



2024 ANNUAL REPORT

CONNECTING FAMILIES FACING CANCER

MEET OUR COVER FAMILY

See the happy child holding a heart on the cover? That's Bobby, now four.

Things were very different when at two years old, Bobby was diagnosed with leukaemia and rushed into surgery the next day. His mum Ness says he got "every kind of side effect" from chemotherapy. Worst of all, with Ness by his hospital bedside night and day, their family was fragmented, distressing Bobby and his siblings.

Thanks to our supporters, Bobby had a Camp Quality-funded Child Life Therapist in hospital from that first step of the cancer journey. Then once he was well enough, Bobby and his whole family enjoyed Family Experiences, Family Fun Days and Family Camp together.

Ness says, "Camp Quality gave the opportunity for our family to be a family".

Look out for Bobby and his family in the report.

BOBBY →
UNDERGOING
CANCER TREATMENT
AT TWO YEARS OLD.



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

OUR PROMISE

**TO BE THERE FOR
KIDS AND FAMILIES
FACING CANCER,
EVERY STEP OF
THE WAY**

Our programs and services improve mental wellbeing for kids and their families impacted by the trauma of cancer. We are committed to delivering support when, where and how they need it most, within a community that builds resilience for the road ahead.

OUR AIM

**TO BE A SOURCE
OF POSITIVITY,
BY PROVIDING FUN
AND SUPPORT TO
KIDS IMPACTED
BY CANCER**

We give kids the chance to feel like kids again when their childhood has been stolen by cancer. In the darkest times we are there with opportunities for family reconnection and positive, fun experiences that boost optimism and create happy memories to last a lifetime.



←
EHSAN IS NINE
AND FINALLY
ENJOYING FAMILY
FUN NOW HE'S IN
REMISSION!

THAT'S US →

CAMP QUALITY BRINGS LAUGHTER BACK INTO THE FACING THEIR OWN CANCER OF A SIBLING,

IT'S WHAT WE DO →

POSITIVITY, FUN AND LIVES OF KIDS (0-15) DIAGNOSIS, OR THE CANCER PARENT OR CARER.

OUR PROGRAMS WRAP AROUND BIG HUG, HELPING THEM AND BOOSTING THEIR OPTIMISM

THE WHOLE FAMILY LIKE A RECONNECT, BUILD RESILIENCE FOR THE ROAD AHEAD.

WE'RE THERE WITH SMILES AND CANCER JOURNEY, WITH A CARING EDUCATION AND HAPPY TIMES

SUPPORT AT EVERY STEP OF THE COMMUNITY, AGE-APPROPRIATE TO CHERISH FOREVER.

CAMP QUALITY IS SUPER THE QUALITY OF LIFE FOR CANCER, AND THEIR FAMILIES,

PROUD TO HAVE IMPROVED COUNTLESS KIDS IMPACTED BY FOR 41 ACTION-PACKED YEARS.

↑ TIME FLIES WHEN YOU'RE HAVING FUN...

STAYING POSITIVE

A MESSAGE FROM OUR CHAIRMAN

Knowing Camp Quality makes a positive difference to Australian families facing cancer makes me proud to be Chairman of this national charity every day. As the father of two grown-up children and grandfather to three little ones, seeing our 2022-2024 Strategic Plan deliver increased revenue for expanded services to support more families, is a highlight of my 11 years in the role.

The Camp Quality family is what we call the very special people who are part of our organisation; the Board, staff, incredible volunteers, generous corporate partners, loyal event participants, donors, community fundraisers, ambassadors, inspiring families and many more. Our sincere thanks to all of you for your commitment, generosity and time. This report shares the many stories and successes of the past year. It also illustrates the outcomes of the Board-endorsed 2022-2024 Strategic Plan, which set the framework for that success.

Countless hours of volunteer work go into delivering Camp Quality's programs. However, the positive outcomes combined with the fun and laughter cannot happen without consistent funds. The team's focus on strategic initiatives to diversify revenue streams has been incredibly successful. Camp Quality's significant increase in revenue over the past three years enabled the organisation to invest in developing and expanding the services and programs families told us they needed, as well as strengthen our ties with referring partners such as hospitals, Cancer Hub and other charities.

Our expanded programs, including Family Getaways across Australia, targeted promotion of the Cancer Education Program (with the Camp Quality Puppets)

and an increased number of Child Life Therapists in children's hospitals, have resulted in the highest number of family registrations in over five years; a pleasing result as we strive to make sure no family with a child 0-15 years of age facing cancer misses out on our support.

I am very grateful to our generous and loyal corporate partners for their part in making this possible. Thanks go to our premier partner, ALDI Australia as well as NRMA Parks and Resorts and The Arnott's Foundation, alongside a growing network of businesses, who have kindly stepped up to give families a vital break from cancer to help build optimism and resilience. This support made a huge difference to what we could deliver in 2024.

One of the great strengths of the Strategic Plan under the leadership of CEO, Deborah Thomas and her team, was the forging of partnerships with complementary charities that put the needs of families first. The formation of the Child and Youth Cancer Alliance with Canteen and Redkite set a groundbreaking example of collaboration for Australian charities, which Federal Minister for Health and Aged Care Mark Butler acknowledged at the Cancer Hub Phase 2 event in 2024. Hearing families speak at that event about how Cancer Hub connected them to support across a wide range of organisations was testimony to the impact of our Alliance.

Behind the scenes of all Camp Quality's recent achievements is the work on our data and technology capabilities. We allocated funds and spearheaded projects to fix legacy systems with upgraded software platforms and database improvements. The identified need to mitigate cyber risk meant putting in place proactive measures to ensure best practice and continuous monitoring of these and other risk management solutions through the Risk Audit and Compliance Committee.

These decisions and other strategic initiatives require many hours around the boardroom table. Thank you to our Directors for your ongoing commitment to Camp Quality, generously sharing your experience, insights and time. Special thanks to Kate Burleigh who is stepping down after a stellar ten years with the Camp Quality Board. Kate has been a dedicated Director and Chair of our People and Culture Committee and through her experience and contacts, has made a significant difference to our organisation.

Thank you to the Board Members who supported Deborah and senior management with the acquisition of Be Well Co, a social enterprise that builds on the important positive psychology programs started a decade ago with The Oranges Toolkit. Be Well Co, led by two dynamic PhD psychologists, is designed to improve mental wellbeing in the workplace and, in turn, return sustainable revenue to the charity.

There have been so many positive achievements at Camp Quality in the last three years, about which we are so proud. Looking ahead as we embark on the 2025-2027 Strategic Plan, some of the initiatives I am keen to see Camp Quality deliver on further include our raffles business, the Alumni Program and the growth of the integrated Be Well Co and The Oranges Toolkit business.

The stage is set for further revenue growth to increase our ability to support even more families experiencing the challenges of cancer in 2025.

However, what gives me the most joy is looking at what we have achieved in providing a break from cancer to create happy memories for over 6,000 families and putting back the 'normal' into our kids' lives. After all, as we say at Camp Quality, laughter is the best medicine.

Best regards,

KIM JACOBS AM
Chairman, Camp Quality

MEET KIM
OUR CHAIRMAN



SAY HI
TO ARIEL



BUILDING CONNECTIONS

CHIEF EXECUTIVE ROUND UP

The heartbreaking news of a cancer diagnosis is something no one wants to hear, however it happens to many Australian families when they least expect it. Camp Quality families tell us that opportunities to reconnect and make happy memories to cherish is what's most important. Our 2022-2024 Strategic Plan set out to meet this need, by being there for families when it really matters, with increased support for children 0-15 years old going through the trauma of their own cancer, or dealing with the diagnosis of a sibling, parent or carer.

When I stepped into the role of Camp Quality CEO five years ago, I never imagined I would go through cancer myself. My diagnosis in 2023 reiterated for me, as the mother of a wonderful 23-year-old, just how tough cancer is on families, and how important Camp Quality's work is. Cancer treatment limited my movements that year. In 2024, with treatment behind me, I was determined to get out and connect face to face with our network of amazing supporters across Australia.

I cheered our newest convoy of trucks in Adelaide, spoke at fundraising events in Newcastle, Perth and Melbourne, waved to classic and themed cars in Canberra and WA, crossed the Sydney Harbour Bridge with fundraising volunteers Ed and Seb on their 2,700km walk from Brisbane to Melbourne, donned ALDI sunnies at a TV weather cross on the NSW South Coast, and strengthened plans with corporate, charity

and healthcare partners in boardrooms, hospitals and at events across the country. It was particularly moving to see supporters brought together with families at so many fundraising events. Our kids loved the themed cars in ACT and WA as much as our esCarpadians and wesCarpadians enjoyed their delighted smiles.

One of the key goals of our 2022-2024 Strategic Plan was developing more diversified and sustainable income streams. Therefore, alongside all this incredible community fundraising, our in-house team delivered four successful raffles. Another key initiative was looking at what worked well and building it further. A great example is our Convoy motoring event, a much-loved part of the Geelong calendar, which expanded into Perth, Adelaide and Newcastle.

It was an honour to go from state to state and personally tell supporters how they have helped us double program investment over the last three years. In 2024 we increased Child Life Therapy funding in NSW and established two new full-time roles in WA and ACT, putting a total of eight Camp Quality-funded Child Life Therapists by childrens' hospital bedsides. We secured 15 Family Getaway locations for families needing a break from cancer and expanded our Emergency Respite Program for those in dire need. The launch of our Ultimate Family Camps was a huge success, with seven camps running in 2024 to rave reviews from parents. Virtual Camps brought online interactive fun to a record 506 kids.

With so much wonderful support on offer, we wanted to make sure that families at the start of their cancer journey would not miss out. Therefore, another strategic focus was rebuilding connections with hospitals after

COVID-19 restrictions, and strengthening healthcare referral pathways. We are now seeing record-breaking family registration numbers from hospitals. To ensure all families are aware of our support, regardless of language, we also translated our family registration journey into five additional languages.

It has certainly been a big year. A huge thank you to the Camp Quality team who always roll their sleeves up and get the job done with the positive attitude that makes us so special. I witness this culture at every level of the organisation, so it has been lovely to see it acknowledged by several awards in 2024, including Employer of Choice.

With the 2022-2024 Strategic Plan now complete, the team and I have the next three-year strategy endorsed by the Board and in motion. There is so much to look forward to, including the launch of the next phase of the Cancer Education Program in 2025 and further opportunities to support kids impacted by a carer's cancer (KICC) families.

I take this opportunity to thank our incredible staff and volunteers for their hard work and commitment to Camp Quality. Thank you also to our corporate partners, in particular premier partner ALDI Australia, and to all our supporters, major donors and community fundraisers. We could not do what we do without your kindness and generosity. Thank you to our Board of Directors for your time, experience, insight and guidance, which has helped us achieve so much.

I am now looking ahead and committed to setting up Camp Quality for continued success and expansion over the next 40 years. Thank you for being part of our vision.

Kind regards,

DEBORAH THOMAS

CEO, Camp Quality



MEET
DEBORAH
OUR CEO



STRATEGIC PLAN SCORECARD 2022-2024

As true believers in the power of positivity, we crafted a bold, optimistic and far-reaching strategic plan to set Camp Quality on a strong course for the future.

Our 2022–2024 Strategic Plan involved every part of the organisation reviewing, prioritising and planning the expansion of areas that best supported our ability to deliver what families need.

This meant innovating our program and service delivery, building data and technology capacity, working more collaboratively together and with partners, and strengthening Camp Quality’s revenue and operations for sustainable growth.

