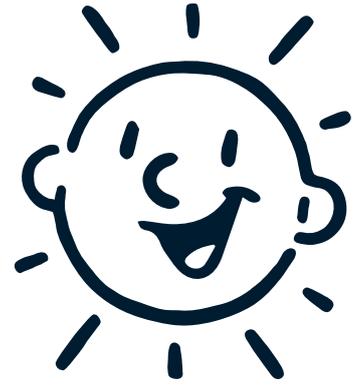


# Camp Quality



**LAUGHTER IS THE BEST MEDICINE**

# WELCOME

# 2022

## CONTENTS

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04	<b>Who We Are</b>
06	<b>Our Aim &amp; Promise</b>
08	<b>From Our Chairman</b>
10	<b>CEO Round Up</b>
12	<b>What We Do</b>
14	Our Strategic Goals
16	Our Programs
18	Our Services
20	How We Add Up
22	Meet The Munroe Family
24	Recreation Programs
30	Hospital Programs
32	Cancer Education Program
34	Digital Services
36	Child and Youth Cancer Alliance
38	Understanding Our Family Journeys
40	<b>A Positive Year</b>
42	Our People & Culture
44	Our Volunteers
46	Brand, Marketing & Communications
48	Fundraising Revenue
50	Board & Governance
54	Safety & Compliance
58	Financial Report
60	The Oranges Toolkit
62	Acknowledgements
66	<b>Ways You Can Help</b>

Camp Quality acknowledges the Traditional Custodians of the lands where we work, live and play. We pay our respects to Elders past, present and emerging, and celebrate all Aboriginal and Torres Strait Islander peoples and their ongoing connections to the lands and waters of Australia.

THAT'S  
US ↘

IT'S WHAT  
WE DO ↗

CAMP QUALITY BRINGS FUN, POSITIVITY AND LAUGHTER  
BACK INTO THE LIVES OF KIDS FACING CANCER.

OUR PROGRAMS AND SERVICES HELP FAMILIES  
BUILD OPTIMISM AND RESILIENCE THROUGH  
COMMUNITY, EDUCATION AND FUN. WE ARE THERE  
FOR KIDS (0-15) DEALING WITH THEIR OWN CANCER  
DIAGNOSIS, OR THE DIAGNOSIS OF A SIBLING  
OR PARENT, EVERY STEP OF THE WAY.

↗  
CHAMPIONS!

WE'RE PROUD TO HAVE IMPROVED THE QUALITY  
OF LIFE FOR KIDS IMPACTED BY CANCER,  
AND THEIR FAMILIES, FOR ALMOST 40 YEARS.

OUR AIM

**TO BE A SOURCE  
OF POSITIVITY  
AND SUPPORT FOR  
KIDS IMPACTED  
BY CANCER.**

Camp Quality not only lifts the moods of kids and families through fun and play, we fundamentally leave them better off. We provide reconnection to family and community; experiences and activities that build resilience; respite for those who need it; and the chance for kids to feel like kids again. Our programs and services enhance the quality of life for all involved.



OUR PROMISE

**BE THE MOST VALUABLE  
SUPPORT NETWORK  
FOR KIDS AND FAMILIES  
IMPACTED BY CANCER.**

We lift the spirits, provide optimism and create happy memories for everyone we interact with. The quality of life for our kids depends on them being able to cope with the trauma of cancer, have moments of normalcy, and the courage to keep smiling.

# CHAIRMAN

FROM OUR

**Looking back on 2022, I am immensely proud of what Camp Quality has achieved. In many ways it was a year of consolidation that was planned, especially after a very challenging 2020 and 2021. Although external factors continued to impact our operations, I am very pleased to report that we weathered all the storms that presented themselves and made substantial progress on a number of fronts.**

Also, 2022 was a year of significant growth and improvement. With a very capable team led by our CEO Deborah Thomas, we have delivered a strong financial performance, raising more sustainable revenues and delivering an expanded range of programs and services to more of our kids and families. Plus, we have been nominated for, and won, some exciting awards recognising the great efforts of the entire team, as well as our digital innovation that has played a major role over the past three years.

In a tough financial climate, it was great to see that we continued to achieve good revenue growth (against budget) in 2022. Our financial performance hit approximately \$18.6m, of which \$15.4m came from fundraising, exceeding our budgeted expectations by 12%.

We managed not only to consolidate from a financial viewpoint, but also secure high-calibre staff. Damian Ragusa has been a great addition to our senior management team as General Manager of Services & Programs; and across the organisation we have secured excellent people who complement our highly motivated team, on both cultural and operational levels.

There were many highlights in 2022, including being nominated as finalists in two categories

of the Telstra Business Awards – a great recognition of Camp Quality’s innovation and impact. We also won a Voice Project – Best Workplace Award – which recognises excellent management practices and highly engaged workforces. In addition, our redeveloped *Kids’ Guide to Cancer* app was in the running to win the *iNews* Benchmark Awards Best Not-For-Profit Project, which it took home at the start of 2023.

Camp Quality exists to bring positivity and resilience back into the lives of families devastated by cancer. So, it was tremendous to see that we were not only able to resume the programs and services that we had to pause, due to COVID-19 restrictions, but expand this vital support.

Camp Quality’s social enterprise The Oranges Toolkit, now under the leadership of Nicole Rogerson, is going from strength to strength by building on a great reputation in the marketplace. Thank you to Nicole and the team at Oranges who are making a difference with positive psychology to build resilience and optimism in the corporate world, as well as contributing to Camp Quality’s overall social contribution and performance.

All our 2022 critical performance indicators were achieved, which means our remarkable team, led, as mentioned above, by our CEO Deborah Thomas, has outperformed yet again. They are motivated, competent and have a love for our organisation – which is a privilege to work alongside.

Thanks also to our Board of Directors, who give their time and expertise voluntarily. Without their guidance and contacts, we could not have achieved the results that we did during 2022. Special thanks to Gary Edstein who is stepping down from our Board after eight years and who has made an invaluable contribution

to Camp Quality throughout his time, supporting us on many levels. I, personally, have always benefited from the whole Board’s support, which is greatly appreciated.

I am pleased to welcome to the Board our new members, being Lauchlan Wallace (WA), Rilka Warbanoff (Vic), Susan Neuhaus and Catherine Sayer (both SA), who have already demonstrated enthusiasm and made great contributions with their collective expertise and insights.

We have set an ambitious and exciting three-year road map and are currently on track to achieve these goals, as part of the Board-endorsed strategy.

I extend gratitude to our families, our donors, both corporate and individual, as well as our volunteers. All of this would not be possible without their ongoing support.

After a really positive 2022, I am looking forward to ongoing success in 2023. Signs are indicating there will be continued external economic volatility throughout the year but, with our team in place and our solid financial position, I believe we have an excellent base upon which to continue building out our programs and services. We will keep on reaching further into the community to support more kids and their families dealing with the trauma of cancer, with the right programs and services. We will be with them at the time when they need us most – building positivity, resilience and optimism with plenty of fun along the way. After all, as we say at Camp Quality, “laughter is the best medicine”.

**KIM JACOBS AM**  
Chairman, Camp Quality

MEET  
KIM



# CEO ROUND UP

**I am delighted to report that 2022 has been a particularly good year for our organisation, especially with the expansion of our programs and services, which grew by 50% from 2021.**

We expanded our Hospital Programs to increase the number of full-time child life therapists (CLT) at paediatric hospitals in Sydney, Melbourne and Newcastle to six, adding an extra position at the John Hunter Children's Hospital in Newcastle, due to increased demand. The importance of CLT cannot be overstated by the oncologists. Many parents tell me how grateful they are for this service, which helps kids cope with scary and often painful cancer treatments – negating the need for sedation and helping the oncologists administer treatments in a less stressful environment. I take this opportunity to thank our Board member, John Higgins, for his generosity in supporting the CLT program and taking on the important role of Program Patron.

Another program that has undergone expansion is our respite service. Family Retreats are now located in every state and available to our families who are in dire need of a break after treatment. Feedback from doctors has confirmed the need for this 'in-between' family break after an extended stay in hospital to enable kids and their families to stop, take a breath and reconnect before going on to attend Family Camps and our other programs. With the support of NRMA, we increased the number of Family Retreats from four to 12 in 2022, including our special respite location at Salamander Bay in NSW, specifically for palliative care and bereaved families.

Early August 2022 saw the launch of the new Camp Quality Puppets at Federation Square in

Melbourne. The six puppets (up from the original three) were reimaged with brightly coloured faces and hair, as well as updated operating mechanics, by A Blanck Canvas, the internationally acclaimed Melbourne-based staging and puppeteering company. Brought to life by our talented puppeteers, the Camp Quality Puppets present the Cancer Education Program at preschools and primary schools across metropolitan and regional areas throughout Australia. We couldn't have done this without the generous support of the Gandel Foundation and The UPS Foundation.

The Cancer Education Program, presented by the puppets, teaches children about cancer – as we believe knowledge equals empowerment and understanding. This unique program was assessed by KPMG<sup>1</sup> as delivering a social return on investment of over \$5 for every dollar spent, by reducing bullying, absenteeism and mental health issues in young people. A new set of education resources for schools was also developed with assistance and insights from a committee that included educators, health professionals, child psychologists and Camp Quality family members. These education resources, which are available for download on our new website, align with the national school curriculum to enable teachers to engage their students pre- and post-performances.

Looking ahead for 2023, we have scheduled a record number of camps across Australia. Research has proven our signature programs of family and kids' camps improve mental wellbeing and connectedness, as well as helping build resilience and positivity for families impacted by cancer. A study by KPMG<sup>2</sup> also showed camps help to reduce loneliness and, importantly, build supportive communities for

children, teens, parents and carers facing similar experiences as they navigate the challenges of a cancer diagnosis. The camps provide children and families with a break from cancer and the chance to create positive memories.

Another highlight worth noting is the latest and most ambitious achievement of the Child and Youth Cancer Alliance. In 2022 national cancer charity Redkite joined the Alliance, the partnership we co-founded with Canteen in December 2020. This collaboration between the three charities has led to the establishment of Cancer Hub, a single contact point where families impacted by childhood cancer can find a trained navigator to help them access support services that meet their practical and emotional needs.

I take this opportunity to thank our dedicated staff for their hard work and loyalty. I also express our sincere thanks to the incredible volunteers who continue to step forward and support Camp Quality and our beautiful families. You are truly the most extraordinary people giving so generously of your time and energy. Special thanks and gratitude to the Camp Quality community, our fundraisers, donors and corporate partners. From our Premier Partner, ALDI Australia, to the many individuals, organisations, communities and businesses who believe in us – we could not do what we do without your generous support.

I would also like to thank our Board of Directors, whose ongoing support and extensive experience helped us through yet another year of sustainable growth and safety-first initiatives. Finally, and most importantly, a heartfelt thanks to our precious kids and families. Supporting you feeds our hearts and souls.

It is indeed a privilege to lead an organisation such as this, particularly as we enter our 40th year. Thank you to our founder, Vera Entwistle, for your original vision to give kids facing cancer the chance to be kids again.

**DEBORAH THOMAS**  
CEO, Camp Quality

<sup>1</sup>KPMG Cancer Education Program Report; November, 2020.

<sup>2</sup>KPMG Impact Study: Family and Kids' Camps; June, 2021.

