



AUSTRALIAN  
CAMPS ASSOCIATION®

# STRATEGIC PLAN 2025-2027



AUSTRALIAN  
CAMPS ASSOCIATION

# OUR VISION

Camps and outdoor adventure for all.

# OUR PURPOSE

Advocate for, support, deliver and promote camps and outdoor experiences nationally.

# OUR VALUES



## EMPOWERMENT

Educating, supporting and leading our members and stakeholders.



## INCLUSIVE

Providing an inclusive, safe and diverse cultural experience for all.



## PROGRESSIVE

Striving for growth and improvement opportunities.



## PROFESSIONAL

Transparent, honest and professional in all that we do.



# KEY FOCUS AREAS



**OUR PEOPLE**



**ADVOCACY AND  
SUPPORT**



**COMMUNITY  
CONNECTION**



**SUSTAINIBILITY**



# KEY FOCUS AREA 1

## OUR PEOPLE



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### GOALS

- Provide an environment and the resources to support our staff and board to ensure success in their roles.
- Recruit and retain professionally developed people who continue to grow their knowledge and skills.
- Staff and board to role model the values of our organisation and lead the implementation of this Strategic Plan.
- Lead and educate our members on the importance of providing a safe and inclusive environment for all.
- Ensure our members have a voice through consistent feedback and consultation opportunities.
- Continue to build our presence and access to resources in all Australian states.



# KEY FOCUS AREA 2



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## ADVOCACY AND SUPPORT

### GOALS

- Ensure that the ACA has a national profile and that camps are recognised as an essential and valued sector by all levels of government.
- Advocate to and build strong relationships with government and education providers to support the camps and outdoor adventure sector through policy, decision making and investment.
- Communicate the positive social and health and wellbeing outcomes of camps to our government partners and other stakeholders through evidence-based research tools.
- Investigate the provision of a more cost-effective, industry-wide insurance option for our members.
- Continue to convene and lead conferences and other camps sector events, where industry experts offer advice and support, and our members can share and learn from each other through local knowledge and experiences.



# KEY FOCUS AREA 3



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## COMMUNITY CONNECTION

### GOALS

- Ensure our members have regular access to education and training opportunities such as capacity building, facilitation, professional development, child safety, compliance, risk management, bookkeeping and other important industry topics.
- Encourage our member's (camps and outdoor adventure providers) in developing and maintaining strong working relationships with government representatives, schools, community groups and other stakeholders in their local areas.
- Continue to provide members with industry best practice resources and programs through preferred supplier opportunities.
- Provide guidance and support to the Quality Tourism Framework (QTF) for the implementation of the national accreditation program.
- Develop and implement evidence-informed communication tools to help educate the community, government and other key stakeholders about the benefits of camps.
- Ensure diversity and inclusion have an ongoing central role to play in our operations, marketing and communications.
- Increase our brand awareness so we are truly recognised as an important and successful national peak body.



# KEY FOCUS AREA 4

## SUSTAINABILITY



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### GOALS

- Enhance revenue diversification through industry and government partnerships, research, training, commercialisation and philanthropy.
- Identify and source appropriate grant funding from state and federal government partners to support the ACA and our members.
- The ACA will have professional and transparent governance and financial best practice systems in place.
- Provision of a staffing structure and financial model that ensures the business can sustain future growth.
- Undertake an outcomes and impact assessment project which maps the positive benefits of camps and outdoor experiences.
- Work across external agencies to embed camps and outdoor experiences needs in land-use planning, infrastructure, and service delivery to create more active opportunities.
- Explore commercial activities and other revenue raising options to ensure that the ACA is financially strong and able to further invest in our people and programs.
- Explore expansion opportunities for the People Outdoors Program in new markets.



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