

Camp  Quality



CELEBRATING

**40**  
**YEARS**

**2023 ANNUAL REPORT**

**LAUGHTER IS STILL THE BEST MEDICINE**



# W L M

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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 peoples and their ongoing connections to the lands and waters of Australia.*

# E O E



OUR PROMISE

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

We lift children's spirits to improve mental wellbeing for kids and their families facing cancer. We are committed to being there when and how families need us most, with opportunities for reconnection, respite, fun family experiences and programs that build resilience and optimism. We give kids the chance to feel like kids again.

OUR AIM

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

We exist to improve the quality of life for kids and their families facing cancer every step of the journey. We strive to give kids their childhood back when it has been stolen by cancer. We work hard to provide families with the opportunities they need to cope with the trauma of cancer and create positive memories that last a lifetime.



THAT'S  
US →



CAMP QUALITY HAS BEEN  
AND LAUGHTER BACK INTO  
KIDS IMPACTED BY CANCER

OUR SUPPORTIVE PROGRAMS  
GIVE CHILDHOOD BACK TO KIDS

• OPTIMISM AND RESILIENCE  
EDUCATION AND A



CHAMPIONS! →

WE ARE THERE FOR KIDS (0-15)  
OR THE DIAGNOSIS OF A  
OR CARER, EVERY STEP OF



• WE'RE PROUD TO IMPROVE  
FOR MORE KIDS AND  
THE TRAUMA OF



IT'S WHAT  
WE DO



BRINGING POSITIVITY, **FUN**  
THE LIVES OF AUSTRALIAN  
FOR OVER **≥40 YEARS!**

HAPPY  
BIRTHDAY  
TO US!

RECONNECT FAMILIES AND  
FACING CANCER, BY BUILDING  
THROUGH COMMUNITY,  
HEALTHY DOSE OF **FUN.**

FACING THEIR OWN DIAGNOSIS,  
BROTHER, SISTER, PARENT,  
**THE CANCER JOURNEY.**

THE **QUALITY OF LIFE**  
FAMILIES FACING  
CANCER EACH YEAR.

# FROM OUR CHAIR

**It is my 10th year as Chairman of the Camp Quality Board and I could not be prouder. Throughout the years I have been involved with Camp Quality, I have attended many events, camps and functions – such as our great annual fundraiser esCarpade – and I have witnessed the inspiring dedication of our families, employees, sponsors, donors and volunteers.**

It is amazing to think that 40 years ago Vera Entwistle took 40 sick children out of hospital for the very first camp in 1983. Her goal was to give them a break from cancer, improve their quality of life and let them just be kids again. Vera's intention all those years ago, continues to guide the Board and the organisation. Now, in 2024, we are a truly national organisation and have achieved so many important milestones, with almost 13,000 kids facing cancer currently registered with Camp Quality and enjoying the services and programs we provide across Australia. What an achievement for everyone involved!

This last year has not been easy, economically in Australia, with cost of living, energy prices and other such factors impacting on our ability to raise funds. However, our team, under the leadership of our CEO, Deborah Thomas, has risen to the occasion and has adapted to our economic environment, resulting in another solid year financially. Consequently, we have been able to expand our programs and services as a percentage of revenue and still keep our administration costs really low – an exceptional result.

This has been recognised by Camp Quality receiving several awards in 2023. Our record-

breaking Tax Appeal took out the Real Media Data Driven Campaign, Charity & Fundraising Campaign over 100,000 Recipients Award as well as Fundraising Institute of Australia's Most Creative Campaign (Vic) and a Highly Commended award for Fundraising Team of the Year.

Our steadfast commitment to making Camp Quality a preferred workplace of choice resulted in us winning the Xref Engage Awards 2023 Best Workplace. Camp Quality was also a New South Wales finalist in two categories of the Telstra Best of Business Awards – Building Communities and Championing Health. The *Kids' Guide to Cancer* app picked up a win in the iTnews Benchmark Awards for Best Not for Profit Project demonstrating our commitment to innovation.

In 2023, we drove the third year of Camp Quality's 2021-2024 strategy. It has been inspiring to see the team tick off goal after goal, confirming not only the ability and tenacity of the team, but the strength of the strategy itself. We are now shifting our focus to the development of our next three-year strategic plan which will set our course for the continued consolidation of our organisation and the programs and services we will continue to provide and improve.

Growth, innovation and achievement continued in 2023. The Child and Youth Cancer Alliance secured an additional \$11.5 million in government funding to ensure the continuation and expansion of Cancer Hub to support more families and children impacted by cancer. And Camp Quality translated the *Kids' Guide to Cancer* app into four new languages – Arabic, Hindi, Cantonese and Mandarin – plus redeveloped it into a website. Deborah Thomas, our executive team and all

# MAIN

←  
MEET  
KIM OUR  
CHAIRMAN

our employees throughout Australia have done an amazing job and my thanks, and the thanks of the Board go to them.

Which brings me to our dedicated Board of Directors who volunteer their time and service. Their ongoing support and extensive experience have helped us reach yet another year of sustainable growth, safety-first initiatives, groundbreaking fundraising, a growth in program delivery, and most importantly, have helped us bring laughter, optimism and resilience to families facing cancer. In particular, I would like to thank Cameron Clyne and Catherine Sayer who are leaving us as Board members. Cameron has been on the Board nine years and has provided invaluable experience and guidance to myself and the Board during this time. Catherine was with us for a shorter period, but her contribution was really excellent. We wish them well.

I am very excited about what lies ahead for Camp Quality. We are in a solid position, both financially and with our people and volunteers, to continue to make a real difference to the lives of our kids and their families.

Best regards,

**KIM JACOBS AM**  
Chairman, Camp Quality

# CHIEF



**It's been a great year for Camp Quality as we celebrate our 40th birthday with increased investment into our most in-demand services, and a record year for fundraising with revenue up 20%.**

I am happy to report that this year we have again increased the number of therapists in our Child Life Therapy Program from six to seven, with the addition of a paediatric oncology occupational therapist at Perth Children's Hospital. Many parents tell me how grateful they are for this service, which helps kids understand and cope with scary and often painful cancer treatments.

I would like to acknowledge our Child Life Therapy champion and patron, John Higgins AO, a long-time member of the Camp Quality Board of Directors, for his support and advocacy of this invaluable program.

The expansion of our Family Retreat program was another great source of pride. With generous support from NRMA Parks and Resorts and RAC Holiday Parks and Resorts, WA, the number of locations available nationally for Family Retreats and respite services grew from four in 2022 to 15 in 2024. We also offer emergency respite for families in immediate need of a break due to a terminal diagnosis, palliative care, or in the tragic case of bereavement.

We support one in three children diagnosed with cancer and our goal is to reach them all. So in 2023, we were pleased to successfully increase the number of kids and families who

MEET  
DEBORAH  
OUR CEO

# EXECUTIVE ROUND UP.

attended a Family Camp, Kids' Camp or Family Fun Day. 14,156 kids and family members attended one of our 203 programs across the year, up 17%.

An independent impact assessment by KPMG<sup>1</sup> showed that our signature camp programs improve mental wellbeing and connectedness, decrease loneliness and build a supportive community, along with resilience and optimism for families impacted by cancer.

Our families' needs will always be central to everything we do. For the first time we were able to really hear all their voices due to the implementation of real-time customer experience and measurement platform RateIt, in 2023. Further to this we established our first advisory committees, both for parents and for kids. These steps will play a key role in ensuring we truly are a customer-led organisation.

The feedback from the RateIt platform has been excellent, with scores consistently greater than 90%. Pleasingly 99% of educators indicated the Cancer Education Program increased their understanding of cancer and made them feel more confident in speaking with children on the topic. KPMG<sup>2</sup> found the program delivered a social return on investment of \$5 for every dollar spent by reducing bullying, absenteeism, and mental health issues in young people.

2023 was our first full year roll-out of the new Cancer Education Program content, with shows at almost 600 primary schools, early education and care services across Australia. Our beloved Camp Quality Puppets foster a greater understanding of the reality of cancer – something nearly all of us will be touched by at some point in our lives.

These are just a few of the highlights from a very busy and successful year. I take this opportunity to acknowledge and thank our dedicated staff for their hard work and loyalty. I also express our sincere thanks to the incredible volunteers who give so generously of their time as they continue to step forward and support Camp Quality and our almost 6,000 registered families. You are truly the most extraordinary and generous people.

Special thanks and gratitude to the Camp Quality community, our fundraisers, donors and corporate partners. From our Premier Partner, ALDI Australia, to the many individuals, organisations, communities, and businesses who believe in us – we could not do what we do without your generous support.

Thank you to our founder, Vera Entwistle, for your vision to give kids facing cancer a better quality of life. It is indeed a privilege to lead an organisation such as this, particularly as we look ahead after the first 40 years, to continuing and growing what you started for many more.

Thank you to the Camp Quality Board of Directors, for your support, your expertise and your strong and steady guiding hand.

Finally, and most importantly, a heartfelt thanks to our precious kids and their families. Supporting you feeds our hearts and souls.

Kind regards,

**DEBORAH THOMAS**

CEO, Camp Quality

<sup>1</sup>KPMG Camp Quality Impact Study: Family and Kids' Camps; June, 2021.

