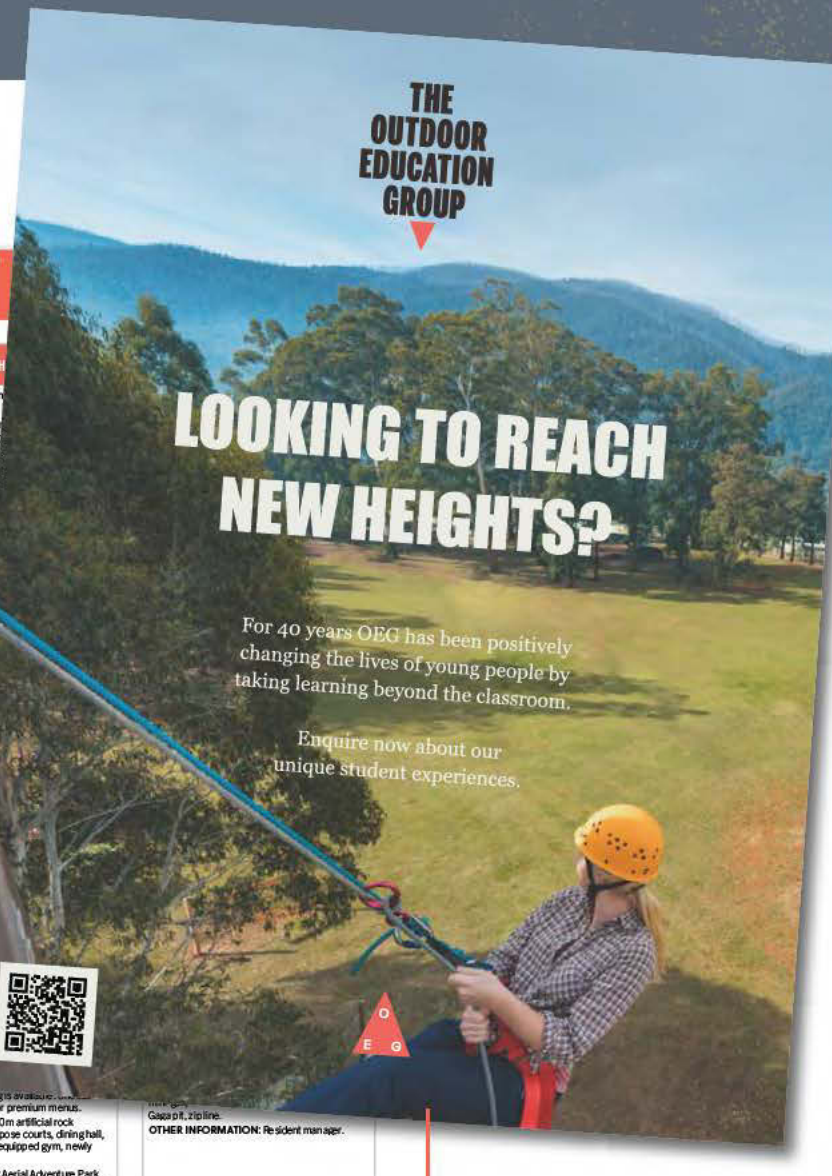
Privately Owned Not for Profit
TOWN: HELIDON SPA
SETTING: 187 acres of bush setting.
ACCESSIBILITY: Access provided to all buildings and dining areas.
ACCOMMODATION: 252 beds. Bunk accommodation with varied room sizes. Camping available for up to 200.
MINIMUM GROUP SIZE: 15 participants.
CATERING: Full catering is provided. No self catering available.
INDOOR FACILITIES: 4 dining areas, 5 large shed areas.
OUTDOOR FACILITIES: Low ropes activities around an ANZAC theme. Campfires, dam with tower and rope swing, buggies and paintball.
OTHER INFORMATION: Providing adventurous experiences for Year 5 through to Corporate, with a focus on Leadership, Courage, Sacrifice and Resilience. Booked as a group and fully facilitated programming only.
NARTA ACCREDITED
CONTACT: Administration
 142 Twinkates Road, Helidon SPA QLD 4344
 07 4697 6631
 office@emugully.com.au
 emugully.com.au