MEET  
DEBORAH  
OUR CEO



# WHAT WE DO!

Camp Quality is there for families facing the toughest time of their lives right across Australia.

We are aware of the extra pressure on rural and regional families who have to travel for treatment or to access our programs. That's why all our online programs and services developed during COVID-19 restrictions remain in place to support kids isolated by cancer due to location. We also assist families with travel costs to our programs to ensure no-one misses out on the Camp Quality experience when they need it most.



# STRATEGIC GOALS

2021-2024

OUR PURPOSE

WE GIVE KIDS IMPACTED BY CANCER THE CHANCE TO BE KIDS AGAIN IN A SAFE, FUN AND SUPPORTIVE ENVIRONMENT.

OUR VISION

WE WILL GROW TO BECOME AN ESSENTIAL SUPPORT FOR EVERY CHILD AND THEIR FAMILY AT EVERY STAGE OF THE CANCER EXPERIENCE.

OUR MISSION

WE POSITIVELY CHANGE KIDS' CANCER EXPERIENCE WITH ENTERTAINING, PLAY-BASED EDUCATION AND RECREATIONAL CAMPS AND RETREATS THAT STRENGTHEN THE MENTAL WELLBEING AND IMPROVE THE QUALITY OF LIFE FOR CHILDREN AND THEIR FAMILIES.

OUR VALUES

OPTIMISM  
EXCELLENCE  
SAFETY-FIRST  
ACCOUNTABILITY  
CELEBRATING LIFE

OUR STRATEGIC GOALS



<b>BENEFICIARIES</b>	<p><b>KIDS</b> Grow the reach and impact of programs and services that help children living with cancer improve life skills and wellbeing.</p>	<p><b>FAMILIES</b> Support families at the first experience of cancer through every stage, from treatment to remission, and in the heartbreaking case of bereavement.</p>	<p><b>ALUMNI</b> Provide lifetime connection and impact.</p>	
<b>PARTNERS</b>	<p><b>HOSPITALS</b> Strengthen relationships so Camp Quality is seen as an important adjunct in child cancer care and recovery.</p>	<p><b>SCHOOLS</b> Grow the number of school kids exposed to Camp Quality cancer education programs.</p>	<p><b>ALLIANCE</b> Develop a partnership with other organisations that expands services, improves efficiencies and delivers a continuum of services to families.</p>	<p><b>DONORS/ SPONSORS</b> Grow individual and organisational donors, corporate sponsors, gift-in-kind partners and government funding.</p>
<b>OPERATIONS</b>	<p><b>BENEFICIARY MANAGEMENT PROCESSES</b> Provide quality and relevant programs and services for kids and their families; how, when and where they need them.</p>	<p><b>MARKETING/ BRAND DEVELOPMENT</b> Build Camp Quality's reputation as a trusted partner in children's health and wellbeing.</p>	<p><b>DONOR MANAGEMENT PROCESSES</b> Deliver a personalised and memorable giving experience with measured impact and outcomes.</p>	<p><b>COMPLIANCE AND RISK MANAGEMENT</b> Industry best in governance, safety, child protection and wellbeing.</p>
<b>LEARNING &amp; GROWTH</b>	<p><b>HUMAN CAPITAL</b> To be the organisation of choice for employees and volunteers looking to make a for-purpose contribution.</p>	<p><b>ORGANISATIONAL CAPITAL</b> Improve our capability through leadership, teamwork and effective systems and infrastructure.</p>	<p><b>INFORMATION CAPITAL</b> Ensure availability, accuracy and consistent security of information across Camp Quality.</p>	
<b>FINANCE &amp; SYSTEMS</b>	<p><b>REVENUE</b> Create a diversified revenue base for long-term financial stability.</p>	<p><b>SYSTEMS</b> Refresh our systems and start building value streams centred around revenue and programs.</p>	<p><b>PRODUCTIVITY</b> Improve the cost structure and asset utilisation to maximise impact.</p>	

# OUR PROGRAMS



Our programs provide fun, education and community through Camp Quality-run events and hospital support.

## CAMP QUALITY RECREATION PROGRAMS

give kids and their families a break from cancer and a chance to reconnect, build resilience and create happy memories together at our camps, retreats and events.

- \* **Kids' Camps**, for children diagnosed with cancer and their siblings, are filled with fun and optimism. It's a chance for kids to be kids again and make friends with other children who understand what they're going through.
- \* **Family Camps** enable the whole family to enjoy quality time together and reconnect. They are a chance to build a supportive community with other families facing cancer.
- \* **Family Retreats** across Australia offer precious time away for families to be together in holiday accommodation. This is often the first break from cancer a family has experienced since diagnosis, and gives them the opportunity to spend quality time together.
- \* **Kids Impacted by a Carer's Cancer (KICC)** programs include camps and fun days for children 0-15 years dealing with a parent undergoing cancer treatment.
- \* **Family Fun Days** and **Family Experiences** are one-day events that enable families facing cancer to create positive memories.
- \* **Virtual Camps** are live-streamed, online entertainment experiences, which bring the fun of camp to kids isolated by cancer.

**CAMP QUALITY HOSPITAL PROGRAMS** at kids' bedsides support wellbeing and boost resilience.

- \* **Child Life Therapists** provide medical-play techniques that build understanding, resilience and empowerment to help kids cope with the hospital environment. They teach techniques that reduce a child's anxiety about the procedures they face, decreasing stress and the need for sedation.
- \* **Hospital Puppet Playdates** are visits from the lovable Camp Quality Puppets. The puppets bring fun and distraction to children at their hospital bedside, boosting their wellbeing through laughter.
- \* The **Beads of Courage Program**, at Sydney Children's Hospital, Randwick and John Hunter Children's Hospital, provides kids with unique beads to track their courageous cancer story.

## CAMP QUALITY'S PUPPET PROGRAMS

bring laughter and age-appropriate education to kids at school, in hospital and online.

- \* Our **Cancer Education Program** visits primary schools and education and care services across Australia to deliver cancer education that dispels myths. Independent assessment by KPMG<sup>1</sup> shows that performances by the Camp Quality Puppets in schools decrease bullying, absenteeism and mental health issues. The **Cancer Education Digital Program** is also available to schools via streaming platforms.
- \* **Hospital Puppet Playdates** are visits from our puppets to kids in hospital, providing therapeutic laughter and fun. **Digital Puppet Playdates** are online versions of these joyful interactions, live-streamed via a personal device.
- \* **Teacher Resource Packs** include a suite of educational resources aligned with the Australian Curriculum, Early Years Learning Framework and state-based curriculums, which continue the age-appropriate cancer education after a Camp Quality Puppet school visit.

<sup>1</sup>KPMG Final Report on the Camp Quality Costing Study. Primary School Cancer Education Program; November, 2020.

# OUR SERVICES

Cancer can be an isolating experience. That's why our digital resources and counselling are there for our kids and families whenever and wherever they are needed.

- \* **Cancer Hub** is a one-stop shop where specially trained staff identify each family member's needs and then actively helps them access whatever support they need.
- \* Our **Parenting Through Cancer website** gives parents access to a supportive online community and useful resources. We also provide a free telephone counselling service for parents impacted by their own cancer diagnosis, or their child's.
- \* The **Kids' Guide to Cancer app** is a valuable tool for parents to help answer the most common questions children have about cancer in a safe, interactive and educational way. **The Kids' Guide to Cancer website**, launching in May 2023, will also provide this information in Hindi, Chinese simplified, Chinese traditional and Arabic.
- \* The **New Normal Navigator app** gives parents of diagnosed children the resources to help them adjust to 'a new normal' on returning home from hospital.
- \* The **Happiness Hub** section of our website is home to Camp Quality's exclusive kids' activities, stories read out loud, and cancer education puppet videos.

Camp Quality also offers services and support for palliative care and in the heartbreaking case of bereavement.



# HOW WE ADD UP

We're pleased to report that 2022 has been a great year for our programs and services, which grew by 50%.

## CAMP QUALITY 2022 STATISTICS

10,120

kids facing cancer were registered for our programs and services.

4,886

families impacted by cancer were registered for support.

52,211

hours of volunteer support were contributed.

## DIGITAL PROGRAMS AND SERVICES 2022 STATISTICS

401

kids enjoyed our four interactive live-streamed Virtual Camps.

368

sessions of free counselling were provided to parents impacted by cancer.

1,910

downloads of our online cancer education resource Kids' Guide to Cancer.

1,293

students watched live-streamed puppet shows across 33 performances.

## CURRENT AUSTRALIAN CANCER STATISTICS

An estimated

776\*

kids aged between 0-14 years of age were newly diagnosed with cancer.<sup>1</sup>

\*This figure does not include children who relapse.

Approximately

15,580

kids faced a parent's or primary caregiver's cancer diagnosis.<sup>2</sup>

1. Australian Government – Cancer Australia website: <https://childrencancer.canceraustralia.gov.au/about-childrens-cancer/statistics-childrens-cancers>.

2. Skrabal Ross, X., McDonald, F.E.J., Kok, C., Patterson, P. (2021). A Multi-Faceted Study to Better Understand the Support Needs of Children who have a Parent with Cancer. Canteen Australia.

## STATISTICS OVER THE LAST FIVE YEARS

909

puppet hospital visits to paediatric oncology wards despite COVID-19 restrictions across all hospitals during 2020 -2022.

420,978

students watched our puppets perform at 3,056 schools and education and care services.

1,816

families attended 167 Family Camps.

9,904

kids and 4,292 families attended 211 Family Fun Days.

13,958

kids and 6,539 families enjoyed 495 Family Experiences.

4,978

kids attended 114 Kids' Camps across Australia.

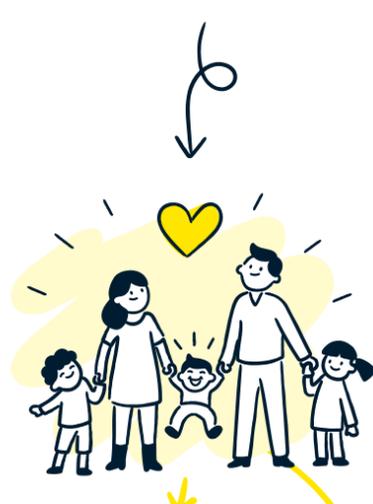
718

families had a break from cancer at our retreat locations.\*

\* From 2022 the number of family retreats increased from four to 12.

# MUNROE FAMILY

The journey of a family impacted by childhood cancer, and how Camp Quality can help – in hospital, at school, online, and away from it all at camps and retreats.



Lucy and Jason Munroe live in regional Australia with their three kids, Olivia, Ryan and Will. They love spending family time together.



Will is three years old when he starts getting strange pains. Lucy takes him to the doctor, and they are sent to Sydney for further tests. The family is then given the heartbreaking news that Will has cancer.



## PARENTING THROUGH CANCER

Lucy feels overwhelmed as a mum and accesses the Parenting Through Cancer website to book free counselling, connect with other parents and read helpful articles. Jason also realises he needs support, so rings the free telephone counselling service on 1800 945 215.



## CHILD LIFE THERAPY

Will is scared and unsure about the procedures he faces. Brooke, a Camp Quality-funded child life therapist at the hospital, introduces medical-play techniques and teaches him proven coping skills to ease his anxiety.



