

2018 - 2019

# ANNUAL REPORT



AUSTRALIAN  
**CAMPS ASSOCIATION**

[auscamps.asn.au](http://auscamps.asn.au)

*The national peak body for  
camps and associated providers*

Corporate One  
84 Hotham St, Preston VIC 3072

[www.auscamps.asn.au](http://www.auscamps.asn.au)  
[info@auscamps.asn.au](mailto:info@auscamps.asn.au)

MEMBERS ACROSS AUSTRALIA

240

BOARD MEMBERS

11

LIFE MEMBERS

11

SOUTHERN CROSS RECIPIENTS

6

VISION

**MORE PEOPLE  
OUTDOORS MORE  
OFTEN**

VOLUNTEERS

140

BOOKING ENQUIRIES

482

PEOPLE OUTDOORS CAMP PROGRAMS

24

PEOPLE OUTDOORS CAMPERS

154

GREAT GETAWAY PARTICIPANTS

100

CAMP VISITS

180

THIS IS THE

**AUSTRALIAN CAMPS  
ASSOCIATION**

*The national peak body for camps and  
associated providers*

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[info@auscamps.asn.au](mailto:info@auscamps.asn.au)



## 2018-19 Annual Report

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## THANK YOU TO OUR PARTNERS

For your continued  
support



ONE PLANET

## President's

# REPORT

In penning this report I have been contemplating the “state of play” for the camping sector across Australia in 2019 and the role of the Australian Camps Association (ACA). I’m sure I don’t need to tell you about the ever-changing environment in which we operate and what may seem like almost daily changes happening around us that we must respond to.

Just like our members, through its staff, Board and all other stakeholders the ACA has been navigating change since inception back in 2005. However, the past three to five years seem to have required even greater adaptation, innovation and responsiveness. I will leave to others elsewhere in this report to share with you the details of some innovative and exciting projects. Suffice to say the staff and volunteer teams that work tirelessly to deliver great outcomes for members and participants are our greatest asset.

What I would like to share are the significant strategies that are now in place to provide a great platform for the Australian Camps Association into the next phase. These foundations have not come by chance, rather the Board, together with our CEO Pete Griffiths, have focussed on setting the strategy and direction required for success.

### **People Outdoors transition to NDIS:**

Around three years ago the greatest unknown for the ACA and our ability to continue within our existing structure was People Outdoors’ transition from a block funding model to the client centred funding model of the National Disability Insurance Scheme (NDIS). As we entered the unknown NDIS environment, staff and the Board kept a close watch on the financial and service challenges to ensure we were positioned to thrive. The team have done an amazing job of keeping People Outdoors out in front as a leader in this space and we are now aiming to expand operations of the People Outdoors service to regional areas of Victoria and beyond into other states, working alongside and with Australian Camps Association member camps.

### **Financial control and stewardship:**

At the point of transitioning to our current CEO, the Board was critically aware of the potentially challenging financial environment ahead. The Board set a rather conservative course for several years and with the great work of our Treasurer, Ange Chandler and our CEO, we are now in a strong financial position and are ready to apply some reserves to expansion initiatives. This high level of financial control and stewardship has also enabled the ACA to become less reliant on any single stream (e.g. grant funding) and our revenue mix is now diverse enough to sustain the bumps in the road that may arise...

## OUR MISSION

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

The ACA would like to acknowledge the project support it receives from the Victoria State Government



Jobs,  
Precincts  
and Regions

## President's

# REPORT CONTINUED

### **...Program innovations "incubation":**

The Board continues to hold the position that the ACA is not here to compete with our members as the deliverer of programs. Rather the approach being taken is that the Association will support a variety of program innovations in the incubation stage to then share these opportunities out to our members. Current initiatives include the "Great Getaways" for older adults and the pilot programs underway with a range of international partners in Asia.

### **Sector Engagement:**

Through our CEO and several Board members the ACA continues to be a strong voice on behalf of our members via representation on a range of industry and allied industry Boards and Committees.

We are also working in close partnership with many other peak bodies to ensure a nationally collaborative approach.

