

## **Pricing and Occupancy Survey March 2010 Results**

A joint **Pricing and Occupancy** survey was conducted by the Australian Camps Association (ACA) and the Christian Venues Association (CVA) in February and March 2010. Previous surveys have been conducted by both organizations in 2007/08.

ACA and CVA have approximately 200 and 250 members respectively. Of these, 41 ACA members and 43 CVA members completed at least part of the survey. This reflects around 19% of the total memberships of both associations and the range of results suggests a good representative sample.

A summary of the survey follows; questions requiring numerical input are summarised on the next four pages. Results for ACA and CVA are listed separately to facilitate comparison. The combined results also reported in the last column (marked "total").

The majority of responses show growth in the number of guests, guest days and groups over the year. In particular, 83% of ACA members and 55% of CVA members reported more guests last year than in the previous year and 73% of respondents reported more guests than five years ago. The figures for guest days and guest groups are similar.

For ACA members, the average proportion of new bookings this year was 32%, so repeat bookings made up 68% of the total. For CVA members, new bookings made up 24% with 76% coming from repeats.

Prices for both associations are increasing; 56% of ACA members raised their prices by at least 3% in the last year and 17% by at least 5%. 67% of CVA members raised prices by at least 3% and 29% by at least 5%.

85% of ACA and 88% of CVA members offer facilities with 78% and 53% (respectively) also offering accompanying supervised programs.

These statistics and averages should be of use to you as you plan for your centre.

- be encouraged if you are at or above averages in usage rates, and
- you now have indicators to strive for if your centre operates at lower rates.

Further results on the next page.

## Detailed Results for Numerical Questions

### Q9. Number of beds or maximum group size

|                     | <u>ACA</u> | <u>CVA</u> | <u>Total</u> |
|---------------------|------------|------------|--------------|
| <b>Average</b>      | <b>161</b> | <b>159</b> | <b>160</b>   |
| Minimum             | 32         | 18         | 18           |
| Maximum             | 406        | 550        | 550          |
| Number of responses | 38         | 42         | 80           |

### Q10. Number of guests in the last year

|                     | <u>ACA</u>  | <u>CVA</u>  | <u>Total</u> |
|---------------------|-------------|-------------|--------------|
| <b>Average</b>      | <b>5867</b> | <b>8638</b> | <b>7362</b>  |
| Minimum             | 249         | 100         | 100          |
| Maximum             | 18000       | 42860       | 42860        |
| Number of responses | 35          | 41          | 76           |

### Q13. Number of guest days in the last year

|                     | <u>ACA</u>   | <u>CVA</u>   | <u>Total</u> |
|---------------------|--------------|--------------|--------------|
| <b>Average</b>      | <b>11867</b> | <b>17412</b> | <b>14858</b> |
| Minimum             | 165          | 20           | 20           |
| Maximum             | 36000        | 91750        | 91750        |
| Number of responses | 35           | 41           | 76           |

### Q16. Average usage of beds per night

|                     | <u>ACA</u>   | <u>CVA</u>   | <u>Total</u> |
|---------------------|--------------|--------------|--------------|
| <b>Average</b>      | <b>26.2%</b> | <b>25.6%</b> | <b>25.8%</b> |
| Minimum             | 8.4%         | 2%           | 2%           |
| Maximum             | 55%          | 57.1%        | 57.1%        |
| Number of responses | 34           | 41           | 75           |

### Q17. Number of days site is in use

|                     | <u>ACA</u> | <u>CVA</u> | <u>Total</u> |
|---------------------|------------|------------|--------------|
| <b>Average</b>      | <b>226</b> | <b>220</b> | <b>223</b>   |
| Minimum             | 41         | 22         | 22           |
| Maximum             | 351        | 364        | 364          |
| Number of responses | 34         | 40         | 74           |

### Q20. Expense Recovery:

|                     | <u>ACA</u>    | <u>CVA</u>    | <u>Total</u>  |
|---------------------|---------------|---------------|---------------|
| <b>Average</b>      | <b>105.43</b> | <b>112.22</b> | <b>109.39</b> |
| Minimum             | 20            | 71.78         | 20            |
| Maximum             | 212           | 239           | 239           |
| Number of responses | 20            | 28            | 48            |