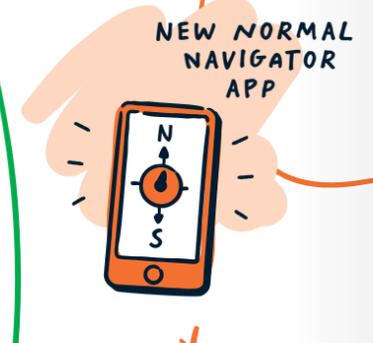
## PUPPET PLAYDATES

Will hates being in hospital, but when the cheeky Camp Quality Puppets pay him a fun-filled visit he laughs again. He would love to see them more between visits, so Jason books a Digital Puppet Playdate for Will on his iPad.



## HAPPINESS HUB

On the Happiness Hub, Will finds videos of stories read aloud, kids' activities, and funny puppets. Lucy loves the family wellbeing tips, and Olivia and Ryan try the recipes and bake cookies for Will.



## NEW NORMAL NAVIGATOR APP

Will returns home on maintenance treatment. Lucy downloads the *New Normal Navigator* app on her phone for practical and emotional support, and resources to help them navigate what is an overwhelming time for all.



## CANCER EDUCATION PROGRAM

Will returns to school and the other kids don't understand why he looks different. The Camp Quality Puppets visit the school to teach kids about cancer, reduce bullying, and create a supportive environment.



## FAMILY FUN DAY

The family spend a day out together and make happy memories. Old friends from hospital are also there, and new friendships are made as well.



## VIRTUAL CAMP

Will and his siblings join a Virtual Camp with other kids isolated at home or in hospital with cancer. Will loves the science experiments, Olivia learns hip-hop and Ryan wins at trivia!



## KIDS' GUIDE TO CANCER APP

It's a confusing time for Olivia and Ryan. The information on the *Kids' Guide to Cancer* app helps them understand what is happening to their little brother.



## KIDS' CAMP

Will relapses and returns to hospital. Olivia and Ryan go on a Kids' Camp, where they have some quality time-out and make new friends who understand. Volunteer companions make sure they have the best time possible.



## FAMILY CAMP

Will is well enough to go away. The family have a holiday together for the first time since diagnosis, to Family Camp. There they can relax – as volunteers run fun activities – and also create friendships with others who understand what they have been through.



## FAMILY RETREAT

Will's illness has taken a toll on the whole family, and they urgently need some respite. They go on a beachside retreat, where they can relax and spend quality time together.



Will is getting much better. The Munroe family register for upcoming fundraising events, so they can raise money to help families just like theirs.

# CAMP FUN!

**For the first half of 2022, our camps schedule continued to be impacted by the ongoing threat of COVID-19. While always putting the safety of our kids first, in 2022 we managed to deliver more than 200 (207) recreation programs for close to 2,000 families facing cancer. This resulted in more programs – and smiles on faces – than in 2020 and 2021 combined!**

At our Family Camps, children and their families once again had the chance to enjoy quality time together. These events also provided families with the opportunity to build a supportive community with others facing cancer, by reconnecting with families they met through Camp Quality or connecting with new families going through a similar situation.

Our families were also able to have a much-needed break from cancer and spend special time together, free of charge, at over 115 Family Fun Days. From a day out to the zoo or theatre, to getting adventurous on a treetops ropes course or sailing the seas on a tall ship, families participated in a huge range of great activities and events.

More than 800 kids were also provided the opportunity to make new friends around the campfire and experience time away at 25 Kids' Camps. Our children were able to build their confidence by zooming down the flying

fox, tackling vertical ropes, or discovering their creative side in art and craft sessions. Lots of fun, laughter and adventure was had by all.

For those children who were not able to come to a face-to-face program, due to their treatment, location, or ongoing health concerns, Camp Quality didn't let them miss out on all the joys of camp. We did this by providing four awesome Virtual Camp experiences.

Virtual Camps are an interactive, live-streamed entertainment experience, where kids get to choose from a range of exciting activities and meet new friends online. Ahead of their Virtual Camp, each child receives a 'Camp in a Box' with all the supplies they need for the day's activities. These boxes were once again generously delivered by our wonderful Virtual Camp supporter, DHL.

All in all, it was a fun-filled growth year for our camps, with 25 Kids' Camps held across the country in 2022 (as opposed to 13 in 2021), 47 Family Camps for a total of 562 families (compared to 22 camps for 218 families in 2021), and 63 Family Fun Days for a total of 1,162 families (as opposed to 32 Family Fun Days for 618 families in 2021).

We look forward to growing this number of camps and special days over the coming years, while also trying new and innovative approaches to better meet the needs of our wonderful children and families.

IN 2022 WE HELD →

25

KIDS' CAMPS

47

FAMILY CAMPS

63

FAMILY FUN DAYS





# CARING FOR KIDS IMPACTED BY A CARER'S CANCER

WE CALL IT 'KICC' FOR SHORT

Camp Quality continued to increase our much-needed support for children who have a parent or carer diagnosed with cancer. By the end of 2022, 1,611 KICC families were registered with Camp Quality, including 3,141 children aged 0-15 years sadly impacted by a primary carer's cancer.

### Doubling the fun and support for our KICC families

There is a strong need for families facing a parent's or carer's cancer to be able to take a break from the challenges that come with this diagnosis. Our KICC families also value opportunities to do fun, exciting activities, spend quality time together, and connect with others on a similar journey.

In 2022 Camp Quality was able to deliver a record number of services for KICC families, doubling the recreation programs offered, with a strong focus on expanding our family based programs to meet their needs. Along with this, Camp Quality continued to support

these families with respite at our Family Retreats, cancer education through the Cancer Education Program, and access to free parent counselling via the Parenting Through Cancer service.

An amazing 3,581 KICC family members participated in a Family Camp, Family Fun Day, Family Experience or Family Retreat during 2022.

There were 13 KICC Family Camps held in 2022, which provided 128 families (531 family members) impacted by the diagnosis of a parent or carer with time to reconnect as a family and share the ongoing experiences they face with others who understand.

Furthermore, 59 children aged 7-13 attended one of our five KICC Kids' Camps, where they had the opportunity to make friends in a similar situation, take a break from what can be a frightening reality, and simply have some fun! And 137 KICC kids also participated in a Virtual Camp in 2022, which provided them the laughter, positivity and connection of a camp experience online.

Almost 2,500 (2,468) KICC family members enjoyed a special day at a Family Fun Day or Family Experience and had the chance to reconnect with each other, make new connections with others and enjoy memorable activities together. Plus, 386 KICC family members attended a Camp Quality Family Retreat, giving them the chance to relax, unwind and make positive memories during the most difficult stages of cancer.

Looking ahead, we will continue to assess and develop the best and most effective ways we can reach out, and offer support, to our special KICC families.

# 2,468

KICC FAMILY MEMBERS ENJOYED A FAMILY DAY OR EXPERIENCE

# 386

KICC FAMILY MEMBERS ATTENDED A FAMILY RETREAT



# CREATING MEMORIES

**Our Family Retreat program continued to provide families in dire need of a break with precious time to reconnect with each other and create positive memories.**

Family Retreats offer much-needed respite for families across Australia while in treatment for cancer or after returning home from hospital. It is often the first time a family has been away together since diagnosis. These wonderful retreats come at no cost to our families.

## FAMILY RETREAT EXPANSION

In 2022 the demand for our four retreats in Warrnambool, Victoria, West Beach in SA, and Coffs Harbour and Salamander Bay in NSW, was extremely high. Through ongoing family and key stakeholder consultation, it was identified that additional Family Retreats were needed to offer this program to more of our families in critical need of a break.

Thanks to the generous support of NRMA Parks and Resorts, a further six Family Retreats were secured at:

- \* NRMA Phillip Island Beachfront Holiday Park (VIC)
- \* NRMA Treasure Island Holiday Resort (QLD)
- \* NRMA Airlie Beach Holiday Park (QLD)
- \* NRMA Victor Harbor Beachfront Holiday Park (SA)
- \* NRMA Port Arthur Holiday Park (TAS)
- \* NRMA Merimbula Beach Holiday Resort (NSW)

Additional retreats were also secured at:

- \* Discovery Parks Woodman Point (WA)
- \* Darwin Free Spirit Resort (NT)

## POSITIVE IMPACT

Happily, the feedback has been overwhelmingly positive from families who have attended a Camp Quality Family Retreat:

- \* **96%** said they spent time together as a family and built positive memories
- \* **82%** said they improved their family relationships
- \* **88%** said they reconnected as a family

# 298

**FAMILIES ATTENDED A FAMILY RETREAT IN 2022, A BIG JUMP FROM 97 IN 2021**

THEO'S FAMILY ON RETREAT AT PHILLIP ISLAND



## SALAMANDER BAY, NSW

The Salamander Bay Retreat provided 41 families going through the most difficult stages of cancer with a five-night stay to reconnect and rest. The Joan Petersen Charitable Foundation, which provides the Salamander Bay Family Retreat, continues to make this possible with financial support of \$150,000 per annum.

## EMERGENCY RESPITE

Thanks to funding from the Andrew Pratten Charitable Trust, we launched our emergency respite program with seven families accessing this vital service in 2022.

In early 2022, we identified many families facing a palliative diagnosis who were unable to travel to a Family Retreat. There were also numerous families reporting that they were at their absolute breaking point.

To support these families, we sourced a retreat location close to either their home or hospital. For some, this would be the last holiday with a family member in palliative care; for others, it provided a chance to re-establish a connected family unit. Upon request, we organised a photographer to take beautiful photographs for families to treasure.

## THEO'S FAMILY RETREAT STORY

Theo was two years old when he was diagnosed with acute lymphoblastic leukaemia. He started gruelling chemotherapy treatment straightaway.

Theo's family were desperate for a break when Camp Quality offered one of our new Family Retreats. Theo's mum, Ebony, says...

“IT WAS A MUCH-NEEDED GETAWAY TO JUST DO SOMETHING DIFFERENT AND WE HAD THE MOST INCREDIBLE TIME. IT WAS OUR FIRST ESCAPE AS A FAMILY SINCE THEO WAS DIAGNOSED IN APRIL.”

# A BEDSIDE FRIEND



CHILD LIFE THERAPIST  
KYLIE AND BOBBY  
AT SYDNEY CHILDREN'S  
HOSPITAL, RANDWICK

As pandemic restrictions eased across the country in 2022, a key priority was re-engaging with our hospital stakeholders and other health agencies to let them know about our expanded programs and services for families.

## HOSPITAL PUPPET PLAYDATES

The Camp Quality Puppets started to bring back their special brand of therapeutic fun and laughter to children's bedsides in paediatric hospitals, where possible. Our lovable puppets spread smiles and joy when they visited the Queensland Children's Hospital, Perth Children's Hospital, Monash Children's Hospital and Royal Children's Hospital in Melbourne. All in all, there were 40 visits from our fun-loving puppets to children's hospitals in 2022.

OVER **4,700**

SESSIONS HELD BY CAMP QUALITY FUNDED CHILD LIFE THERAPISTS

## CHILD LIFE THERAPY

Child Life Therapists play a crucial role in supporting a child and their family through the traumatic experience of cancer treatment. They use innovative medical-play techniques that build understanding, resilience and empowerment. Child Life Therapists teach children techniques that decrease their stress and the need for sedation.

Camp Quality continues to be a strong supporter of this program. In 2022 we provided an increase in funding that meant child life therapists could provide more than 4,700 sessions to help reduce children's anxiety over the procedures they faced.