These include:

- The Outdoor Council of Australia
- UPLOADS research steering committee
- Outdoors Victoria Outdoor Providers and Camps sub-committee
- Australian Adventure Activity Standards working group
- Each state based peak body for the outdoors

### **Focus on our members and being truly national:**

Lastly and most significantly the Board has supported our staff to remain predominantly focussed on the needs and expectations of you, our members. Service to members has been set as the highest strategic priority and the decision filter through which all work of the Association will pass. The range of member services and benefits is vast and will be outlined elsewhere. Please be aware that you are at the centre of all that the Association does and that your engagement and opinions are welcomed.

None of this could be achieved without a great staff team and a highly dedicated Board of Directors. A special note of thanks to our CEO Pete Griffiths for his tireless and thoughtful work on behalf of the Association. Thanks to all continuing Directors and a special note of thanks to Mark Monahan who retired from the Board in April 2019. All have given great service over many years and their contributions are greatly valued.

Kind Regards,



Andrew McGuckian  
President

# CEO's REPORT

Dear members, colleagues in the outdoor sector and supporters of the Australian Camps Association,

Welcome to the Australian Camps Association's 2018-19 Annual Report. As always, the Annual Report is a combination of looking back (what have we achieved in the 2018-19 Financial Year), and looking forward (what are our ambitions and strategies for the year to come), with some reflections along the way.

Firstly, and most importantly, I want to thank all of our members and partners for your ongoing support of the Association, which has enabled us to go from strength to strength on your behalf. It's been a great year and one that has given us a very stable and secure platform from which to invest in future program development and services that will help shape the sector in the coming years.

Probably the biggest event for the year for ACA staff and members was the biennial National Conference, held at ACA member Oaks Oasis in Caloundra, Queensland at the end of June. Strong attendance from members from around the country and tremendous support from our partners and trade exhibitors enabled us to put on a really memorable Conference in an excellent location, even if the weather didn't entirely live up to the Sunshine Coast's reputation. The ACA is all about community - ours and the ones that we serve - and an event such as this one enables us all to gather to learn, exchange ideas, enjoy each other's company and to engage with friends old and new. This we certainly did! Planning has already commenced for the next National Conference, which will be held in regional Victoria in 2021.

When I wrote this piece for last year's edition of the Annual Report, I remarked that our own People Outdoors, the branch of the Association that specialises in delivering outdoor programs for people with a disability (with the assistance of member camps) had begun engaging with the NDIS. Now, a year later, we have fully transitioned to NDIS funded programs and, thanks to a lot of hard work from the team, we are steaming ahead. No similar organisation has had an easy transition and it is a great source of satisfaction to us that we have managed to not just survive but thrive in this challenging environment.

Our camps for older people, the Great Getaways, are a similar story. We've run regular Great Getaways throughout the year and have helped many older Australians try new things, meet like-minded people and build their strength, flexibility and endurance. The idea is to help people stay fit, active and socially connected as they age - all key indicators of wellbeing and all key to staying independent and healthy as long as possible.

I mention both People Outdoors and the Great Getaways here because, whilst they have been purely Victorian programs up 'til now, we are edging ever closer to rolling them out on a national scale. After all, we have the member camps we need for these programs all around the country, as well as the same need from older people and people with a disability in every state.

Another key piece of work for this financial year was the introduction of our new website and associated Client Relationship Management system. Apart from a fresh new look, the website and its member portal is far better placed to meet the needs of our three key constituents - the public (groups of all kinds looking to connect with camps), our members (helping them deliver the best possible service for those groups) and the government, who are always looking for ways to support their own policy platforms (eg inclusion)...

## CEO's REPORT

...There has been a bit of staff movement over the report period, with Gosia Barcikowska taking time out to look after new family member Marley, Melissa Puccio stepping into her role as People Outdoors Manager and long-time volunteer Andrew Beveridge taking on the Camp Coordinator role.

Our Memberships Manager, Steve Hamilton, has spent much of his time visiting camps around the country and is now ably supported by Pete Buszard in Victoria. Pete has a strong background in camps, being part of the team that look after member camp Coastal Forest Lodge on Victoria's western coast. Having Pete join us has enabled the ACA to directly visit and assist an unprecedented number of camps all around Australia.

