



Outdoor programs for people over 55







JOINT PROJECT

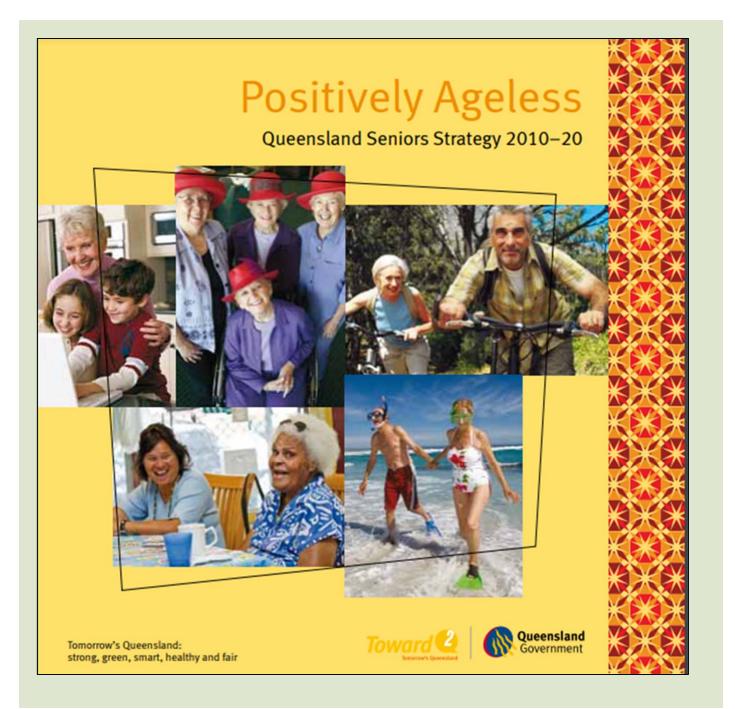
Aligned Missions:

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



OQ's primary purpose is to raise the profile, capacity and opportunity for outdoor recreation in Queensland and to encourage more people to participate in outdoor recreation activities.





Alignment with Federal and State Government Policy

SOME STATS

In 2018 there were proportionally more people in Queensland over 55 than under 55. This is increasing.

Queensland Government Statistician's Office, 2019).

Nearly a quarter of Queensland's population will be 65 years or older by 2031.

(Queensland Treasury statistics)

Nationally, this equates to 8.1M people >65 by 2050 - double 2010 figures.

(Australian Government 'Australia to 2050: future challenges', 2010)

While life expectancy is increasing, so is the portion of that life spent in less than good health.

THE NEED

7 in 10 older Australians are overweight or obese.

(Australian Institute of Health and Welfare)

Less than half of older Australians report being sufficiently active : >30 mins x 5 days / week.

(Australian Bureau of Statistics)

Loneliness and social isolation increases the likelihood of an earlier death by 26%.

(Swinburne University, Melbourne)

Regular physical activity can help reduce risk of injury from falls.

(Ageing with Vitality Guide, Queensland Health)

BEING PHYSICALLY ACTIVE AND FEELING CONNECTED TO OTHERS IS ASSOCIATED WITH IMPROVED MENTAL HEALTH, AGEING WELL AND INCREASED LEVELS OF HAPPINESS







NEWSLETTER OF THE CAMPING ASSOCIATION OF VICTORIA INC. INCORPORATING THE NEWSLETTERS OF THE CAMPING ASSOCIATIONS OF SOUTH AUSTRALIA, TASMANIA AND QUEENSLAND.

June 1993

FUN AND FRIENDSHIP CAMPS FOR THE OVER FIFTIES

by Dennis Love,

Queensland Camping Association Secretary and Department of Tourism, Sport and Racing.

The First Fun and Friendship Camp (over fifties) was inducted by the Department of Tourism, Sport and Racing in March, 1985. Sixty five campers participated in the four night five day program at a cost of \$65.00. Their average age was 64 years.

The Tallebudgera concept is based on providing very low cost camp for pensioners generally from Brisbane. Initially a departmental staff member attended the camp to ensure all went well. Ultimately the only DTSR staff involvement was based on providing organisation and promotional support.

Three "older adult" leaders were identified to supervise everything from when campers arrived at the bus terminal on their way to camp, to when they returned to the bus terminal after the camp.

The camp program consists of very basic camp activities including:

- · Mini Olympics
- · Aqua Aerobics
- Canoeing
- Concert
- · Trip to the poker machines

Since that time 27 camps have been conducted at Tallebudgera. The cost of these camps are currently \$117.00

Regional staff began organising Fun and Friendship camps in 1986. Since that time around 80 such camps have been conducted Statewide contributing well over 10,000 camper nights to the Department Camp statistics.

When Fun and Friendship Camps were considered for Gold Coast residents, the first thing determined was that participants wanted to travel to other camps as opposed to spending a week at the Gold Coast where they lived.

It was also discovered that the majority of potential participants wanted a little more adventure that the Tallebudgera Camps offered and they were happy to pay a

little more for the experience.