<sup>2</sup>KPMG Final Report on the Camp Quality Costing Study: Primary School Cancer Education Program; November, 2020.



# PROGRAMS & SERVICES



**Camp Quality's programs and services are there for all Australian families with children aged 0-15 impacted by cancer, at every step of their cancer journey.**

We help to build optimism and resilience for the difficult road ahead, with cancer support programs, age-appropriate education services and a big, healthy dose of fun.

Our programs reconnect families fragmented by a cancer diagnosis and ensuing treatment, support kids' reintegration into school and build communities with shared experiences. We help to create positive, life-long memories and improve the quality of life for kids and families dealing with the trauma of cancer. We are committed to ensuring our support is accessible to culturally and

linguistically diverse (CALD) communities through translation projects and community building.

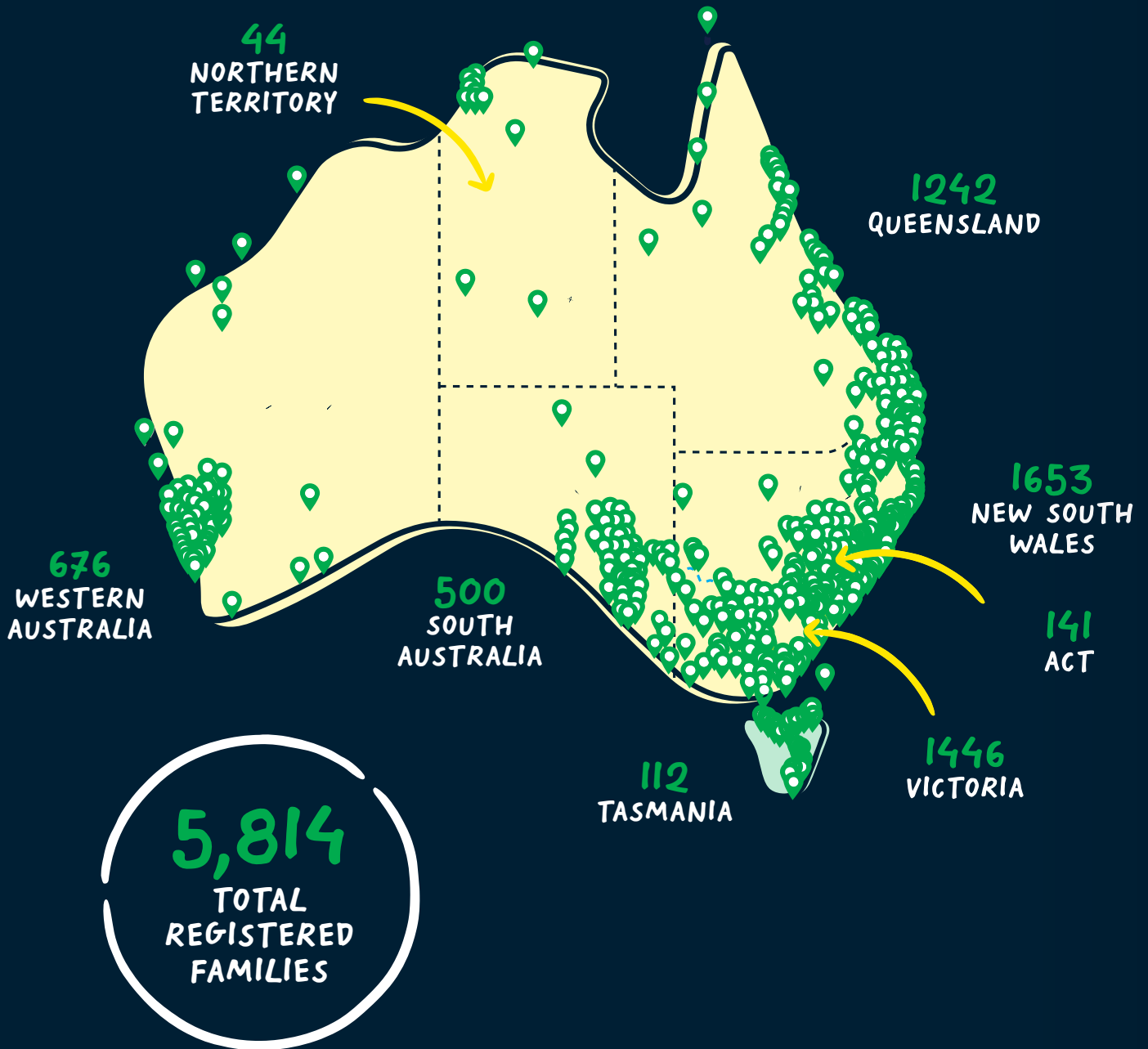
Our ground-breaking Child and Youth Cancer Alliance with Canteen and Redkite makes cancer support easier to access and has developed new initiatives to meet families' needs during the cancer experience.

We continuously work to improve our service offering and customer experience by listening to the voice of our children and parents with regular feedback, advisory committees and the recent adoption of user experience (UX) platform Ratelt.

We provide a range of free programs and services for families of children diagnosed with cancer (Child Patient Families) as well as Kids Impacted by Carer's Cancer (KICC).

# REGISTERED FAMILIES

BY LOCATION 2023



# OUR SUPPORT PROGRAMS

## HOSPITAL PROGRAMS

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CHILD LIFE THERAPY\*

BEDSIDE PUPPET  
PLAYDATES

BEADS OF COURAGE  
& STAR BEADS  
PROGRAMS\*\*

## RECREATION PROGRAMS

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FAMILY RETREATS

FAMILY CAMPS

KIDS' CAMPS

VIRTUAL CAMPS\*\*\*

## EDUCATION PROGRAMS

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CANCER EDUCATION  
PROGRAM

PERFORMED BY THE  
CAMP QUALITY PUPPETS

KIDS' GUIDE  
TO CANCER  
WEBSITE AND APP

NOW IN FIVE  
LANGUAGES!

## CHILD & YOUTH CANCER ALLIANCE

---

CANCER HUB

PARENTING THROUGH  
CANCER WEBSITE

PARENT  
COUNSELLING

\*In 2023 Camp Quality funded six Child Life Therapy positions in children's hospitals across NSW and Victoria and from 2024 will fund a role in Western Australia.

\*\*Camp Quality funds Beads of Courage at Sydney Children's Hospital, Randwick and Star Beads Program at John Hunter Hospital, Newcastle.

\*\*\* Online interactive camps.

# BEDSIDE BUDDIES & BEADS ABOUND

**Kids going through cancer treatment in hospital were in good company in 2023, with Camp Quality Puppets by their side, and more Child Life Therapy support.**

## CHILD LIFE THERAPY

In 2023 Camp Quality continued to be a strong supporter of Child Life Therapy, renewing funding for three full-time positions. A total of six child life therapists are easing the trauma of cancer treatment across more than 6,200 innovative medical-play sessions.

In New South Wales (NSW), we increased our funding to two full-time roles at John Hunter Children's Hospital in Newcastle. We also continued to fund one at Sydney Children's Hospital, Randwick, and another at the Children's Hospital at Westmead.

In Victoria, we continued to fund two full-time positions, one at Monash Children's Hospital and one at the Royal Children's Hospital in Melbourne.

We were also extremely pleased to confirm funding for a Paediatric Oncology Occupational Therapist at Perth Children's Hospital, set to commence in 2024.

## REFERRALS SURGE

A growing focus on hospital and other health agency stakeholder engagement has strengthened referral pathways and brand awareness of Camp Quality's services and programs. As a result, registrations have increased from 838 in 2022 to 1,098 in 2023.

## BEDSIDE PUPPET PLAYDATES

The Camp Quality Puppets continued to bring back their special brand of therapeutic fun and laughter to children's bedsides in paediatric hospitals, with a total of 154 visits to six metro children's hospitals in Queensland (QLD), Victoria (VIC), South Australia (SA), and Western Australia (WA) and the Hunter Region (NSW).

Thanks to a generous bequest from the Weeks Estate, our team have also been able to facilitate visits at the Royal Hobart Hospital, connecting with Tasmanian families who are facing a cancer diagnosis.



## THE BEADS OF COURAGE AND STAR BEADS PROGRAMS

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

The Beads of Courage program supported 63 children at the Sydney Children's Hospital, Randwick. Camp Quality was also proud to fund the recommencement of the Star Beads Program at John Hunter Children's Hospital, Newcastle, with 16 children enrolled in the program in 2023 and a further 33 children returning their list of bead requests in preparation for the start of their program.

“

TREATING CHILDREN AND YOUNG PEOPLE IS COMPLEX AND REQUIRES AN ENORMOUS TEAM EFFORT. THE IMPORTANCE OF CHILD LIFE THERAPY SUPPORT CANNOT BE OVERSTATED. IT NOT ONLY HELPS US IN THE CANCER CENTRE FOR CHILDREN, BUT IT REACHES FAMILIES FAR BEYOND OUR HOSPITAL'S WALLS.”