OUR SCORE CARD →

GOAL 1	GOAL 2	GOAL 3	GOAL 4	GOAL 5
<p>Grow to increase positive impact and connection, and create great memories.</p> <p>GROW PROGRAM PARTICIPATION</p> <ul style="list-style-type: none"> Achieved 40% increase in the annual participation rate of our Recreation Program nationally by end of 2024. Grew our Family Retreat Program from four to 15 locations culminating in 666 family attendances in 2024. Supported 100 families through new Emergency Respite Program since its launch in 2023. Visited over 5,000 children in paediatric oncology wards across Australia with the Camp Quality Puppets. <p>✓</p>	<p>A valuable and necessary partner.</p> <p>STRENGTHEN SECTOR PARTNERSHIPS</p> <ul style="list-style-type: none"> Reestablished relationships with hospital partners post-COVID, resulting in the highest child patient referrals in five years in 2024. Expanded Child Life Therapy funding to eight roles in paediatric oncology wards across Australia. <p>✓</p>	<p>Operational excellence: deliver programs that are relevant, inclusive, fun and effective in supporting our kids and their families.</p> <p>LISTEN TO THE VOICE OF OUR FAMILIES</p> <ul style="list-style-type: none"> Formed Voice of Children Committee and Family Advisory Committee in 2023. Implemented customer feedback software in 2023; average satisfaction ratings of over nine out of ten across programs in 2024. <p>✓</p>	<p>Develop a knowledgeable, collaborative and creative team.</p> <p>BUILD A HIGH PERFORMING TEAM</p> <ul style="list-style-type: none"> Best Workplace Award 2022, 2023 and 2024. HRD Employer of Choice 2024. Finalist Third Sector Workplace Excellence Award 2024. <p>✓</p>	<p>Build long term financial and operational strength.</p> <p>DIVERSIFY AND GROW REVENUE STREAMS</p> <ul style="list-style-type: none"> Diversified revenue streams through new raffles program and a range of digital fundraising initiatives. Revitalised events and community fundraising program to deliver improved ROI and grow existing event formats (Convoy). <p>✓</p>
<p>DEVELOP A NEW ALUMNI PROGRAM</p> <ul style="list-style-type: none"> Launched an alumni engagement pilot program co-designed with young Camp Quality graduates in 2024. <p>✓</p>	<p>BUILD ON THE CHILD AND YOUTH CANCER ALLIANCE</p> <ul style="list-style-type: none"> Launched Cancer Hub in 2022. Expanded Cancer Hub reach in with additional funding from the Department of Health in 2024. Supported 5,149 families through Cancer Hub since launching in 2022. <p>✓</p>	<p>REDEVELOP CANCER EDUCATION PROGRAM</p> <ul style="list-style-type: none"> Redeveloped our Cancer Education Program introducing a new family of puppets and broader narrative to support regional families and kids impacted by a carer’s cancer. Reached 232,000 kids over three years through puppet performances; 31% of these in regional and remote communities during 2024. <p>✓</p>	<p>DEVELOP A DIVERSITY AND INCLUSION STRATEGY</p> <ul style="list-style-type: none"> Employees undertook cultural competency training in 2022 through the Centre for Cultural Competency Australia. Commenced Diversity and Inclusion Strategy in 2023. Began developing ‘Reflect’ Reconciliation Action Plan in 2024. Partnered with the Rainbow Network in 2024. <p>✓</p>	<p>UPDATE CRITICAL TECHNOLOGY SYSTEMS AND PLATFORMS</p> <ul style="list-style-type: none"> Redeveloped the Camp Quality website in 2022. Updated SharePoint, Taleo and Microsoft Teams and rebuilt critical internal processes in Salesforce. Implemented new Incident Management System. Revised approach to cybersecurity, including implementation of external auditing for compliance with the ACSC Essential Eight. <p>✓</p>
<p>IMPROVE BRAND AWARENESS AND REACH</p> <ul style="list-style-type: none"> Launched a refreshed and inclusive brand with a cross-channel promotional campaign in 2022. <p>✓</p>		<p>IMPROVE SUPPORT FOR MULTICULTURAL COMMUNITIES</p> <ul style="list-style-type: none"> Translated Kids’ Guide to Cancer app and website into four new languages and promoted with a multilingual marketing campaign. Translated family registration journey into five new languages and shared with the multicultural community. <p>✓</p>		

HOW WE ADD UP

2024 STATISTICS

In a year of expansion, program impact numbers broke our own records.

7,059

FAMILIES

impacted by cancer registered for our programs and services.

36,200

HOURS

of volunteer time supported our programs.

HOSPITAL

OVER 6,100

sessions held by Camp Quality-funded **Child Life Therapists**.

314

hospital visits were made by our **puppets** to paediatric oncology wards.

EDUCATION

OVER 81,000

kids watched our puppets perform at **539 schools and childcare centres**.

39,504

people accessed **the Kids' Guide to Cancer** via website or app.

RECREATION, FAMILY RETREATS AND FAMILY DAY ACTIVITIES

662

kids impacted by cancer attended **15 Kids' Camps**.

506

kids enjoyed our **2 Interactive Virtual Camps**.

378

families attended **28 Family Camps**.

666

families had a break from cancer at one of our **15 Family Getaways**.

1,783

families attended **62 Family Fun Days**.

65

families received vital support through our **Emergency Respite Program**.

COUNSELLING AND SUPPORT

562

sessions of free counselling were provided through **Cancer Hub**.

2022-2024 STRATEGIC PLAN STATISTICS

Gradual program growth benefited more families during the three years of the strategy.

+95%

INCREASE

in families impacted by cancer registering for our programs and services.

+6%

INCREASE

in volunteer hours supporting our programs.

HOSPITAL

OVER 17,775

sessions held by Camp Quality-funded **Child Life Therapists**.

564

hospital visits were made by our **puppets** to paediatric oncology wards.

EDUCATION

232,234

kids watched our puppets perform at **1,516 schools and childcare centres**.

77,705*

people accessed **the Kids' Guide to Cancer** via website or app.

*website accessibility and multiple languages launched August 2023.

RECREATION, FAMILY RETREATS AND FAMILY DAY ACTIVITIES

2,111

kids impacted by cancer attended **51 Kids' Camps**.

1,372

families attended **116 Family Camps**.

4,319

families attended **162 Family Fun Days**.

4,005

families attended **227 Family Experiences**.

1,261

kids enjoyed our **9 Interactive Virtual Camps**.

1,689

families had a break from cancer at one of our **15 Family Getaways**.

115

families received vital support through our **Emergency Respite Program**.

COUNSELLING AND SUPPORT

5,149

sessions of free counselling were provided through **Cancer Hub**.

OUR PROGRAMS AND SERVICES

HOSPITAL PROGRAMS*

- CHILD LIFE THERAPY
- BEDSIDE PUPPET PLAYDATES
- BEADS OF COURAGE AND STAR BEADS PROGRAMS

FAMILY RETREATS

- FAMILY GETAWAYS
- EMERGENCY RESPITE
- BEREAVEMENT/PALLIATIVE CARE RESPITE

RECREATION PROGRAMS

- FAMILY CAMPS
- KIDS' CAMPS
- VIRTUAL CAMPS

FAMILY DAY ACTIVITIES

- FAMILY FUN DAYS
- FAMILY EXPERIENCES

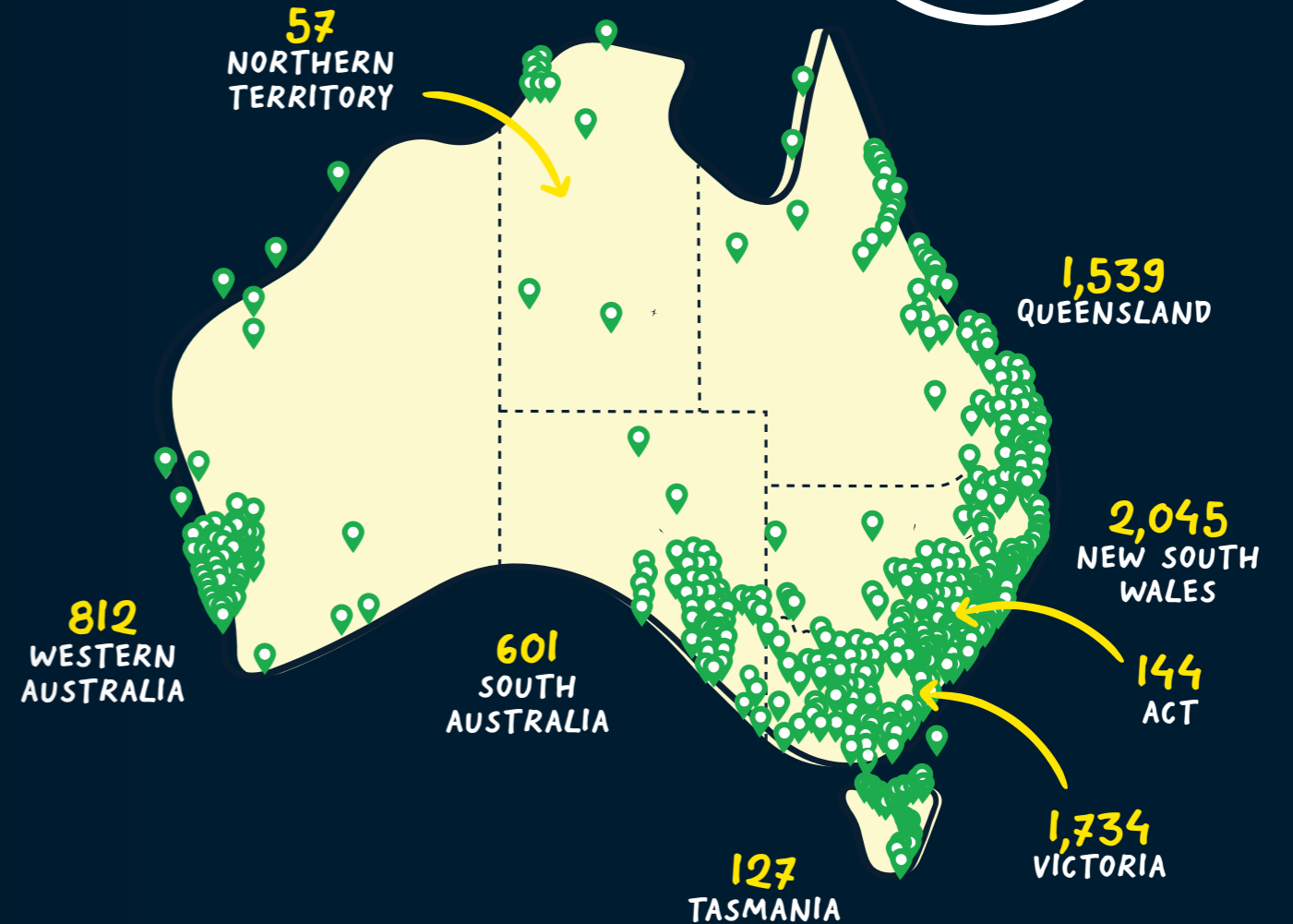
EDUCATION PROGRAMS

- CANCER EDUCATION PROGRAM
- KIDS' GUIDE TO CANCER WEBSITE AND APP

COUNSELLING AND SUPPORT

- CANCER HUB NAVIGATION SERVICE
- PARENT AND CARER COUNSELLING

7,059
TOTAL REGISTERED FAMILIES



REGISTERED FAMILIES

*Hospital programs vary due to location



PROGRAMS AND SERVICES

Camp Quality builds optimism and resilience for the cancer journey.

Kids' Camps may be what we are best known for, but our support steps in long before a child with cancer is well enough for camp.

Our specialised care wraps around the whole family, with a range of programs and services that reach much wider than diagnosed children and their families, to kids dealing with a parent or carer's cancer, and into classrooms across the country.



AMELIA IS TEN YEARS OLD AND MAKING UP FOR THE FUN SHE MISSED OUT ON WHEN SHE WAS SICK.

MEET THE

LEE FAMILY

Camp Quality is there at every step of the cancer journey. Follow the Lee family from diagnosis to remission and see how we helped them stay connected and keep smiling.



Brothers Sammy and Max are in primary school. They love soccer and going to the beach with their parents Linda and David.



Sammy has stomach pain and is always tired. Linda takes him to the doctor, who sends him for tests. They get the heartbreaking news Sammy has cancer. He is admitted to hospital.

PUPPET PLAYDATE

Sammy spends months in hospital. He looks forward to visits from the funny Camp Quality Puppets. They make him laugh even when he feels sick.



CANCER HUB

Linda stops work to be by Sammy's side in hospital. Bills pile up and her worries grow. She calls Cancer Hub and gets a free counsellor and financial help, which is a big relief.



KIDS' GUIDE TO CANCER

Max is scared and confused about Sammy being sick. David downloads the Kids' Guide to Cancer app in Mandarin to help him explain cancer to Max in his first language.