My thanks go to our entire staff team above, plus stalwarts Jess Hough (Events and Communications), Alan Bull (Great Getaways) and Louise Johnston (Accounts) for helping keep the ship forging ahead in 2018-19.

Finally, as you will read elsewhere, the Board has set a new Strategic Plan for the next two years which includes the revised mission statement:

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

This is a great platform that really enables us to be proactive contributors to our community's wellbeing in a broad range of ways. Thanks to the Australian Camps Association's Board for their vision, contribution, support and direction in the last 12 months.

Kind Regards,



Pete Griffiths  
CEO



## ABOUT

### Australian Camps Association

The 'not-for-profit' Australian Camps Association (ACA) is the national peak body for camps and associated providers. We strongly believe that participation in supported outdoor experiences through camps and led adventure activities leads to happier and healthier lives.

## Booking Service

# THE STATS

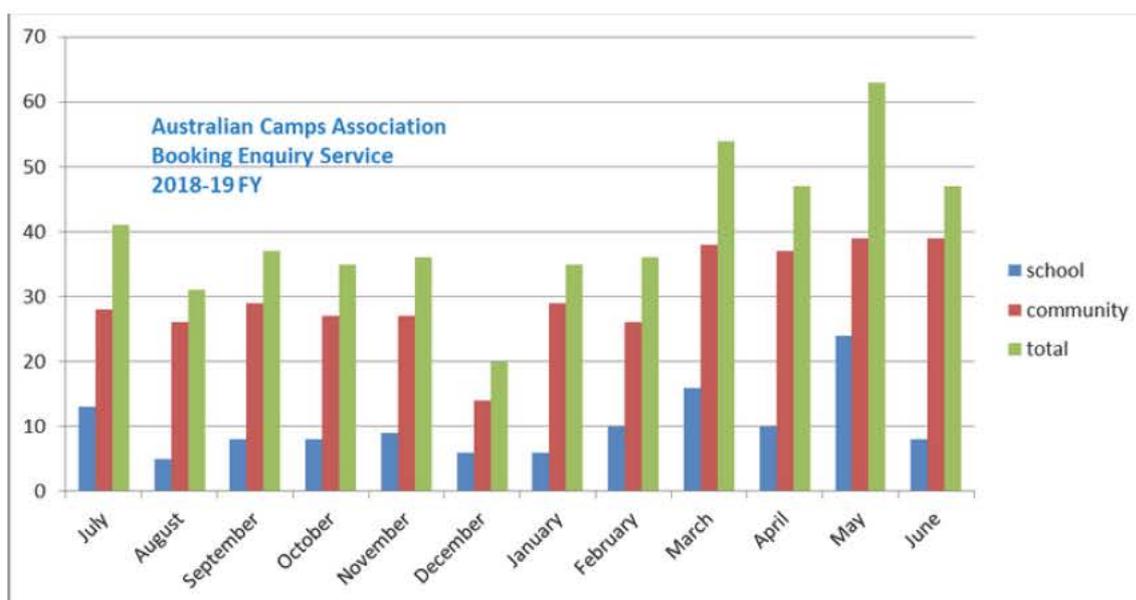
The total number of enquiries (leads) generated via the Australian Camps Association's on line enquiry system fell slightly (from 498 to 482) this financial year.

We attribute this to the disruption to the service caused by the introduction of our new website early in 2019, which had an impact on our website's SEO rankings.