DR LUCIANO DALLA-POZZA,  
DIRECTOR OF THE CANCER CENTRE FOR CHILDREN  
AT THE CHILDREN'S HOSPITAL AT WESTMEAD

THEODORA UNDERGOES A PORT  
CHANGE PROCEDURE WITH HELP  
FROM HER CHILD LIFE THERAPIST.



LAUGHTER IS STILL THE BEST MEDICINE

# RECONNECTING FAMILIES

Our Family Retreats gave many more families time to reconnect and take a break away from cancer and provided those going through palliative care or bereavement time to honour their loved one.



## FAMILY RETREAT EXPANSION

In 2023, the demand for our much-needed Family Retreats continued to rise. Over 618 families attended a Family Retreat, more than doubling from 298 in 2022.

An expansion of the program from 13 to 15 properties nationally helped accommodate the increase.

Thanks to the generous support of NRMA Parks and Resorts, as well as RAC Holiday Parks and Resorts WA, additional Family Retreats were secured at:

- \* NRMA Murrumarang Beachfront Holiday Resort (NSW)
- \* RAC Busselton Holiday Park (WA)
- \* RAC Karri Valley Holiday Park (WA)

These much sought after properties were in addition to the already secured Family Retreat locations at:

- \* NRMA Phillip Island Beachfront Holiday Park (VIC)
- \* Surfside Holiday Park Warrnambool (VIC)
- \* NRMA Treasure Island Holiday Resort (QLD)
- \* NRMA Airlie Beach Holiday Park (QLD)
- \* NRMA Victor Harbor Beachfront Holiday Park (SA)
- \* West Beach Parks (SA)
- \* NRMA Port Arthur Holiday Park (TAS)
- \* NRMA Ocean Beach Holiday Resort (NSW)
- \* Park Beach Holiday Park Coffs Harbour (NSW)
- \* Salamander Bay Retreat (NSW)
- \* Discovery Parks Woodman Point (WA)
- \* Darwin Free Spirit Resort (NT)

“

**THANK YOU, CAMP QUALITY, FOR OFFERING US THIS INCREDIBLE RESPITE AND HAVEN OF PEACE. YOU HAVE HELPED TO REUNITE US AND ALLOW US TO PREPARE FOR WHATEVER IS TO COME”**

CAMP QUALITY FAMILY

618

**FAMILIES ATTENDED A FAMILY RETREAT, MORE THAN DOUBLING FROM 298 IN 2022**

## SALAMANDER BAY, NSW

The Salamander Bay Retreat provided 46 of our most in need families with time to reconnect, create everlasting memories, or remember their loved one. This wouldn't be possible without the support of The Joan Peterson Charitable Foundation, as managed by Equity Trustees, who provide Camp Quality with the use of a beautiful beachfront home.

## EMERGENCY RESPITE

Through the continued generosity of the Andrew Pratten Charitable Trust, Camp Quality was able to provide emergency respite to 44 families in 2023. The Emergency Respite Program is available to our highest need families who have received a palliative care diagnosis or who are in dire need of time together as a family.

## POSITIVE IMPACT

Feedback from families highlighted how special the Family Retreat Program is:

100%

said they reconnected as a family during their stay at the retreat.

100%

said the retreat allowed their family to spend quality time together.

99%

said the retreat allowed them to create happy memories as a family.

# HAPPY CAMPER S



## TOP 3 FAVOURITE THINGS ABOUT KIDS' CAMP

1

MAKING  
NEW  
FRIENDS

2

MAKING  
NEW  
MEMORIES

3

HANGING OUT  
WITH MY  
COMPANION

**Family Camps, Kids' Camps and Virtual Camps all saw big upticks in both demand and capacity in 2023, and new customer feedback platform Ratelt confirmed that our camps are, indeed, quality.**

In 2023, our families asked for more invitations to family-orientated programs that brought the family unit together to create lasting, happy memories.

Camp Quality listened and increased the capacity for Family Camps and Family Fun Days in 2023 by 37% compared to 2022. The creation of innovative new programs helped to increase participation by 17%.

At the 35 Family Camps held across the country, children and their families enjoyed precious quality time together, reconnecting as a family. These camps were also a great opportunity for families to connect with other Camp Quality families also facing cancer.

## SO MUCH FUN!

We delivered 150 Family Fun Day experiences, with 2,724 families able to enjoy a much-needed break from cancer and spend time together. The young and young at heart participated in a huge range of activities and events.

Sydneysiders chose their own adventure at the Entertainment Quarter, and in Brisbane, families learned to flip, spin and balance like circus performers. There was a Christmas party carnival in northern NSW and Victorians rode the Puffing Billy in Melbourne.

The opportunity to make new friends and get some time away was taken up by 661 children at Kids' Camps throughout the year. Fun, laughter and excitement was had by all, while children built up their confidence, strength and a sense of belonging, surrounded by peers who understood what they were going through.

## TOP 3 FEELINGS FROM KIDS FOLLOWING CAMP

HAPPY

EXCITED

GRATEFUL

100%

of kids felt excited about coming to another Camp Quality camp.

98%

of parents/carers rated camp as awesome or good for connecting as a family.

100%

of kids rated their companion as awesome or good.

98%

of parents/carers rated camp as awesome or good for creating happy memories.



## VIRTUAL CONNECTION

Virtual Camp was back again this year and had its highest participation since its inception during COVID-19 restrictions. 456 kids received their 'Camp in a Box' activities and logged into one of the three interactive live streamed sessions.

100% of the kids said Virtual Camp delivered fun and laughter, while being able to engage in new activities they haven't done before or don't often get a chance to do. Virtual Camp continues to break down the barrier of location, with kids able to connect with each other from wherever they are in Australia – whether that be their home, their hospital bed or away on holidays.

# KI C C I N G UP A GEAR

**Kids Impacted by a Carer's Cancer (KICC) registrations almost doubled in 2023, highlighting the considerable need to support families where a parent or primary carer is diagnosed with cancer. Some quick thinking was needed to boost capacity!**

In 2023, 1,841 KICC families registered, including 4,458 children aged 0-15. That's a staggering 42% more kids and their families joining Camp Quality through KICC than the previous year.

A challenge we knew we would face in 2023 was being able to provide enough opportunities for our KICC families to spend quality time together, and to find moments to connect with other families who understood what they were going through.

We almost doubled participation for Camp Quality KICC family members compared to 2022. With 6,488 family members in attendance, 2023 was a record year for KICC families.

While Camp Quality maintained a similar number of services and events for our KICC families as were held in 2022, we were able to scale them up to include more families.

The capacity of Family Fun Days, for example, doubled from 50 to 100, so twice as many families could simply spend a fun day together, creating

precious memories and taking a break from cancer. By growing the capacity of Family Fun Days and increasing access to Family Retreats, we were able to significantly increase opportunities for families to attend a program.

With Cancer Hub and work done to strengthen medical referral pathways coming to fruition, we anticipate the number of KICC families in need of support to continue to grow. Camp Quality will remain focused on assessing the need for this support and developing the most effective ways to meet it.

“

**IT WAS THE BEST THING. JUST TO SEE NOAH OFF HAVING FUN WITH OTHER CHILDREN AND THEN ME BEING ABLE TO BE RAW AND HONEST WITH OTHER ADULTS THAT UNDERSTOOD, IT MADE A BIG DIFFERENCE.”**

**1841**

**KICC FAMILIES REGISTERED IN 2023! THAT'S **42%** MORE KIDS AND THEIR FAMILIES LOOKING FOR A BREAK FROM CANCER.**

## NOAH'S STORY

**One day before Noah's third birthday, his dad Chris was given a devastating cancer diagnosis. Just a few months later, Chris lost his battle with cancer.**

Noah's mum Kelly had already heard about Camp Quality years prior. "I figured there must be something out there for us where we can connect with other families. I registered hoping to support Noah in understanding that he was not alone in this journey, and to show him that others understood and had endured similar experiences," she says.

In November 2022, Kelly and Noah went on their first Family Fun Day to the Richmond Maze where they got to meet the volunteers and other Camp Quality families.

Noah and Kelly then went away on a Camp Quality retreat together in 2023. They spent the weekend going on bush walks, visiting lookouts and markets, local cricket games and went out to dinner. "We got to have time together, to connect, to remember Chris, and to make new family memories."



KELLY AND NOAH ENJOYING A FAMILY RETREAT TO REMEMBER CHRIS AND MAKE SOME HAPPY MEMORIES TOGETHER.



# PUPPET EMPOWERMENT!

**The entertaining and educational Camp Quality Puppets made lots of new friends in schools around Australia and teachers told us they were a big hit!**

The Cancer Education Program team exceeded their ambitious 2023 target of 497 visits to schools and early learning centres, with a whopping 586 visits for the year! Much of the expansion was down to a proactive social media campaign, making a much larger audience aware of the impact of the Cancer Education Program’s fantastic puppet shows.

**85,584\***

**STUDENTS ACROSS AUSTRALIA WATCHED ONE OF OUR SHOWS!**

↑ **THAT'S 32%**

\*Of these visits, **185** were to schools in regional areas, with 20 regional tours sending the puppets as far afield as Cairns (QLD), Penguin (TAS), Quorn (SA) and Kalgoorlie–Boulder (WA), to ensure location was no barrier to learning about cancer.