CHILD LIFE THERAPY

Being in hospital for treatment is terrifying for Sammy at first. His Child Life Therapist Mandy uses games and toys to prepare him for procedures and help him stay calm.



BACK HOME

Sammy returns home after six months. He still needs to go back for treatment and tests regularly, but doctors say he's on the mend!



FAMILY GETAWAY

After Sammy's long hospital stay, a Family Getaway at the beach gives the Lee family time to reconnect. They make sandcastles and laugh again. Linda takes happy photos to remember.



VIRTUAL CAMP

It's school holidays, but the boys can't see friends because Sammy's immune system is still weak. Instead, there's Virtual Camp full of fun activities with kids just like them online.



FAMILY FUN DAY

Linda accepts an invitation to a Family Fun Day, knowing it will be medically-safe for Sammy, and an exciting day for them all. Everyone has a great time and makes new friends.



CANCER EDUCATION PROGRAM

Sammy is nervous about returning to school without hair. The Camp Quality Puppets do a show at his school so the kids learn he's not contagious and how brave he has been.



The Lee family enjoy many more programs as Sammy gets better. They all sign up for Big Walk for Little Kids and have fun raising money to help support other families like theirs.



FAMILY EXPERIENCE

Linda receives Family Experience tickets to a soccer match with the boys' favourite team. They couldn't have afforded to go otherwise. The Lees will remember this amazing night forever.



KIDS' CAMP

Sammy and Max have a ball at Kids' Camp doing awesome activities with new friends. They come home bursting with stories and confidence, super keen for the next one!



FAMILY CAMP

The Lees go to Family Camp. Volunteers run fun activities for all the families, parents-only, and just for kids! It's a wonderful experience together with a supportive community.

Every cancer experience is different. Camp Quality is there for all Australian families facing cancer with kids 0-15, whatever their journey.

BACK BY KIDS' BEDSIDES

Children's wards were a happier place for kids going through cancer in 2024, with more Child Life Therapists and pizza nights, plus the national return of the Camp Quality Puppets! No wonder record numbers of families in hospital registered for support.

FUNDING EXPANDS

We have fundraised for over a decade to increase Child Life Therapists in hospitals. These skilled professionals provide medical and therapeutic play to ease trauma and teach procedural support strategies to kids and their parents that improve the whole family's wellbeing.

In 2024 we are proud to have secured funding for an additional two full-time Child Life Therapy positions:

- * 'Paediatric Oncology Occupational Therapist' at Perth Children's Hospital, WA - from February 2024.
- * 'Child Life Therapist' at Centenary Hospital for Women and Children, Canberra ACT - starting 2025.

We continued funding Child Life Therapists at:

- * 1 FTE Sydney Children's Hospital, Randwick NSW.
- * 1 FTE Children's Hospital, Westmead NSW.
- * 2 FTE John Hunter Children's Hospital, Newcastle NSW.
- * 1 FTE Monash Children's Hospital, Clayton VIC.
- * 1 FTE Royal Children's Hospital, Parkville VIC.

This brings the number of Camp Quality-funded positions to eight.

CAMP QUALITY-FUNDED CHILD LIFE THERAPISTS DELIVERED

6,140 SESSIONS IN 2024

PUPPETS EVERYWHERE!

After a pause in access due to COVID-19 restrictions, the last few hospitals eased their protocols in 2024, allowing our puppets to joyfully return to paediatric oncology wards nationally. They visited children's hospitals 314 times, filling wards with laughter and giving kids something wonderful to look forward to.

The puppets also began visiting the Oncology Clinic at Centenary Hospital for Women and Children in Canberra to engage children waiting for appointments with their delightful brand of therapeutic fun.

"IT'S FANTASTIC TO SEE THE REINTRODUCTION OF THE PUPPETS... THE SMILES AND JOY, LAUGHTER AND FUNNY VOICES ARE A WELCOME CHANGE."

NURSE, CENTENARY HOSPITAL FOR WOMEN AND CHILDREN, CANBERRA

PIZZA NIGHTS RETURN

Parents, kids and nurses all told us one of the things that made a big difference in hospital was our pizza nights. After a four-year hiatus due to COVID-19 restrictions, Camp Quality Pizza Night is finally back on paediatric oncology wards in NSW, QLD and SA.



IVAN'S FAMILY REGISTERED WITH CAMP QUALITY IN HOSPITAL. AS SOON AS IVAN (NOW FOUR) WAS WELL ENOUGH, THEY ALL WENT ON FAMILY CAMP!

SUPPORT FROM THE START

Rebuilding our hospital partnerships after COVID-19 restrictions was a key initiative of the 2022-2024 Strategic Plan, because no child should miss out on programs that change their cancer story right from diagnosis. By strengthening relationships with hospital stakeholders, implementing a hospital marketing strategy and getting our puppets back onto wards, we increased child patient hospital registrations to the highest on record.

2024 FAMILY HOSPITAL REGISTRATIONS

513 child patient families registered

35% through engagement with the Camp Quality Puppets and staff.

25% from social workers, hospital staff and healthcare professionals.

BEADS BOOST WELLBEING

We love funding the Beads of Courage and Star Beads programs in hospitals. These programs help children build resilience, with symbolic beads that help them transition back into everyday life knowing how brave they were.

It is impossible not to be moved when you see a child proudly unravel their metres-long strings of beads after cancer treatment.

The milestones of a child with cancer may be different to their friends' achievements, but are certainly no less impressive. There are even Giggle beads for kids to add about their experiences with Camp Quality.

- * The Beads of Courage Program supported over 100 children at the Sydney Children's Hospital.
- * The Star Beads Program supported 70 children at John Hunter Children's Hospital.

TIME AWAY TO RECONNECT

When cancer blows the family unit apart, our Family Retreat Program brings it back together. High demand meant a record-breaking 666 families went on a Family Getaway in 2024 and 65 families in dire need received Emergency Respite.

FAMILY GETAWAYS

Our Family Getaways provide families who are mid-treatment, in remission, or dealing with the heartbreaking experience of palliative care or bereavement, with a break from cancer.

It's time to reconnect, breathe, process, rest and make precious memories. It is often the first time a family has been away together since the diagnosis of a child or parent. We know how financially tough cancer can be on families and make sure everything is taken care of.

Family Getaways are in increasingly high demand. The 666 families who went on a getaway in 2024 represent an eight percent increase from 2023.

We are incredibly grateful for the generous support of our partners NRMA Parks and Resorts, as well as RAC Holiday Parks and Resorts, for providing getaway locations for our families.

WHAT FAMILIES SAID ABOUT FAMILY GETAWAYS

100%
created happy family memories

100%
had quality time together

99%
reconnected as a family

99%
could take a breath and unwind

OUR FAMILY GETAWAY LOCATIONS

- * NRMA Murramarang Beachfront Holiday Resort (NSW).
- * NRMA Ocean Beach Holiday Resort (NSW).
- * 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).
- * BIG4 Park Beach Holiday Park Coffs Harbour (NSW).
- * RAC Busselton Holiday Park (WA).
- * RAC Karri Valley Holiday Park (WA).
- * Surfside Holiday Park Warrnambool (VIC).
- * BIG4 West Beach Parks (SA).
- * Salamander Bay Family Getaway (NSW).
- * Discovery Parks Woodman Point (WA).
- * Darwin Free Spirit Resort (NT).



"I CANNOT THANK YOU ENOUGH FOR THE TIME CAMP QUALITY GAVE MY FAMILY TO RECONNECT AND FORGET ABOUT THE CANCER AND JUST HAVE FUN."

GUS AND HIS FAMILY ON A FUN FAMILY GETAWAY AFTER TREATMENT.

TANELLE, CAMP QUALITY KICK MUM

EMERGENCY RESPITE

Emergency Respite is for families in crisis, who have received a palliative care diagnosis, or are in dire need of urgent time together as a family.

Through the continued generosity of the Andrew Pratten Charitable Trust, Camp Quality was able to provide Emergency Respite to 65 families in 2024. The Andrew Pratten Charitable Trust has committed to increased funding in 2025 to provide this essential service to even more families in need.

SALAMANDER BAY

Our Salamander Bay Family Getaway provided 46 of our bereaved or palliative families with time to reconnect, create everlasting memories, or remember their loved one. The Joan Petersen Charitable Foundation, as managed by Equity Trustees, provides the Salamander Bay Family Getaway and has continued to make this experience possible with financial support of \$150,000 per annum for the past 11 years.

CREATING COMMUNITY AT CAMP

A supportive community is crucial on the cancer journey. In 2024 we connected more families on our well-loved camps, and launched a new camp concept. Graduates got back together to test a new program and online connections crossed the country!

ULTIMATELY AWESOME

Q: What do you get when you combine all the best program experiences into one big camp?

A: Ultimate Family Camp! The perfect combination of a Family Camp, Kids' Camp, Family Getaway and Family Fun Day in one incredible camp!

We held seven Ultimate Family Camps, receiving overwhelmingly positive feedback from families who asked us to not only continue these camps, but grow them, so more people could have the Ultimate Family Camp experience.

FAMILY CAMP

Family Camp means putting some kilometres between the stress of cancer and being a family at its happiest, on holiday.

Families stay in holiday-style cabins, with volunteers facilitating on and off-site activities. Group meals are a chance for families to mingle, relax and make new friends. Scheduled 'parents-only quality time' and 'kids-only connection time,' make space for friendships to flourish and a community to be built.

Family Camps happened from Noosa QLD to Narnu SA, Darwin NT to Whitesands TAS and everywhere in-between in 2024. Families enjoyed experiences including camel rides, whale watching, paddle boarding, cooking classes, and over 100 Fun Therapy activities.

KIDS' CAMP

Nothing is better than making new friends who really get you. Except maybe reconnecting with friends you met in hospital but were too sick to play with then. Or better yet, both!

After months cooped up in hospital, or at home avoiding germs, both child patients and their siblings can finally run amuck in a medically-safe environment with other kids.

Kids' Camp is all about making up for missed childhood fun, with confidence-building activities and friendly volunteers dedicated to making sure kids have the best time ever while boosting their optimism and resilience.

In 2024, Junior Camps got sporty with Giggle Olympics in NSW and a tennis superstar camp in VIC. Middle Camps travelled through time, with WA campers trying their hand at archery and fossil making. Combo Campers enjoyed getting covered in colour, climbing the Harbour Bridge and water fun from surfing to canoeing and pool parties!

TOP 3 FAVOURITE THINGS ABOUT KIDS' CAMP

- 1 TRYING NEW THINGS!
(NEW NUMBER ONE)
- 2 MAKING NEW FRIENDS
- 3 MAKING NEW MEMORIES

ALUMNI LEADERSHIP CAMP PILOT

Camp Quality graduates from 14-17 years old were thrilled to find themselves back at camp trialing a pilot program designed to build their leadership skills and confidence.

Sessions covered public speaking, social media content creation, drama sports and cultural crafts, alongside well-loved activities like go-karting. Budding leaders were empowered and inspired, alongside great friends old and new.

VIRTUALLY EVERYWHERE

Virtual Camp continues to break down the barrier of location, connecting kids from all over Australia, from Narrogin on the Wheatbelt of WA, to Araluen in Alice Springs and Julatten in Far North Queensland.

A record-breaking 506 kids attended one of two interactive live streamed sessions in the 2024 July school holidays. They got busy with brand new 'Camp-in-a-Box' activities including Chemistry Capers with Fizzics Education, Frog Hotels with Taronga Zoo, bracelet weaving and a League Stars Inspire session with the NRL.

19,014

family members came to have fun and create happy memories to cherish

45

more family-based events held in 2024 than in 2023

88%

of families said fun family memories was what they hoped to achieve



"WHEN WE CAME BACK HOME, WE JUST LOVED EACH OTHER AGAIN, WE WERE SO MUCH CLOSER. SOMEONE TOLD ME THAT I HAD MY GLOW AGAIN."

NICOLE, CAMP QUALITY MUM

DIALLING UP FAMILY FUN

More families than ever enjoyed fun, quality time together on our one-day activities or exciting experiences. Moments that shine light into a family's darkest times are crucial, whether dealing with a child's cancer or the diagnosis of a parent.

Family Fun Days are outings organised by us, attended by a group of families facing cancer and supported by volunteers. **Family Experiences** are tickets to events like games or shows where one family goes together for a special time to remember.

