



Camp Quality Impact Study

Volunteers for the Family and Kids' Camps

June 2021

[KPMG.com.au](https://www.kpmg.com.au)

Disclaimer

Inherent Limitations

This report has been prepared as outlined in the Introduction Section. The services provided in connection with this engagement comprise an advisory engagement, which is not subject to assurance or other standards issued by the Australian Auditing and Assurance Standards Board and, consequently no opinions or conclusions intended to convey assurance have been expressed.

No warranty of completeness, accuracy or reliability is given in relation to the statements and representations made by, and the information and documentation provided by Camp Quality management and personnel consulted as part of the process.

KPMG have indicated within this report the sources of the information provided. We have not sought to independently verify those sources unless otherwise noted within the report. KPMG is under no obligation in any circumstance to update this report, in either oral or written form, for events occurring after the report has been issued in final form.

The content in this Report has been formed on the above basis.

Conditions of Third Party Release

KPMG consent to the public release of the report via Camp Quality's website on the basis that, to the maximum extent permitted by law:

- a) KPMG is not responsible to Camp Quality or any other party for any loss suffered in connection to the release of the report to any third party;
- b) KPMG, and its affiliated entities, their partners, their employees, are forever released and discharged from any action, liability, claim, suit, demand, claim for cost, or any other expense or any other proceeding arising out of, or in connection with the release of the report to any third party; and
- c) Camp Quality will indemnify KPMG, and its affiliated entities, their partners, their employees, against any loss, action, liability, claim, suit, demand, claim for cost, or any other expense or any other proceeding they may suffer arising out of, or in connection with the release of the report to any third party.

Notice to Third Parties

This report is solely for the purpose set out in the Introduction Section and for Camp Quality's information and is not to be used for any purpose not contemplated in the engagement letter or to be distributed to any third party without KPMG's prior written consent. To this extent, KPMG consent to public release of this Report via the Camp Quality website.

This report has been prepared at the request of Camp Quality in accordance with the terms of KPMG's engagement letter dated 18 December 2020. Other than our responsibility to Camp Quality, neither KPMG nor any member or employee of KPMG undertakes responsibility arising in any way from reliance placed by a third party on this report. Any reliance placed is that party's sole responsibility.

Executive Summary

Camp Quality's Family and Kids' Camps programs provide significant benefits to the volunteers who attend. The most valuable element of the camps is the opportunity to give back to the Camp Quality kids and families.

According to the Australian Childhood Cancer Registry, the incidence of childhood cancer between 2000 to 2017 has increased by 30%.¹ In 2000, there were 596 recorded incidences of cancer in children under 15 years in Australia, compared to 779 incidences of cancer in 2017.² In 2020, there were an estimated 870 children facing a childhood cancer diagnosis.³ At the same time, mortality from all childhood cancers has decreased by 13% over the same period.⁴

The increasing number of children both suffering and surviving childhood cancer has caused great demand from families and children for support during and after treatment, as well as through the readjustment phase to life after cancer. Family Camps and Kids' Camps have been specially designed by Camp Quality to help families on this journey, supporting them throughout treatment, after treatment and in the tragic case of bereavement.

The Family Camps are designed for the whole family. These families have one or more of their children, aged 15 years or younger, who either have or have had cancer. In some cases, they may also be in a state of bereavement.⁵ Camp activities include a mix of traditional camp activities (such as kayaking, craft, games, etc.), kids only activities and adult only time.

The Kids' Camps are designed for kids who are affected by cancer and their siblings aged 4 to 13 years-old. Kids' Camps are run based on age, with three different age groups available: the Mini Camps (designed for children aged 4 to 6 years-old), the Junior Camps (designed for children aged 7 to 9 years-old) and the Middle Camps (designed for children aged 10 to 13 years-old). These camps seek to create a positive experience for children through traditional camp activities which provide a fun, creative outlet to play and learn, and provide respite for their families.⁶ Bereaved siblings may also attend Kids' Camps so long as they belong to the appropriate age group.

¹ Australian Childhood Cancer Statistics Online - Cancer Council Queensland (cancerqld.org.au), <https://cancerqld.org.au/research/queensland-cancer-statistics/accr/>

² Ibid.

³ <https://childrenscancer.canceraustralia.gov.au/about-childrens-cancer/statistics-childrens-cancers>

⁴ Ibid, n. 1 above.

⁵ Camp Quality Program Logic – Family Camps provided by the General Manager – Programs and Services.

⁶ Camp Quality Program Logic – Kids' Camps provided by the General Manager – Programs and Services.