The first Gold Coast camp was planned for the Lake Perseverance Recreation Lodge to coincide with the Annual Camival of Flowers Festival in Toowoomba, Queensland in September.

This camp cost \$195.00 for six days and five nights and included all accommodation, meals, leaders, transport (Coach stayed on camp), day trips, all entrance feed to attractions, prize gardens etc.

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Queensland's Fun and Friendship Camps — a growing market

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Nothing new!

CAMPING ASSOCIATION OF VICTORIA IN	C., 332 BANYULE ROAD,	VIEW BANK 3084	TEL. (0	3) 457 5434	FAX (03) 457 543	H
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VICTORIAN
PILOT
RESEARCH
2018-19









CO-DESIGN



INITIAL FINDINGS

Our research, co-design workshop and initial pilot program feedback indicates that the following were the most highly rated motivators:

- Improving physical fitness
- Enjoy nature, be in a natural setting
- Social security (being with considerate and respectful people)
- Nostalgia (pleasant memories, reflections on positive experiences)
- Being with people with similar interests

People were more interested in 'adrenaline' activities than the more passive activities.

- Benchmark actual vs perceived flexibility, strength and endurance
- Encourage long term change
- Form social connections with 'like minded' people
- Visit beautiful parts of our country
- Enjoy time outside
- Try adventurous activities

GREAT GETAWAY AIMS

(what's in a name?)

INDOOR COMFORT
OUTDOOR FUN



www.auscamps.asn.au







Promotion

Expos



FACEBOOK

Two-thirds of Australians over 65 (67%) use social media, and almost a quarter (24%) use it at least once a day.



Stimulus packages benefit millions

Battlers' respite

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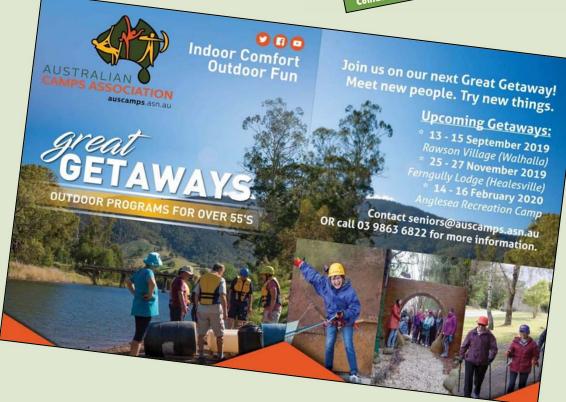


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BROCHURES







VAAP eNews Edition 11 – June 2019





Great Getaways - Indoor Comfort, Outdoor Fun

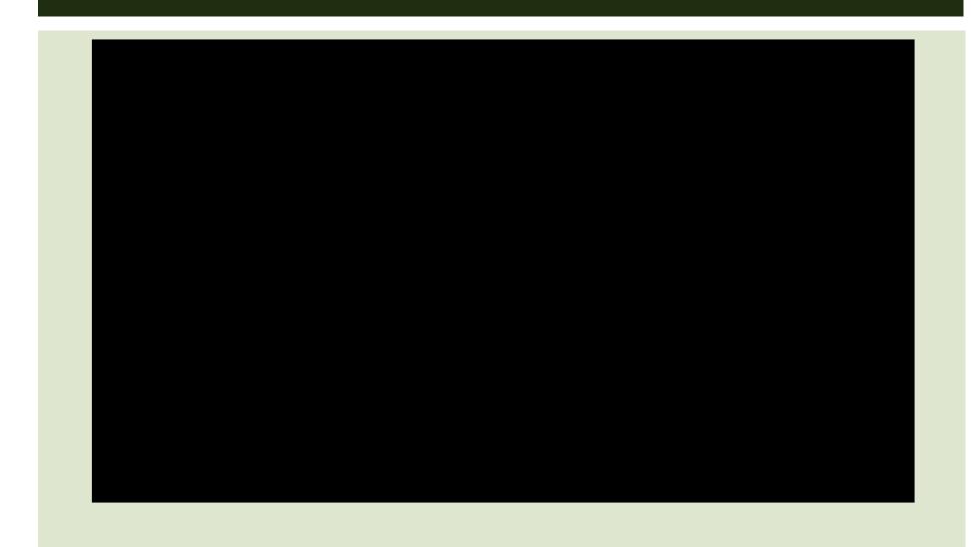
Post-camp evaluations consistently show that there is a range of beneficial outcomes experienced by 'Great Getaway' campers.