SCALING FOR IMPACT

On our mission to give more families the positivity, fun and laughter of our programs, and to find ways to support the many children of diagnosed parents, we expanded our Family Day Activity Program in 2024.

This program gives families the Camp Quality core benefits of building a supportive community, reconnecting as a family and enjoying positive experiences, plus has the bonus of being scalable. This means support can be made available to a much larger number of families than is possible with camps.

One day or evening out is also a good first taste of what Camp Quality offers without the commitment of camp.

KIDS IMPACTED BY CARER'S CANCER (KICC) OUTCOMES

Over 17,000 Australian parents each year are battling cancer. They care for kids who face the unthinkable loss of mum or dad. Camp Quality has long been committed to solving the unique challenge of supporting such a large cohort.

Our Family Day Activity Program provides a way to serve more of these families. In 2024, a record-breaking 807 KICC families went on a Family Experience and 770 on a Family Fun Day.

FAMILY FUN DAYS

In 2024 the Camp Quality team planned 62 Family Fun Days where families not only reconnected but made connections with other Camp Quality families. This builds a supportive community for the cancer journey.

Families went to water parks, experienced snow, marvelled at creatures of all kinds at zoos, aquariums and reptile parks, watched outdoor movies, played mini golf, saw light displays, went on scenic picnics and much more.

FAMILY EXPERIENCES

Thanks to free tickets from our partners and supporters, 110 Family Experiences were enjoyed in 2024 and many memories made. These times help families reconnect and build optimism.

Families experienced sports games, train outings, stage shows, fishing charters, ice skating, 4WD adventures, cooking workshops and festivals, to name just some of the things they did together!



SHELBY, KICC MUM AND
THREE-YEAR-OLD RYLEIGH
MAKING HAPPY MEMORIES.



98%
connecting as
a family

98%
creating happy
memories

FAMILIES RATED
FAMILY FUN DAYS AS
AWESOME OR GOOD FOR



EDUCATING KIDS ABOUT CANCER

We teach children about cancer in ways they understand; by visiting their schools and childcare centres with our puppets, through an engaging app and website in multiple languages, and soon with a web series for teenagers.



CANCER EDUCATION PROGRAM

The program educates children about cancer in an age-appropriate and engaging way with:

- Two live puppet shows delivered by performers; one for childcare centres and lower primary, and another for upper primary students.
- Teacher resource materials aligned with the early learning framework, the Australian curriculum and state curricula.
- Adaptability for various educational settings, including digital and hospital-based versions of the puppet show.

PROGRAM GOALS

- Bust preconceived myths about cancer, such as the notion that cancer is contagious, and increase understanding of the disease, its impact and treatments.
- Reduce feelings of isolation in impacted children by creating inclusive and compassionate school environments.
- Teach children how to be a good friend to someone with cancer.
- Provide educators with the tools, language and resources to better support children and communities impacted by cancer.

2024 PROGRAM REACH



PROGRAM IMPACT

Independent KPMG research over two years found the Cancer Education Program delivers five dollars of measurable social benefit for every one dollar invested. The program has a positive impact in four key areas:

SCHOOL ABSENTEEISM

- Reduced missed school days by 23%.
- Boosted confidence and resilience.

BULLYING

- Reduced indirect and targeted bullying of children with the physical side effects of cancer treatment.
- Increased empathy among peers.

MENTAL HEALTH

- Reduced visits to healthcare providers for mental health concerns.
- Increased sense of inclusion.
- Improved understanding in the school community.

ACADEMIC AND PRODUCTIVITY OUTCOMES

- Boosted academic performance.
- Reduced distractibility and restlessness.
- Supported parents and carers' return to work, increasing productivity and earnings.

MYTH BUSTING PUPPETS

Puppet power taught over 81,000 children across Australia that you ‘can’t catch cancer’ as our free, one-of-a-kind Cancer Education Program traversed the country from remote communities to inner-city schools.

For the 36th year, the Camp Quality Puppets took their message to children at 538 schools, preschools and childcare centres. This is crucial knowledge for all children, including the growing number experiencing a parent or carer’s cancer, and helps build a safe community for those returning to school after cancer treatment.

On their mission to positively impact mental health, school absenteeism, bullying and academic outcomes for kids impacted by cancer, the puppets went as far afield as Kalbarri WA, Gulgong NSW, Devonport TAS and Bundaberg QLD. They also embarked on a two-week tour of the Northern Territory, visiting 14 schools and childcare

centres in remote areas such as Ti Tree, Katherine and Fred’s Pass. Local teachers rated the show highly and were eager to continue the narrative about cancer in their communities by creating stories in their language.

Our high number of bookings in 2024 was thanks to an ‘always-on’ social media campaign targeting both teachers and parents that ensured awareness of this unique, free education program continued to reach new people.

TOP MARKS FROM TEACHERS!

It was our second year collecting feedback from educators on survey platform Ratelt.

The volume and enthusiasm of responses was outstanding, with 650 educators completing the real-time survey after seeing the show, a ten percent increase on last year’s uptake. This great feedback generated repeat bookings and word of mouth referrals.



PUPPET ARIEL AND PUPPETEER SHANAYE TEACHING KIDS ABOUT CANCER AT SCHOOL.

100%
of educators believe the program helps build optimism and resilience

100%
believe the program increases understanding of cancer within the school community

99%
felt more confident to talk to children about cancer

99%
believe the program helps combat and reduce incidences of bullying

STUDENTS AT TI TREE SCHOOL, NT ENJOYED MEETING THE PUPPETS.



“WE HAVE STUDENTS WITH CANCER, SO IT WAS GREAT TO SEE AN AGE-APPROPRIATE SHOW THAT HELPS YOUNG CHILDREN UNDERSTAND WHAT THEIR FRIENDS ARE GOING THROUGH AND TO HELP THEM DEVELOP EMPATHY, COMPASSION AND UNDERSTANDING.”

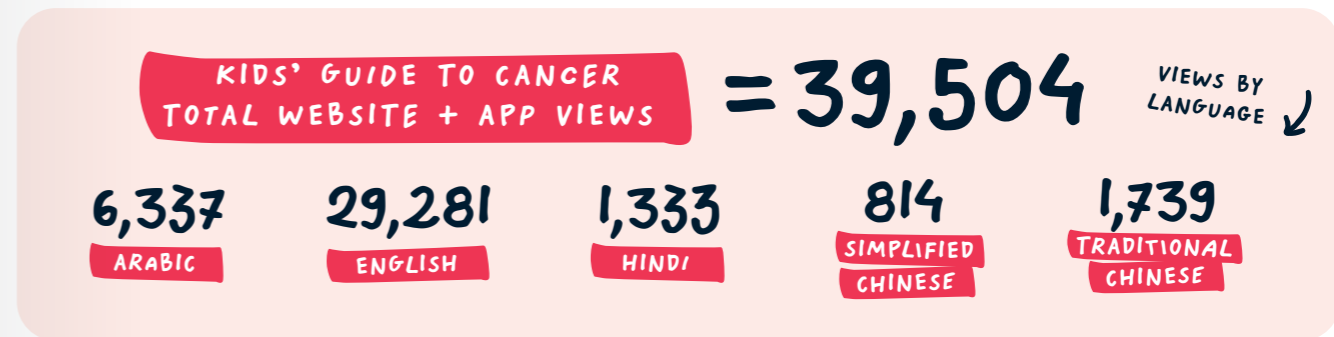
EDUCATOR

KIDS’ GUIDE TO CANCER

We continued to promote our age-appropriate cancer education resource the Kids’ Guide to Cancer to healthcare professionals, charity partners, hospital networks and families facing cancer through cross-channel marketing. This free tool to help parents and carers talk to kids about cancer in their own language is in English, Arabic, Hindi, Traditional and Simplified Chinese.

CANCER EDUCATION WEB SERIES

Our Cancer Education Program web series for 12 to 15-year olds and their school communities will address the need for cancer education for this older cohort. In 2024 we appointed film production company Arterial Films to support us with the project and developed the script in consultation with families and key cancer and education stakeholders. Filming begins in April 2025 and the film launches towards the end of the year.



THE POWER OF PARTNERSHIP

The Child and Youth Cancer Alliance's project Cancer Hub successfully provided a single point of support for families, but uncovered greater community need. Cancer Hub Phase Two launched in 2024 with additional funding to go further for families.



CANTEEN CEO PETER ORCHARD, MINISTER FOR HEALTH AND AGED CARE HON MARK BUTLER MP, REDKITE CEO MONIQUE KEIGHERY, CAMP QUALITY CEO DEBORAH THOMAS.

GROUNDBREAKING ALLIANCE

An estimated 74,000 Australian children, young people and their parents annually confront the emotional and psychological toll of cancer in their families. A significant proportion of up to 90% of parents and 54% of these children and young people will experience severe mental health challenges like depression, PTSD or anxiety as a result.

The Child and Youth Cancer Alliance of Canteen, Camp Quality and Redkite launched Cancer Hub in 2022 to better support Australian families facing cancer. Cancer Hub made accessing help easier, with navigators to connect families to a range of support, and free parent counselling. The results are resounding:

CANCER HUB 2024 OUTCOMES:

- * **8,518** intake occasions of service to families requiring support.
- * **4,753** navigation occasions of service to families requiring additional support.
- * **1,226** outbound referrals.
- * **563** sessions with the Camp Quality Parent/Carer Counsellor.

"WE THINK OF THE CANCER HUB NAVIGATORS AS LAMP HOLDERS. THEY SHINE THE LIGHT ON THE PATH SO WE CAN SEE THE WAY FORWARD."

VANESSA, CANCER HUB MUM

GAPS IDENTIFIED

Alongside the great results for Cancer Hub Phase 1, gaps were identified, including insufficient intake and navigation capacity to meet demand, no funded support for parents with cancer, and a lack of culturally responsive services for First Nations families.

In August 2024 Federal Minister for Health and Aged Care Hon Mark Butler MP announced the Federal Government's \$11.5 million commitment to additional funding for Cancer Hub Phase 2, saying:

"I pay tribute to Canteen, Camp Quality and Redkite for their steadfast commitment to supporting children and young people with cancer and their families."

ADDITIONAL FUNDING

The ongoing funding commitment ensures the continuation of current services and addresses identified gaps with:

- * Six additional intake and navigation roles to maintain and support the increased demand.
- * Expansion to offer support to any family member (aged 0-26) affected by a child's cancer diagnosis.
- * Cancer navigation for parents with cancer.
- * Provision of culturally responsive support for First Nations families through specialised roles.

The expansion of Cancer Hub means approximately 12,780 more families can access the service over the next three years. Added to this, Aboriginal and Torres Strait Islander families will be better supported with frameworks co-designed by First Nations consultants and young leaders.



HON MARK BUTLER MP MEETS CANCER HUB MUM VANESSA.



ED AND SEB CROSS THE HARBOUR BRIDGE ON THEIR WAY TO MELBOURNE JOINED BY OUR VOLUNTEERS AND STAFF.

FUNDRAISING AND OPERATIONS

Across Australia, more than 7,781 people took part in our peer-to-peer events, walking and cycling over 808,000kms and raising \$1.7 million for kids impacted by cancer.

EDS Big, Big, Big Walk captivated the east coast as longstanding Camp Quality volunteers Ed and Seb walked more than 2,700kms from Brisbane to Melbourne, raising over \$105,000 to support our kids and families. What legends!

MANY WAYS TO FUNDRAISE

A key objective of the Strategic Plan was diversified revenue streams. The success of this initiative is clear with funding flowing from corporate partnerships, expanded motoring events, generous givers, community heroes and raffles in 2024.

PARTNERSHIPS WITH PURPOSE

We hit off the year with a fantastic new partnership with Ralph Lauren, who invited Camp Quality families to a day at the Australian Open with access to their corporate suite and tickets to a match. Profits from their Australian Open pop-up store also went towards giving many more families a great day out on one of our programs.

Our fifth year of partnership with Premier Partner ALDI Australia is proof time flies when you are having fun! Since 2020, thanks to the generosity of ALDI Australia and their amazing community of employees, suppliers and customers, over \$7.8 million has been raised to fund 371 programs.