### Q21. Average expense breakdown

|                                 | <u>ACA</u> | <u>CVA</u> | <u>Total</u> |
|---------------------------------|------------|------------|--------------|
| Food                            | 14.0%      | 16.0%      | 15.1%        |
| Cleaning                        | 4.3%       | 3.5%       | 3.9%         |
| Labour for catering             | 10.3%      | 15.5%      | 13.0%        |
| Maintenance                     | 11.1%      | 16.6%      | 14.2%        |
| Labour for programming          | 15.3%      | 10.5%      | 12.9%        |
| Labour for cleaning             | 6.7%       | 10.4%      | 8.6%         |
| Administration                  | 10.2%      | 11.0%      | 10.6%        |
| Turnover spent on capital works | 9.5%       | 18.1%      | 13.7%        |
| Turnover spent on marketing     | 3.2%       | 1.8%       | 2.5%         |

### Q23. Average number of staff

|   | <u>ACA</u> | <u>CVA</u> | <u>Total</u> |
|---|------------|------------|--------------|
| Permanent full-time                             | 5.6        | 7.4        | 6.5          |
| Permanent part-time                             | 2.0        | 2.7        | 2.3          |
| Casual  | 12.4       | 15.6       | 14.0         |
| Full time equivalence<br>(part-time and casual) | 4.9        | 6.2        | 5.5          |
| Sub-contractors                                 | 4.2        | 2.8        | 3.5          |
| Volunteers                                      | 31.1       | 32.6       | 31.9         |
| Number of responses                             | 34         | 35         | 69           |

## Q24. Average length of employment/involvement in years

|                     | <u>ACA</u> | <u>CVA</u> | <u>Total</u> |
|---------------------|------------|------------|--------------|
| Permanent full-time | 5.1        | 5.6        | 5.3          |
| Permanent part-time | 4.0        | 3.6        | 3.8          |
| Casual              | 3.2        | 3.6        | 3.4          |
| Sub-contractors     | 6.1        | 7.8        | 6.7          |
| Volunteers          | 8.9        | 13.5       | 12.2         |
| Number of responses | 29         | 35         | 64           |

## Q27 Staff Remuneration.

### Average Rate Per annum

|                                     | <u>ACA</u> | <u>CVA</u> | <u>Total</u> |
|-------------------------------------|------------|------------|--------------|
| Perm't Camp/Centre 5 Yrs Exp        | \$49,715   | \$47,854   | \$48,566     |
| Perm't Administration 5 yrs Exp     | \$36,893   | \$41,185   | \$39,534     |
| Perm't Program - Leader 5 Yrs Exp   | \$33,102   | \$32,905   | \$33,013     |
| Perm't Program – Asst Ldr 5 Yrs Exp | \$25,3994  | \$21,488   | \$23,441     |

### Average Rate per HOUR

|                                     |         |         |         |
|-------------------------------------|---------|---------|---------|
| Casual Camp/Centre 5 Yrs Exp        | \$19.78 | \$19.56 | \$19.66 |
| Casual Administration 5 yrs Exp     | \$18.76 | \$18.82 | \$18.78 |
| Casual Program - Leader 5 Yrs Exp   | \$21.27 | \$17.78 | \$19.77 |
| Casual Program – Asst Ldr 5 Yrs Exp | \$15.44 | \$15.09 | \$15.28 |
| Prefer not to share.                |         |         | 36      |
| Number of responses                 | 13      | 21      | 34      |

## Q29. Number of guest groups in the last year

|                     | <u>ACA</u> | <u>CVA</u> | <u>Total</u> |
|---------------------|------------|------------|--------------|
| <b>Average</b>      | <b>109</b> | <b>135</b> | <b>123</b>   |
| Minimum             | 16         | 5          | 5            |
| Maximum             | 327        | 624        | 62           |
| Number of responses | 32         | 37         | 69           |

### Q33. Breakdown of groups

|  | <u>ACA</u> | <u>CVA</u> | <u>Total</u> |
|--|------------|------------|--------------|
| School holidays<br>(organised by the site) | 1.6%       | 4.3%       | 3.0%         |
| School holidays<br>(organised by others)   | 1.4%       | 3.0%       | 2.2%         |
| Weekend groups<br>(organised by the site)  | 5.6%       | 3.4%       | 4.4%         |
| Public primary schools                     | 18.5%      | 9.5%       | 13.6%        |
| Public high schools                        | 13.4%      | 6.9%       | 9.8%         |
| Private primary schools                    | 10.4%      | 6.8%       | 8.4%         |
| Private high schools                       | 15.6%      | 11.6%      | 13.3%        |
| Church family groups                       | 4.2%       | 13.9%      | 9.4%         |
| Church youth groups                        | 2.6%       | 6.2%       | 4.5%         |
| Church men                                 | 0.2%       | 1.6%       | 0.9%         |
| Church women                               | 0.1%       | 2.1%       | 1.1%         |
| Other church-related groups                | 2.4%       | 4.8%       | 3.5%         |
| Community                                  | 6.9%       | 8.3%       | 7.6%         |
| Corporate                                  | 2.9%       | 1.6%       | 2.2%         |
| Overseas                                   | 1.2%       | 1.0%       | 1.1%         |
| Craft groups                               | 1.2%       | 2.5%       | 1.8%         |
| Church retreats                            | 2.0%       | 6.9%       | 4.5%         |
| Guides/Scouts/etc.                         | 3.2%       | 1.3%       | 2.1%         |
| Other                                      | 6.6%       | 6.2%       | 6.3%         |