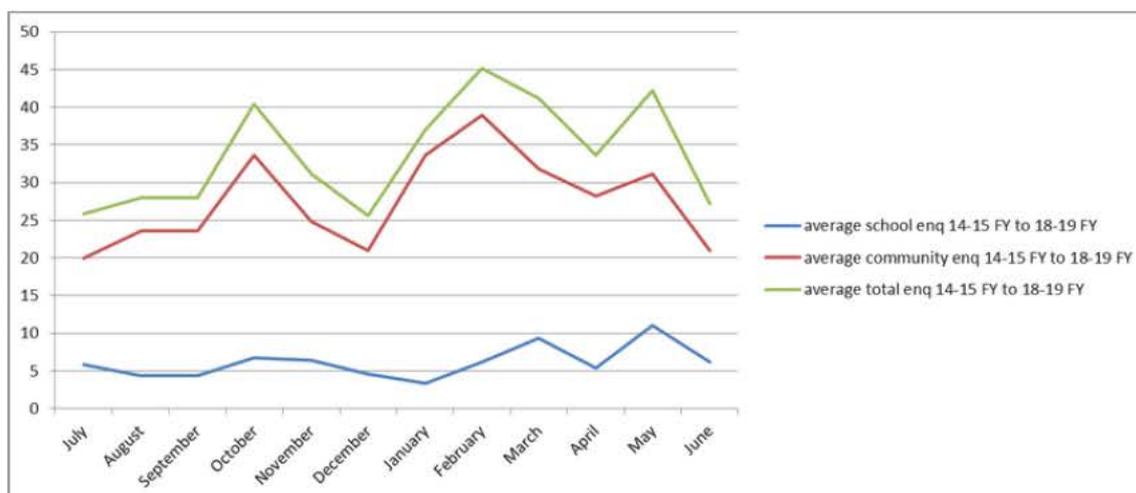
It is pleasing to note, however, that our activities in promoting our members to the school market through advertising and attendance at events such as the national ACHPER conference in the ACT has led to an increase in school enquiries - up 50% from the previous FY and three times the 2015-16 FY figure.

Despite the small overall drop in enquiries, the Booking Enquiry Service still generated close to \$4M worth of business leads for our membership.

Victoria received the highest number of enquiries, followed by NSW, Queensland, South Australia, Western Australia and Tasmania. We continue to invest in strategies to increase enquiries from non-Victorian states, which, while they are not likely to change the overall ratio, will increase enquiries for members not in Victoria.



The table below shows the flow of average enquiries by type over the past five years.



# The year in review MILESTONES

*What a great year!*



**250K**  
AN ALLERGY SUPPORTED PROJECT

250K National Allergy Strategy Camp, YMCA Camp Yarramundi



Camp Catering Demo Day



2018 ICDC



2018 ICDC, Camp Sunnystones



Managing the Media in a Crisis Workshop



Communicating with China Workshop



Great Getaways



ACA National Conference

# The year in review

# MILESTONES



Great Getaway, YMCA Anglesea Recreation Camp



Post Conference Camp Tour  
visiting Apex Camps - Sunshine Coast



NAS 250K Camp



Member Morning Tea, Don Bosco Camp

## Overview

# PEOPLE OUTDOORS

People Outdoors, a branch of The Australian Camps Association, was established in 1989 to provide outdoor recreation for people of all ages with physical or intellectual disabilities. People Outdoors is a registered National Disability Insurance Scheme (NDIS) service provider certified with the Department of Health and Human Services (DHHS) and accredited with the Quality Tourism Framework.

Programs include single day through to week long camps and provide people with disabilities the opportunity to experience the social and developmental benefits of adventure outdoors. In some cases, participation is assisted by our charity, the People Outdoors Fund. All campers are supported by trained and passionate professional Disability Service Workers and Volunteers and each camp is hosted by an ACA member camp, who looks after accommodation, catering and specialised activities.

People Outdoors' transition to the NDIS progressed substantially in 2018-19, although we continued to serve DHHS funded people with a disability. Our aim is to provide high quality programs in a fun and supportive environment that meet each camper's goals - be they trying things for the first time, extending their social connection, developing independence or simply enjoying the camp experience.

During this financial year, our staff team attended many expos and conferences to promote People Outdoors services to the disability community, and this work has borne fruit in increased profile and enrolment on programs. The People Outdoors team delivered 24 programs during 2018-19 that catered for more than 150 campers from a range of locations, including regional Victoria.

There were some significant staff movements during the reporting period with long time People Outdoors Manager, Gosia Barcikowska, taking maternity leave to welcome her and partner Tim's first child, Mel Puccio stepping into Gosia's role during that leave and Andrew Beveridge joining us from the Volunteer ranks to look after Camp Coordination. We also inducted many new Disability Service Workers and Volunteers to the PO team.

Thanks to all of the team, our families, carers and most importantly, campers, for a great year as we approached our 30th birthday.