We continue to expand the Child Life Therapy program with six funded full-time positions.

- \* In New South Wales, we increased our funding to two full-time roles at John Hunter Children's Hospital in Newcastle and increased funding to support a full-time role at the Sydney Children's Hospital, Randwick, as well as another full-time role at the Children's Hospital at Westmead
- \* In Victoria, we continued to fund a full-time position at Monash Children's Hospital and the Royal Children's Hospital in Melbourne

## THE BEADS OF COURAGE AND STAR BEADS PROGRAMS

Camp Quality funds both the Beads of Courage Program at the Sydney Children's Hospital, Randwick and the Star Beads Program at John Hunter Children's Hospital in Newcastle. These programs provide kids with unique beads that represent each milestone or procedure along their cancer journey. Culminating in a string of colourful beads, sometimes metres long, they tell the courageous story of each child's cancer experience.

- \* Beads of Courage Program funding was renewed for another two years
- \* Star Beads Program was renewed for the third year of funding

The Beads of Courage Program supported 52 children at the Sydney Children's Hospital, Randwick and 105 kids were supported by the Star Beads Program at John Hunter Children's Hospital.

“

CHILD LIFE THERAPISTS ARE SUCH AN INTEGRAL PART OF OUR THERAPY AND TREATMENT FOR CHILDREN WITH CANCER. IT GIVES IMMENSE JOY TO SEE THE WORK OF OUR CHILD LIFE THERAPIST WITH MY PATIENTS AND TO THINK THAT CAMP QUALITY IS ENHANCING OUR CHILD LIFE THERAPIST. THIS IS FANTASTIC NEWS AND WILL PROVIDE SO MANY BENEFITS TO THE CHILDREN AND FAMILIES.”

DR FRANK ALVARO,  
PAEDIATRIC ONCOLOGIST/HAEMATOLOGIST,  
JOHN HUNTER CHILDREN'S HOSPITAL



# OUR PUPPET FAMILY GROWS!

It was an exciting year for the Camp Quality Puppets! In August 2022, we launched our redeveloped Cancer Education Program with brand-new puppets joining the Camp Quality family – and fresh new shows.

This three-year project, with thanks to our funding partners the Gandel Foundation and Audi Foundation, saw us consult with professionals in the health, education and arts sectors to reshape the program. The relaunch event took place at Federation Square in Melbourne, with invited schools, members of the Board, Camp Quality families and ambassadors all enjoying a performance by the fabulous new puppets.

Our two new shows, *The Big Party* and *The Big Score*, written by Julianne O'Brien, speak to patients, siblings and kids impacted by a carer's cancer. The stories follow siblings Ariel and Tom, whose lives are turned upside down when Ariel is diagnosed with a brain tumour.

Our new puppets were designed and manufactured by internationally acclaimed Victorian theatrical workshop A Blanck Canvas. Kylie, Mel and Dean had a makeover and we added three new characters – Ariel, Tom and Coach Grumble. The new puppets are more diverse and functional. They have been constructed with custom materials to enable the highest level of sanitation for high-risk environments.

“THE PRESENTERS WERE ENTHUSIASTIC, GENUINE AND POSITIVE. THEY WENT OUT OF THEIR WAY TO CONNECT WITH THE CHILDREN, STAFF AND MANAGEMENT IN OUR CENTRE. I WOULD HIGHLY RECOMMEND THIS PROGRAM.”

EARLY CHILDHOOD EDUCATOR

**72,000**  
STUDENTS WATCHED OUR PUPPETS PERFORM AT 383 SCHOOLS, EDUCATION AND CARE SERVICES

**1,293**  
STUDENTS WATCHED LIVE-STREAMED PUPPET SHOWS ACROSS 33 PERFORMANCES

We also developed new Teacher Resource Packs aligned with the Australian Curriculum, Early Years Learning Framework and state-based curriculums. The packs contain Teacher Lesson Plans & Activity Sheets, our *Talking About Cancer* guide, and educational videos.

## A BIG YEAR OF TOURING

Thanks to funding support from the NSW Government and QLD Health, more than half of all schools visited were based in regional and country areas.

## PUPPET PLAYDATES

Puppet Playdates were delivered online and in hospitals across Australia. Our digital playdates were well received, with 100% of those surveyed rating our performer's ability to engage as “fantastic” and saying that they would recommend the service to others.

## AVIANNA'S STORY

The Camp Quality Puppets visited Avianna's school while she was in hospital undergoing treatment for leukaemia. She beamed in to watch the show virtually. Mum, Nikki, says Avianna then returned to school feeling protected and accepted, knowing that the kids understood why she looked different.

“ALL OF THEM KNOW HOW BRAVE AND HOW HARD I'VE WORKED TAKING MY MEDICINE AND NOBODY'S EVEN MENTIONED THAT I DON'T HAVE HAIR – THEY JUST ASK ME IF I'M OK AND IF I NEED ANY HELP WITH ANYTHING.”

AVIANNA, AGE 7, YEAR 1





# AT THEIR FINGER-TIPS

**Our multi-award-winning *Kids' Guide to Cancer* app helps parents explain cancer to children and empower them to learn more at their own pace and on their own terms.**

The free app, which is available on the App Store and Google Play, contains age-appropriate information about cancer, hospitals, medicines, treatment and people who help. Developed in partnership with our Innovation Partner, Fujitsu, it also features animated stories that promote peer support and understanding.

After a successful relaunch in 2021, we continued innovation and expansion of the service to help support kids facing cancer all around Australia with information that they could easily understand.

In 2022 Camp Quality commenced another redevelopment of the app to grow its reach and access to culturally and linguistically diverse communities. This included beginning the process of translating the child-friendly educational content into four different languages: Arabic, Hindi, Mandarin and Cantonese.

We're pleased to report the *Kids' Guide to Cancer* app was this year announced as winner of the 2023 *iTnews* Benchmark Awards Best Not-For-Profit Project. To complement the app, a website is now being developed to further expand the accessibility of the content into culturally diverse communities.

The new version of the platform was also developed with the kind support of Fujitsu, and is expected to be completed in May 2023.

**1,910**  
**DOWNLOADS OF OUR ONLINE CANCER EDUCATION RESOURCE *KIDS' GUIDE TO CANCER***

# THE POWER OF THREE



Three hearts are now beating as one in support of Australian children and families facing cancer, as charity Redkite joins our impactful Alliance with Canteen.

## THE CHILD AND YOUTH CANCER ALLIANCE

Camp Quality and Canteen formed the Child and Youth Cancer Alliance in December 2020 with the goal of combining expertise and resources to better support families impacted by cancer. This has resulted in expanded programs, less crossover in support services and more efficient use of donor funds. Happily, Redkite joined the Alliance in 2022 to help develop and launch the second major initiative, Cancer Hub.

## PARENTING THROUGH CANCER – CAMP QUALITY AND CANTEEN

The Parenting Through Cancer website gives parents access to a supportive online community, as well as useful information and support resources. We also provide a free telephone counselling service for parents facing their own cancer diagnosis, or their child's. In 2022 there were 368 sessions of free counselling provided to parents impacted by cancer.

## CANCER HUB – CAMP QUALITY, CANTEEN AND REDKITE

Cancer Hub officially launched in August 2022, and it is founded on a new, formal partnership between Camp Quality, Canteen and Redkite called the Child and Youth Cancer Alliance. The shared commitment of the Cancer Hub is based on reducing the distress that cancer brings to a family – whether it be through financial assistance, practical and emotional support, or the opportunity to take a break amidst all the tough times. The vision is to ensure Australian families can get the right support – quickly and easily – and as close to home as possible.

To achieve this, Cancer Hub provides a single referral pathway for families impacted by cancer who have a child aged 0-25. Hospital stakeholders, community organisations or families can self-refer to Cancer Hub and a specialist team of intake professionals and navigators will assess the family's unique needs before referring onto the Alliance partners or community-based organisations as required. The aim is to make it easier for families facing cancer, who have multiple needs, to get fast and streamlined access to the support they need.

The result: in 2022 Camp Quality received 85 referrals through Cancer Hub and the team has since connected these families with access to our numerous programs, events and services.

← DEBORAH THOMAS, CEO CAMP QUALITY, SANDY CHAM, GENERAL MANAGER SERVICES AT CANTEEN (MIDDLE), AND MONIQUE KEIGHERY, CEO AT REDKITE, AT THE LAUNCH OF CANCER HUB IN JULY 2022

# EVERY STEP SOFT THE WAY

In 2022 Camp Quality conducted phase one of a Family Services Journey Mapping project with the goal of creating a best-practice experience for our wonderful families.

The aim of this project is to increase registrations and engagement for current and prospective families and ensure our programs provide the right support at every step of the way.

A needs and engagement vision was developed that highlights the impact of a family first approach, and Camp Quality's purpose as a service-based organisation.

Family and key stakeholder observations were then gathered to support the development of a list of need and corresponding value proposition statements. These were created for each persona group across the broad range of service offerings that Camp Quality provides – some of which are highlighted on the next page:

Our Family Engagement Vision:

**CAMP QUALITY WILL PROVIDE FRIENDLY AND PURPOSEFUL SERVICES AND COMMUNICATIONS TO ITS FAMILIES AND VOLUNTEERS, THAT MEET THEIR NEEDS, AT THE RIGHT TIME, AND IN A WAY THEY UNDERSTAND.**

## Camp Quality Family Personas



### FAMILIES WITH A CHILD DIAGNOSIS

"We're trying to live as normal a life as possible, but our whole world has been turned upside down."

Camp Quality offers us...

- ★ A chance for children with cancer and their siblings to feel normal
- ★ An experience that takes our child's cancer diagnosis into account – but isn't always about their cancer
- ★ A sense of connection and belonging
- ★ A range of services for all family members impacted by a diagnosis

#### VALUE PROPOSITION

Empowering every member of the family to find joy, hope and happiness along their own cancer journey.



### KIDS IMPACTED BY A CARER'S CANCER

"This diagnosis has changed everything – but it's so important that we can keep some kind of normal in our lives."

Camp Quality offers us...

- ★ An opportunity to bring normality into our lives
- ★ Specialised emotional and mental health support
- ★ A place and community that simply 'get' our cancer experience
- ★ An opportunity to bring our family together in joy and positivity

#### VALUE PROPOSITION

Find safety, connection and joy in a community that understands the unique challenges facing your family.



### BEREAVED FAMILIES (CHILD)

"Losing a child is the hardest thing any family can go through – I need help navigating life right now, but it's so hard to reach out."

Camp Quality offers us...

- ★ A positive community that understands our whole cancer experience
- ★ A place for our children to have a joyful experience and create positive memories
- ★ A way to keep my child's/sibling's memory alive
- ★ Holistic wellbeing support

#### VALUE PROPOSITION

Camp Quality is a safe and supportive community where you can remember your child and create positive memories with your family.

Looking forward, Camp Quality will utilise these learnings and continue to gather key insights from our families to ensure we can provide programs and services that best meet their needs, as well as the broader requirements of the cancer community.

This project will also shape Camp Quality's ongoing communications with families. Our overall goal is to deliver the right communications, in the best way, and at the ideal stage, for our families throughout their cancer experience.

IT  
TAKES

A



VILLAGE

To provide our life-changing programs and services free of charge to families who need them most, takes the work of a village. This means a strong, dedicated team of staff and volunteers, generous supporters, partners and fundraisers, an inspiring social enterprise and, of course, an amazing Board. The success and positive impact for our kids and families in 2022 was all thanks to this incredible collaboration.