In September we broadcast this colourful partnership on the Channel 9 TODAY Show weather cross from The Tops Recreation Centre in NSW. Camp Quality kids had a ball modelling ALDI's Camp Quality Month Special Buys on the red carpet, and ALDI announced it would match all customers' donations at the register or online, up to the value of \$100,000 for the whole of September, leading to incredible support from ALDI shoppers.

It was the largest year of our partnership with Toybox, featuring a wonderful Royal Queensbury Club Championship (RQCC) event in Perth and Miss Universe

contestants fundraising in many ways, including on their own social media platforms, to help successfully fund our expanding Child Life Therapy Program.

Vital breaks from the stress of cancer at seven beautiful locations were possible thanks to our Family Getaways partner NRMA. They also ran a huge Camp Out event in late November that reached new heights, raising over \$180,000 with family-friendly activations at 49 locations.

We received significant support from longtime partners The Arnott's Foundation and LEGO, and continued our work with Roche, Amazon, DHL Express, Kumho Tyres and O'Brien. Exciting new partnerships launched with Inside Travel Group, Ray White Newcastle and Lake Macquarie. Thanks to a nomination from two Camp Quality volunteers, Tyler Aufderheide and Becky Little, we secured funding for the first time through the QBE Employee Choice (QBE Foundation) program.

In great news for our cancer education initiatives, we were funded to deliver the Cancer Education Program in schools with a further 5-year commitment from long-standing partner Queensland Health and for the first time from the Department of Education in Victoria. Cancer Australia's Supporting People with Cancer grant helped fund the production of a cancer education film for teenagers with Canteen, due to launch in 2025.



CAN YOU SPOT BOBBY HAVING FUN AGAIN?

MAJOR GIVERS

Our philanthropic community provided significant support to our Recreation Programs, Emergency Respite and helped the Child Life Therapy Program grow to support eight roles across children's oncology wards in Australia.

This would not have been possible without the continued dedication of program patron, John Higgins AO, the Fox Family Foundation, the Bertalli Family Foundation, the Hansen Little Foundation, The Highland Foundation, Perpetual Trustees and our incredible community of individual donors.

We also received continued support from the Channel 7 Telethon Trust, Nigel and Patricia Peck Foundation, the Camel Foundation, the Stan Perron Charitable Foundation, the Ryan Story Worthy Causes Fund, Motors Foundation, Tour de Cure, the Andrew Pratten Charitable Trust and many others.

CAMP QUALITY KIDS WITH SIMON PADOVANI-GINIES ALDI AUSTRALIA, IZA STASKOWSKI TODAY SHOW, CEO DEBORAH THOMAS, AND GIGGLE AT THE ALDI WEATHER CROSS.

RAFFLES

The Camp Quality raffles program continued to grow as a strong and reliable income stream. Four raffles were run across the year, with 151,274 tickets sold. These campaigns raised significant funds, while helping increase awareness and connect more people with Camp Quality's mission.



↑
GEOFF SHINING UP HIS TRUCK AHEAD OF CONVOY GEELONG.

COMMUNITY FUNDRAISING FOCUS

Our Convoy series raised more than \$750,000 across three events, in Geelong, Perth and for the first time, Adelaide. These events were made possible by the incredible trucking and transport community across Australia.

More than 100 cars and 206 participants hit the road on motoring events, wesCarpade, Funx4 and esCarpade, raising over \$1.3 million, plus 62 motorcyclists joined Motocyc, raising \$256,000.

As well as delivering vital funds, these events connect regional and rural communities to what we do and put many smiles on faces along the way.

Our community in the Hunter raised over \$472,000 with signature events, Motocyc, Newcastle Golf Day, Band Together against Cancer, and new event Open Invitation. Meanwhile the NT Radio Auction had a record-breaking year, thanks to the huge hearts and hard work of the team at Hot 100 and Mix 104.9 and their listeners across South Australia and the Territory.

SPOTLIGHT ON COMMUNITY FUNDRAISERS

Along with Ed and Seb (featured on page 35) and other amazing fundraisers, we'd like to shine the light on some of our stars.

OPEN INVITATION

NEWCASTLE - COMMITTEE

This passionate group ran By Invitation dinners from 2017 to 2023, bringing community members, donors and businesspeople together to support Camp Quality's funding of Child Life Therapy in the region. In 2024 they launched a new fundraising lunch event, Open Invitation, which was attended by 180 people and raised \$53,000.

EDWARD TUCKERMAN - BIG BRO

After seeing his sister go through cancer, 10-year-old Edward pledged to shave his head to raise \$10,000 as part of his family's Goldilocks and the Three Hairs fundraiser. They smashed their goal, raising close to \$12,000. Edward's head was shaved at school, with thousands watching it on the Channel 7 news that night.

WESCARPADE BUNBURY

GOLF DAY - COMMITTEE LEADERS

A committee led by wesCarpadian Gary Horner and Golf Day founder, Brain Hovey, celebrated the 20th year of the wesCarpade Bunbury Golf Day, making a record \$75,000. This popular event is a day of fun and camaraderie, followed by dinner and an auction and has raised over \$750,000 since it began.

TONY D - LOCAL FUNDRAISER

For a quarter of a century, Tony Di Giacomo has been designing and selling International Nurses Day badges in Brisbane and donating the profits to Camp Quality. Tony retired from badge making in 2024 after raising a huge \$291,894, we thank him for his incredible dedication to our kids and their families.

CANBERRA SUPERHEROES

The amazing Canberra Superheroes raised more than \$216,000 as part of our 2024 esCarpade event. Their ninth Classic Cruise, held annually in Canberra had a record-breaking year, with 348 cars and motorbikes participating to raise an incredible \$190,000. Not all fundraising heroes wear capes, but these ones certainly do.

MOTOCYC NEWCASTLE - COMMITTEE

Over 60 awesome motorcyclists hit the road for three days on Motocyc, raising over \$256,000. Huge thanks to this amazing committee, who take on so much of the organisation of the event and to our generous sponsors, including Gold Sponsor Jayco Newcastle.

NT RADIO TEAM

Across 12 exciting hours the Hot 100 and Mix 104.9 radio teams conducted an epic auction, played song requests and took part in fun challenges, all for kids facing cancer in the Territory. Community support was tremendous, with more than \$50,000 raised in the auction's tenth year.

We deeply appreciate the dedication and generosity of all our supporters. We couldn't do it without you!

VOLUNTEERING THEIR TIME

From our first camps in 1983, Camp Quality's programs have been delivered hand in hand with passionate volunteers, AKA 'vollies'. In 2024 they helped run our expanded programs with creativity and heart, while fundraising in a multitude of ways.

'TIME RICH'

So often people say there isn't enough time in the day. Not true for the Camp Quality volunteers who made space in their lives to give quality time to kids on Family, Kids' and Virtual Camps and at hospital pizza nights in 2024, plus raised money to help make it all possible.

Camp Quality volunteers held a variety of roles across leadership, clinical care, camp support and fundraising.

In a world where other priorities can easily get in the way of helping others, a huge 77% of our volunteers participated in 2024. This culminates in over 36,200 hours of volunteering, which is priceless, but if you did put a dollar value on it, equals \$1,698,346!

SHOUT OUTS TO OUR VOLLIES

We celebrated National Volunteer Week in May; online, at events around the country and through our awards.

Gillard Volunteer of the Year Award Recipients:

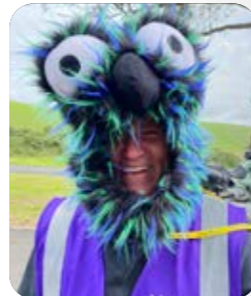
- * National Northern New South Wales – **Simon Morris**.
- * Queensland – **Angela Hoppe**.
- * South Australia and Northern Territory – **Meagan Clark**.
- * Southern New South Wales – **Nikki Thurbon**.
- * Sydney – **Lucky Phrachanh**.
- * Tasmania – **Gabrielle Robens**.
- * Victoria – **Breanna Hollibone**.
- * Western Australia – **Bronte Macmillan**.

730 **77%**

VOLUNTEERS

PARTICIPATION ON PROGRAMS

National and Northern New South Wales Winner, Simon Morris



'NUGGET' ↑

'Nugget' as he's known, joined the Camp Quality family in the 1980s as a nine-year-old camper with leukemia. Since then, he has more than given back with over 15 years of compassion and commitment. He volunteers on many programs and his fundraising efforts have made over \$150,000 for kids in the same boat as he once was. We appreciate you Nugget!

LENGTH OF SERVICE AWARDS

Showing up for kids facing cancer is award-worthy in itself, but showing up consistently throughout your life is next level. In 2024 we celebrated 87 volunteers who reached service milestones. Of those long-standing volunteers, 12 have been with Camp Quality 20 years or more!

VOLLIE VOICES

Feedback from volunteers on the ground is crucial to the delivery of our programs.

As well as our post-camp survey where they share their thoughts in real time, we sought their feedback through our Annual Volunteer Engagement Survey. We were delighted to see an uplift in overall volunteer engagement, taking it sky high to 97%.

The questions with the highest scores related to values, respect and overall engagement.

"IT WAS REALLY NICE TO BE BACK WITH CAMP QUALITY. I LOVED TO SEE THAT IT'S STILL THE SAME FUN, POSITIVE AND CARING ENVIRONMENT THAT IT WAS WHEN I GRADUATED AS A CAMPER."

OLIVIA, TASMANIAN VOLUNTEER AND PAST CAMPER

ENGAGEMENT SURVEY RESPONSES

100%

I like the kind of work I do

99%

this organisation is ethical

99%

discrimination is not tolerated in this organisation

99%

I am aware of the values of this organisation

98%

I believe in the overall purpose of this organisation



CAMPERS BROOKLYN, KAISA AND ETIENNE HAVING A BLAST WITH VOLUNTEER COMPANION ABBIE.

WINNING WORK CULTURE

Every month on our All Staff virtual meetings the smiles of a positive team fill the screen. Our staff surveys, engagement scores and awards in 2024 reflect this uplifting workplace.



MIKE, SANTINA AND DEB HARD AT WORK (AND FUN) ON CONVOY GEEELONG.

FIVE STARS!

The year started on a positive note, with the news that Camp Quality had been recognised as one of HRD Australia's 5-Star Employers of Choice of 2024. This celebrates organisations across all industries that go above and beyond in the people and culture space. Businesses are judged on learning and development, remuneration and benefits, diversity and inclusion, workplace culture programs, policies, benefits and achievements.

CONFERENCE CONNECTIONS

In February, the Camp Quality team came together from around the country to reflect on the learnings and success of the 2022-2024 Strategic Plan and to look ahead.

Colleagues who had only ever met via Teams, got to collaborate, share ideas and enjoy each other's company 'in real life'. Working relationships were strengthened and new ideas forged over a jam-packed two days of learning and ideation. Many teams took the opportunity following the conference to engage in valuable team-based workshops and operational planning.

STEPS TO BETTER BELONGING

Camp Quality's recently formed Diversity and Inclusion Working Group of representatives from across the organisation, regularly came together in 2024 to drive Camp Quality's diversity and inclusion initiatives. Progress was made to increase support for children and their families, volunteers, employees, candidates and other stakeholders from various community groups.

Key projects included translating our family registration journey into five new languages, increasing cultural and LGBTQ inclusion for children, their families and volunteers on our programs, and commencing Camp Quality's first 'Reflect' Reconciliation Action Plan.

LEARNING CULTURE

We know staff are happiest when they are learning, growing and supported. Tailored and meaningful learning opportunities were provided to help our people in their roles, with their career aspirations and to improve their overall wellbeing.

We also strengthened governance associated with compulsory safeguarding and other key policy training. There was an overwhelming response to the second year of our professional development scholarship, with six employees supported to complete continued studies or certifications. A further nine completed the Leda (leadership program), also in its second year.

BEING RECOGNISED

In September, we were delighted to achieve finalist status in the Third Sector's Workforce Excellence Award. We then closed out the year receiving Xref Exchange's Best Workplace Award, for a third year in a row.

This followed a healthy employee engagement score of **83%** in our annual employee engagement survey.

OUR STARS

Our Camp Quality Star recognition program was expanded in 2024 to recognise high performing teams and positive leadership. This continues to be a highlight of Camp Quality's monthly All Staff virtual meetings where we celebrate team achievements, work anniversaries, and of course birthdays!