GOLD COAST RECREATION CENTRES

Privately owned and operated.
TOWN: PALM BEACH
SETTING: On the edge of the Tambora National Park.
ACCESSIBILITY: Facilities and activities accessible and suitable for people with a disability and dining on a 24 hours a day basis.
ACCOMMODATION: Newly renovated 2 bedroom options with air conditioning and kitchen.
CATERING: Full catering is available from standard, upsized or premium menus.
INDOOR FACILITIES: 10m artificial rock climbing wall, 5 multipurpose courts, dining hall, conference rooms, fully equipped gym, newly renovated cafe.
OUTDOOR FACILITIES: Aerial Adventure Park, Team Rescue course, abseil tower, 20m high giant swing, floodlit oval, 25m heated swimming pool.
QTF-GAA ACCREDITED
CONTACT: Client Services
 1525 Gold Coast Hwy, Palm Beach QLD 4221
 07 5569 2108
 goldcoastrec@qdtfs.qld.gov.au
 qld.gov.au/recreationcentres

LIONS CAMP DUCKADANG

Privately owned and operated.
TOWN: AVOCA VALE
SETTING: 117 acres of bushland with views from 4-20 beds. Ensuite rooms. All bunk beds to Aust standards.
MINIMUM GROUP SIZE: 15-200.
CATERING: Full catering available.
INDOOR FACILITIES: Recreation room, indoor room, table tennis, indoor wood heater, stage, dell equipment. Night active.
OUTDOOR FACILITIES: Leap of Faith, giant's pile of sticks, team pursuit, billy cart construction course, archery, paintball, basketball/paved area.
OTHER INFORMATION: Qualified camp instructor.
RESOURCES NEARBY: Gold Coast Airport and Gold Coast Airport.
CONTACT: Lions Camp Duckadang
 117 Avoca Creek Road, Avoca Vale QLD 4314
 07 3571 1919
 info@campduckadang.com.au
 campduckadang.com.au



**THE
OUTDOOR
EDUCATION
GROUP**

LOOKING TO REACH NEW HEIGHTS?

For 40 years OEG has been positively changing the lives of young people by taking learning beyond the classroom.

Enquire now about our unique student experiences.



Sample display ads and classified listings

The **Australian Camps Association Guide to Camps and Associated Providers 2025** is Australia's most comprehensive resource for camps and outdoor activity providers.

The *Guide* is a national service to members, the camping profession and the Australian community. It contains listings of camps and outdoor activity providers that are available for public hire by groups along with limited advertising opportunities for organisations wanting to communicate with 10,000 plus schools and 250 community groups throughout Australia.

The Guide:

- Is a valuable marketing tool for members and advertisers;
- Provides information about a variety of facilities and outdoor activity providers throughout Australia;
- Is inclusive, resourceful and gives new opportunities for school teachers, outdoor recreators, program providers, churches, community groups and the general public;
- Is the key for those who desire to explore the camping experience;
- Presents the reader with extensive options for their camp and outdoor program.

Advertising is open to:

- Residential camp owners and operators;
- Outdoor recreation providers;
- School/community owned camps;
- Group accommodation providers;
- Retreats and conference centres;
- Adventure learning centres and providers;
- Training and service providers to the outdoor community;
- Organisations with an interest in, or link to, camps or the outdoor community.

Production

The full-colour *Guide* will be printed on environmentally friendly uncoated stock in a handy quarto size.

The *Guide* will be published and distributed in early November to assist with the growth of our industry and assist schools with booking their camps programs for the 2025 school year. A minimum of 10,900 will be produced.

Sales Launch

Book your display advertisement now for this popular and effective production that will lead the Australian Camps Association's marketing efforts in 2025.

Meet the Sales & Marketing Team

The **Frank Lane Design & Branding Agency** sales team are dedicated to helping link your business with cost-effective advertising and marketing solutions ensuring your message reaches the most diverse spectrum of the Australian community.

> Sales Contact

Adam Ruggero, Marketing Director

M: **0400 790 193**

E: aca@franklane.com.au

Guide Specifications

Title:	Guide to Camps & Associated Providers 2025
Print Run:	10,900
Digital:	Online version for electronic distribution
Distribution:	Nationally via schools, targeted distribution via ACA
Booking & Payment:	DEADLINE: Friday 12 July 2024
Material:	DEADLINE: Friday 26 July 2024

Advertisers - What we need from you

1. Select the size of your advertisement

Choose a size that best suits your business, remember the bigger the ad, the greater the impact.

2. Complete the order and agreement form

Please ensure you complete the order/agreement form and return with payment, image and text. Copy for tax purposes.

3. Supply a suitable quality image (minimum 300dpi)

Digitally via email (send to):

aca@franklane.com.au

Remember to sell your strengths within the image.

4. Supply suitable text

Please supply copy typed (microsoft word doc), or by email to:

aca@franklane.com.au

5. Digitally supplied material

We welcome digitally supplied material, supplied in PDF Print Ready format.

A specification sheet can be supplied upon request.