*Pete Griffiths*

CEO

*"People Outdoors is an important beneficiary of my time as I not only have fun, I learn so much. People Outdoors has assisted me in becoming the person I am and developed the skills I have today. I have been able to take these skills into the classroom as a teacher and I have People Outdoors to thank for that. If I didn't spend time on camps, I would not be the person I am today."*

- Hayley Spector

## FROM A VOLUNTEER'S

Perspective

## 2019 ACA National Conference

# "TELLING OUR STORY"

Our 2019 Australian Camps Association National Conference concluded on 29th June 2019, and what a fantastic event it was.

Delegates traveled to our host venue (and ACA member), Oaks Oasis Resort in Caloundra Queensland, from all around Australia to take part in three days of fascinating presentations, conversations and local camp visits designed to help our sector be better able to 'tell our story'.

We also welcomed international guests from China and Russia who brought their own perspective on camp related topics from their own countries. While the focus was firmly on promoting our work and capacity better to stakeholders (our clients, state and federal governments and our own sector), no ACA Conference would be complete without a range of opportunities to mix, enjoy each other's company and get to know our colleagues from near and far. The Conference Dinner held at the Caloundra RSL was just one highlight among many.

We sincerely thank our Major Conference sponsor, PFD Food Services, our Dinner sponsor Venue360 (camp software), our Networking Sponsor AB Phillips (insurance and financial services), Conference Sponsors VenueLife (camp software) and Equipped Outdoors (outdoor equipment), the Camps Tour Sponsor YMCA Camps Victoria, and our Trade Exhibitors - BECFOX - Unleash Your Power (business development), One Planet (outdoor equipment), Aubin Environmental (water treatment solutions), Hypersonic Industries (bunks), UPLOADS Project, Queensland Tourism Industry Council (Quality Tourism Framework), Australian Business Sales (business sales), and Fun Wheels (pedal go-carts).

Copies of each presentation are available on our website, along with photos of the event. Our Photographer, Natalie from Natalie Finney Photography, has put together a great 'highlights slideshow' of images from the Conference.

We look forward to seeing all camps and associated providers at the next Australian Camps Association Conference in 2021.



## Treasurer's

# REPORT

I have pleasure in presenting the audited annual accounts for the Australian Camps Association (ACA) for the year ended 30th June 2019.

I am happy to report a financial year profit of \$40,197, which is \$22,442 better than budgeted at the beginning of this year. It has been a pleasure to support CEO Pete Griffiths, Louise and team for the third year in a row as they work to deliver on the ACA's Strategic Plan.

As in the previous few years, revenue and expenditure projections for People Outdoors (PO) heading into the financial year were a little uncertain with further transition to the National Disability Insurance Scheme (NDIS). However, Pete and the PO team continued to successfully transition many campers across to NDIS plans, and take on new campers, and we are now in a comfortable position going forward with NDIS camps generating good client outcomes and a respectable surplus. We are currently carrying forward DHHS funds as a liability (\$52,658) and will use this, with any additional funds received as DHHS winds down in 2019-20, to support non NDIS campers and promote People Outdoors to new non-NDIS campers. In addition, we have shifted our focus to the People Outdoors Fund (holding \$22,593 in funds at year end), and are looking at better ways to utilise this charitable fund to raise money which can be used to help remove barriers to campers enjoying a successful camp experience.

We have expended grant funding of almost \$45,000, from our two major grants, Supporting Victorian Sport and Recreation and Outdoor Sector Development, and will carry over the unspent portion into 2019-20. We have met our grant reporting obligations in relation to this funding. It is exciting to note the continuing success of the Seniors Great Getaways program, which returned a small surplus to the ACA this year.

We incurred expenditure of around \$42,900 on our international engagement project as we investigate ways to better engage with the Chinese market. Funds have been proactively earmarked for a broader international engagement focus to continue for 2019-20, and we also anticipate recouping some of the costs incurred to date via grant funding in the new financial year.

Membership Manager Steve Hamilton's work with members and suppliers continues to reap dividends with a 2% increase in revenue for membership fees and a 3.3% increase in revenue for preferred suppliers. We had another successful Conference with generation of a small surplus, and it is pleasing to see the ongoing program of training being delivered at close to budget neutral. Operating expenses were less than budget with savings identified in marketing, rental outgoings, office administration costs and legal fees.