TECHNOLOGY REFRESH

At the end of the year, the People and Culture team reviewed our current HR and payroll systems to find an integrated solution to support the organisation's future needs. After a thorough search a new platform was identified and the implementation project kicked off in the final week of the year.

This highly anticipated project will drive greater team efficiency, improve the candidate and employee experience and consolidate the employee lifecycle in a secure way.

SUPPORT FROM THE BOARD

We value the ongoing guidance of the People and Culture Committee of five Board members and two external advisors. Their experience, insight and feedback helps us go from strength to strength as we nurture and build a top-performing, talented and connected Camp Quality team.

AMPLIFYING OUR STORIES

We want every Australian family facing cancer to know about Camp Quality, and to make it easy for those who want to help to get involved. That's why we strive to promote what we do and how we fundraise in the most cost-effective and impactful ways.

AMBASSADOR ROUNDUP

Our brand ambassadors and champions use their media pull and social platforms to talk about what we do and amplify the reach of our campaigns.

In 2024, original Hi-5 member Charli Robinson was our Big Walk for Little Kids Champion, attending EDS Big, Big, Big Walk for Little Kids launch in Brisbane and appearing on The Morning Show, driving 50 sign-ups. Our founder Vera Entwistle cheered as Ed and Seb crossed the finish line in Melbourne and spoke to the media about their inspirational efforts. Longtime ambassadors Lee Elliott and Jarrod Woodgate supported the campaign on social media.

AFL Melbourne Demons Captain Max Gawn joined as Big Ride for Little Kids Ambassador, promoting the campaign to his 105,000 Instagram followers. Our first Cancer Education Program Ambassador, Swifts player Maddy Proud featured in Meta ads to generate program bookings. Former ABC presenter Emma Alberici was a hit at our Alumni Leadership Camp with a public speaking workshop.

A huge thank you to Ryan Story for his ongoing support and to Kerry Armstrong, Snezana Wood, Michael Crossland, Casey Donovan and Dick Johnson for being part of the Camp Quality ambassador team!

IN THE MEDIA

Earned media is a powerful way to build awareness and trust. Through strategic media engagement, we shared stories that inspire support and increase awareness. In 2024, we secured coverage across

major national and regional outlets, including Channel 7, Channel 9, Channel 10, ABC and The Daily Mail. Our biggest audience reach came from the Sydney Easter Showbag Testers event, with other highlights including EDS Big, Big, Big Walk for Little Kids, Convoy Adelaide, our puppets performing at schools across the country, an action-packed TODAY Show weather cross with ALDI Australia, and the launch of our translated registration journey across multicultural media outlets.

2,598
media stories

+21%
growth in potential audience reach (66,670,456)

6.3
million potential multicultural audience reach

SOCIAL MEDIA

Our social media presence continued to grow, helping us connect with more families and supporters through inspiring stories and videos.

1.6%
engagement rate

+13.8%
growth in followers (112,579)



HOSPITAL MARKETING, IN MULTIPLE LANGUAGES

To let families know about our programs from diagnosis, we implemented an in-hospital marketing strategy using hospital newsletters and digital screens, as well as producing new brochures, postcards and posters.

We translated this new printed collateral, plus our online registration forms, into five additional languages: Arabic, Vietnamese, Chinese Traditional, Chinese Simplified and Hindi, alongside free interpreter service information, to make our support accessible to families who speak a language other than English.

Our brochures were also translated into Dari for hospitals and primary schools with high numbers of Afghan families.

SEO WEBSITE PROJECT

More people than ever visited the Camp Quality website in 2024. We launched a dedicated SEO strategy to drive impact, which resulted in more views coming from unpaid sources.

In 2025, we will continue to expand these efforts to boost visibility and engagement.

2,907,677
total website views
80% from unpaid sources

+27%
increase in website traffic

ALL A-BOARD

We are grateful for the guidance of our Board of Directors, who each bring something unique to the table. In 2024 the Board met six times on our governance and strategic priorities agenda and nine times as committees.

ROLE OF THE BOARD

Camp Quality's Board believe strongly in the organisation's core values and work hard to maintain the highest standards of corporate governance in alignment 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.

The Board's role over the last three years has been to manage the development and effective implementation of Camp Quality's 2022-2024 Strategic Plan which drives the current and future direction of the organisation. Further to this they are responsible for the organisation's regulatory compliance, financial management, risk mitigation and operational performance.

The Board also monitors the progress of the business against the endorsed Strategic Plan and Key Performance Indicators (KPIs).

The CEO and team provide comprehensive Board papers and updates bimonthly, or as required, to keep the Board up to date on the progress of all strategic initiatives, outcomes and issues. They attend at least two Camp Quality events over the course of a year as part of their Board KPIs.

GOVERNANCE FUNCTIONS

The Camp Quality Board guides the strategic direction of the organisation, and monitors and measures the performance of the CEO and the executive team in the context of an approved annual business plan and budget. Policies and procedures are regularly reviewed and updated in line with changing legislation and best corporate practice.

Through the Risk, Audit and Compliance Committee they sign off on the agreed risk matrix and compliance framework which is regularly monitored by the committee and reported directly to the Board at the following Board meeting. The safety and culture of the staff and volunteers is also overseen by the Board and reported on regularly via the People and Culture Committee. All Board Members are required to exercise their fiduciary responsibilities with independent legal advice provided to inform them, as required.

ANNUAL GENERAL MEETING

An annual general meeting (AGM) for the Members which provided a full report on Camp Quality's annual activities and yearly finances was held in May 2024. The AGM is an opportunity for Members to ask questions and formally endorse the appointment of new Members of the Board, as well as endorse another term, or not, for Directors who are up for renewal.

OUR BOARD OF DIRECTORS

Camp Quality's Non-Executive Directors come from across the country, and represent a diverse range of interests, professional backgrounds and areas of expertise.

2024 meetings of Directors (including Committees).

Directors	Directors' Meetings		Committee Meetings			
	Number eligible to attend	Number attended	Audit and Compliance Committee		People and Culture Committee	
			Number eligible to attend	Number attended	Number eligible to attend	Number attended
Kim Jacobs AM	6	6	6	5	-	-
Katherine Burleigh ¹	6	5	-	-	3	3
Cameron Clyne ²	1	1	-	-	-	-
Damon Fealy	6	3	-	-	-	-
John Higgins AO	6	5	-	-	3	3
Dr Karen Luxford	6	5	-	-	3	3
David Morris	6	4	6	5	-	-
Dr Susan Neuhaus AM CSC ³	6	4	-	-	2	2
Catherine Sayer ⁴	1	1	-	-	-	-
Lauchlan Wallace	6	6	6	6	-	-
Riika Warbanoff	6	5	-	-	-	-
Deborah Thomas	6	6	6	5	3	2

¹ Katherine Burleigh retired from the Board in February 2025.
² Cameron Clyne retired from the Board in February 2024.

³ Dr Susan Neuhaus joined the People and Culture Committee in July 2024. ⁴ Catherine Sayer retired from the Board in February 2024.

THE RISK, AUDIT AND COMPLIANCE COMMITTEE

MET SIX TIMES IN 2024

Members: David Morris (Chair), Kim Jacobs, Lauchlan Wallace.

Ex Officio Members: Deborah Thomas (CEO) and Rachael Clifford (GM Finance and Operations).

The purpose of the Risk, Audit and Compliance Committee is to aid the Board in discharging its governance, risk, compliance, regulatory, safety and financial oversight responsibilities.

The Committee's strategic priorities are to ensure a safe physical and emotional environment for all children, employees, families and other stakeholders, as well as a diverse and sustainable revenue base for the longterm financial viability of the organisation.

The Committee oversees the management and implementation of Camp Quality's IT services, including cybersecurity and risk-monitoring framework. This involves regular reporting and updates against the agreed risk matrix.

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

THE PEOPLE AND CULTURE COMMITTEE

MET THREE TIMES IN 2024

Members: Katherine Burleigh (Chair), Deborah Thomas (CEO), John Higgins, Susan Neuhaus, Karen Luxford, *Mary Lemonis and Melanie Hilton.

Ex Officio Members: Natalie Gallagher (GM People and Culture).

The purpose of the People and 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 Committee's strategic objective is to ensure that we attract the most appropriate talent to create an engaged and high-performing team, as well as provide an inclusive culture, so Camp Quality is the organisation of choice for employees and volunteers looking to make a for-purpose contribution to Australia. The Committee also monitors and advises on diversity issues and initiatives, workplace best practice and remuneration.

*This Committee is supported by two independent HR specialists.

Camp Quality's Board are guided by 8 '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.

STAYING SAFE

The safety of our kids, families, employees, volunteers and supporters is paramount. All the fun of our programs is backed by a strong enterprise risk-management framework to help make the right decisions and manage risk.

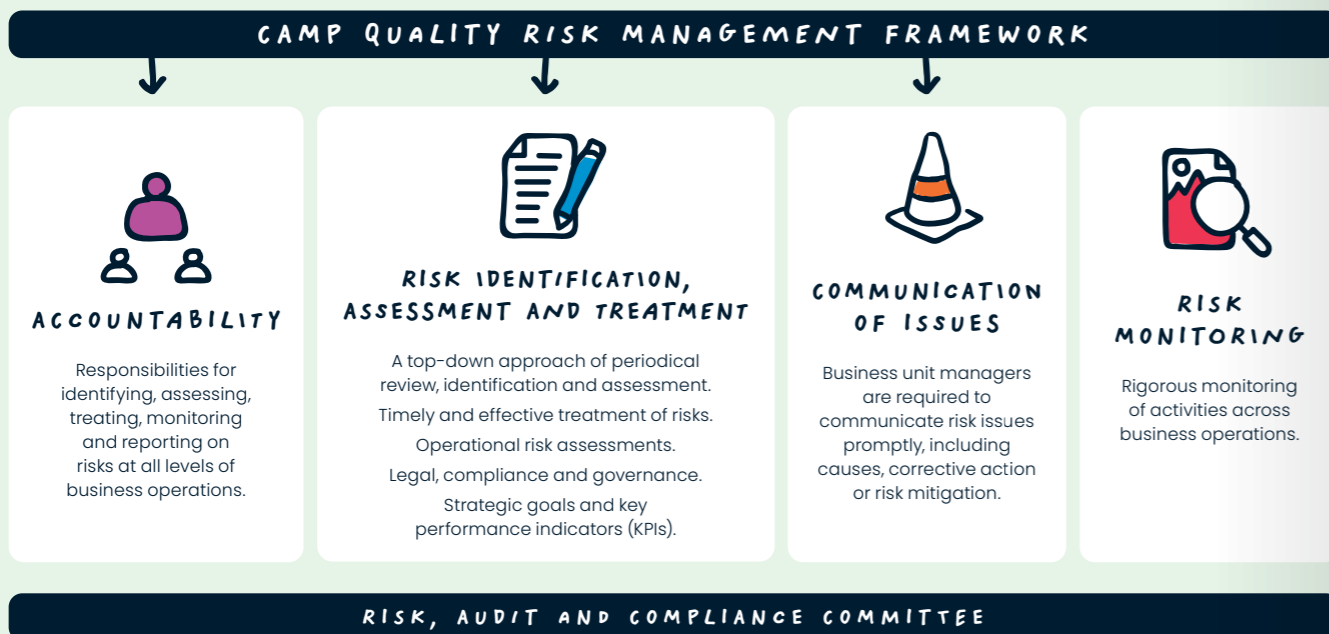
Our risk management process identifies, evaluates, prioritises, mitigates and monitors risk. Risks to organisational key success measures are managed as needed.

Under the organisation’s risk management systems:

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.

Risk management system key elements:

1. Oversight from the Risk and Safety Committee, Work Health and Safety Committee, Audit and Compliance Committee and the Board.
2. Accountability, risk identification assessment and treatment applied at all levels.
3. A culture that encourages communication (collective ownership).
4. Risk monitoring.



PROTECTING OUR TEAM

Supporting our people by prioritising risk reduction associated with safety and wellbeing is always a high priority. In 2024 many of our risk and safety-related policies and procedures were reviewed.