# A WINNING TEAM

For Camp Quality's people, 2022 started with new energy as we emerged from the 2021 COVID-19 challenges stronger and ready to hit the ground running.

With critical talent gaps closed throughout 2021, our teams were properly resourced to successfully focus on delivering our programs and services, drive revenue growth and move the organisation forward through continual improvement initiatives. Employees had individual goals aligned with the organisation's over-arching objectives and a clear understanding of where we were headed.

Our hybrid model of working became embedded across the country, supporting our people to work flexibly, manage their work-life balance and focus on outputs. Being together face-to-face in the office was met with a sense of novelty (after lengthy lockdowns for the majority of staff) and online tools became well-utilised for bringing the entire team together across the country. There we shared countless moments of celebration, collaboration and varied learning experiences.

Learning focused on developing Aboriginal and Torres Strait Islander cultural competence; diversity and inclusion; safety and compliance with a focus on child protection; systems and technology; and mental health and wellbeing. We collaborated with external experts to deliver tailored solutions to meet all our needs in learning areas.

Our People & Culture Committee (comprising four Board members and two external advisors) continued to lend their valuable support and guidance during the year. Areas of focus were on key policies (new and reformed), and the development of a structured diversity and inclusion strategy and plan, for launch in 2023.

Key appointments during the year – driving transformational change and providing positive leadership and expertise – were the addition of two senior leaders in our Services & Programs division and the formation of a Data & Tech team, headed up by an accomplished technical expert. Having this leadership in place has set us up for success in 2023. The vision is to achieve our strategic initiatives across program and service delivery and our digital and tech projects, which will have a significant impact across the organisation.

In October 2022, we again ran our annual employee engagement survey through Voice Project, and were delighted to receive Voice Project's Best Workplace 2022 Award, following the achievement of an overall employee engagement score of 86%. Areas in which we excelled were leadership, performance feedback, learning and development opportunities, and cross-team collaboration – with all areas receiving a positive response rate from staff of 85% or higher.

High employee engagement levels were also evident in our employee retention for 2022, with 84% of employees choosing to stay with Camp Quality. This was not only a significant increase from the year before (with staff retention at 70%) but the highest rate of employee retention achieved in many years (arguably, if ever). We attribute this success to careful and deliberate talent acquisition, strong leadership, a clear vision and purpose, and an enviable, inclusive workplace culture.

“ WE ENCOURAGE ALL OUR OFFICE STAFF TO ATTEND RECREATION PROGRAMS AND EVENTS EACH YEAR.”

NATALIE GALLAGHER  
GENERAL MANAGER  
- PEOPLE & CULTURE

EMELINE & SALLY FROM THE MARKETING AND COMMUNICATIONS TEAM



# HERO ALERT!

Camp Quality volunteers are the heroes of our organisation. They are a special bunch who bring fun, happiness – and heaps of laughter – to help kids facing cancer.



## VOLUNTEER ENGAGEMENT

While 2022 got off to a slow start for camps, as we emerged from the COVID-19 restrictions, full programming resumed in the second half. We were delighted to have 900+ volunteers engaged, with many getting back to the programs they love.

### What they achieved

Our trained volunteers participated in a total of 139 events across the country. Activities comprised of Family Camps, Kids' Camps, Family Fun Days, and Virtual Camps.

### Well-deserved recognition

In May 2022, we celebrated National Volunteer Week by honouring the enormous contribution our volunteers make to Camp Quality and their ability to deliver our purpose. May is also when Camp Quality's Gillard Volunteer of the Year Awards are announced. In 2022 our state and regional winners were:

- \* Ed Orszulak – Queensland
- \* Damian Charleson – Northern NSW
- \* Susan Yeung – Sydney
- \* Irene Murray – Southern NSW
- \* Ray Murray – Victoria
- \* Wade Purton – Tasmania
- \* Becky Little – South Australia
- \* Darren Kenny – Western Australia
- \* Richie Schmidt – Northern Territory

While all region/state-based winners were incredibly worthy, Dr Susan Yeung from Sydney was selected as our national winner.

Susan, or 'Doc Susan' as she is affectionately known, has been an integral part of the Sydney team for more than 11 years. Aside from giving her time at countless camps (including camps beyond her local Sydney region), Doc Susan is an amazing role model. She empowers campers through encouragement, provides endless support and guidance to other volunteers and is a fantastic sounding board for Camp Quality staff on clinical matters. Doc Susan truly embodies the Camp Quality spirit, going above and beyond in all that she does.

## LENGTH OF SERVICE AWARDS

We also celebrated our Length of Service Awards, with 213 volunteers marking milestones with us. Of those, 74 were awarded for 10 or more years of service. Championship-winning Shell-V Power Principal Ryan Story AM, a valued Camp Quality ambassador, again, generously produced our beautiful volunteer and employee medallions for length of service.

## ANNUAL VOLUNTEER ENGAGEMENT SURVEY

In 2022 our engagement survey was distributed through Voice Project for the first time, creating alignment with our annual employee engagement survey. Working with Voice Project not only allows us to better understand our volunteers, but it also enables us to benchmark against similar organisations in the same sector.

The survey results showed extremely high levels of volunteer engagement with an overall score of 96%. This is up from 86% in 2021 and is 6% above the sector average. Some of the areas with the most positive responses included:

- \* **PROGRESS:** 83% of survey respondents indicated that they believe Camp Quality is successful in delivering positive outcomes (this is 6% above the sector average)
- \* **RESPECT:** 90% of respondents reported that they think people at Camp Quality treat each other with respect (18% above the sector average)
- \* **WELLBEING:** 96% of respondents indicated they feel well when working with Camp Quality (10% above sector average)

“

**SPENDING TIME WITH THE CHILDREN AND FAMILIES; THE COMPANIONS, WHO ARE SOME OF THE MOST CARING AND LOVING PEOPLE YOU WILL EVER MEET; SEEING SMILES ON FACES WHEN THE CAMPERS DO SOMETHING THEY HAVEN'T DONE BEFORE; AND, MOST IMPORTANTLY, LETTING CHILDREN BE CHILDREN AND BEING PART OF THAT.”**

CAMP QUALITY VOLUNTEER

# BRAND-NEW ERA

It was a huge year for the Camp Quality brand as we proudly launched our refreshed new look and took our communications to the next level.

## BRAND

Camp Quality's signature pink Giggle face, which was developed in 2000, last year evolved into a vibrant sunshine yellow – to better represent our diverse community of families, volunteers, staff and supporters.

Our team worked with design agency Frost\*collective to create the new visual identity and messaging, which was all made accessible in a digital brand toolkit. The transition has been a careful and gradual one. It was an important consideration of our brand evolution that both the old and new face of Giggle could live happily side-by-side over the next few years.

Our bold new website was launched on the same day, with improved accessibility and navigation for a better user experience. It was also developed with promotional strategies in place to drive more traffic to the site from healthcare professionals and parents dealing with a cancer diagnosis.

Camp Quality's first advertising campaign for many years followed in August. Thanks to generous pro bono support from media agency Half Dome, ad placements featuring Camp Quality kids, with links to their stories, featured on outdoor screens in shopping centres across Australia's East Coast. The goal of these advertisements was to reach parents, who had been identified as the group most interested in supporting Camp Quality, as well as those eligible to register for our programs and services.

We also worked with marketing company Dentsu Australia on a short video advertisement focusing on the scientific health benefits of what we love best... laughter. This was shown across multiple social media channels.

Our ambassadors, influencers and families also lent a hand getting the word out by sharing images of themselves in new brand merchandise made for the launch. Camp Quality Giggle shirts, bucket hats, totes, water bottles and socks were also made available on our website, so everyone could rock the new Camp Quality look.

## MARKETING

### Paid and owned media

Camp Quality digital marketing was in full swing in 2022 working to meet our goals of increasing registrations, growing revenue and building more engaging and sustainable relationships through social media and eDM. Some of the metrics we're most proud of are as follows:

- \* **28% INCREASE** in social media followers (10,042 net in 2022)
- \* **21% INCREASE** in social media engagement rate (2.42% in 2022)
- \* **222% INCREASE** in website traffic (535,812 website visits in 2022)
- \* **18% INCREASE** in revenue generated from paid social media advertising (\$3,423,807 in 2022)

## COMMUNICATIONS

Our story was told through traditional media and by the amazing Camp Quality ambassadors.

### Traditional media

The amount of people seeing Camp Quality in the media continued to grow with a potential reach of 59.6 million across TV, print, online and radio – representing a sizeable 44% increase from the year before. Investment into a paid weather cross and support from PR agency Effie&Co were key in this success. Collaboration with the Child and Youth Cancer Alliance and corporate partners also played a major role.

### Key figures include:

- \* **2,362** total media stories mentioning Camp Quality (including syndicated stories)
- \* **613** unique stories (+6%)
- \* **59.6 MILLION** potential audience reach (+44%)

### Our media highlights were:

- \* Coverage of our programs including a memorable Family Fun Day in Victoria broadcast by *Nine News Melbourne* and our Tasmanian Puppet Tour covered by *The Mercury* newspaper.
- \* Fundraising campaign coverage such as the launch of esCarpade on *WIN News*, with local papers reporting along the route.
- \* Promotion of Camp In with a *Today Show* weather cross and *Studio 10* interview with one of our participating families.
- \* Camp Quality National Volunteer Week Award winners being covered on *Seven News Adelaide*, in the *Geelong Independent* and *Illawarra Mercury*.
- \* The Cancer Hub launch in collaboration with the Child and Youth Cancer Alliance featuring on *10 News First* and *Nine News National*.

- \* Our brand refresh and new ad campaign featuring in *Mumbrella*, *Campaign Brief* and *Ad News*, plus our Puppet Show relaunch at Melbourne's Federation Square being covered by *National Nine News* and in the *Herald Sun*.

### Our ambassadors

A huge thank you to all our ambassadors, we are so grateful to you. Some highlights include **Ryan Story AM**, **Emma Alberici** and **Shezana Wood** supporting the Big Walk for Little Kids, **Kerry Armstrong** and **Vera Entwistle** helping us launch our new puppets at Federation Square and **Michael Crossland** modelling our new bucket hats (sold through ALDI Australia) with his kids. **Casey Donovan** shared our brand refresh launch; **Jarrold Woodgate** championed our Northern Territory HotFM radio station auction and **Christian Welch** facilitated a Family Experience at a Melbourne Storm corporate box. A big shout out to our long-term, super supportive ambassadors **Lee Elliott** and **Dick Johnson** (Racing).



CHRISTIAN WELCH, MELBOURNE STORM CAPTAIN, ROCKING THE REFRESHED BRAND



# ON THE ROAD AGAIN

**It proved to be a strong fundraising year, with our major outdoor events back on the road and both new and longstanding supporters contributing to growth in key activities.**

Camp Quality started the year with welcome news from the Channel 7 Telethon Trust, that they would provide significant support towards the delivery of our KICC Program in Western Australia. This kicked off a year that saw an incredible 40% uplift in support from trusts and foundations across Australia, with significant support received from the Stan Perron Charitable Foundation, Paul Newman Foundation, Equity Trustees, the Andrew Pratten Charitable Trust, and many more.