No changes will be made to supplied art.

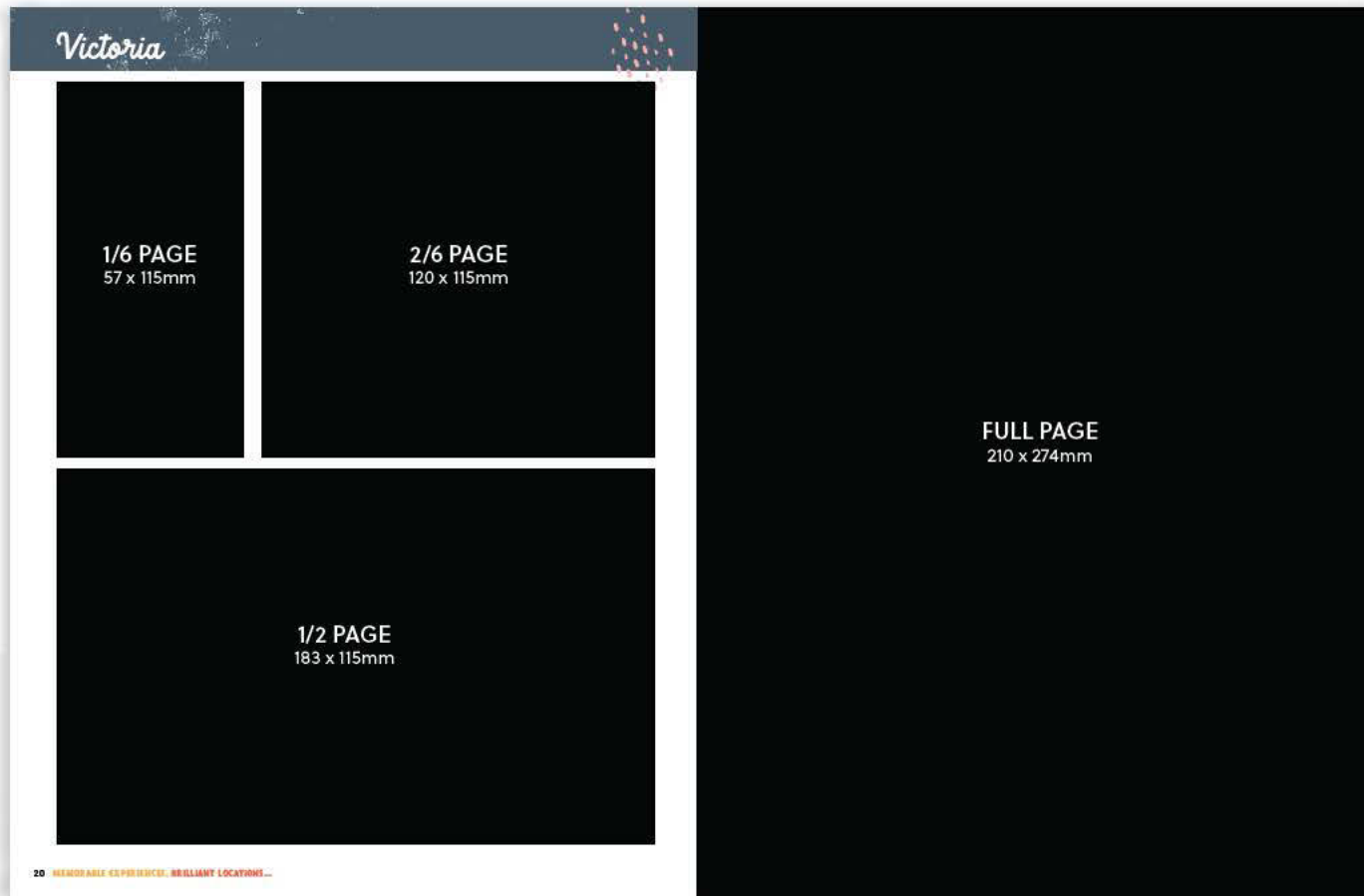
Payment

Once an online order has been placed an invoice will be issued. Full payment is required within 14 days of invoice.

Electronic Proofs

You will receive a proof before publishing, which you must sign, and return to Frank Lane Design & Branding Agency within 7 days.

A courtesy proof will be sent for supplied art advertisements for your records.



Advertisement Size

Rates (inc GST)

1/6 Page	\$825
2/6 Page	\$1,595
Half Page	\$2,495
Full Page	\$3,810
Full Page - Right Hand Loading	\$4,788
Double Page	\$7,290
Inside Front Cover	\$6,640
Inside Back Cover	\$6,640
Outside Back Cover	\$7,540

A specification sheet can be supplied upon request for supplied display advertisements.