Training activities were delivered to all staff, as well as identified divisions, teams, specific roles and volunteers throughout the year. Executives and senior leaders also successfully participated in crisis scenario testing, conducted by an external facilitator. This exercise provided valuable insights and feedback, enhancing the team’s decision making skills and ability to lead effectively under pressure.

CYBERSECURITY

As the frequency of cybersecurity incidents and breaches continues to rise across the world, we have made significant investments in our cybersecurity framework. In collaboration with leading external consultants, we are proactively addressing vulnerabilities and enhancing our controls to safeguard our systems and critical information.

In 2024, we strengthened our commitment to cybersecurity education with continued investment in training for all staff, along with monthly phishing simulations and testing to keep people on the alert and reinforce our defenses.

TECHNOLOGY

As part of the Board-endorsed initiatives of our 2022–2024 Strategic Plan, we continued to improve our ageing and legacy systems as a key priority in 2024.

We replaced bespoke technology platforms that were causing inefficiencies and missed opportunities, while further reducing our reliance on custom-built systems. Substantial progress was made upgrading outdated systems and replacing those no longer fit for purpose. This work succeeded in putting our data and technology functionality onto firm footing, ready to manage the increased number of families and supporters entering our system.

Key areas of risk and mitigation measures in 2024:

1. **Safeguarding children and young people**
In 2024 Camp Quality successfully met reaccreditation requirements as part of the major triennial review with the Australian Childhood Foundation. We continue to strengthen our compliance in this crucial area.

2. Fraud and corruption

During our 2024 annual external audit, no deficiencies were found and no incidents of fraud or corruption were reported or discovered. We continue working with our auditors PwC, to improve internal controls across all areas of the organisation.

3. Data integrity risks

As remote and flexible work patterns persist within our hybrid model, the risk of data breaches and security vulnerabilities made data integrity and security a critical concern in 2024. We took comprehensive steps to strengthen our data security measures and enhance our security features, policies and procedures. This included implementing more robust encryption, multi-factor authentication and ensuring secure access protocols. Additionally, we maintained a proactive approach by regularly monitoring and auditing our systems for any deficiencies or emerging threats.



FINANCIAL REPORT

Despite a challenging economic climate, we raised the revenue required to grow our program support for families by four percent in 2024 and invested in cybersecurity measures to keep data safe.

POSITIVE RESULTS

Camp Quality delivered a flat revenue result in 2024, with cost-of-living pressures impacting donations and community support. Alternative fundraising streams provided the balance to continue our program growth.

Total revenue was just over \$22 million, which was a pleasing result considering the current tough economic environment we are operating in. Our digital campaigns and private grants were impacted the most and our bequest program saw \$1 million less than the previous year.

However, our raffles program continued to perform well, with the generous support of Jayco. Our outdoor motoring events portfolio also continued to grow, with an inaugural Convoy event in Adelaide that was a resounding success.

PROGRAMS AND SERVICES

Camp Quality delivered just under \$11 million in support and services to families in 2024 which was four percent more than the previous year. We also experienced a 16% increase in family registrations during 2024 as demand for our programs and services continued to grow.

Even with a minor decrease in revenue Camp Quality was still able to increase support with the placement of a Children's Occupational Therapist

(to support children undergoing cancer treatment) in the oncology ward at the Perth Children's Hospital. We also continued to expand our Family Retreat Program with the generous support of NRMA Parks and Resorts. Ongoing investment in refining our programs ensured they continued to meet the requirements of families.

EXPENDITURE

We successfully completed the final year of a multi-year investment into improving Camp Quality's technology stack, removing customisations, simplifying systems and upgrading old legacy platforms. The improvement in how we use systems is increasing productivity gains and will deliver further benefits as we are able to take advantage of emerging technologies such as Artificial Intelligence.

We continued our investment into improving our cybersecurity, resulting in an average score of between 1.5-2 in our external audit against the Essential Eight framework. We also engaged an external consultant to review our risk framework and how it is put into practice at our camps and events, with no major deficiencies noted.

Camp Quality's administration expenses as a percentage of revenue were reduced to six percent, down from seven percent in 2023.

IN CONCLUSION

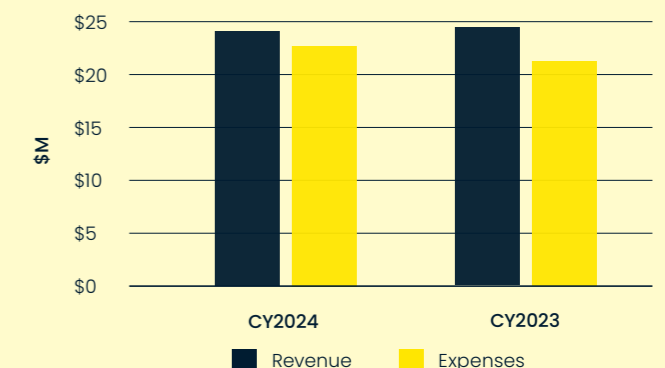
Camp Quality delivered a surplus position of \$790,034 due to unrealised gains on our investment portfolio. As we embark on our new strategic plan, the Board have approved approximately \$450,000 to fund the first year of the plan in 2025, which aims to increase services and programs by a further nine percent and pay for additional investment into operations, with an upgrade to human resource and finance systems.

FINANCIAL PERFORMANCE 2024	\$
Revenue	22,034,777
Camp Quality fundraising	19,352,093
The Oranges Toolkit	970,980
Other income	1,711,704
Investment income	631,400
Gains/(Losses) on evaluation of financial assets	1,263,162
Total revenue	23,929,339
Fundraising*, marketing and communications expenses	9,825,524
Services and programs	10,980,282
Administrative expenses	1,126,032
Finance costs	42,846
Total expenses	21,974,684
The Oranges Toolkit expenses	1,164,621
Total expenses	23,139,305
Net operating surplus/(loss)	790,034

* Fundraising expenses include the cost of prizes for the raffles program.

FINANCIAL POSITION DECEMBER 2024	\$
Current assets	5,828,965
Non-current assets	14,825,177
Total assets	20,654,142
Current liabilities	(3,024,475)
Non-current liabilities	(994,859)
Total liabilities	(4,019,334)
Net equity	16,634,808

REVENUE AND EXPENSES



WELCOMING BE WELL CO!

In 2024 The Oranges Toolkit announced the strategic acquisition of Be Well Co, a well-regarded mental health and wellbeing organisation. The merger creates significant growth opportunities that will ultimately help sustain Camp Quality.

Following due diligence by the Camp Quality Board, we acquired Be Well Co, a renowned mental health service provider that combines leading workplace mental health service provision and in-house research, to inform policy and practice in Australia and scientific understanding worldwide. The two companies merged soon after.

The Oranges Toolkit which is 100% owned by Camp Quality, was initially developed to build resilience, optimism and positivity in frontline staff and volunteers facing the challenges of working in a highly emotional and unpredictable environment. It soon evolved to become a leading provider of workplace training that enhances mental wellbeing, resilience and performance through positive psychology, neuroscience and organisational science. The Oranges Toolkit was set up as a social enterprise delivering profit back to Camp Quality

Be Well Co was created by the South Australian Health and Medical Research Institute (SAHMRI) to translate mental health and wellbeing research into a range of in-person and technology driven solutions for workplaces, community organisations and health services. Be Well Co's services complement The Oranges Toolkit, going beyond workshops, to partner with organisations and government, helping them build thriving communities by investing in wellbeing, as well as consultancy, measurement and evaluation services.

The union will create a stronger combined organisation, by integrating comprehensive mental health services with proven, scientifically grounded workplace wellbeing programs. By coming together, The Oranges Toolkit and Be Well Co create a market leader, with comprehensive solutions that address the full spectrum of mental health and wellbeing challenges faced by Australian businesses and their employees, as well as community-based institutions looking to provide positive support for their stakeholders. This enables Camp Quality to further diversify our revenue stream and be better positioned for future innovation.

In December 2024 the Directors of The Oranges Toolkit Board signed off the three-year strategy for the merged company, now known as Be Well Co, with The Oranges Toolkit becoming a product suite within the larger organisation. The strategy along with the name change to Be Well Co and the appointment of Dr Joep Van Agteren as CEO was endorsed by the Camp Quality Board.

IN 2024 BE WELL CO:

- * Helped thousands of people improve their mental health and wellbeing by partnering with businesses such as Westpac, and government departments in SA and VIC.
- * Won a prestigious Medical Research Future Fund grant with national partners looking to develop tailored mental health solutions for people living with multiple myeloma.

- * Won a large grant from the SA Government to provide wellbeing services to small and family-owned businesses, who normally cannot access Be Well Co services.
- * Received two extensions with Mental Health Council of Tasmania to design and deliver the state's wellbeing literacy campaign 'Take A Minute'.
- * Finalised a study on the impact that volunteering with Disaster Relief Australia (DRA) has on the wellbeing of veterans, and subsequently received further funding from Movember to work with DRA and the Department of Veterans' Affairs to implement the services within transition pathways.
- * Partnered with the Victorian Department of Health to create a definition of wellbeing that will be used to underpin the state's wellbeing strategy.

For more information visit www.bewellco.io

“OUR MERGED ENTITY CREATES A STRONGER NATIONAL SERVICE PROVIDER THAT WILL NOT ONLY BRING OUR COMBINED SOLUTIONS TO MORE PEOPLE AND ORGANISATIONS THAT NEED THEM, BUT WILL BE BETTER POSITIONED TO BRING PROFIT BACK TO SUPPORT CAMP QUALITY.”

BE WELL CO CEO DR JOEP VAN AGTEREN



JOEP
MATT

Be Well Co CEO, Dr Joep Van Agteren and Head of Data and Research Translation, Dr Matthew Iasiello are two new senior leaders of the merged Be Well Co entity. Both were instrumental in setting up Be Well Co and its products, and are considered national leaders in wellbeing and mental health promotion, actively consulting to leading businesses, NGOs and government.



THANK YOU!

We are grateful to all the partners that made our achievements of 2024 possible. By supporting Camp Quality, you brought positivity, fun and laughter back into the lives of more kids and families facing cancer across Australia. We look forward to working together to continue this impact into the future.

PREMIER PARTNER



Good Different

MAJOR PARTNERS



RALPH LAUREN



LEADING CORPORATE PARTNERS



MinterEllison.



CORPORATE SUPPORTERS

ALDI Australia
 Arcella Banana Company Pty Ltd
 BAND - AID
 Beyond Bank Australia
 Caesarstone Australia
 Capital Chemist
 Capture the Present Photography
 Costa Banana T/A Banana Exchange Pty Ltd
 Ethical Brand Co
 Inside Travel Group
 Karragullen Cool Storage
 Koranga Farming Co
 Kumho Tyres
 Lago Corporation Pty Ltd
 LEGO Australia
 Lenswood Apples
 Life Fitness
 Mackays Marketing
 Mercer Mooney
 Murray Bros Pty Ltd
 N&A Group
 NRMA Parks and Resorts
 O'Brien
 Ozcorp Cards and Stationery Co
 Perfection Fresh Australia Pty Ltd
 Premier Fresh Australia
 QBE Foundation
 Qube Energy
 Racing NSW
 Ralph Lauren Australia
 Ray White Newcastle
 Lake Macquarie
 Red Rich Fruits
 Redland Premium Fruit
 Rhombus Advisory Group
 Roche Australia and Roche Diagnostics Australia
 RT Diesel
 Scholastic Australia Pty Ltd
 Shaw and Partners Financial Services
 Shelmark Real Estate
 Shoes & Sox
 Simply Fruits
 TB Constructions Group
 Ten Farms Pty Ltd
 The Arnott's Foundation
 ToyBox Australia
 Viking Cold Storage
 West Coast Meat Solutions