The early months of 2022 saw our Big Ride for Little Kids, in its second year, engage more than 1,300 Australians to ride more than 447,534km during March. Other digital peer-to-peer campaigns followed, with Camp Quality's Camp In taking place in July, in partnership with NRMA Parks and Resorts, and the Big Walk for Little Kids in September. We're pleased to report, across these events, more than \$2 million was raised for Camp Quality kids and families.

Our 2022 raffle program continued to go from strength to strength, with three raffles delivered across the year – the first being a summer-inspired travel raffle of a Jayco campervan and cashable gold prize, followed by a Maserati Levante SUV, and finally, a second Jayco campervan, with the winner drawn in mid-December. A huge thanks to our delivery partners, Jayco Newcastle and Maserati, for their support of this program.

It was also the year we welcomed back our full major outdoor events and motoring programs, which had been significantly disrupted by COVID-19 lockdowns. The year started with a record-breaking result at Geelong Convoy in Victoria, followed by another unsurpassed fundraising result at the Motocyc event in Newcastle. The 30th Camp Quality esCarpade set off from Albury in early April, finishing up in Coffs Harbour, with our incredible community raising more than \$1,130,000. Then we esCarpade

followed, setting off from Jurien Bay and finishing in Shark Bay, raising \$245,000. Finally, the return of FunX4, which was held on Fraser Island, raised \$155,000. We also launched a new event – Trek Sydney – which was unfortunately cancelled due to continuing bad weather and unsafe trail conditions. A huge thank you to the early supporters of this event.

Communities across Australia came together in support of Camp Quality, with the Northern Territory Hot 100 & Mix 104.9 Radio Auction, now in its 17th year, raising more than \$32,000 for children and families facing cancer in that state. In Victoria, the inaugural Food, Fun and Fundraising event, presented by Camp Quality supporter Joe Falcone, and supported by the Italian Club of Parkville (Reggio Calabria Club), raised almost \$65,000. In NSW we were honoured to once again be selected as a charity of choice at the Golden Eagle race and by the owners of racehorse Hope In Your Heart, whose fourth place led to an incredible gift of \$50,000.

Meanwhile in Queensland, DJ Creations had a record result selling badges for International Nurses Day for the 22nd year, donating more than \$16,450 in sales to Camp Quality. The Newcastle community also continued their incredible support of Camp Quality and the John Hunter Children's Hospital through several successful events, including the annual By Invitation gala dinner and annual Golf Day.

Thanks in part to this support, as well as a strong community of supporters in Melbourne, Camp Quality was able to grow our Child Life Therapy program to six full-time child

life therapist roles in five children's cancer hospitals in Newcastle, Sydney and Melbourne.

During 2022 we also marked the third year of our valued partnership with ALDI Australia, with the supermarket giant becoming our presenting partner of both the Big Ride for Little Kids and Big Walk for Little Kids. ALDI also delivered the second Camp Quality Month in-store during September, in line with Childhood Cancer Awareness Month, raising more than \$1m through various cause-related marketing initiatives and customer donations. By the end of 2022, more than 4,000 children had attended a Camp Quality camp or Family Fun Day thanks to ALDI Australia.

DHL Express expanded its support of our Virtual Camp program, with four delivered across the year supporting more than 400 kids. In 2022 Camp Quality also launched new partnerships with the NRMA Parks and Resorts franchise, and renewed our partnerships with Toybox, efm Logistics, Kumho Tyres and Band-Aid, as well as continuing to work with Arnott's, Fujitsu, meetmagic, LEGO and Roche.

In August the launch of our redeveloped Cancer Education Program celebrated a major milestone. Thanks to the support of the Gandel Foundation and The UPS Foundation, we launched a new family of Camp Quality Puppets, alongside curriculum-aligned teacher and pupil support materials. These are now making a difference to school communities across Australia impacted by a cancer diagnosis. Our Cancer Education Program also continued to receive significant support from Queensland Health, and the Departments of Health in NSW and Regional NSW.

**Moving into 2023, Camp Quality will be working hard to maintain momentum across all activities commenced and further developed in 2022. We thank all our donors and partners for their incredible support across the year.**



# ACROSS THE BOARD

SOME IMPORTANT STUFF



The Camp Quality Board met six times during 2022 as part of the regular agenda, supplemented by meetings of the Audit & Compliance and People & Culture Committees.

The Board of Camp Quality strives to uphold the highest standards of corporate governance in compliance with the Australian ASX Corporate Governance Council's Corporate Governance Principles and Recommendations, and the Australian Charities and Not-for-profits Commission's (ACNC) governance standards.

Our Board's mission is to oversee the strategic direction, regulatory compliance, finances, risk mitigation and operational performance of the organisation, thus helping build a mindset focused on the current and future paths of Camp Quality. In this context, the Board monitors the progress of the business against the pre-approved Strategic Plan (SP) and Key Performance Indicators (KPIs) of the organisation via bi-monthly Board meetings.

We emphasise the importance of diversity, and hence the members of our Board come from a variety of professional backgrounds, and diverse areas of expertise and geographical representation, to reflect the character of a truly national not-for-profit in Australia.

### Governance functions

The Board guides the strategic direction of the organisation and oversees management. It monitors the performance of the CEO and the company against the agreed SP and KPIs in the context of an approved annual business plan and budget; policies and procedures, which are regularly reviewed and updated where necessary; safety and risk; and a compliance framework within which Camp Quality operates.

### The Board & Committees

During the calendar year, six meetings of the Board of Directors were held. In addition to this, the Audit & Compliance Committee and People & Culture Committee supported the Board. To see attendances by each Director at the Board and Committee meetings, please refer to the table on the following page.

### Annual General Meeting

An annual general meeting for the members of Camp Quality was also held in May 2022, which provided members with a full report on Camp Quality's annual activities and yearly finances. The AGM allows time for members to ask questions and formally endorse the appointment of new members to the Board, as well as the directors who are up for renewal.

## THE AUDIT & COMPLIANCE COMMITTEE

**Members:** David Morris (Chair), Kim Jacobs, Deborah Thomas, and Rachael Clifford (GM Finance & Operations, Camp Quality)

**MET SIX TIMES IN 2022**

### The purpose of the Audit & Compliance

Committee is to aid the Board in discharging its governance, risk, compliance, regulatory, safety, and financial oversight responsibilities.

The strategic priorities are to ensure a safe physical and emotional environment for all employees, families and stakeholders, as well as a diverse and sustainable revenue base for the long-term financial viability of the organisation. The committee oversees the management and implementation of IT services, including cybersecurity, and a strong risk-monitoring framework, with regular reporting to the Board.

The Committee also oversees the adoption of any new accounting standards and the management of our investment portfolio by JBWere.

## THE PEOPLE & CULTURE COMMITTEE

**Members:** Cameron Clyne (Chair), Katherine Burleigh, John Higgins, Karen Luxford, Deborah Thomas, and Natalie Gallagher (GM People & Culture, Camp Quality)\*

\*This Committee is supported by two independent HR specialists: Mary Lemonis and Melanie Hilton.

**MET THREE TIMES IN 2022**

### The purpose of the People & Culture

Committee is to oversee the overall governance of human resources and management at Camp Quality, and to provide the Board with assurance in this regard.

The strategic objective is to ensure that we attract the most appropriate talent to create an engaged and high-performing team, as well as an inclusive culture, in order to be the organisation of choice for employees and volunteers who are looking to make a for-purpose contribution to Australia.

## The Board of Directors

The table below shows the meetings of Directors (including Committees) during 2022.

Directors	Directors' Meetings		Committee Meetings			
	Number eligible to attend	Number attended	Audit & Compliance Committee	Number eligible to attend	Number attended	People & Culture Committee
Kim Jacobs (Chair)	6	6	6	6	-	-
David Arkles <sup>2</sup>	4	3	-	-	-	-
Katherine Burleigh	6	5	-	-	3	2
Cameron Clyne	6	5	-	-	3	3
Gary Edstein <sup>3</sup>	6	4	-	-	-	-
Damon Fealy	6	6	-	-	-	-
Karen Luxford	6	5	-	-	3	2
John Higgins	6	5	-	-	3	1
David Morris	6	6	6	6	-	-
Amanda Rischbieth <sup>1</sup>	1	1	2	1	-	-
Deborah Thomas	6	6	6	6	3	3
Lauchlan Wallace <sup>4</sup>	3	3	-	-	-	-
Rilka Warbanoff <sup>5</sup>	3	2	-	-	-	-
Susan Neuhaus <sup>6</sup>	3	3	-	-	-	-
Catherine Sayer <sup>7</sup>	3	2	-	-	-	-

<sup>1</sup> Amanda Rischbieth retired from the Board in April 2022 (prior to the April Board meeting)

<sup>2</sup> David Arkles retired from the Board in September 2022

<sup>3</sup> Gary Edstein retired from the board in February 2023

<sup>4</sup> Lauchlan Wallace was appointed to the Board in August 2022

<sup>5</sup> Rilka Warbanoff was appointed to the Board in August 2022

<sup>6</sup> Susan Neuhaus was appointed to the Board in August 2022

<sup>7</sup> Catherine Sayer was appointed to the Board in August 2022

Camp Quality's Board believes in these 'Principles'.

**PRINCIPLE**  
**1** LAY SOLID FOUNDATIONS FOR MANAGEMENT AND OVERSIGHT.

**PRINCIPLE**  
**2** STRUCTURE THE BOARD TO ADD VALUE.

**PRINCIPLE**  
**3** ACT ETHICALLY AND RESPONSIBLY.

**PRINCIPLE**  
**4** SAFEGUARD INTEGRITY IN COMPANY REPORTING.

**PRINCIPLE**  
**5** MAKE TIMELY AND BALANCED DISCLOSURES.

**PRINCIPLE**  
**6** RESPECT THE RIGHTS OF MEMBERS.

**PRINCIPLE**  
**7** RECOGNISE AND MANAGE RISK.

**PRINCIPLE**  
**8** REMUNERATE FAIRLY AND RESPONSIBLY.

# INSAFE HANDS

**An enterprise risk-management framework operates at Camp Quality to enable the Board and management to continually identify and manage key risks – and keep our kids, families and people safe at all times.**

Camp Quality is committed to having an effective risk-management process.

This enables management to always operate a risk-adverse approach when establishing internal control systems that effectively mitigate or manage significant and emerging risks. Understanding organisational risk also enables better decision making, which in turn helps Camp Quality achieve its strategic objectives.

Management is responsible for the implementation of the risk-management process. This involves the identification, evaluation, prioritisation, mitigation and continuous monitoring of risks throughout the organisation. Risks relative to organisational key success measures are articulated and monitored at an appropriate frequency.

The status of risks (actual against the threshold and emerging trends) approved by the Board is reported to the Audit & Compliance Committee and the Board on a bi-monthly basis, unless there is any risk event that warrants the Board's urgent attention.

### Under the organisation's risk-management systems

Risk management and compliance is integral to decision making.

1. Risk-management activities and compliance controls are embedded within normal business operations.
2. Risks are identified and treated on a proactive basis, with emphasis on prevention rather than reactive responses.
3. A culture of transparency is encouraged and reinforced through identification, reporting, disclosure and open dialogue, to promote the sharing of information and best practice.

