# 2021 State of Play





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











### Who are we?









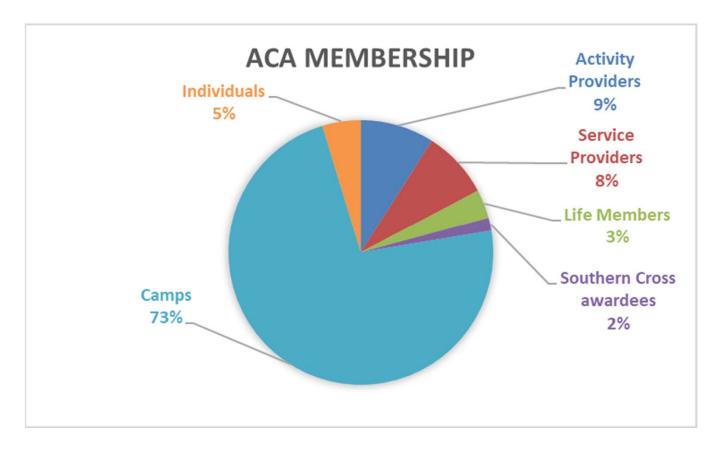














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### How many camps in Australia?

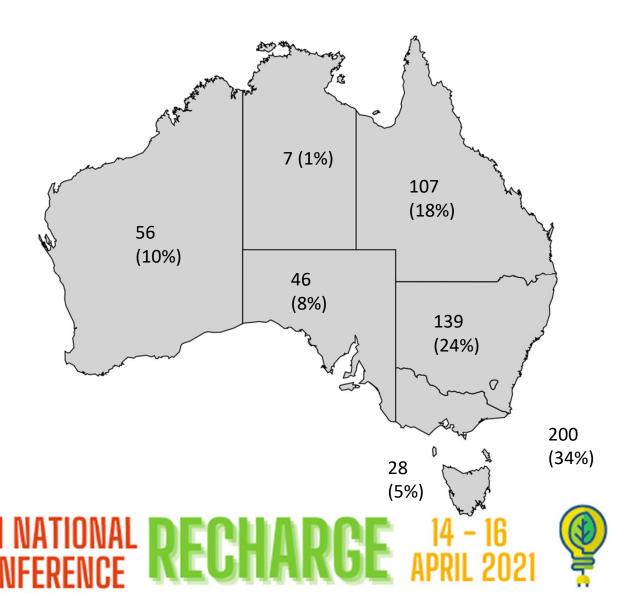
- How long is a piece of string?
- 582 camps and others that offer group accommodation
- Diverse camps, holiday resorts, ski lodges, YHAs, surf clubs
- 75,000 beds
- Lost very few due to Covid-19 (<10)</li>



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CAMPS ASSOCIATION







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### The average Australian camp

- Data pre Covid-19!
- Cabin accommodation, with ensuites / bathrooms under the same roof
- 174 beds
- 23% occupancy rate
- 66% of business comes from schools mostly gov. primary (80% school retention rate)
- 34% from community groups (30% retention rate)
- 15 activities on site
- Receives 210 enquiries p.a.
- \$1.4M turnover
- 5 F/T staff, 5 P/T staff, 18 casual staff



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### What have we learned from 2020?

- Collaboration state, national, international peaks
- Advocacy data base
- Broad messaging = thin cover
- Infographics State / national
- Diversify business
- Accumulated experience Sept webinar with 103 organisations

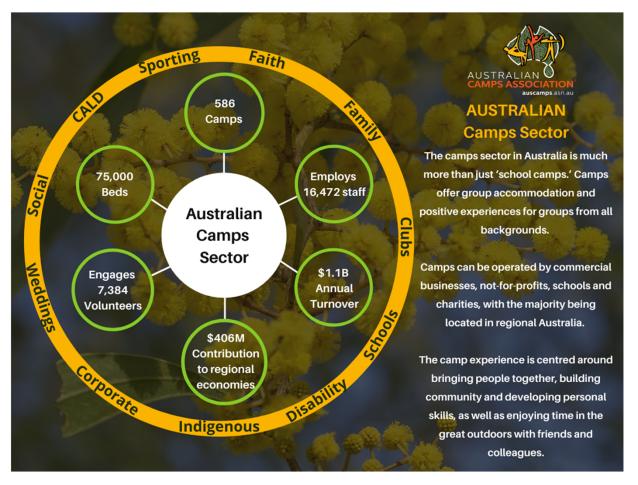


















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### Challenges

- Staff shortages and retention
- Insurance PL and property
- Compliance / risk management administration
- Consumer confidence?
- Food allergies / intolerances / preferences
- Growing groups sizes vs limited capacity / need to accommodate multiple groups



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### Member Resource Library



#### ACA Webinar Recordings

Missed one of the ACA's online events? Find recordings here...