### Summary of breakdown

|                           | <u>ACA</u> | <u>CVA</u> | <u>Total</u> |
|---------------------------|------------|------------|--------------|
| Church-related            | 11.5%      | 35.5%      | 24.0%        |
| School-related            | 57.9%      | 34.8%      | 45.1%        |
| School holidays           | 3.0%       | 7.3%       | 5.2%         |
| Community/Corporate/Other | 27.4%      | 24.4%      | 25.6%        |

**Q36. Pricing for catered weekend, five meals and two nights  
(no linen, no program)**

| Age | <u>ACA</u>      |            | <u>CVA</u>      |            | <u>Total</u>    |            |
|-----|-----------------|------------|-----------------|------------|-----------------|------------|
|     | <b>Average</b>  | Range      | <b>Average</b>  | Range      | <b>Average</b>  | Range      |
| 10  | <b>\$97.20</b>  | \$12-\$125 | <b>\$91.20</b>  | \$68-\$126 | <b>\$93.60</b>  | \$12-\$126 |
| 14  | <b>\$101.40</b> | \$12-\$126 | <b>\$106.20</b> | \$78-\$132 | <b>\$104.20</b> | \$12-\$132 |
| 18+ | <b>\$100.10</b> | \$20-\$135 | <b>\$108.70</b> | \$78-\$134 | <b>\$104.80</b> | \$20-\$135 |

**Q40. Pricing for catered midweek, seven meals and two nights  
(no linen, no program)**

| Age | <u>ACA</u>      |            | <u>CVA</u>      |            | <u>Total</u>    |            |
|-----|-----------------|------------|-----------------|------------|-----------------|------------|
|     | <b>Average</b>  | Range      | <b>Average</b>  | Range      | <b>Average</b>  | Range      |
| 10  | <b>\$127.10</b> | \$63-\$205 | <b>\$113.30</b> | \$56-\$155 | <b>\$119.20</b> | \$56-\$205 |
| 14  | <b>\$135.00</b> | \$63-\$225 | <b>\$125.10</b> | \$56-\$156 | <b>\$129.50</b> | \$56-\$225 |
| 18+ | <b>\$137.30</b> | \$45-\$260 | <b>\$123.90</b> | \$56-\$156 | <b>\$130.30</b> | \$45-\$260 |

**Q44. Pricing for un-catered (self-catered) weekend  
(no linen, no program)**

| Age | <u>ACA</u>     |            | <u>CVA</u>     |            | <u>Total</u>   |            |
|-----|----------------|------------|----------------|------------|----------------|------------|
|     | <b>Average</b> | Range      | <b>Average</b> | Range      | <b>Average</b> | Range      |
| 10  | <b>\$50.30</b> | \$10-\$100 | <b>\$44.60</b> | \$16-\$78  | <b>\$47.20</b> | \$10-\$100 |
| 14  | <b>\$51.90</b> | \$15-\$100 | <b>\$52.40</b> | \$18-\$100 | <b>\$52.20</b> | \$15-\$100 |
| 18+ | <b>\$60.00</b> | \$20-\$190 | <b>\$52.50</b> | \$18-\$100 | <b>\$56.10</b> | \$18-\$190 |

### Q56: Reasons for Cancellations:

The *Other* Category was interrogated and only one (Did not know) could not be allocated to one of the categories listed. **So:**

|                                   | <u>Percent</u> | <u>Count</u> |    |
|-----------------------------------|----------------|--------------|----|
| Lack of numbers                   | 54.05          | 40           |    |
| Cost                              | 8.11           | 6            |    |
| Lack of School Staff              | 2.70           | 2            |    |
| Lack of Organisation              | 35.14          | 26           |    |
| Natural Disasters (inc Bush Fire) | 32.43          | 24           |    |
| Other (Do Not Know)               | 1.35           | 1            |    |
| TOTAL answered Question           |                |              | 74 |

### Q57. Time spent on survey (in minutes)

|                     |            |
|---------------------|------------|
| <b>Average</b>      | <b>101</b> |
| Minimum             | 10         |
| Maximum             | 360        |
| Number of responses | 70         |