We also launched our new educator feedback surveys through RateIt, which gave educators an opportunity to complete a quick survey, taking less than a minute to fill in, so we could get real-time feedback on the program. We had an incredible uptake, with 591 surveys completed in 2023.

“

**THANK YOU FOR APPROACHING THIS HEART-BREAKING ISSUE WITH POSITIVITY AND FUN.”**

**EDUCATOR**

**100%**

believe the shows can help build optimism and resilience in a child facing cancer.

**99%**

believe the program helps combat and reduce incidences of bullying.

**100%**

believe the program increases understanding of cancer within the school community.

**100%**

felt more confident to talk to children about cancer.

“

FABULOUS ENERGY KEPT THE KIDS ENGAGED, INTERESTED AND HAVING A GREAT TIME, WHILE REPETITIVE EDUCATIONAL CONTENT AND POSITIVE MESSAGES LEFT THEM WITH GREATER INSIGHT INTO LIVING WITH CANCER. EXCELLENT QUESTIONS AFTER THE SHOW WERE A REFLECTION OF HOW MUCH THEY TOOK IN AND HOW CURIOUS KIDS ARE ABOUT SOMETHING RARELY TALKED ABOUT.”

EDUCATOR

THE CANCER EDUCATION PROGRAM IS PROVEN TO REDUCE:

BULLYING

ABSENTEEISM

THE NEED FOR MENTAL HEALTH SUPPORT

THE PROGRAM DELIVERED A SOCIAL RETURN ON INVESTMENT OF \$5 FOR EVERY DOLLAR SPENT\*\*

\*\*KPMG Final Report on the Camp Quality Costing Study: Primary School Cancer Education Program; November, 2020.



THE CAMP QUALITY PUPPETS VISITED SENYA'S SCHOOL AFTER SHE RETURNED FROM TREATMENT

# JUMPING LANGUAGE BARRIERS!

**Our multi-award-winning *Kids' Guide to Cancer* app was redeveloped in 2023. The Guide was translated into four new languages - Hindi, Cantonese, Mandarin and Arabic - and is now also available on our website .**



**DR LUCIANO DALLA-POZZA, DIRECTOR OF THE CANCER CENTRE FOR CHILDREN AT THE CHILDREN'S HOSPITAL AT WESTMEAD AND CAMP QUALITY MUM, GEWA SPOKE AT OUR LAUNCH EVENT.**

Talking to our multicultural families, we discovered that parents and grandparents who did not speak English as their first language often lacked the resources to talk about cancer to young kids.

This inspired us to translate our cancer education resource, *Kids' Guide to Cancer*, into four new languages and make it more accessible via a website. *Kids' Guide to Cancer* in Hindi, Cantonese, Mandarin and Arabic launched in August 2023 across Facebook, Weibo, multicultural email newsletters and with a media event attended by journalists and community members.

We provided multi-lingual print and digital downloadable resources for community members to share within their communities to spread the word.

By the end of 2023, the *Kids' Guide to Cancer* app had been downloaded 1,538 times and the website had reached 34,753 pageviews. The Arabic and Chinese language versions of the webpage had the highest views of the four translated versions.

Camp Quality will continue promoting the app and website to culturally and linguistically diverse communities in 2024. We will also explore the need for translation into more languages.

**1,538** **KIDS' GUIDE TO CANCER**  
**APP DOWNLOADS**

KIDS' GUIDE  
TO CANCER

WEBSITE  
PAGE VIEWS

**34,753**

VIEWS PER  
LANGUAGE

ENGLISH

**31,193**

ARABIC

**1,260**

HINDI

**985**

CHINESE  
SIMPLIFIED

**810**

CHINESE  
TRADITIONAL

**505**



# STRONGER TOGETHER

**The Child and Youth Cancer Alliance of Camp Quality, Canteen and Redkite had much to be proud of in 2023, with their major partnership initiative, Cancer Hub, hitting its first full year and supporting many families in need.**

Since launching in August 2022, Cancer Hub has supported around 2,600 families, with 4,700 cancer navigation support sessions delivered. Results from an external evaluation run between June 2022 and June 2023 by consultancy Nous Group indicated positive feedback from service users and key stakeholders.

- \* **3,563 OCCASIONS** of service at point of intake.
- \* **3,326 NAVIGATION OCCASIONS** of service.
- \* **1,061 REFERRALS** to Alliance partners and other services.
- \* **90,406 OCCASIONS** of access to e-books and digital resources.
- \* **594 OCCASIONS** of service via the Camp Quality Family Counsellor to 138 individual parents.

## HUB OF ACTIVITY

Cancer Hub is changing the landscape for young people (0-25 years) dealing with a family member's cancer by providing a single point of contact to manage each family member's needs.

Intake clinicians, cancer navigators and counsellors assess and respond to the broad array of issues a family member's cancer diagnosis brings, whether it be financial problems, accommodation, mental health issues, or family relationship challenges.

## DREAM TEAM

A team of marketing colleagues from the Alliance organisations joined forces to spread the word about Cancer Hub in 2023. This brought 71,000 users to the Cancer Hub website, with 73% of these coming from paid marketing.

## FURTHER FUNDING

In November 2023, the Australian Government announced \$11.5 million in funding over a four-year period to ensure the continuation of current Cancer Hub services and address identified gaps, including:

- \* Additional intake and navigation roles to meet current and future demand.
- \* Expansion to offer support to any family member (0-25) affected by a child's cancer diagnosis.
- \* Opening Cancer Navigation to parents with cancer.
- \* Provision of culturally responsive support for First Nations families through specialised roles.

The Alliance is also working on the Online Parenting Project aimed at supporting parents and carers through childhood cancer, due to launch in 2025.

“

I WAS REFERRED TO CANCER HUB BY MY SOCIAL WORKER AT WESTMEAD HOSPITAL. TWO DAYS LATER I WAS CONTACTED BY A CANCER HUB NAVIGATOR, KIRA, WHERE SHE OUTLINED THE DIFFERENT SERVICES I COULD ACCESS, AS WELL AS HIGHLIGHTING MY NEEDS TO CAMP QUALITY. I FOUND THE PROCESS REALLY EASY, STREAMLINED, AND IT ONLY TOOK ABOUT 20 MINUTES TO BE LINKED INTO OTHER SUPPORTS.”

ALISHA, WILL'S MUM

WILL, ENJOYING A CAMP QUALITY CAMP AFTER BEING REFERRED THROUGH CANCER HUB.



# HOW WE ADD UP

In 2023 we supported 1 in 3 kids diagnosed with cancer.

**OUR GOAL IS TO HELP THEM ALL!**

## RECREATION 2023 STATISTICS

449

families attended 35 Family Camps.

661

kids impacted by cancer attended 15 Kids' Camps across Australia.

618

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

1,410

families attended 54 Family Fun Days.

1,314

families enjoyed one of 96 Family Experiences.

## HOSPITAL 2023 STATISTICS

OVER

6,000

sessions held by Camp Quality-funded Child Life Therapists.

154

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

## EDUCATION 2023 STATISTICS

85,584

students watched our Cancer Education Program puppets perform at 586 schools and education and care services.

36,291

combined webpage views and app downloads of our online cancer education resource *Kids' Guide to Cancer*.

## STATISTICS OVER THE LAST FIVE YEARS

624

puppet hospital visits to paediatric oncology wards.

351,642

students watched our puppets perform at 2,911 schools and education and care services.

1,736

families attended 156 Family Camps.

10,434

kids and 4,523 families attended 219 Family Fun Days.

11,393

kids and 5,332 families enjoyed one of 381 experiences.

4,756

kids attended 106 Kids' Camps.

1,193

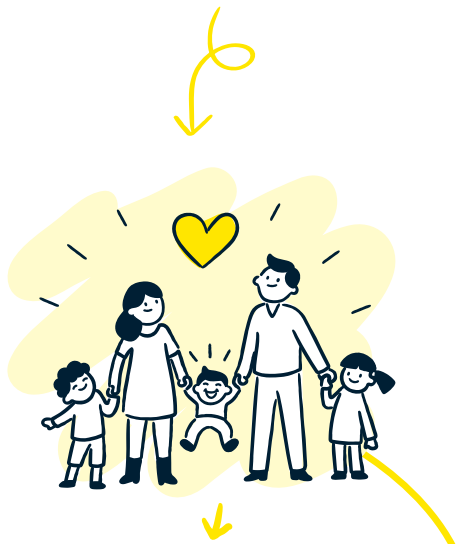
families had a break from cancer at our retreat locations.\*

*\*From 2022 the number of family retreats increased from 4 to 15*

MEET THE

# MUNROE FAMILY

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



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



## PUPPET PLAYDATES

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

## CANCER EDUCATION PROGRAM

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



## CHILD LIFE THERAPY

Will is hospitalised and anxious about the procedures he faces. Brooke, a Camp Quality-funded Child Life Therapist at the hospital, introduces medical-play techniques and teaches him coping skills to ease his fears.



Will is 3 years old when he starts getting strange pains. Lucy takes him to the doctor, and they are sent to Sydney for further tests. The family is then given the heartbreaking news that Will has cancer.