During 2018 and 2019, Camp Quality ran 79 Family Camps and 51 Kids' Camps for a total of 4,153 family caregivers, children with cancer and their siblings. These camps were run with the assistance of over 1000 volunteers.

This research centres on two surveys issued during 2021. The first asked families to reflect on their camp experiences and the key benefits of these programs during 2018 and 2019, and the second targeted volunteers' experiences. This report focuses on the impact of the camps on the volunteers. To understand the impact of the program on the kids and families who attended the camp, please refer to the Family and Kids' Camp Impact Report.

Delivery of these camps involves not only significant funding, but over 1,000 volunteers. For a Kids' Camp there is approximately two volunteers for every one child. Between six to eight volunteers attend each Family Camp, assisting an average of 32 kids and their family members. These volunteers contributed approximately 144,000 hours during 2018 and 2019, valued at approximately \$1.5 million at the average Australian wage. This ensures every child who attends the camp receives appropriate adult supervision and support, which provides the children's parents and primary carers with a short break from caring duties.

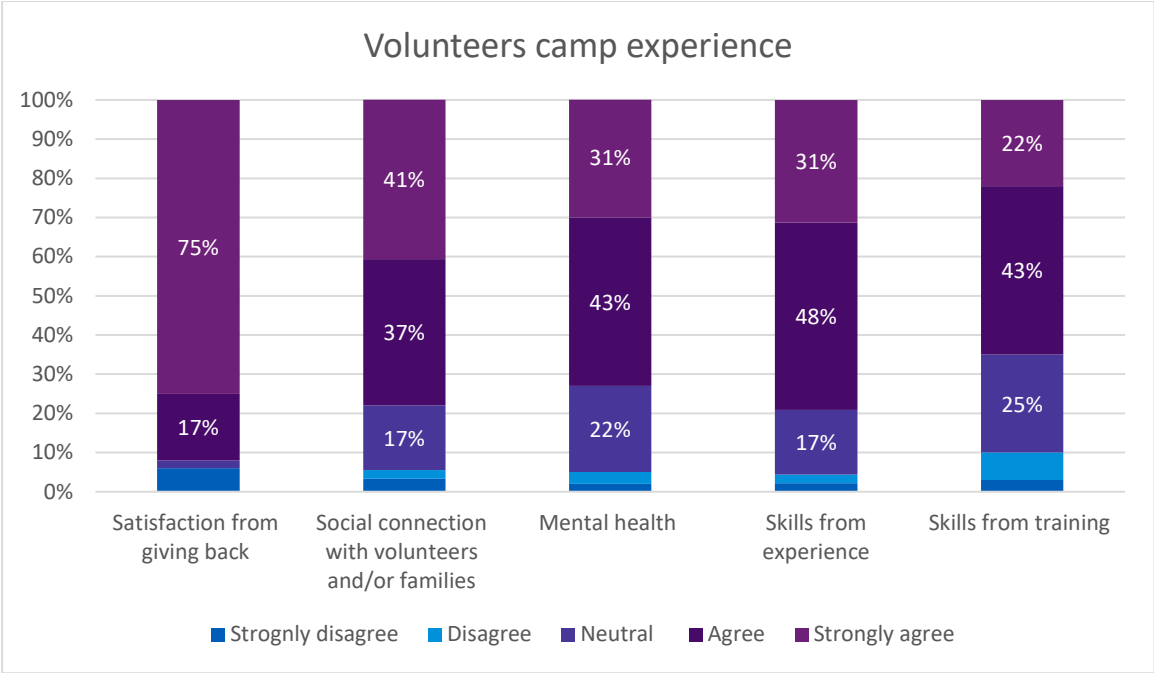
Results

The volunteer survey revealed that the most valuable element of Camp Quality's volunteer experience was the sense of satisfaction from giving back. A vast majority of volunteers agree that this is a very valuable element of the camps. Many volunteers indicated that the reason they volunteer is to help provide a supportive, positive and safe environment for the families and kids attending these camps.

As demonstrated in Figure 1, social connection with other volunteers and the families attending camps was also a valuable element of volunteering, with 41% of volunteers strongly agreeing and 17% agreeing that this was a valuable element of the experience. Volunteers noted that being part of Camp Quality's volunteering program made them feel like they were a part of the Camp Quality family. This included the friends gained within the volunteer cohort, as well as kids who attended the camp as children returning as adults to volunteer, to give back to the next generation of kids in Camp Quality's programs.