WORKPLACE GIVING PARTNERS

ADP Employer Services
 Adyen Australia
 Allianz Australia Insurance Group
 Aon Client Services Corporate Volunteers
 Atura Hotels
 Ausgrid
 Australia Post
 Australian Federal Police
 Australian Taxation Office
 BI Worldwide Australia - Veritas
 Birch Carroll and Coyle - NSW
 Blackmores Limited
 Boeing Aerostructures Australia
 Caterpillar Underground Mining Pty Ltd
 Charities Aid Foundation
 Coca-Cola Europacific Partners Australia
 Dulux Australia
 Dux Manufacturing Ltd
 Entertainment Publications of Australia
 Equifax Australia
 Ernst & Young (EY)
 Essential Energy
 Event Hospitality and Entertainment Limited
 Fostel
 Fremantle Esplanade Hotel Ltd
 Greater Building Society
 Greater Union - Castle Hill
 Greater Union Pty Ltd
 Higgins Coatings - Port Melbourne
 Horizon Credit Union
 HSCC
 Impact Agencies Queensland
 Intelligent Foundation
 Jacobs Douwe Egberts
 Karma Currency Foundation
 Kognitiv Australia Pty Ltd
 Kosciuszko Thredbo
 Mainteck Services Pty Ltd
 Morgan Stanley
 MyCause
 National Tax and Accountants' Association
 NHS Plasterboard & Timber
 Northern Territory Government
 Orica Pty Ltd
 Piccones Supa IGA Head Office
 Pickles Auction Pty Ltd
 PwC Services Trust
 QT Hotels & Resorts
 Queensland Alumina Ltd
 Ritchies Stores Pty Ltd
 Rydges Hotels Ltd
 Sara Lee
 Shout for Good Pty Ltd
 The Australian Online Giving Foundation
 Transdev Australasia

Veolia Australia & New Zealand
 Viva Energy Australia Pty Ltd
 Walker Wayland
 Westpac Group

FUNDRAISING AND COMMUNITY SUPPORTERS

Adam Leizer
 Alyssa Ramjan
 Amiga Montessori Alamanda
 Astrid van der Sluys - Sydney Contender
 Billie Tuckerman
 Bullrush Rally
 Byford Classic Car Club
 Caring for Katie St Therese Primary School
 Catherine Saad
 Charlotte's Crew
 Chris Manderson
 Christ Church Grammar School
 Colac Crew
 Comet Sporting and Agricultural Show Society Inc
 Curtin FM 100.1
 Darren Leaney
 EDS Big, Big, Big Walk Edward Orszulak and Sebastian Boehm
 Ellenbrook Speedway Club
 Grace and Levi Danfield
 Grace Lococo
 Greg Sanders
 Harcourts Batemans Bay Charity Golf Day
 Harley Davidson Owners Group
 Houghton Districts Football Club
 Jake Davie
 Jayco Newcastle
 Jenni Steer
 Jenny Halls and Martin Kitshke
 Jeremy Morgan Fun Raising
 John Wright and Sondra Jones
 Joshua Goodhew
 Kleinfelder Australia
 Leslie Glover
 Lions Club of Busselton
 Lions Club of Eaton
 Locks for Laughs Quiz Night Committee
 Manning Valley Support Group
 Maree Martin
 Marsh Agencies
 Melbourne Racing Club
 Melissa Atkinson
 Michael Bunt
 Mitch Parsons
 Nate Worthington

Newcastle Numismatic Society
 Nicholas Hogan
 OH NINE Bookkeeping
 Peter Camilleri
 Philippe-Australia Sports & Culture Inc
 Rhombus Advisory
 Rotary Club of Bunbury
 Scotchman's Creek Golf Club
 Shelmark Real Estate
 Simon "Nugget" Morris
 St Mark's Lutheran School
 Stacey and Jon Cretella
 Steve Kostakos
 Sydney Contender 2024 entrants
 Tall Timbers Craft Group
 Tasman Holiday Parks North Star
 Tasmanian Racing Pigeon Federation
 Team Albury Plumbing Services
 BJC Brothers Beau, Jake and Cody
 The Fulmers
 Thomas Buggy
 Tony Di Giacomo
 Troy Danfield
 Truck Tech
 Tyler Goodhew
 West Coast Fury Cheerleading
 Xavier Goodhew

MAJOR DONORS

Adam Crawley
 Ah See Tan
 Aileen Leahy
 Alan Liddle and Jill Stanley
 Alan Richardson
 Amanda and Maitland Bardwell
 Andrew Epstein
 Anne and Terry Newman
 Anthony Simpson
 Belinda Drewett
 Ben Huggett
 Bernadette Mountain
 Bill Andrews
 Bradley Tod
 Brendon Krytenberg
 Brent Spinner
 Bruce Parncutt AO
 Carl Cimarosti
 Catherine and Walter Power
 Dan Weeks
 Danielle Spencer
 Danny Bellotti
 Darren Rumble
 Dave Keene
 David and Karla Cronin
 David Fileman
 David Joyce
 Deborah Thomas
 Denise Swift
 Diana Thomas
 Dustin and Kat Meintjes
 Elizabeth Arthur
 Enrique Almeida
 Frank Cullen
 Gary Coutsoadis
 Gavin Rogers
 Gino Roussety
 Graham Durden
 Graham Robertson
 Greg Finlayson
 Gregory Foley
 Haydn Klingberg
 Heather Burrow
 Heather Taylor
 Ian Richer
 James and Emma Connell
 Jamie Dow
 Jeffrey Largier
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 Jennifer Martin
 Jocelyn Austin
 John Higgins AO
 John Kilpatrick
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 Judith Beattie
 June Bramich
 Justin Mahoney
 Karen Battle
 Karen White
 Karla Cronin
 Kay-tai Tay
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 Kristel Salmon
 Leigh Clifford AC and Sue Clifford
 Len Hogan
 Margaret Dodd
 Mathew Felsbourg
 Michael Brown
 Michael Burdeu
 Mike Young
 Mirjana Taleska
 N&S Kyriacou
 Nick Van Der Merwe
 Norman Cooper
 Patricia Copes
 Patrick Black and Ryan Artwik
 Paul Ryan
 Peter Kite
 Peter Orger
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 Phil Duncan
 Phil Sharp
 Phil Watson
 Phuong Nguyen
 Raelene Ellis
 Robert Peters
 Rogerio Marucio
 Roland Warner
 Roslyn Streckfuss
 Ryan Story AM and The Ryan Story Worthy Causes Fund
 Scott Shemer
 Shane Rose
 Sharon Mayfield-Smith
 Sheree Knobel
 Sheryn Foord
 Sophia Healey
 Stephen Ellis
 Terry and Christine Campbell
 The Grigg Family
 The Tys Family
 Timothy Chai
 Wendy Gill

EVENT PARTNERS AND SUPPORTERS

400KMs for Kids participants and their supporters
 50/50 Visual
 Ampcontrol
 Classic Cruise Canberra organisers
 Classic Cruise Canberra participants and their supporters
 Convoy Adelaide participants and their supporters
 Convoy Geelong participants and their supporters
 Convoy Perth participants and their supporters
 Cook's Plumbing
 esCarpade committee members
 esCarpade participants and their supporters
 FDC Construction & Fitout
 FUNx4 participants and their supporters
 Lindley Hill Photography
 Motocyc committee members
 Norm Mechanical
 NSW Minerals Council
 Sommerville Laundry
 Lomax Solicitors
 wesCarpade committee members
 wesCarpade participants and their supporters

AMBASSADORS AND CHAMPIONS

Casey Donovan
 Charli Robinson
 Christian Welch
 Emma Alberici
 Jarrod Woodgate
 Kerry Armstrong
 Lee Elliott
 Maddy Proud
 Matthew Butcher
 Michael Crossland
 Max Gawn
 Ryan Story
 Snezana Wood
 Vera Entwistle

BOARD MEMBERS

Catherine Sayer
 Damon Fealy
 David Morris
 Deborah Thomas
 Norm Mechanical
 John Higgins AO
 Dr Karen Luxford
 Kate Burleigh
 Kim Jacobs AM
 Lauchlan Wallace
 Rilka Warbanoff
 Dr Susan Neuhaus AM CSC

GIFTS IN KIND

Chiba Household
 Crown Resorts
 Foundation Limited
 DHL Express Australia
 Enchanted Adventure
 Evedon Park Bush Retreat
 Hunter Valley Gardens
 Hunter Valley Wildlife Park
 International Entertainment (Aust) Pty Ltd
 Jamberoo Action Park
 KWM Media Group
 LEGO Australia
 Lions Club of Narellan
 Magic Mania
 Mandurah Cruises
 National Zoo & Aquarium
 Oakvale Wildlife Park
 Rotary Club of Hurstville
 Rotary Club of Mount Lawley
 Rotary Club of Ryde
 Royal Agricultural Society of NSW
 Sydney Trains
 Taronga Zoo
 The Big Banana Fun Park
 The Hospital Research Foundation Group
 The Immune Deficiency Foundation of Australia
 The Immune Deficiency Foundation of Australia - Adelaide
 Wiradjuri Wave

ESTATES OF THE LATE

Estate of the late Angela Pina Pearson
 Estate of the late Ann Elizabeth Woodhead
 Estate of the late Anthony Michael Chaffey
 Estate of the late Carol Jean Dennis
 Estate of the late Chris Reichstein
 Estate of the late Dorothy J Burdon
 Estate of the late Frank Courts
 Estate of the late Gwenda Doris Steicke
 Estate of the late Irene Hosie
 Estate of the late Joan Heard
 Estate of the late Johan Hendrik Eisma
 Estate of the late Kevin Alan Davis
 Estate of the late Lucy Rayhill
 Estate of the late Maria Grazia Pacillo
 Estate of the late Marie Joan Cheadle
 Estate of the late Merrill Chisholm Ellis
 Estate of the late Robyn Patricia Hudson
 Estate of the late Rosemary Freeman

GRANTS, TRUSTS AND FOUNDATIONS

A G Cowley Trust
 Andrew Pratten Charitable Trust
 Armidale City Bowling Club
 Bertalli Family Foundation
 Bristow Endowment, a giving fund of the APS Foundation
 Camel Foundation
 Cancer Australia
 Channel 7 Telethon Trust
 CommBank Staff Foundation
 Davies Family Foundation
 Dimmick Foundation
 Dooleys Lidcombe Catholic Club
 E A and N Hulak Foundation
 East Maitland Bowling Club
 Flora and Frank Leith Charitable Trust
 Hansen Little Foundation
 J&P Richardson Trust
 Joan Petersen Charitable Foundation, as managed by Equity Trustees
 Liangrove Foundation
 Liquor Industry Golf Club of SA
 Loeky Wiersma Charitable Fund, as managed by Equity Trustees
 Maroubra Seals Sports and Community Club
 Melanie Holden Memorial subfund of the Australian Communities Foundation
 Motors Foundation
 MRC Foundation
 Nell and Hermon Slade Trust
 Nigel and Patricia Peck Foundation
 Paddy Watts Charitable Fund
 Parramatta Leagues Club
 Perpetual Foundation - The Hamilton Charitable Gift Account
 Port Waratah Coal Services
 Queensland Health
 R A Gale Foundation
 South Sydney Junior Rugby League Club Ltd
 Stan Perron Charitable Foundation
 The Fox Family Foundation
 The Highland Foundation
 The Lane Family Fund, subfund of the Australian Communities Foundation
 The Lionel and Yvonne Spencer Trust
 The Pierce Armstrong Trust
 The Pratt Foundation
 The Simpson Foundation
 The Stanley and Eunice Nicholson Trust, as managed by Equity Trustees
 The Tall Foundation
 The William McIlrath Charitable Foundation
 Tour de Cure
 Triglav part of Mounties Group
 VIC Department of Education
 Weeks Charitable Trust
 Wendt Family Foundation
 Wenty Leagues

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.

campquality.org.au/donate | 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



FUNDRAISE FOR US

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

fundraise.campquality.org.au



SPREAD THE WORD

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



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



BUY A RAFFLE TICKET

The winners of our raffles drive away in top-of-the-range new vehicles. Raffles are run in-house so all profits go back to Camp Quality. It's a win-win. Buy a ticket today!

fundraise.campquality.org.au/raffles



JOIN A FUNDRAISING EVENT

Camp Quality runs fundraising events across the country, both in person and online. Sign up and be part of the fun.

campquality.org.au/events

Facebook: @CampQualityAU
Twitter: @Camp_Quality
YouTube: @CampQualityAU

Instagram: @camp_quality
TikTok: @campquality
LinkedIn: Camp Quality



PHOTO BY MONDE PHOTOGRAPHY



"SUPPORT FROM
CAMP QUALITY IS LIKE
A HUG TO PICK YOU
UP AT YOUR DARKEST
MOMENTS."

ERIN, CAMP QUALITY MUM