## CANCER HUB

Lucy is overwhelmed by all the information she has received. She contacts Cancer Hub and a navigator takes her through the services available and connects her with the support her family needs most.

## PARENTING THROUGH CANCER

Lucy feels overwhelmed as a mum and accesses the Parenting Through Cancer website to book free counselling, connect with other parents and read helpful articles.



## FAMILY CAMP

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



## KIDS' CAMP

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

## VIRTUAL CAMP

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



## FAMILY FUN DAY

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



## FAMILY RETREATS

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



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

## KIDS' GUIDE TO CANCER

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



# WE'RE LISTENING

**In 2023, Camp Quality took the next steps in our Family Service Journey Mapping Project from 2022 to launch new initiatives – Ratelt and Family and Child Advisory Committees – so we could capture the expressed needs of our kids and their families.**

Our overall goal at the start of the Family Service Journey Mapping Project was to deliver the right cancer support programs and customer communications, in the best way, and at the ideal stage, for our families throughout their cancer journey.

To achieve this and become a truly customer-led organisation, we needed to implement new tools, resources and fresh ways of working so that we were able to hear our families in real time, as well as bring questions to them for consideration on a regular basis.

## **REAL-TIME FEEDBACK**

In 2023, Camp Quality implemented customer experience platform, Ratelt, which captures feedback from parents and carers, volunteers, teachers and kids, to help us improve our programs and services. Happily, the response so far has been extremely positive!

We had 2,251 responses to the Ratelt survey with a net promoter score (gauge of customer loyalty) of 9.6 out of 10, 5% above industry average. Our Customer Experience Score was 93 out of 100 – a huge 28% above industry average.

### **The Ratelt feedback showed:**

- \* 100% of educators said the Cancer Education Program increased their understanding of cancer.
- \* 100% of kids felt excited about coming to another Camp Quality camp.
- \* 100% of volunteers felt engaged and included at the Family Fun Days.
- \* 95% of families said Family Camps allowed them to connect with other families.

“

**WHAT CAN I SAY! YOU JUST HELPED MY BOYS AND I CREATE A CORE MEMORY THAT WE WILL NOT FORGET. WE ARE STILL ON SUCH A HIGH FROM THE AMAZING DAY CAMP QUALITY ORGANISED. ALSO, MEETING MUMS WHO I HAD AN INSTANT CONNECTION WITH, AND MUTUAL UNDERSTANDING OF THE JOURNEY IT HAS BEEN TO GET TO WHERE WE ARE. IT IS TRULY SOUL HEALING.”**

**RATEIT RESPONSE, EMINE,  
CAMP QUALITY PARENT**

Receiving constructive input from families and volunteers was very valuable. We heard for example, that some families wanted to choose what activities they were a part of, and that others were seeking more age-appropriate activities for certain age groups of kids. From volunteers, we found out that they required more communication from us and had useful feedback about companion matchups.

## **CAMP QUALITY FAMILY AND CHILD COMMITTEES**

In 2023, Camp Quality set up two new advisory committees to ensure the needs of our families are at the forefront of all we do. The committees will play a key role in shaping Camp Quality's future strategy.

The Family Advisory Committee and Voice of Child Committee consist of families and children from various locations, demographics and time registered with Camp Quality to ensure a breadth of viewpoints. Each committee also has a healthcare professional attend to support the facilitation of the meeting.

The first meetings of each committee were a great success. The Voice of Children Committee was especially moving, with children aged 6 to 12 asked to present to the committee what "the best day in their life" would look like. This will help ensure we are providing experiences that our families and children will enjoy.

These committees will meet regularly to provide their insights on key themes, messaging, projects and ideas in 2024 and beyond.

## FAMILY SURVEY

We sent our families a formal Family Survey and asked them how programs can be improved, what their favourite programs are, how programs impact them as a family and how they want to be communicated with. This survey provided valuable insights for the team to plan relevant future programs.

# Camp Quality Family Insights



## FAMILIES WITH A CHILD DIAGNOSIS

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

### INSIGHTS

- \* 100% of parents/carers said the Family Camp allowed them to connect with other families.
- \* Parents and carers want their children to experience new activities and make new friends.



## KIDS IMPACTED BY A CARER'S CANCER

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

### INSIGHTS

- \* 100% of parents/carers said the Family Fun Day allowed them to create happy memories.
- \* Parents are keen for their children to participate in activities that are physical, creative and inspire mindfulness, and have the opportunity to make new friends.



## BEREAVED FAMILIES (CHILD)

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

### INSIGHTS

- \* 100% of families said the Salamander Bay retreat allowed them to take a breath and unwind.
- \* Bereaved families want to be able to reconnect as a family and highly value the opportunity to do so.

TEAM WORK MAKE

DREAM

WORK

S THE

M

K

2023 was a huge year for Camp Quality. For this year of big wins, broken records and new benchmarks, credit is due to everyone involved. From the Board, through to staff and volunteers, supporters, partners and fundraisers, the kindness, generosity of spirit and the willingness to always dig a little bit deeper, saw Camp Quality go from strength to strength in providing care and support to kids facing cancer and the families who love them.



CAMP QUALITY AMBASSADOR CHRISTIAN WELCH GETS A CLOSE SHAVE

# 'FUN' IN THE FUNDRAISING

We delivered our programs thanks to the people power of our supporters who fundraised and donated in a multitude of fun ways across the country.

The year was kicked off by Camp Quality Ambassador **Christian Welch** who led his Melbourne Storm teammates and coach in a **HEAD SHAVE CHALLENGE** event, raising an incredible \$26,600 in support of our kids and families. We couldn't be more thankful to Christian for his support, with the Co-Captain of the Storm even letting Camp Quality kid Theo take control of the shaver!

## COMMUNITY EFFORTS

Christian's close shave set the scene for an incredible year of community fundraising across Australia. Our supporters in and around Newcastle came together to deliver a series of record-breaking events, including the inaugural **400KMS FOR KIDS** cycling event, **BY INVITATION, MOTOCYC**, our **ANNUAL GOLF DAY** and **BAND TOGETHER AGAINST CANCER**, raising almost \$500,000 to support our work in the region.

**THE NORTHERN TERRITORY HOT 100 & MIX 104.9 RADIO AUCTION** also broke a record, with the team and volunteers there raising an amazing \$33,600.

In Queensland, we were lucky once again to be picked as a charity partner of the Brisbane Broncos, who raised nearly \$30,000 during their first home game of the season.

In NSW, the Sydney Contender group raised more than \$105,000 through a series of events, and in ACT and NSW our long-term supporters raised over \$135,000 through **CLASSIC CRUISE** events. These are just a few examples of the incredible events that took place across the country in support of Camp Quality.

“

I WOULD LIKE TO THANK THE WHOLE TEAM THAT PUT THIS EVENT TOGETHER FOR SUCH A GREAT CAUSE. IT WAS TOUCHING TO SEE WHAT CAMP QUALITY DOES AND I WILL BE BACK AS MANY TIMES AS I POSSIBLY CAN.

MOTOCYC ENTRANT 2023



MOTOCYC 2023



**CONVOY GEELONG**

Our major outdoor events continue to go from strength to strength. The year started with **CONVOY GEELONG** raising more than \$176,000, and later in the year, our inaugural **CONVOY PERTH** event raised more than \$197,000. Huge thanks to the communities around Geelong and Perth and the wider trucking community for its support of these events. Our **FUNX4** community stuck with us through weather issues and diversions, to deliver a six-day event in the Simpson Desert and another amazing fundraising result.

## SMILES FOR MILES

October was an extra busy month, with signature multi-day driving events taking place. **WESCARPADE** started in Newdegate, (WA), and finished in Bunbury, and **ESCARPADE** departed from Lismore (NSW) and traveled up to Rockhampton in Queensland and back down to Narrabri.

And as if enough kms hadn't been already covered, our peer-to-peer events, **BIG RIDE FOR LITTLE KIDS** (March) and **BIG WALK FOR LITTLE KIDS** (September), welcomed more than 8,355 participants who together, cycled or walked an amazing 922,000kms in support of our kids and families.

Together with our raffle program, our digital initiatives raised more than \$5.7M. We could not have achieved this without the continued support of ALDI Australia as sponsor of our peer-to-peer events, and Jayco Australia, Jayco Newcastle and Concord Jaguar Land Rover who support our raffle program.

## HELP FROM FRIENDS

Our **CAMP OUT** event continued its evolution from a COVID-19 fundraiser to fun-filled outdoor event, with Camp Quality Family Retreats partner NRMA Parks and Resorts, organising family-focused events across each of their sites, raising vital funds and awareness.



**ESCARPADE**



**BIG RIDE FOR LITTLE KIDS**

The fourth year of our partnership with Premier Partner ALDI Australia saw incredible community engagement. The **PACKING FOR IMPACT** initiative in September saw celebrities Matty J and Steph de Sousa pack customers' bags at ALDI's Brookvale (NSW) store. In total, support from ALDI, including employees, suppliers and customers, has helped more than 7,000 kids attend a Camp Quality program.

We continued to partner with ToyBox through the Miss Universe Australia program and renowned **ROYAL QUEENSBURY CLUB CHAMPIONSHIP** event, which collectively raised over \$240,000 for Camp Quality.