The skills gained from the experience of volunteering outweighed the skills volunteers felt they gained from Camp Quality's training program, showing that learning through doing is a key way that volunteers upskill as part of the Camp Quality camps programs. 30% strongly agreed and a further 52% agreed that their training prepared them for their tasks at camp.

Figure 1 - Volunteers ratings of their experience



Other findings within the report revealed of the specific skills gained as part of volunteering, the largest improvements 25% noted significant improvements in relational skills over the period, and a further 50% noted slight improvements. This was followed by improvements in organisational skills, where 14% noted a significant improvement, and a further 40% noted a slight improvement. Logistical skills were noted as being significantly improved for 12% of volunteers, with 42% noting that these skills slightly improved during the period.

1 Introduction

Scope and Purpose

The report provides insight into the outcomes and impacts of Camp Quality's (CQ) Family and Kids' Camps (camps) programs for volunteers from 1 January 2018 – 30 December 2019. The purpose of the camps is to ensure children going through the trauma of cancer treatment, or dealing with a loved one's cancer experience, don't miss out on the fun, connection and positivity of childhood. By supporting the whole family at every step of this difficult time, CQ helps families stay connected, build powerful networks and create lasting, positive memories.

CQ provides essential services through every stage of the cancer experience from diagnosis, through treatment to remission. They also provide respite for people with more challenging circumstances, as well as palliative care and support the tragic case of bereavement. In 2018 and 2019, CQ offered the Family Camps and Kids' Camps to support both families and children.

Family Camps are designed for families with a child aged 15 years or younger who has been diagnosed with cancer or have a parent or primary carer undergoing cancer treatment. Families may also be eligible to attend camps when one or more of their children under 15 years has had cancer or if the family is in a state of bereavement.

The camp aims to provide an opportunity for families to relax and reconnect as a family and join a supportive community with similar experiences. The camp includes a range of traditional camp activities to participate in as a family, as well as kids activities and parents only time.

Kids' Camps are designed for kids affected by cancer and their siblings aged 4 to 13 years-old. The camps are separated into three sub-camps based on age group: Mini camp (4 to 6 years-old); Junior camps (7 to 9 years-old); and the Middle camps (10 to 13 years-old). These camps aim to provide a positive experience for children and respite for their families. These camps include traditional camp activities and participation in excursions. The core focus of the camps is to encourage the kids to build confidence, resilience and optimism through camp activities.

KPMG was engaged by CQ in December 2020 to conduct an evaluation of the camps program. The aim was to articulate and understand the impact of the camps on the children, siblings, parents, primary caregivers and volunteers who took part in the programs during 2018 and 2019. This report describes the findings for the impact on volunteers. Camp delivery relies heavily on the involvement of CQ's volunteers. At Kids' Camps, there are between one to two volunteers present for every child. While there are generally between six to eight volunteers at each Family Camp. During 2018 and

2019, CQ delivered 79 Family Camps and 51 Kids' Camps which engaged 1,137 individual volunteers to help deliver these camps.⁷

For the impact report on the families and children who attend the camps please refer to the Family and Kids Camps Impact Report.

⁷ Statistics provided by Camp Quality's the National Family Program Manager from an extract of the volunteer management system. Data is for 2018 and 2019 camps programs.

2 Method

During 2021, a survey was sent to all volunteers who had attended at least one of the Family Camps and/or Kids' Camps during 2018 and 2019. This survey produced 183 responses.

Both quantitative and qualitative analysis techniques were used over the surveys. Quantitative responses are summarised and provided in the Results section.

- **Qualitative information** was captured through a review of the camps documentation, qualitative survey answers and academic literature. These sources were reviewed to understand how the camps contribute to volunteer outcomes. Qualitative responses from both the volunteer survey were categorised by themes and analysed using a textual analysis.
- **Quantitative information** was used to identify changes over time in response to the camps. The source of qualitative data was a survey issued to volunteers who had participated in the camps during 2018 and 2019.

To help form the basis of the survey questions, KPMG conducted a detailed review of camp documentation provided by the CQ team. Program documentation included previous surveys, program logic, previous research projects and program reviews. This information was then used to inform a theory of change, documented below, on the camps' program for each stakeholder group.

Literature Review

Volunteering as an activity provides a number of benefits to those who participate. A 2014 study aimed to develop a methodology to capture and highlight the socio-economic value produced by not-for-profits in recruiting, training and managing volunteers.⁸ According to this study, the key benefits from volunteering are:

- the 'warm glow' from the act of giving back;
- increasing an individual's social capital;
- improvements in physical and psychological health, particularly among older volunteers; and,
- enhancing skills and human capital through building the volunteer's experience, resume, salary, career prospect or re-entry to the labour market.