During the year, our Board passed a motion to maintain a reserves position equivalent to 3 months of payroll and associated expenses. As at 30 June 2019, our Balance Sheet showed a positive Members Equity position of \$285,665 and I am comfortable the ACA currently has sufficient cash reserves to meet all recognised financial liabilities and to fulfil this requirement. In addition, we currently hold \$253,000 of our reserves in a higher yielding term deposit.

I move that members receive and note the financial statements of the Australian Camps Association for the Year ended 30th June 2019.



Angela Chandler, Treasurer

# 2018/19 FINANCIALS

## AUSTRALIAN CAMPS ASSOCIATION - ABN 35 115 082 212

### Income Statement for the Year ended 30 June, 2019

	Note	2019 \$	2018 \$
Revenue		1,133,857	1,024,407
Depreciation Expense		7,536	6,813
Other Expenses		1,085,499	952,248
		<u>1,093,035</u>	<u>959,061</u>
Profit Before Income Tax		40,822	65,345
Income Tax Expense	1(b)	-	-
Profit From Operations		<u>40,822</u>	<u>65,345</u>

## AUSTRALIAN CAMPS ASSOCIATION - ABN 35 115 082 212

### Balance Sheet As At 30 June, 2019

	Note	2019 \$	2018 \$
<b>Current Assets</b>			
Cash And Cash Equivalents	2	430,936	404,273
Trade And Other Receivables	3	120,069	78,482
<b>Total Current Assets</b>		<u>551,005</u>	<u>482,755</u>
<b>Non-Current Assets</b>			
Plant And Equipment	4	19,190	18,430
<b>Total Non-Current Assets</b>		<u>19,190</u>	<u>18,430</u>
<b>Total Assets</b>		<u>570,196</u>	<u>501,185</u>
<b>Current Liabilities</b>			
Trade And Other Payables	5	241,695	220,254
Short Term Provisions	6	42,792	36,045
<b>Total Current Liabilities</b>		<u>284,488</u>	<u>256,299</u>
<b>Total Liabilities</b>		<u>284,488</u>	<u>256,299</u>
<b>Net Assets</b>		<u>285,708</u>	<u>244,886</u>
<b>Equity</b>			
Retained Earnings	8	285,708	244,886
<b>Total Equity</b>		<u>285,708</u>	<u>244,886</u>

**Income Statement**  
**for the Year ended 30 June, 2019**

	Note	2019 \$	2018 \$
Revenue		1,133,857	1,024,407
Depreciation Expense		7,536	6,813
Other Expenses		1,085,499	952,248
		<u>1,093,035</u>	<u>959,061</u>
Profit Before Income Tax		40,822	65,345
Income Tax Expense	1(b)	-	-
Profit From Operations		<u>40,822</u>	<u>65,345</u>

**AUSTRALIAN CAMPS ASSOCIATION - ABN 35 115 082 212**

**Statement of Income and Expenditure**  
**for the Year ended 30 June, 2019**

	2019 \$	2018 \$
<b>Expenses</b>		
Accreditation Expenses	173	405
Advertising & Promotion		325
Audit	11,134	4,700
Bank Charges	1,353	1,259
Board Expenses & Travel	12,468	15,081
Conference Expenses	46,617	-
Computer Maintenance Costs	5,664	5,209
Depreciation	7,536	5,072
GEMBA	-	5,000
Grant Expenses - People Outdoors	86,226	135,018
Insurance	5,857	6,463
Internet Service Provider	690	791
Loss of Sale on Assets	-	-
Marketing	17,046	14,594
Membership/Subscriptions	6,877	7,258
NDIS Camp Costs	166,875	-
Paid Parental Leave	6,186	-
Postage	2,325	4,621
Printing & Stationery	6,717	7,175
Professional Development	4,347	6,304
Photocopier Rental	3,840	3,840
Provision for Annual Leave	6,000	1,207
Provision for Long Service Leave	3,623	8,606
Rent	50,896	48,944
Salaries	419,450	432,698
Superannuation	42,324	43,884
Telephone	5,545	5,894
WorkCover	6,882	6,064
Website/Computer Software Development	4,633	3,557
Staff Amenities	3,336	3,140
Sponsorship Costs	-	-
Travel	21,597	21,851
Repairs & Maintenance	-	1,882
Workshops	20,731	14,433
Training Expenses - People Outdoors	-	2,798
Outdoor Sector Development Project	19,260	59,392
Supporting Vic Sport & Recreation Project	25,901	62,194
TAM Project	42,900	-
Senior Victorians Project/Great Getaways	19,526	6,358
UPLOADS	8,500	13,045
<b>Total Expenses</b>	<u>1,093,035</u>	<u>959,061</u>
<b>Net Profit</b>	<u>40,822</u>	<u>65,345</u>