View



#### Allergy & Anaphylaxis

Find the latest information, updates and resources around Allergy & Anaphylaxis here.

View



#### Beds and Bunks

Resources and information around Bunk Beds and their Standards

View



#### Business

Find resources around - Staff, Sector Awards Coverage (Fair Work), Insurance, Estimating meal costs, Hire agreement booking forms, Business plans, rules of thumb etc.

View



#### Child Safe Standards

Find out more about the Child Safe Standards and the Reportable Conduct Scheme (VIC)

View



#### Inclusion

Find information on inclusion - universal design, seniors, disability, CALD etc.

View



#### Marketing

Find your Member Opportunities Guide and more here.



The ACA not only conducts internal research amongst members it also invests in research on members behalf. Find industry benchmarking, prices and occupancy reports and sector relevant research here.

View



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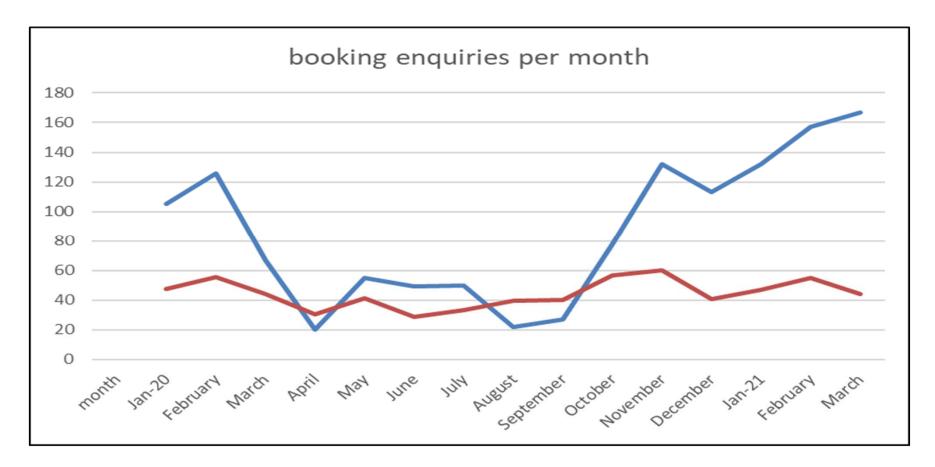
### BES and direct through ACA website

- Trends
- School vs community group enquiries











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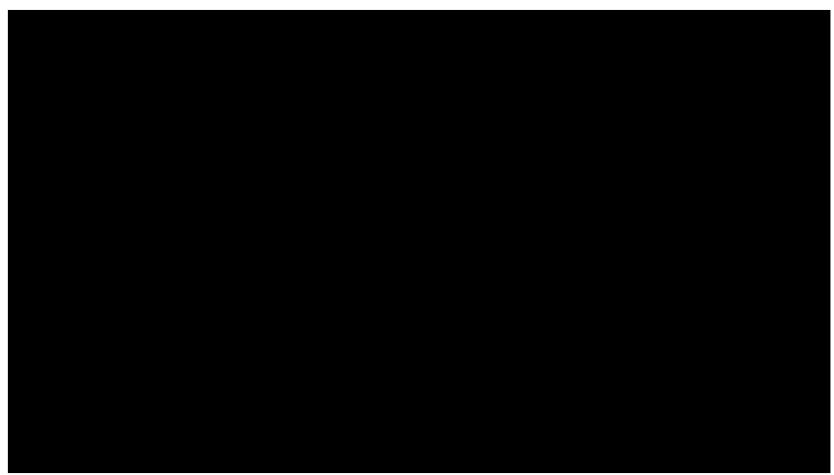
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### The Future