According to Gray and Stevenson, volunteering not only benefits the individual volunteer, but also has additional impacts on social cohesion.⁹ Volunteering results in higher levels of social 'connectedness', which can result in greater feelings of attachment to their community, more trust in neighbours and a greater feeling of reciprocity. In a study of older volunteers, 30% of volunteers reported that they were 'a great deal better off' as a result of volunteering.¹⁰ 58% of volunteers reported benefits to their family and friends, who were less concerned about the older volunteer and were comfortable in the knowledge and resources that the volunteer had gained during their volunteering.

Volunteering's benefits to physical and mental health were documented in a 2007 longitudinal study.¹¹ This study found that both the consistency of volunteering over time and the diversity of volunteer participation were significantly linked to wellbeing and self-reported health.

Volunteers therefore receive several benefits from the activity of volunteering which actively benefit their future career prospects, mental health and wellbeing, as well as society more broadly by increasing social capital.

⁸ Manetti, G., Bellucci, M., Como, E. and Bagnoli, L., 2015. Investing in volunteering: Measuring social returns of volunteer recruitment, training and management. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*, 26(5), pp.2104-2129.

⁹ Gray, D. and Stevenson, C., 2020. How can 'we' help? Exploring the role of shared social identity in the experiences and benefits of volunteering. *Journal of Community & Applied Social Psychology*, 30(4), pp.341-353.

¹⁰ Morrow-Howell, N., Hong, S.I. and Tang, F., 2009. Who benefits from volunteering? Variations in perceived benefits. *The Gerontologist*, 49(1), pp.91-102.

¹¹ Piliavin, J.A. and Siegl, E., 2007. Health benefits of volunteering in the Wisconsin longitudinal study. *Journal of Health and Social Behavior*, 48(4), pp.450-464.

Limitations and Assumptions

KPMG were engaged by CQ to support its assessment of the impact of the camps over 1 January 2018 – 31 December 2019. Where relevant, sources and key assumptions are described in this report. However, KPMG have not performed any procedures to verify or substantiate the accuracy or completeness of data contained within:

- statements and representations made by CQ personnel; or,
- the information, data and assertions (including any accounting, tax, legal, regulatory or commercial assumptions) provided by CQ personnel and used in the report.

The 2018 and 2019 period was chosen due to the disruption to CQ's camps that occurred as a result of Covid-19 in 2020. This meant that very few camps were run during this period. Camps recommenced in limited Australian states in October 2020.

As the survey was not compulsory for CQ families or volunteers, each respondent chose to complete it themselves. As a result, it is possible there is selection bias within the sample. KPMG have assumed that the sample of volunteers represents the entire population 1,137 volunteers.¹²

As the survey was commissioned in 2020 and distributed in 2021, the survey asked individuals to recall their experiences from up to three years prior. As time passes, memories may reduce and therefore the responses to the survey are likely best estimates. A survey issued closer to the camp would ensure more accurate responses going forward.

¹² Total number of families and volunteers were provided by Camp Quality National Family Program Manager for 2018 and 2019 as an extract from the CQ customer management system.

Survey sample

Volunteers

Table 1 documents the demographic information of the volunteers who responded to the survey. Most responses came from male volunteers, with a majority of these identifying as Australian. Volunteers within the sample were from a diverse mix of ages, ranging from the 25 to 64 years-old. A majority of surveyed volunteers are employed full-time in a professional services occupation.

Table 1 - Volunteer respondent summary

Sociodemographic of surveyed parent	n	%
Number of volunteers surveyed	183	
Gender		
Male	125	68%
Female	57	31%
Prefer not to say	1	1%
Ethnicity		
African Australians	0	0%
Asian Australians	7	4%
Australians	145	79%
European Australians	16	9%
Indigenous Australians	4	2%
South Sea Islanders	0	0%
Prefer not to say	4	2%
Other	7	4%
Age		
18 to 24	16	9%
25 to 34	55	30%
35 to 44	41	22%
45 to 54	33	18%
55 to 64	29	16%
65 to 74	7	4%
Employment Status		
Employed casually	13	7%
Employed full-time	117	64%
Employed part-time	28	15%
Not in paid employment	11	6%
Self-employed	7	4%

Sociodemographic of surveyed parent		
	n	%
Other	7	4%
Occupation		
Admin / clerical	18	10%
Craft and related trades worker	2	1%
Defence forces occupations	1	1%
Manager	22	12%
Professional	84	46%
Services and sales / retail	14	8%
Technician / associate professional	3	2%
Other	39	21%

Table 5 highlights the approximately even split between volunteers who have attended both camps (48%) and the Kids' Camp only (42%). It's least common for volunteers to only have attended the Family Camps (9%) as there are much fewer volunteers required at these camps. Most volunteers surveyed (80%) have experience being a Companion, with the next most frequent volunteer position being a Rover (35%).