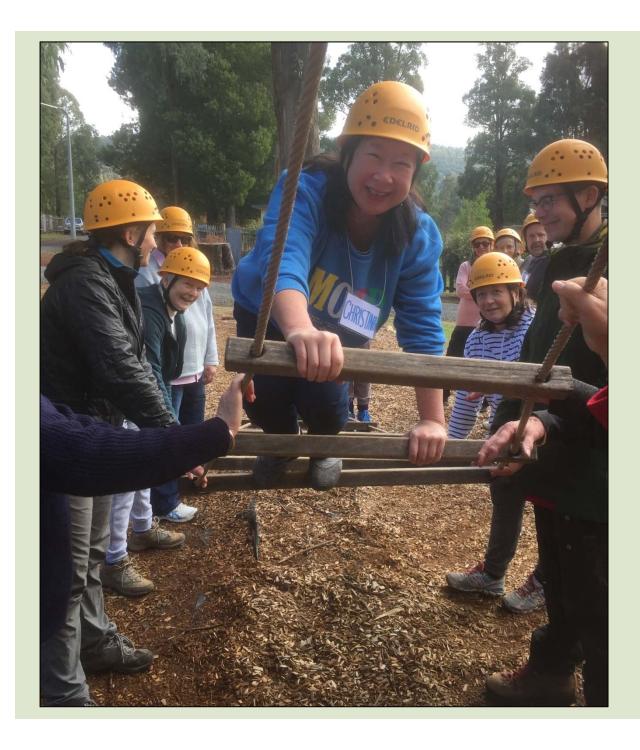
READ MORE

Networks

Research Update

GREAT GETAWAYS



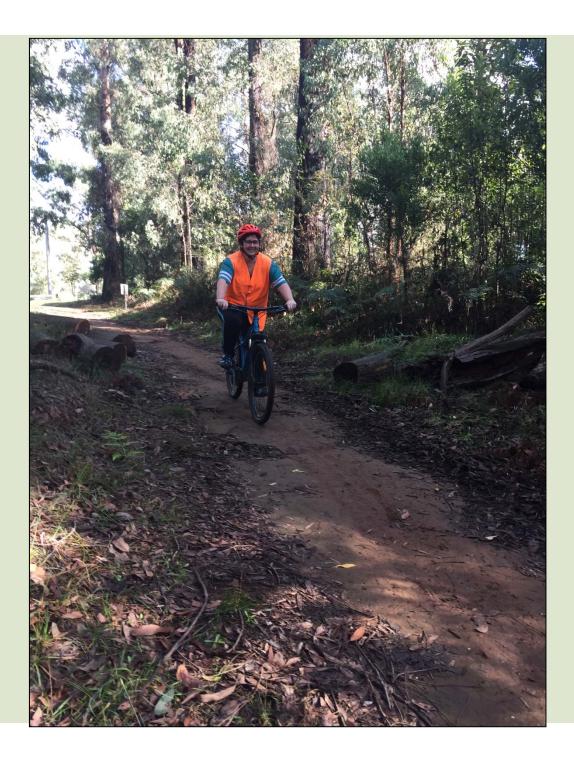


Exercise programs including strength and balance can reduce falls rates in older people by 17%.

(World Health Organisation, 2010)



"Great
support for
older
people
being
active and
doing
challenging
activities."



"I have better balance than I thought, but I need to be fitter. Those hills killed me!"

NOT ALL 'ADVENTURE'



"Loved sharing the weekend with other like minded fun loving people. So much laughter, great for the soul."



WHAT IS WORKING WELL?



WHAT IS WORKING WELL?

- Duration including day activities
- Activity mix catering for all abilities
- Funding not reliant on grants
- Having a leader point of contact
- Return campers and word of mouth activities and friendship
- Age mix
- Natural surrounds
- Connection with local community
- Increased activity and social networking
- Achieving goals people are more confident in their abilities, are willing to try new things and more willing to challenge themselves.

WHAT CAN BE IMPROVED?



WHAT CAN BE IMPROVED?

- Accommodation options
- Staff interaction camp culture
- Gender balance
- Access for financially challenged people
- Access to those who need the program most

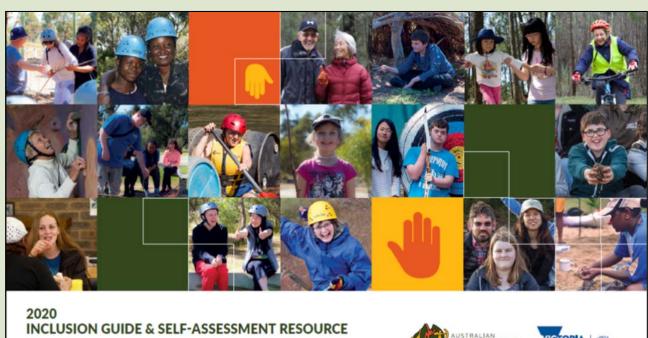
Preparing for camps with older adults

- 1. Camp staff mindset
- 2. Program planning
- 3. Program facilitation
- 4. Marketing and communications
- 5. Camp facilities
- Accommodation
- Trails and pathways
- Amenities



MORE RESOURCES

HTTPS://AUSCAMPS.ASN.AU/ABOUT/LATEST-NEWS/2020-INCLUSION-GUIDE-AND-SELF-ASSESSMENT-RESOURCE



for Camps and Outdoor Activity Providers





WHAT NEXT?



