

MEDIA fact sheet



About Camp Quality

Camp Quality is the children's family cancer charity that believes in building resilience in the lives of every child living with cancer and their families in Australia. We create an optimistic community for our families through fun therapy and education. We believe laughter is the best medicine.

Camp Quality has been operating since 1983 and supports children (up to 18 years) living with cancer and their families through their Recreation, Hospital, Performance and Education, and Family Support Programs.

They currently support approximately 3,500 families, who are serviced from 13 Camp Quality local offices around Australia. These offices are supported by approximately 2,000 volunteers nationally who assist with office duties, fundraisers and program delivery.

Camp Quality Programs

Recreation Program

Camp Quality's Recreation Program is designed to provide fun therapy opportunities for children living with cancer and their families. At camp cancer takes a back seat so kids can ride waves, ride horses, abseil down cliffs, paddle down rivers and slip down giant waterslides. A day, a weekend or a week in a fun, optimistic environment can make all the difference to a child's outlook and ability to deal with cancer. Camp Quality offers camps tailored to specific age groups, as well as Family Camps and activity days.

Performance and Education Program

Camp Quality's Performance and Education Program has helped more than 3 million school children and teachers learn about the challenges of living with cancer through uplifting performances, full of laughter and optimism. In 2009/10 the Performance and Education Program reached 255,706 primary aged children and 35,158 high school children.

The McDonald's Camp Quality Puppets educate primary school children about cancer and promote anti bullying messages. These puppets were created 22 years ago to educate children about what it's like to live with cancer. Through the puppet shows kids learn how to be supportive and understanding of a classmate or family member living with cancer. The performance facilitates discussion and encourages children to ask questions in a fun and safe environment.

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The Teenage Alchemist is written specifically for teenagers. It explores the personal conflicts and inner-crises that emerge as a result of a cancer diagnosis, as Xanthe and Joshua deal with living with cancer in very different ways. The themes are broad reaching and include self-image, negativity, fear, hope, and, most importantly, courage. This edgy play is an opportunity to encourage teenagers to put things into perspective and make positive life choices.

Hospital Program

Camp Quality's Hospital Program uses Giggle, a remote controlled robot puppet designed to bring fun and laughter to children, parents and staff in oncology wards. Children identify and interact with him through jokes, songs and games.

The investment Camp Quality makes in children's oncology wards and cancer centres is based on specific needs identified by health professionals in each state. It is a critical part of Camp Quality's commitment to be there for the entire journey from diagnosis, through treatment and remission.

Family Support Program

Camp Quality's Family Support Program ensures that families living with cancer get the support they need. Living with cancer places enormous physical, emotional and financial stress on the whole family. The Family Support Program is not just recreational or financial, it's also friendship. As part of Camp Quality's commitment to supporting families they may provide financial support or domestic help.

To learn more about Camp Quality visit campquality.org.au

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Australian Cancer Statistics

- Approximately 15, 000 children are living with cancer every year - in stages of diagnosis, treatment or remission. (Australian Institute of Health and Welfare- 2006)
- The great news is that 8 out of 10 children diagnosed with cancer survive. The challenge is that the majority of these will have one or more chronic health problems as a direct result of their treatment. (Cancer Council)
- The reality is one in every five children diagnosed with cancer still loses their life, while many of the children that do survive may also suffer social and development challenges due to having these experiences so young. (Cancer Council)
- Based on average Australian statistics 1/3 of Australian families who have a child with cancer will end in divorce, an even more challenging situation when you consider the medical, financial and travel burden of health treatment placed on a single parent. (Australia Bureau of Statistics)
- 1 in 288 children between 0-19 is expected to contract cancer (Australian Institute of Health and Welfare- 2006)
- The most common cancers in children are leukaemia (38%), followed by cancers of the central nervous system (15%), lymphoma (9%) and neuroblastomas (6%). (The Cancer Institute -2005)

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Camp Quality Facts and Figures (2009-10)

- It currently costs \$880 to send a child to camp and \$2,500 to fund a family for a year of support from Camp Quality
- Camp Quality ran 137 camps and 175 fun days
- We have 2,054 volunteers, 1,271 are registered Companions, who provide one on one support to children on camp
- Camp Quality has 2,350 children diagnosed with cancer registered
- Camp Quality has 2,350 families registered, this equates to servicing approx 10,000 family members through our programs
- We reached 290,864 children and teens through our Performance & Education Program
- Camp Quality reached 255,706 children through the Primary School Performance Program
- Camp Quality reached 35,158 teens through the High School Performance Program