Our long-standing partnership with The Arnott's Foundation continued to thrive and 2023 saw **ARNOTT'S STAND UP FOR KIDS FACING CANCER COMEDY NIGHT** reach a new record, raising over \$60,000.

We also continued to receive significant support from The LEGO Group, efm Logistics, Band-Aid and Kumho Tyres, and Camp Quality was chosen to be a beneficiary of Amazon's 'Goes Gold' for kids with cancer during September.

Queensland Health continued its support of the Cancer Education Program in that state through the provision of a significant grant. We were also

proud to announce that Cancer Australia has agreed to fund the development of a new cancer education film, that will be delivered in partnership with Canteen, and help kids aged 12-15.

Our Child Life Therapy program went from strength to strength, thanks to the continued support of donors, including patron, John Higgins AO. In 2023, Camp Quality-supported child life therapists delivered over 6,200 occasions of service, helping kids day in, day out in hospitals across the country.

We also received continued support from our philanthropic community, with significant grants from the Channel 7 Telethon Trust, Stan Perron Charitable Foundation, Paul Newman Foundation, Tour de Cure, The Highland Foundation, Perpetual Trustees, and the Andrew Pratten Charitable Trust contributing to a 35% increase in that area.

**We recognise the incredible efforts of our donors and partners, whose hard work and dedication enable us to be there for kids and families impacted by cancer across Australia. Thank you – we couldn't do what we do without you.**

# QUALITY HUMANS

**We could not provide our programs without our dedicated 800 plus volunteers from across Australia. Our vollies embody the Camp Quality spirit and ensure our programs are jam packed with encouragement, enthusiasm and fun.**

## VOLUNTEER ENGAGEMENT

- \* 611 volunteers attended programs across the country with an overall 68% engagement rate.
- \* Our volunteers participated in more than 10 different event types, including Family and Kids' Camps, varied fundraising events and Virtual Camps.
- \* They held 15 different roles aligned to leadership, clinical, companion and fundraising responsibilities.
- \* They gave more than 27,000 hours of their time, to a dollar value of \$1,705,743.

## RECOGNITION

Each May, we celebrate National Volunteer Week – sharing our volunteers' stories through online campaigns, organising volunteer-only social events in each region, and presenting recognition awards that celebrate our volunteers' contribution and length of service. Camp Quality's Gillard Volunteer of the Year Awards are also announced at this time of year. In 2023 our award recipients were:

- \* **Damian Sheather** – Queensland
- \* **Darren McGuinness** – Northern NSW
- \* **David Abela** – Southern NSW
- \* **David Richardson** – South Australia & Northern Territory
- \* **Melissa Woollard** – Western Australia
- \* **Natalie Larter** – Sydney
- \* **Olivia Espie** – Tasmania
- \* **Tony Wielgosz** – Victoria

**Damian Sheather was selected as our National Gillard Volunteer of the Year for 2023.** Damian has supported Camp Quality as both an enthusiastic Recreation Programs' volunteer, and as an esCarpadian. Through his fundraising for esCarpade, Damian has raised over \$60,000 for the organisation in the past three years!

## LENGTH OF SERVICE AWARDS

We celebrated 117 volunteers marking new milestones in 2023 and of those, 57 were awarded for 10 or more years of service. We honoured three volunteers who have dedicated an incredible 35 years of service to Camp Quality: **Kim Anderson** from Queensland, and **Mark Pecar** and **Colin Hawley**, both from NSW.

## VOLUNTEER ENGAGEMENT SURVEY

Our 2023 volunteer engagement survey continued to show the strong connection our volunteers have with Camp Quality.

The results showed high levels of volunteer engagement with an overall score of 93%. Some of the areas with the most positive responses included:

- \* **RISK REPORTING: 98%** of survey respondents indicated they felt comfortable reporting incidents (this is 11% above the sector average).
- \* **WELLBEING: 95%** of respondents indicated that they feel good when working with Camp Quality (7% above sector average).
- \* **LEARNING & DEVELOPMENT: 93%** of respondents reported that they were given enough guidance and training (17% above the sector average).
- \* **RECOGNITION: 92%** of volunteers felt Camp Quality celebrated success (13% above the sector average).



“

THE VOLUNTEERS ARE AN EXTRAORDINARY BUNCH OF PEOPLE. THEY DRESS UP, JOIN IN ACTIVITIES AND SOMETIMES QUITE LITERALLY THROW THEMSELVES IN THE DEEP END! I HAVE MET SO MANY INCREDIBLE PEOPLE THROUGH CAMP AND MADE LIFELONG FRIENDS.”

LIZ, NSW VOLUNTEER

# JOB ✓ WELL DONE

**Our staff are shining stars who go above and beyond every day. The People and Culture team focused on recognising that passion, supporting wellbeing and making sure every voice was heard.**

In January we implemented a new recognition program – Camp Quality’s Star of the Month Award. This peer nominated award provides our people with a way to acknowledge those they work with – humbly going above and beyond what is expected. With no shortage of nominations every month, this program quickly became a highlight of our monthly organisation-wide catch-ups.

## WELL, WELL, WELL

To further support mental health and wellbeing we reintegrated The Oranges Toolkit corporate wellbeing program. Employees enjoyed coming together to participate in four interactive workshops across the year, taking them through each of the program’s seven segments – Optimism, Resilience, Attitude (mindset), Now (mindfulness), Gratitude, Energy and Strengths – ORANGES.

A subsequent peer support program was implemented with a focus on frontline teams who work closely with our Camp Quality families and volunteers. They shared their lived experience through a series of carefully facilitated Peer Exchange Program Talks (‘PEP Talks’).

## FASTER, HIGHER, STRONGER

Deepening support for professional development saw 10 employees complete a nine-month Leda leadership development program.

The Camp Quality Professional Development Scholarship was launched to offer employees access to further studies or extended training to help them develop in their current or future roles with Camp Quality. We were delighted to award this to two of our Data and Tech team members who successfully gained further certifications.

WITH EMPLOYEE  
ENGAGEMENT UP  
IN 2023 TO

**89%** 

**WE WERE NAMED BEST WORKPLACE FOR 2023**

## CHECKING IN

In May 2023, we launched our employee pulse check surveys which were delivered over a four-month period. Each survey sought feedback on a particular theme, covering employee engagement, workplace culture, learning & development and communication & collaboration.

With an understanding of how our people felt about working with Camp Quality, we moved to our annual employee engagement survey through Xref Exchange (formerly ‘Voice Project’) in October 2023. We were delighted to achieve an overall engagement score of 89%; an uplift on our 2022 results. These results meant we again achieved Xref Exchange’s Best Workplace Award for 2023. We are hopeful of attaining this again in 2024, making it three years in a row.

## DEDICATION

Our high level of employee engagement was reflected in our rate of employee retention again this year. We finished 2023 with nearly 87% of our employees choosing to stay with Camp Quality – another improvement on 2022 (83.7%). And with an average annual employee tenure of four years and three months, we are well above the Australian average of three years and four months’ service.

Throughout the year we were supported by the People & Culture Committee (comprising four Board members and two external advisors). They provided valuable feedback and guidance on numerous policies and varied initiatives launched throughout the year.

THE CAMP QUALITY TEAM FROM ACROSS AUSTRALIA AT A RECENT STAFF CONFERENCE



# A BIG BRAND BIRTHDAY!



OUR FOUNDER VERA ENTWISTLE LOVED MEETING THE KIDS AT OUR 40TH BIRTHDAY CAMP IN VICTORIA.

**Camp Quality's 40th birthday was an amazing opportunity to take our refreshed brand to the next level - on camps, online and out in the media. We couldn't be prouder of how far we have come and how brightly we shine!**

Highlights included a big birthday party with our friends at NRMA Parks and Resorts during a Family Retreat. The morning's activities were broadcast live throughout the Today Show weather cross. Our birthday party at Taronga Zoo in Sydney was aired on Channel 10 and our Melbourne Zoo birthday party was attended by our founder **Vera Entwistle** and ambassadors **Kerry Armstrong** and **Lee Elliott**. All enjoyed a huge cake with a lot of very happy kids, our puppets and Gigggle.

Families and volunteers sent in their favourite memories from over the past 40 years which we shared on social media and a birthday web page. This meant that as well as bringing our community together, our 40th birthday generated **4,640 ENGAGEMENTS** and **107,975 IMPRESSIONS** on social media and drove **9,300 PEOPLE** to our website.

## MARKETING

### Social media

We shared the stories of our inspiring Camp Quality families and volunteers across social media to build a stronger, more engaged audience than ever before. Social media advertising played a key role in generating revenue for all key fundraising campaigns.

- \* **2.5% ENGAGEMENT RATE.**
- \* **110,816 SOCIAL MEDIA FOLLOWERS** (12% YOY increase).

### Website

New SEO content brought families on the cancer journey to our website for information. Our investment in advertising for fundraising campaigns, particularly our raffles, brought lots of new users to the Camp Quality website where they could learn more about what we do.

- \* **78,647 WEBSITE VISITS** (27% YOY increase).

## COMMUNICATIONS

### Earned media

PR activity about our programs, campaigns, corporate partner activities and Child and Youth Cancer Alliance told the big stories of Camp Quality in the media.