### Camp Quality's risk-management system has the following structure:

1. Work, Health and Safety Committee (WHS), which monitors and manages the day-to-day operational risks facing the organisation in the workplace. The WHS Committee reports directly to the Risk & Safety Committee.
2. Risk & Safety Committee (R&S), which provides oversight across Camp Quality for all categories of risk and safety management and ensures proper practices are in place to minimise/mitigate, manage and report identified priority risks. The R&S Committee reports directly to the Audit & Compliance Committee.



3. The Audit & Compliance Committee is a board committee and has delegated authority to review the business risk-management process to ensure all major risks are identified and that appropriate safety and risk-management processes are in place. The Audit & Compliance Committee reports directly to the Board of Directors.
4. The Board of Directors has overall responsibility and accountability to ensure safety and risk management is applied at all levels of the organisation.

### COVID-19

The pandemic and related state restrictions continued to disrupt our face-to-face programs and services across the first half of the year. However, as restrictions eased and we began operating in an environment similar to that of pre-COVID, we were able to scale-up our delivery of in-person programs and, once again, deliver our services in hospitals, at schools and at camps right around Australia.

### PEOPLE

COVID-19 continued to impact our people during 2022. Most notably was the high instance of employees and volunteers (and their family/household members) contracting COVID for the first time. This was new territory for most and brought an expected level of anxiety and concern. Feeling comfortable

returning to the office or to face-to-face programs also took time for many. The level of caution, care and compassion exercised by our people towards each other was highly commendable and undoubtedly reduced the risk of harm to others' health significantly.

Despite the continued challenges, our people demonstrated a high level of resilience and commitment to their work, teams and the organisation. This was evident in countless ways, most notably being the outstanding results in both our annual employee and volunteer engagement surveys.

### CYBERSECURITY

As the number of cybersecurity incidents and breaches are growing exponentially year on year, we have invested in various mitigation strategies to help prevent unauthorised access or accidental breaches of our technology systems and data. We have brought in-house a high-level, specialised role with the appointment of an expert who has vast experience in cybersecurity; implemented various security applications including multi-factor authentication; and rolled out real-time monitoring for any suspicious activity across our network. In early 2023, our entire team will undergo cybersecurity training, and monthly training and testing will be a rolling feature moving forward.



## Other significant risks facing Camp Quality and mitigation measures in place for 2022:

1

### SAFEGUARDING CHILDREN AND YOUNG PEOPLE

Our commitment to safeguarding children and young people is always the priority for Camp Quality and evidenced through our ongoing accreditation with the Australian Childhood Foundation. We strengthened our compliance through a review of our policies and procedures and continued training focused on child-safe practices, with both staff and volunteers participating.

3

### LEGAL AND REGULATORY RISKS

The pandemic continued to add a complex legal overlay in relation to employees, hybrid working conditions, mandating medical controls and the need to ensure the safety and wellbeing of our people and those we support. The full engagement and cooperation of our employees and volunteers went a long way to mitigate the impact of this environment.

2

### FRAUD AND CORRUPTION

We continued working with our auditors, PwC, to improve policies and procedures across all areas of the organisation. During our 2022 annual external audit, no deficiencies were highlighted and no incidents of fraud or corruption reported/discovered.

4

### DATA INTEGRITY RISKS

The risk surrounding our data integrity and data security remained relevant in 2022 with the impact of COVID-19 and the hybrid working model that continued to see our staff operate outside of Camp Quality offices for extended periods. We implemented a range of improved security features, policies and procedures and we continued to monitor these, as we will going forward.

# ON THE MONEY

**On the back of our most successful fundraising revenue year in Camp Quality’s history in 2021, we delivered 50% more support to our kids and families through additional programs and services.**

While we continued to see an impact of COVID-19 on our face-to-face programs and services in the first half of 2022, an easing of restrictions saw us return to a full suite of programs for children and families for the remainder of the year.

### REVENUE

While revenue declined from the year prior, this was expected due to the extraordinary fundraising performance in 2021 (thanks to the virtual Big Walk for Little Kids 2021 being held during COVID-19 restrictions), and we still achieved a pleasing result. Total revenue for 2022 was approximately \$18.6m – of which \$15.4m came from fundraising – exceeding our budget by 12%.

Support from our generous partners, such as ALDI Australia, continued to grow with more than \$3m received in corporate partnerships, an increase of 8%. Our raffle program continued to excel with an additional \$1m raised, and our outdoor motoring events had a successful return delivering over \$1.6m.

### Programs & Services

When the impacts of COVID-19 eased, Camp Quality not only resumed full face-to-face events and services but increased our support across all program areas.

We continued to invest in our respite program, which was expanded again in 2022 to meet the demand from families, increased our support in hospitals, delivered our Cancer Education Program to 383 schools, and delivered 45% more camps and Family Fun Days. Overall, Camp Quality delivered more than \$10.5m in programs and services during 2022 – up from \$7m in the year prior.

### Expenditure

The key strategic focus of improving the efficiency of the organisation continues to deliver outstanding results with administration costs, as a percentage of fundraising revenue, again sitting under 7%. We continued to sublet unused office space in Sydney to various organisations, reduce our rental overheads with new premises in Perth and invest in technology to streamline and automate processes – all resulting in a decrease of 17% in administration expenses from the previous year.

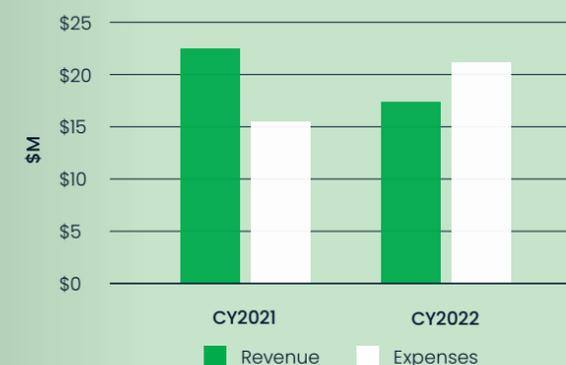
### In conclusion

Following the financial success of 2021 and after several years of impacted programs due to COVID-19, Camp Quality was committed to funding additional programs and services in 2022. An additional \$3.5m from the prior year was spent increasing all programs to support children and families facing cancer.

This additional spend, along with an unrealised decline in the value of investments due to a challenging economic environment, saw Camp Quality deliver a deficit position of \$3,429,040 for 2022 (2021 generated a surplus of \$6,263,319).

Continuing on from the investment into support services in 2022, there has again been an allocation of approximately \$700k to deliver additional programs and services in 2023.

### REVENUE AND EXPENSES



FINANCIAL PERFORMANCE	\$ 2022	\$ 2021
Revenue	18,627,617	20,572,965
Camp Quality fundraising	15,482,927	17,632,505
Oranges Toolkit	925,291	643,755
Other income	2,219,399	2,296,705
Investment income	444,089	295,286
Gains/(Losses) on evaluation of financial assets	(1,780,996)	828,409
Gains/(Losses) on sale of property, plant & equipment	(2,995)	-
<b>Total revenue</b>	<b>17,287,715</b>	<b>21,696,660</b>
Fundraising, marketing and communications expenses	(8,109,413)	(6,414,684)
Programs and services	(10,449,273)	(7,000,897)
Administrative expenses	(1,018,120)	(1,218,244)
Finance costs	(44,530)	(69,117)
<b>Total expenses</b>	<b>(19,621,336)</b>	<b>(14,702,942)</b>
The Oranges Toolkit expenses	(1,095,419)	(730,399)
<b>Total expenses</b>	<b>(20,716,755)</b>	<b>(15,433,341)</b>
<b>Net operating surplus/(loss)</b>	<b>(3,429,040)</b>	<b>6,263,319</b>

FINANCIAL POSITION DECEMBER 2022	\$ 2022	\$ 2021
Current assets	5,476,383	6,626,019
Non-current assets	10,929,998	13,493,603
<b>Total assets</b>	<b>16,406,381</b>	<b>20,119,622</b>
Current liabilities	(2,842,770)	(2,801,445)
Non-current liabilities	(230,850)	(556,376)
<b>Total liabilities</b>	<b>(3,073,620)</b>	<b>(3,357,821)</b>
<b>Net equity</b>	<b>13,332,761</b>	<b>16,761,801</b>

A full set of audited financial statements can be found at: [campquality.org.au/about-us/reporting](http://campquality.org.au/about-us/reporting).

# BRIGHT LIKE ORANGES

With all the recent challenges in the world, there has never been a greater demand for science-based workplace wellbeing services – and Camp Quality’s Oranges Toolkit is up there with the best of them.

## A SERIOUSLY REFRESHING ENTERPRISE

The Oranges Toolkit delivers transformational wellbeing programs based on the positive psychology principles that are integral to Camp Quality’s philosophy and organisational culture. It shares scientific insights and practical tools with organisations across Australia – ultimately creating a sustainable revenue stream for Camp Quality with profits going towards supporting kids facing cancer.

## NEW YEAR, NEW DIRECTION

For the past five years, the Oranges Toolkit has been steadily growing. Despite the unexpected challenges posed by COVID-19, the company maintained its momentum. However, the team knew they needed to do more to take their enterprise to the next level.

In 2022 the Board decided to bring on a new CEO, Nicole Rogerson, to help scale-up the business. Nicole is a well-known leader and advocate in the disability sector, and brought with her a wealth of experience in growing organisations.

Nicole was commissioned to design a strategy for growth that would help the Oranges Toolkit reach new heights. She officially started her role as CEO in September 2022 and hit the ground running.

Over the past few months, the Oranges team has been working tirelessly to implement the new growth plan, and the results are already starting to show. The enterprise has seen an increase in demand for its services and is on track to achieve ambitious growth targets. Oranges is poised to become a leading player in the field of workplace wellbeing and resilience training.

## GROWING OUR ORCHARD

The Oranges Toolkit maintained its upward trajectory in 2022, achieving a revenue growth of 38% and an impressive end-of-year result of \$927,000. However, the company’s continued investment in a new business strategy, sales and marketing, and product development led to a loss of \$168k.



We are confident the investment made in the business strategy and changes in roles and responsibilities within the team will drive the growth of Oranges, resulting in an increased revenue stream. Our programs continue to receive positive feedback, with an impressive 60% of our business coming from returning customers. Furthermore, we were able to acquire 27 new clients in 2022, working with organisations including Jones Lang LaSalle, Canon Australia and the Australian Food and Grocery Council.

## NATIONAL RECOGNITION AND CUSTOMER IMPACT

In September, the Oranges Toolkit received a prestigious TheMHS Mental Health Service Award for Outstanding Mental Health Promotion. The award was testament to the positive impact the toolkit has made for numerous organisations. It was a moment of great pride for the Oranges team, who were thrilled to be recognised for their hard work and commitment to making a positive difference in the field of mental health.

The Oranges Toolkit also conducted a survey in 2022 to understand customer-satisfaction levels and the impact of its programs. Targeting the entire population of people who have participated in the enterprise’s programs since 2017, the survey achieved a representation sample of 376 responses, including 24 people who were responsible for booking or coordinating the company’s programs.

The results were overwhelmingly positive – showing the Oranges Toolkit is highly regarded as a quality service provider that positively influences wellbeing and resilience in organisations.