OUT WITH THE OLD

*In With the New!*



*In early 2019 we welcomed our 'new look' website.*

# Australian Camps Association BOARD



**Andrew McGuckian**  
The Outdoor Education Group (VIC)  
*President*



**Angela Chandler**  
Cave Hill Creek (VIC)  
*Treasurer*



**Rebecca Fox**  
BEXFOX - Unleash Your Power (QLD)  
*Past President*



**Amanda Crestani**  
Bayplay Camps (VIC)



**Luke Jansons**  
Active Education (SA)



**Mark Monahan**  
Edmund Rice Services - Mt Atkinson (VIC)



**Andrew Govan**  
Wilderness Escape  
Outdoor Adventures (SA)



**Genevieve Colaguirri**  
The Urban Challenge (NSW)



**Brendan Smith**  
YMCA Victoria (VIC)



**Pam Kappelides**  
La Trobe University (VIC)



**Joel Thompson**  
OutBeyond (VIC)



**Graham Sharpe**  
Department of Sport & Recreation (WA)

Thank  
**YOU**

Throughout 2018/19 members of the Australian Camps Association, and the camps and outdoor sector, was supported by a variety of companies and organisations. We gratefully acknowledge the generous support of our Partners and Preferred Suppliers.

## OUR PARTNERS



Food Services



Insurance & Finance



Bunk Beds



Gas Services



Outdoor Equipment

## OUR PREFERRED SUPPLIERS



First Aid & Training  
Supplies



Search Engine



Business Coaching



[rhsports.com.au](http://rhsports.com.au)

Sporting Goods &  
Apparel

**THE WORK OF THE ACA IS  
SUPPORTED BY**

The Australian Camps Association gratefully acknowledges funding support from the Victorian State Government through Sport & Recreation Grants



# How you can support the work of the **AUSTRALIAN CAMPS ASSOCIATION**

## Become a **MEMBER**

The 'not-for-profit' Australian Camps Association (ACA) is the national peak body for camps and associated providers. We develop, support and promote the delivery of camp experiences that provide positive community, social and personal outcomes.

Membership is open to camp operators, activity providers and individuals or organisations with an interest in camps. Today we provide information, training, resources and services to well over 240 members located across the country.

For more information about membership with the ACA, please contact our Membership Manager, Stephen Hamilton on 03 9863 6822 or visit [www.auscamps.asn.au/about/join-aca](http://www.auscamps.asn.au/about/join-aca)

## Volunteer your Time with **PEOPLE OUTDOORS**

People Outdoors runs camping programs for people with a disability from six years of age to adulthood. Camp programs of varying length provide people with disabilities the opportunity to experience the social and developmental benefits of adventure outdoors.

People Outdoors utilises the services of many dedicated Volunteers to ensure that our programs operate to a high standard. As the number of different programs that we offer increases so does our need for more Volunteers - recruitment is a constant and ongoing process.

Volunteers need to be at least 16 years of age and be willing and able to provide support to our campers. Groups stay in bunkhouse accommodation at ACA member campsites and all transport, accommodation and meal costs are covered for Volunteers.

For more information on Volunteering opportunities, please contact the People Outdoors Office on 03 9863 6824.

## Contribute to the **PEOPLE OUTDOORS FUND**

Our charity, the People Outdoors Fund, exists to assist financially disadvantaged individuals with a disability to attend People Outdoors camps by contributing to their travel, support and other program expenses. Individuals apply to the Fund for support on a case by case basis.

All donations to this worthy cause are gratefully received. To donate, please go to  
[www.givenow.com.au/acapeopleoutdoors](http://www.givenow.com.au/acapeopleoutdoors)



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**CAMPS ASSOCIATION**

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