- \* **2,938** total media stories mentioning Camp Quality (24% YOY increase).
- \* **50,150,780** potential audience reach.

### Ambassadors and Influencers

Our Camp Quality ambassadors share their big hearts to help our campaigns reach further. We also bring in specific campaign ambassadors and influencers to join the fun on one-off campaigns or to promote specific programs.

Paralympian **Ellie Cole** was our Big Walk for Little Kids ambassador. Our first Camp Quality Puppet Ambassador, NSW Swifts netball captain **Maddy Proud** helped promote our Cancer Education Program. ALDI ambassador **Matty J** joined in ALDI's Packing for Impact fundraising event broadcast across mainstream media channels. **Christian Welch** got the whole Melbourne Storm NRL team on board to shave their heads. Matildas players **Brylee Henry** and **Kirsty Fenton** championed and participated in our Big Walk for Little Kids.

**Vera Entwistle**, **Kerry Armstrong** and **Lee Elliot** all filmed video ads for our Christmas Appeal. Kerry also attended our Camp Out event at NRMA Parks and Resorts and was a big favourite with the kids!

A big thank you to **Ryan Story** for his generous donations and **Emma Alberici**, **Snezana Wood**, **Michael Crossland**, **Casey Donovan**, **Jarrold Wood** and **Dick Johnson** for being on the Camp Quality team!



SOME IMPORTANT STUFF

# ACROSS THE BOARD

**The Camp Quality Board of Directors met six times during 2023 as part of the governance agenda, supplemented by meetings of the Risk, Audit and Compliance Committee and the People and Culture Committee.**

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

The Board's role is to develop with management, and oversee the implementation of, Camp Quality's three-year Strategic Plan to inform the current and future direction of the organisation. They are also responsible for the organisation's regulatory compliance, financial management, risk mitigation and operational performance. The Board monitors the progress of the business against the pre-approved strategy and Key Performance Indicators (KPIs) with comprehensive Board papers and updates provided bi-monthly, or as required due to any change in circumstances.

Camp Quality's Non-Executive Directors come from a variety of professional backgrounds and diverse areas of expertise and geography, to truly reflect the character of a national not-for-profit in Australia.

## GOVERNANCE FUNCTIONS

The Board guides the strategic direction of the organisation, and monitors and measures the performance of the CEO and the management

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 sub-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 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. They are also required to attend at least two Camp Quality events over the course of a year as part of their Board KPI's.

## THE BOARD AND COMMITTEES

During the calendar year, six meetings of the Board were held. In addition, there are two Board committees as outlined on the opposite page. The attendances by each Director at the Board and Committee meetings is outlined in the table at the top of the opposite page.

## ANNUAL GENERAL MEETING

An annual general meeting (AGM) for the Members of Camp Quality was held in May 2023, which provided a full report on Camp Quality's annual activities and yearly finances. The AGM allows time for Members to ask questions and formally endorse the appointment of new members of the Board, as well as endorse another term, or not, for Directors who are up for renewal.

## The Board of Directors

Table below showing meetings of Directors (including Committees) during 2023.

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

<sup>1</sup>Cameron Clyne retired from the Board in February 2024

<sup>2</sup>Gary Edstein retired from the Board in February 2023

<sup>3</sup>Catherine Sayer retired from the Board in February 2024

<sup>4</sup>Deborah Thomas attendance impacted by cancer

## THE RISK, AUDIT AND COMPLIANCE COMMITTEE

**MET SIX TIMES IN 2023**

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

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

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

## THE PEOPLE AND CULTURE COMMITTEE

**MET THREE TIMES IN 2023**

**Members:** Cameron Clyne (Chair), Deborah Thomas, Katherine Burleigh, John Higgins, Karen Luxford and Natalie Gallagher (GM People and Culture, Camp Quality). This Committee is supported by independent HR specialists, Mary Lemonis and Melanie Hilton.

**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 strategic objective is to ensure that we attract the most appropriate talent to create an engaged and high-performing team, as well as an inclusive culture, so Camp Quality is the organisation of choice for employees and volunteers looking to make a for-purpose contribution to Australia.

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

PRINCIPLE

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

PRINCIPLE

**STRUCTURE THE BOARD TO ADD VALUE.**

PRINCIPLE

**RESPECT THE RIGHTS OF MEMBERS.**

PRINCIPLE

**MAKE TIMELY AND BALANCED DISCLOSURES.**

PRINCIPLE

**3**  
ACT  
ETHICALLY  
AND  
RESPONSIBLY.

PRINCIPLE

**4**  
SAFEGUARD  
INTEGRITY  
IN COMPANY  
REPORTING.

PRINCIPLE

**7**  
RECOGNISE  
AND  
MANAGE  
RISK.

PRINCIPLE

**8**  
REMUNERATE  
FAIRLY AND  
RESPONSIBLY.

# IN SAFE

# HANDS

**An enterprise risk management framework operates at Camp Quality for the Board and management to make better decisions and continually identify and manage key risks to keep our kids, families and people safe.**

The risk management process involves the identification, evaluation, prioritisation, mitigation and continuous monitoring of risks throughout the organisation. Risks relative to organisational key success measures are articulated and monitored as appropriate.

**Under the organisation’s risk management systems:**

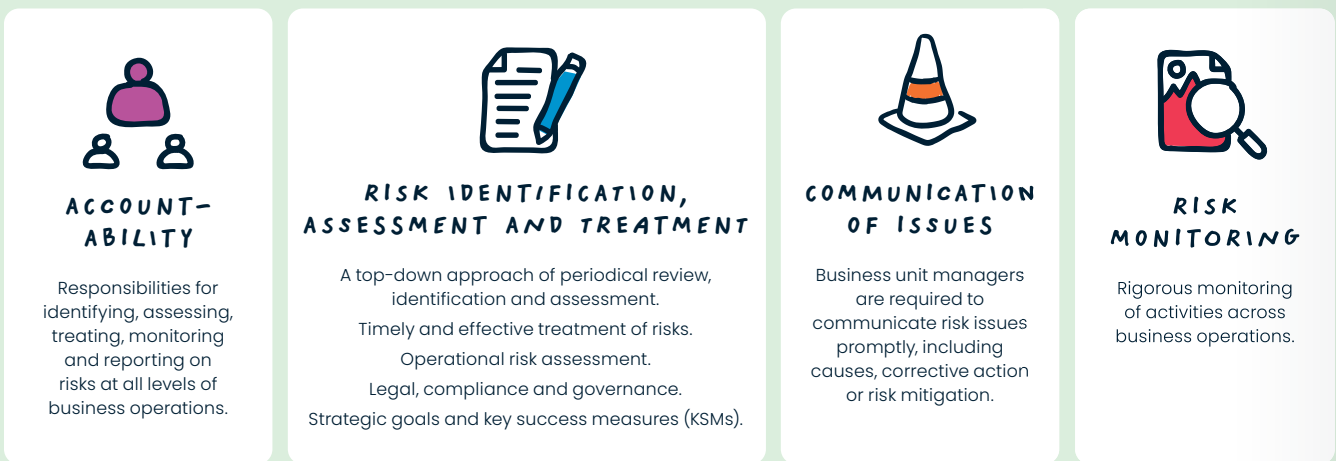
- 1. Risk management activities and compliance controls are embedded within normal business operations.
- 2. Risks are identified and treated on a proactive basis, with emphasis on prevention rather than reactive responses.

- 3. A culture of transparency is encouraged and reinforced through identification, reporting, disclosure and open dialogue, to promote the sharing of information and best practice.

**Camp Quality’s risk management system has the following four elements:**

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

**CAMP QUALITY RISK MANAGEMENT FRAMEWORK**



**RISK, AUDIT & COMPLIANCE COMMITTEE: GOVERNANCE, OVERSIGHT AND REPORTING**



## PEOPLE

We continue to support our people, prioritising risk reduction associated with safety and wellbeing. Many of our risk and safety-related policies and procedures were reviewed and reformed, and numerous training activities were delivered to our people throughout the year, including volunteers, all employees, identified divisions/teams or identified roles.

## CYBER SECURITY

As the cyber security risk grows around the world, Camp Quality has invested in closing the gaps of our cyber security framework. We are working with various external consultants to reduce our security risks and improve our controls to help protect our systems and critical information. In 2023 we also implemented annual cyber security training for all staff, along with monthly training and testing.

## TECHNOLOGY

Addressing ageing and legacy systems was a key priority in 2023, as bespoke technology platforms were creating inefficiencies and lost opportunities. The Board approved an investment into addressing these risks and significant work was completed on removing customisations and bespoke

coding, upgrading old systems and replacing systems that were no longer fit for purpose.

### Key areas of risk and mitigation measures in 2023:

#### 1. Safeguarding children and young people

Our commitment to safeguarding children and young people is always the priority for Camp Quality as evidenced by our ongoing accreditation with the Australian Childhood Foundation. We continue to strengthen our compliance through a review of our policies and procedures and continued training.

#### 2. Fraud and corruption

We continued working with our auditors, PwC, to improve policies and procedures across all areas of the organisation. During our 2023 annual external audit, no deficiencies were found and no incidents of fraud or corruption were reported/discovered.