Key findings of the survey include:

- \* **100%** of clients surveyed were very or somewhat satisfied
- \* **100%** of buyers surveyed rated the Oranges Toolkit services as high quality or very high quality
- \* The Net Promoter Score (likelihood of referral) among buyers is **83**, which is outstanding
- \* **71%** rated the Oranges Toolkit services as excellent or above average value for money
- \* **96%** agree the enterprise’s programs supported employee wellbeing and/or resilience in their workplace

## ABOUT THE ORANGES TOOLKIT

Our social enterprise specialises in equipping employees with mental and emotional agility, enabling them to adapt positively to change, complexity and adversity. We partner with organisations that recognise the value of investing in employee wellbeing programs – as happier employees are more engaged, productive and collaborative. With a positive and resilient mindset, employees can think more innovatively and creatively, leading to improved teamwork and organisational culture, reduced turnover and absenteeism, increased productivity, and better financial returns.

Originally created to support the wellbeing of Camp Quality staff and volunteers, the Oranges framework incorporates the latest academic research from renowned scientific fields, such as positive psychology, emotional intelligence and neuroscience. Our training solutions include in-person or online wellbeing workshops, webinars, e-learning, events, keynotes, and behavioural-change tools, along with workplace wellbeing planning.

When you choose to work with the Oranges Toolkit, you’re not just investing in employee wellbeing but also supporting children facing cancer in Australia. As a certified social enterprise, our profits go directly to Camp Quality.

For more information, please visit [theorangestoolkit.com.au](http://theorangestoolkit.com.au).

**oranges toolkit**  
Resilience and agility at work

# THANK YOU!

Without our supporters and partners, we wouldn't be able to bring positivity, fun and laughter back into the lives of kids facing cancer. On behalf of every child registered with Camp Quality who has been able to access our programs and services because of you, a huge heartfelt thank you.

## PREMIER PARTNER



## LEADING CORPORATE PARTNERS



## MAJOR PARTNERS



Innovation Partner



## CORPORATE SUPPORTERS

ALDI Australia  
 Arcella Banana Company  
 The Arnott's Foundation  
 Bega Valley Realty  
 Beyond Bank Australia  
 Caesarsstone Australia  
 Charity Greeting Cards Pty Ltd  
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 New Zealand  
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 Costa Group  
 ToyBox Australia

## WORKPLACE GIVING PARTNERS

ADP Employer Services  
 Allianz Australia  
 Insurance Group  
 Atura Hotels  
 Ausgrid Employees  
 Children's Appeal  
 Australian Federal Police  
 Australian Taxation Office  
 Birch Carroll & Coyle - NSW  
 Blackmores Limited  
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 Dux Manufacturing  
 Equifax Australia  
 Essential Energy  
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 Queensland Alumina Ltd  
 Reserve Bank (NSW)  
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 RTGS Charities AID Foundation  
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## MAJOR DONORS

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 Peter M Kite SC  
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 Reno Gambi  
 RetireInvest Wide Bay  
 RG Keats & Co  
 Rilka Warbanoff  
 Rocco Barba  
 Rod Hope  
 Rodney Privileggio  
 Roger Penske  
 Rogerio Marucio  
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 Sax Industries  
 Scanlon Foundation  
 Sharon Mayfield-Smith  
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 Stephen Winnett  
 Susann Oberg  
 TB Constructions Group  
 The Fox Family Foundation  
 The Highland Foundation  
 The Liangrove  
 Foundation Pty Ltd  
 The Stanley & Eunice  
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 by Equity Trustees  
 Tom Rowe  
 Tony Wolfe  
 Viva Energy  
 Walter Backman  
 Wendy Gill  
 William Cant

## FUNDRAISING AND COMMUNITY SUPPORTERS

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Abbie Badior  
Adele Natale  
Alison Allan  
Andrew Tindal  
Angela Ryan  
Anytime Fitness Stirling  
Arjan's Turning One Fundraiser  
Australian Antarctic Division  
Barossa Fresh  
Beaker's Christmas in  
July Trivia Night  
Bennett Law  
Bullrush Rally  
Cara Leggett  
Catherine Sayer  
Clare Walker Photography  
Comet Sporting & Agricultural  
Show Society Inc.  
ConocoPhillips  
Curtin FM  
Dan Bristow  
Darren Leaney - Wet  
Seal Golf Day  
Deana Green  
DJ Creations  
Dominique and Leila Kulper  
Edward Orszulak  
Essential Energy Golf Day  
EverEscents Organic Hair Care  
Evie and Thea  
Franziska Menke  
Gerrey Family - 'Shine  
Like Charli'  
Gnananandam  
Mission Australia  
Grace Singh  
Hot 100 Darwin & Mix104.9  
Jenni Steer  
Jenny Bibard  
John Wright  
Josh Mitchell  
Karrinyup Shopping Centre  
Kirby Lane  
Kleinfelder Australia  
Les Gover  
Lincoln Amidy  
Lions Club of Dunsborough  
Lions Club of Falcon  
Mandurah Murray  
Mayday Op Shop  
Manning Valley Support Group  
Master Plumbers Bendigo  
Golf Committee  
Matt Reed  
Melbourne Racing  
Club Foundation  
Michael Kendrick 'Gits Hair  
for Cancer Care'  
Mindil Beach Casino Resort  
Monique Italiano

## AMBASSADORS

Moreton Bay Boys' College  
My First Gym Figtree  
Nate Barrett-Lennard 'Nate's  
Cut for Camp Quality'  
Newcastle Numismatic Society  
North Star Holiday Resort  
Northbridge Primary School  
Paris Lattouf  
Perth Harley Owners Group  
Peter Gilliland  
Phillips Family - 'Luna Lights  
Up Camp Quality'  
Pointsbet - Shaq Shootout  
Port Macquarie Hastings  
Canoe Club  
Racing NSW  
Rebecca Welsh  
River Gonzalez  
Rochedale State High School  
Rotary Club of Karrinyup  
Ryan Story AM  
Sacred Syndicate Social  
Motorcycle Club  
Sandra Young  
Scotchman's Creek Golf Club  
Sienna Arena-Milne  
Simon Morris - Band Together  
Against Cancer  
Sofia Nogueira  
Steve Kostakos  
Stevi Day  
Suz Diver-Tuck  
Sydney Contender  
Tall Timbers Craft  
Group (Ingenia)  
Tammy Zaiter  
Truck-Tech Group, Victoria  
Tylor Varty  
Walker Corporation  
West Coast Fury Cheerleading  
Woolgoolga Golf Day  
WSP Australia (Pty) Ltd

Casey Donovan  
Christian Welch  
Dick Johnson  
Emma Alberici  
Jarrod Woodgate  
Kerry Armstrong  
Lee Elliott  
Michael Crossland  
Ryan Story AM  
Snezana Wood  
Vera Entwistle

## EVENT PARTNERS AND SUPPORTERS

Brisan Motorcycles  
Bunbury Mitsubishi  
Channel 7  
Convoy Geelong participants  
DSI Underground  
Electus  
esCarpade Committee  
Members  
esCarpade participants  
FunX4 2022 participants  
GJ Freight  
Grays Online  
Hunter Valley Homes  
Jayco Newcastle  
KLW  
KTM Newcastle  
Liberty Financial  
Mason Signs  
Motocyc Committee Members  
Motocyc participants  
Newcastle Live  
Osborn Law  
peoplefusion  
PKF  
Radlink  
Seafusion  
Snow Contractors  
Supex  
Trek Sydney participants  
TK Distributors  
TriState Land Sales  
Trumar  
Viking Cold Storage  
Visy  
wesCarpade Committee  
Members  
wesCarpade participants

## ESTATES OF THE LATE

Barbara Craig  
Bette Bloomfield  
Carl Henry Robinson  
Dulcie Rose Nilsson  
Eveline Campain  
Fay Nelda Dillon  
Frances Rachel Dyer  
Francis Leslie Stafford  
Hilton Richard Cooke  
Olive Doris Butler  
Pauline Mary Levick  
Peter Alfred Bodnartsuk  
Rodney Taylor  
Ross Hartley Heinjus  
Thomas Harris  
Iris Florence Bellamy  
Malcolm Roger Hopkinson  
Mary Carlson Trust  
Natalie Jean O'Hehir  
Noeline Ward  
Wilfred Richard Tuck  
Willis Heather Jacques

## GRANTS, TRUSTS AND FOUNDATIONS

Anthony Costa Foundation  
Armidale City Bowling Club  
Australian Government  
Department of  
Social Services  
Channel 7 Telethon Trust  
Dimmick Charitable Trust  
East Maitland Bowling Club  
Flora & Frank Leith  
Charitable Trust  
GPC Asia Pacific Foundation  
Harcourts Foundation  
Joan Petersen Charitable  
Foundation, as managed  
by Equity Trustees  
Motors Foundation  
MyState Foundation  
Newman's Own Foundation  
Port Waratah Coal Services  
Pratt Foundation  
Queensland Community  
Foundation  
Rotary Club of Ballina  
Stan Perron Charitable  
Foundation  
The Andrew Pratten  
Charitable Trust  
The Lane Family Fund, a  
sub fund of Australian  
Communities Foundation  
The Lionel & Yvonne  
Spencer Trust  
Tour de Cure  
William McIlrath Charitable  
Foundation  
VIC Fire Fighters Charity Fund

## GIFTS IN KIND

ALDI Australia  
Ashmore Palms Holiday Village  
Ausgrid  
Australian Reptile Park  
BIG 4 Ballarat Goldfields  
Holiday Park  
Billabong Sanctuary  
Blanch's Bus Company  
Busways Group Pty Limited  
CDC NSW  
Coffs Harbour Butterfly House  
Dyson Group of Companies  
Entplus  
Evedon Lakeside Retreat  
Jamberoo Action Park  
Kumho Tyres  
Lego Australia  
National Zoo & Aquarium  
North Star Holiday Resort  
Polyanthe  
Port Arthur Historic Site  
Resqmed Services  
Scenic World  
Shield Training and Consulting  
Special Children's Christmas  
Party - NQLD  
Sydney Trucks and Machinery  
Teenage Adventure Camps Qld  
Lions Club of Palmerston  
Tomaree Aquatic Centre  
Viva Energy Australia Pty Ltd  
Wooli Deep Sea Tours

AND VALUE

# WE NEED YOUR SUPPORT



## DONATE

Whether you're able to give a one-off contribution, become a regular giver or leave a bequest in your will, you can donate on our website or by calling.

1300 662 267



## PARTNER WITH US

There are a variety of ways to build mutually beneficial and meaningful partnerships with us, from sponsorship, cause-related marketing and pro bono, to in-kind support, workplace giving, staff engagement and more.

[campquality.org.au/partner](https://campquality.org.au/partner)



## FUNDRAISE FOR US

If you enjoy the idea of giving back or would like to add a charitable partner to an occasion, be it a trivia night, garage sale, mufti day or in any other way, you can register here to fundraise for us.

[fundraise.campquality.org.au](https://fundraise.campquality.org.au)



## VOLUNTEER WITH US

If you are passionate about making a difference to kids facing cancer and are over 18, visit our website and apply to become a volunteer.

[campquality.org.au/volunteer](https://campquality.org.au/volunteer)



## SPREAD THE WORD

Follow us on social media to hear our news and share our stories.

-  @CampQualityAU
-  @Camp\_Quality
-  @CampQualityAU
-  @camp\_quality
-  @campquality
-  Camp Quality



## JOIN A FUNDRAISING EVENT

Camp Quality runs fundraising events in the community and online. Sign up and join the fun.

[campquality.org.au/events](https://campquality.org.au/events)





CAMPQUALITY.ORG.AU