Table 2 - Volunteers camp roles and activities

Camp roles	No.	%
Camp attended		
Both Family and Kids' Camps	88	48%
Family Camps	17	9%
Kids' Camps	77	42%
Position		
Admin	2	1%
Fundraiser	22	12%
Companion	147	80%
Rover	64	35%
Head Rover	1	1%
Companion Support Officer	9	5%
Leadership Committee Member	21	11%
Other	2	1%

3 Results

Volunteer survey

Summary of results

As highlighted in Table 3, when asked why volunteers choose to volunteer with CQ, a clear majority, 85%, see it as an opportunity to give back. Within the other category, volunteers stated that they volunteered because they had family members who were impacted by cancer or had some connections with cancer. 62% of volunteers had some personal connection to cancer, with a number being survivors of childhood cancer who had attended the camps as a child.

Table 3 - Why volunteer with Camp Quality?

Why volunteer with CQ?	Percentage
Expand network and social circle	5%
Grow your resume and experiences	2%
Opportunity to give back	85%
To gain new skills	2%
Other	7%
Grand Total	100%

As highlighted in Table 4, 92% strongly agree and agree that giving back was the largest benefit from volunteering with CQ. This is followed by the improvement in skills from experience which 79% agree or strongly agree with, and the opportunity to connect socially with other volunteers and/or families (78% agree or strongly agree).

Table 4 – Benefits from volunteering with Camp Quality

Thinking about the benefits of volunteering with Camp Quality in 2018 and 2019, please indicate the extent you agree or disagree with the following statements.		%
Satisfaction from giving back		
	Strongly disagree	6%
	Disagree	0%
	Neutral	2%
	Agree	17%
	Strongly agree	75%
	Grand Total	100%
Social connection with other volunteers and/or families		
	Strongly disagree	3%
	Disagree	2%
	Neutral	16%
	Agree	37%
	Strongly agree	41%
	Grand Total	100%
Own mental health		
	Strongly disagree	2%
	Disagree	3%
	Neutral	22%
	Agree	43%
	Strongly agree	31%
	Grand Total	100%
Skills improvement from the experience		
	Strongly disagree	2%
	Disagree	2%
	Neutral	16%
	Agree	48%
	Strongly agree	31%
	Grand Total	100%
Skills improvement from training		
	Strongly disagree	3%
	Disagree	7%
	Neutral	25%
	Agree	43%
	Strongly agree	22%
	Grand Total	100%

Discussion

Giving back

The opportunity to give back was identified by 85% volunteers as the primary reason they volunteer with CQ. When asked about the main benefits of volunteering with CQ, 75% strongly agreed and a further 17% agreed that they gained satisfaction from giving back.

Volunteers note that they want to bring joy, a positive, supportive and safe environment to the children and families attending the camps. For some volunteers, this drove them to continue to give their time to help CQ and also made them proud of being a CQ volunteer.

"Camp Quality offers invaluable experiences for children and families affected by cancer, who are hospitalised for extended periods [and] for a large portion of the year. It is a positive, safe, supportive and fun environment that promotes children's, families' and volunteer's wellbeing. It is a privilege to be a part of such an incredible team." – Volunteer, both camps.

"Ultimately my commitment and drive to volunteer [with Camp Quality] is solely about the kids...the only personal gain that I embrace is knowing Camp Quality are endeavouring to put smiles on kids' [faces]..." – Volunteer, both camps.

"Camp Quality is an incredibly heart-warming experience and I am very happy that I am able to volunteer my time at [the] camps! The people are amazing and all have a wonderful dedication towards helping young kids affected by cancer. I hope to continue volunteering for many years to come." – Volunteer, Kids' Camp.

One volunteer noted that their purpose is to give back, but it has also changed their own life by creating meaning and lifelong friendships.