#### 3. Data integrity risks

The risk surrounding our data integrity and data security remained relevant in 2023 with the hybrid working model that continued to see our staff operate outside of Camp Quality offices. We continue to improve our security features, policies and procedures, and monitor them for any deficiencies.

# MONEY

## WELL SPENT

---

**With a diverse range of donor and supporter initiatives, Camp Quality achieved a record result this financial year with revenue growth of 20% and more than \$10M spent on expanded services and programs.**

### REVENUE

Total revenue for 2023 was \$22.3M as fundraising revenue exceeded \$19.5M for the first time in Camp Quality's history. With the exception of major gifts, corporate and government grants, all fundraising streams saw growth from the previous year and achieved set targets.

After several challenging years due to COVID-19, 2023 saw a successful return of outdoor events, which were embraced by the Camp Quality community. Our motoring events were particularly successful with an inaugural convoy event held in Perth that exceeded all expectations.

The raffle program continued to perform well with generous support from Jayco Australia, Jayco Newcastle and Concord Jaguar Land Rover. Our Appeals Program had one of its most successful years to date and bequests exceeded \$3.7M for the year.

### PROGRAMS AND SERVICES

Camp Quality delivered just under \$10.5M in programs and services in 2023 with continued investment in our Family Retreats program, which was expanded to meet the growing demand for respite from families. Our support in hospitals was also increased to meet the demand for child life therapy assistance. The Cancer Education Program had one of its most successful years ever as we visited a total of 585 schools and early learning centres.

We also consulted directly with our families about what programs they preferred to attend and overwhelmingly it was programs that brought the family together, such as Fun Days and Family Camps. With this in mind, we planned more of these family based programs, including an increase in Family Fun Days which resulted in a corresponding increase in participation of around 17%.

### EXPENDITURE

Operationally, we focused on addressing legacy technology platforms with the Board approving a multi-year investment to significantly improve our technology stack and increase productivity.

Our strategic focus was cyber security with training and initiatives to mitigate cyber risk.

We also invested in a cyber security review, an assessment against the Essential Eight, as well as investing in additional cyber security applications. We also increased real time cyber monitoring and continuous training for all of our staff.

To set ourselves up for the coming years we relocated our North Sydney office, shrinking our floor space significantly to deliver savings on rent to reduce our cost base.

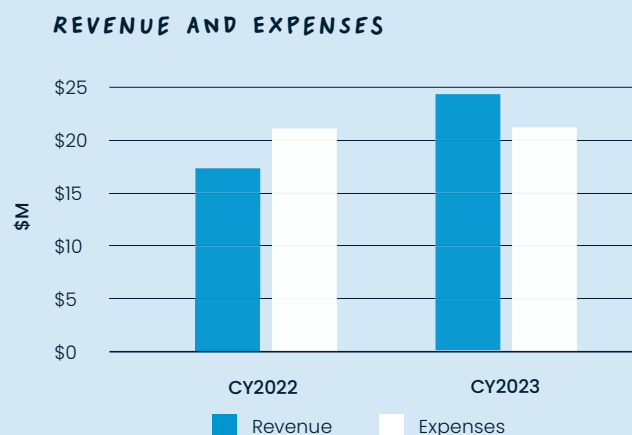
A combination of judicious cost management and efficiencies has enabled us to invest in our operations as we continue to deliver low administration costs, which as a percentage of fundraising revenue, was 7% for 2023.

## IN CONCLUSION

2023 saw Camp Quality deliver a surplus position of \$2,512,013 due to a record-breaking revenue year. However, with the bulk of fundraising occurring over the last six months of the year, Camp Quality was unable to reinvest those funds back into services and programs and the organisation during the year in which those donations were received. Therefore, the Board of Directors have approved a deficit budget position for 2024 of approximately \$935k. These funds will be used to grow services and programs, invest in sustainable revenue activities and continue to improve Camp Quality's operations.

<b>FINANCIAL PERFORMANCE 2023</b>	<b>\$</b>
Revenue	22,303,404
Camp Quality fundraising	19,655,917
Oranges Toolkit	941,236
Other income	1,706,251
Investment income	530,496
Gains/(Losses) on evaluation of financial assets	1,060,768
Gains/(Losses) on sale of property, plant and equipment	365,689
<b>Total revenue</b>	<b>24,260,357</b>
Fundraising, marketing and communications expenses	8,835,144
Services and programs	10,498,444
Administrative expenses	1,368,946
Finance costs	43,430
<b>Total expenses</b>	<b>20,745,964</b>
The Oranges Toolkit expenses	1,002,380
<b>Total expenses</b>	<b>21,748,344</b>
<b>Net operating surplus/(loss)</b>	<b>2,512,013</b>

<b>FINANCIAL POSITION DECEMBER 2023</b>	<b>\$</b>
Current assets	6,359,390
Non-current assets	13,210,719
<b>Total assets</b>	<b>19,570,109</b>
Current liabilities	(2,788,555)
Non-current liabilities	(936,780)
<b>Total liabilities</b>	<b>(3,725,335)</b>
<b>Net equity</b>	<b>15,844,774</b>



# ORANGES TOOLKIT BEARING FRUIT

The Oranges Toolkit is Camp Quality's social enterprise, with all profits returning to support our families. It also supports our own teams to foster a positive, healthy mindset.

We partner with organisations that recognise the value of investing in employee wellbeing programs – as happier employees are more engaged, productive and collaborative.

With a positive and resilient mindset, employees can think more innovatively and creatively, leading to improved teamwork, organisational culture, reduced turnover and absenteeism, increased productivity and better financial returns.

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

## A GROWING SECTOR

In 2023, The Oranges Toolkit trained over **5,000** individuals across more than **50 ORGANISATIONS**, amounting to **\$941,236** in revenue for the year. A 30% increase in sales and efforts to drive cost savings and operational efficiencies have contributed to the enterprise's overall success and we are poised for even greater growth and impact in the upcoming year.



THE CAMP QUALITY TEAM ATTEND AN ORANGES WORKSHOP ↗

## ON THE TOOLS

Our social enterprise specialises in equipping employees with mental and emotional agility, enabling them to adapt positively to change, complexity and adversity.

**O IS FOR  
OPTIMISM**

**A IS FOR  
ATTITUDE**

**G IS FOR  
GRATITUDE**

**S IS FOR  
STRENGTHS**



**R IS FOR  
RESILIENCE**

**N IS FOR  
NOW**

**E IS FOR  
ENERGY**

In 2023, The Oranges Toolkit expanded its offerings by introducing two new programs aimed at enhancing psychological wellbeing in the workplace. The market has seen an increased interest in these programs since the introduction of the new Psychosocial Risks and Hazards legislation across Australia making organisations legally obliged to manage employees' psychological safety.

Two new programs, Psychological Health and Safety for Leaders, and Managing Psychosocial Risks and Hazards, have been developed to be delivered both in-person or online via workshop or masterclass. In 2024, we will be expanding these new offerings to support not only leaders, but employees also.

Additionally, we launched the Masterclass Series, providing in-depth, succinct, and efficient learning opportunities for busy teams seeking to deepen their understanding of wellbeing at work in just 60 minutes.

Our new 'Fruit for Thought' webinar series garnered significant reach and engagement, further solidifying our position as a thought leader in workplace wellbeing, covering topics such as psychological safety, burnout, the neuroscience of sleep, and the latest in the science of wellbeing research.

The awareness created from these new branding avenues have resulted in a 180% increase (56 hours in 2022) in watch time of our video content, with a 30% growth in followers netting us a 7.1% engagement rate.

We also welcomed James Mathison to the team in 2023. With more than 20 years' experience in media, presenting and facilitating, he brings valuable expertise and insights to further enhance our impact.

With effective leadership from CEO Nicole Rogerson, backed by a small and innovative team, The Oranges Toolkit is well placed to develop new offerings and tools in 2024.

**WITH A POSITIVE AND  
RESILIENT MINDSET,  
EMPLOYEES CAN THINK MORE  
INNOVATIVELY AND CREATIVELY,  
LEADING TO IMPROVED  
TEAMWORK, ORGANISATIONAL  
CULTURE, REDUCED TURNOVER  
AND ABSENTEEISM, INCREASED  
PRODUCTIVITY, AND BETTER  
FINANCIAL RETURNS.**

# THANK YOU!

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

## PREMIER PARTNER



Good Different

## LEADING CORPORATE PARTNERS



## MAJOR PARTNERS



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AND VALUE

# WE NEED YOUR SUPPORT



### DONATE

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

1300 662 267



### PARTNER WITH US

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

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



### FUNDRAISE FOR US

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

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



### VOLUNTEER WITH US







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

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



### SPREAD THE WORD

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

-  @CampQualityAU
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### JOIN A FUNDRAISING EVENT

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

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





WE CELEBRATE OUR  
40TH BIRTHDAY WITH A  
RECORD YEAR FOR FUNDRAISING  
AND THE EXPANSION OF OUR  
MOST IN-DEMAND SERVICES.  
THANK YOU TO ALL  
OUR SUPPORTERS."

DEBORAH THOMAS, CEO

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