CLICK HERE TO BOOK YOUR ADVERTISEMENT

1. Full payment is required with booking.
2. No monies will be refunded for cancellations after 7 days of signing agreement.
3. Australian Camps Association (ACA) and its Project Manager, Frank Lane Design & Branding Agency, reserve the right to cancel production of the publication at anytime if advertising budgets are not achieved. All advertising monies will be immediately returned to advertisers.
4. All material for inclusion in advertisements is to be supplied to: Frank Lane Design & Branding Agency: aca@franklane.com.au
5. ACA and its Project Manager, Frank Lane Design & Branding Agency, reserve the right to refuse any substandard or inappropriate photographs, copy or supplied digital material. eg. paddlers without PFDs, horse riders without helmets or low resolution images (72dpi).
6. ACA accredited sites may use the appropriate accreditation logo (in conjunction with the ACA logo style guidelines).
7. We reserve the right to change specifications without notice.
8. No preferred positions for ads smaller than a full page. No group bookings accepted with multiple listings unless supplied with one booking number and address. Maximum advertiser per one sixth - 1. Maximum photos per one sixth = 1.
9. ACA reserves the right to use any images supplied for advertisements in general marketing and promotion of the association, via any medium, unless notified in writing of copyright restrictions.
10. Advertisements in the guide may be supplied digitally.
11. It is the responsibility of the advertiser to respond to proofs promptly. The FIRST proof should be returned within 7 days of receipt with changes or acceptance. The SECOND/FINAL proof (if required) must be returned within 7 days of receipt. No further proofs will be issued. Colour proofs are only available via email. Maximum 2 proofs per ad.
12. It remains the responsibility of the advertiser to ensure total accuracy of their advertisement.
13. The advertiser acknowledges that the publisher in its sole discretion shall be entitled to do any or all of the following:-
 - (a) decline or cancel any advertisement or series of advertisements without stating any reason.
 - (b) postpone the publication of any advertisement or series of advertisements at any time.
 - (c) return or destroy any advertising material which remains in its or in its printer's possession twelve months from the last month of publication of the advertisement to which the material relates, without being required by any person or agency and without being in any way responsible for any loss and/or damage.
- (d) alter any images or digital artwork or other materials supplied by the advertiser in order to conform to the publisher's mechanical printing requirements or any guideline or policy statement issued from time to time by the association without being responsible for any loss and/or damage.
- (e) place the word 'advertisement' on any copy which in the publisher's opinion resembles editorial matter.
14. The publisher shall not be liable in any manner for loss or damage to any film, artwork, or other materials which may be supplied to the publisher. Such materials shall at all times and in respect of all things remain at the risk of the advertiser.
15. Notwithstanding any other provision of this agreement, the publisher and the association shall not be liable in any manner whatsoever for any loss or damage to any person including indirect, incidental or consequential loss or damages (including any loss of profits) whether arising from negligence, breach of contract, statute or otherwise in connection with or arising out of or in any way related to this agreement, including the failure of any particular advertisement to appear on any specified date, or at all.
16. The publication of any advertisement is strictly subject to the publisher's approval and, without limitation, the publisher shall not be required to accept any advertising material in the publication of which may in its opinion contravene any provision of the *Trade Practices Act 1974*, the *Fair Trading Act* or any other relevant federal or state legislation.
17. The publisher will use its best reasonable endeavours to produce the estimated number of guide copies, however the advertiser acknowledges that the number of copies is dependent, inter alia, on the level of financial support for the publication.
18. The advertiser acknowledges that the booking of an advertisement is independent of editorial content and that the publisher makes no commitment to preferential placing of the advertisement in the publication, where no loading has been paid.
19. The advertiser undertakes to be personally liable to observe these terms and conditions.
20. The advertiser hereby indemnifies and agrees to hold indemnified the publisher and the association their servants and agents and each of them against all liability, claims, proceedings, loss, damage or costs whatsoever which may arise from the publication of any material pursuant to this agreement and in particular but without limiting the generality of the foregoing to indemnify and hold indemnified each and all of them against any action for defamation, slander of title, breach of copyright or infringement of any trademark, name or description, invasion of privacy or breach of any provision of the *Trade Practices Act 1974*, the *Fair Trading Act* or any other relevant federal or state legislation.
21. Advertisements whose artwork has been prepared by Frank Lane Design & Branding Agency may not be reproduced in part or whole by any other party without the written consent by Frank Lane Design & Branding Agency.
22. All advertisements are subject to final approval and acceptance by ACA.