"Camp Quality is more than just about fun for kids, it is about family; the family of the child that is living with cancer; the family of the volunteer, but most of all it is the Camp Quality family. I have never seen anywhere else, a group of people (kids included) from vast and differing backgrounds coming together with one sole purpose. "Proving laughter is the best medicine"... Camp Quality adds meaning to my life. It has changed me as a human being. I have a group of friends that although I only see them once a year are lifelong friends. I have had the pleasure of watching some of "our kids" grow up and now return to give back to the next generation of children on their cancer journey. Everyone has a differing reason for choosing to volunteer with Camp Quality, but they all have one thing in common, they want to make a difference in someone's life, even if it's only for one week" – Volunteer, both camps.

62% of volunteers had personal connections with cancer, with a number being either survivors of childhood cancer or a sibling of a child who had childhood cancer. Some of these had even attended CQ's camps in their childhood. One volunteer reflected on their experiences having attended the camps as a child.

"My younger brothers and I didn't start doing camps until he was out of hospital and had beat cancer. Despite all the struggles of his life it was so beautiful seeing the smile on his face and the stories he'd tell about the people he met, his Companions and all the amazing activities he participated in. My family and I also did as many camps and fun days as possible especially when we were in primary school and the time we spent together was always amazing with the help of Camp Quality." – Volunteer, Kids' Camp.

For those involved in the camps as a child, the opportunity to volunteer with CQ was an opportunity to stay involved and continue the cycle of bringing joy to childhood survivors and their siblings. A survivor of childhood cancer reflected:

“Being involved with Camp Quality as a child and teen was fantastic. The fun that the camps brought and friendships that were created were incredible. I met some of my best friends through Camp Quality. As an adult, being able to help kids, like I was helped, and bring them the joy, is amazing. I love it just as much now as an adult, as I did when I was a kid.” – Volunteer, Kids’ Camp.

Social connection

41% of volunteers strongly agreed and a further 37% agreed that social connection with other volunteers and families was a large benefit from volunteering with CQ.

Several volunteers with CQ reported feeling like they were included by other volunteers, and even developed a new network of friends.

“Camp Quality has the most incredible and inclusive pool of volunteers and we all feel appreciated and connected to each other as well as the programs. It is a culture unlike a lot of charities and something [Camp Quality] should be very proud of.” – Volunteer, both camps.

“[Volunteering with Camp Quality provides a] new friendship network, great way to disconnect from day to day life and focus on just having fun. I love how everything is well organised so you can just go along and participate like a big kid, whilst also being flexible enough for you to adjust it to suit your campers wants so they have maximum fun.” – Volunteer, Kids’ Camp.

“Camp Quality has been a big part of my life by bringing happiness to the lives of families impacted by cancer and sharing my experience with others. The more time I spend there, the more it means to me. It is so rewarding and special to be a part of, I am so happy to have found a place with such a beautiful community. I’ve also been lucky enough to make some lifelong friends.” – Volunteer, both camps.

Others reflected on the relationships they have built with the families and kids on the camps, as well as the volunteers. One volunteer noted that there was a close culture where people could go an extended period without seeing each other but reconnect at CQ events.

“Such a great feeling helping families/kids going through such a tough time and meeting amazing people. You spend three days on a camp building this amazing bond with fellow vollies. [You] might not see each other for one to ten years, [but when we] catch up again at another event and it’s like no time has passed, you pick up where you left off and work together. I’ve never experienced anything like it. The vibe on camps is unlike anything else. Often your first few events feel like being on big brother. You go somewhere you’ve never been with no phone reception/no phones, to being really used with people you’ve never really met and live together for days then leave with amazing experiences and friendships; tired but with some crazy stories to tell.” – Volunteer, Family Camps.

A Family Camp’s volunteer discussed their experiences on camp, from connecting with kids and families to help them overcome their own fears, to the friendships and relationships formed and the experiences the camps had to offer.

“Seeing kids and families who have been through so much overcoming fears and doing activities they were slightly scared off, or weren’t sure of, makes me want to push myself. It

makes you feel so good when maybe you helped your camper with something like that. The friendships, the crazy experiences. You go away for three days and come back thinking, 'oh, I held a snake, danced the Nutbush, went water sliding, went on a boat, went to a theme park, did craft, played with slime and all for free! How?'. You do events and people come up and chat to you because you're in your Camp Quality shirt and have some great conversations. You meet people from all walks of life and build some crazy friendships that never would have happened unless you did Camp Quality—it's a pretty special community..." – Volunteer, Family Camps.

Skills improvement While volunteers note that skills improvements were a top benefit of volunteering with CQ, it appears to be the skills gained from experiences rather than the skills gained from training that were the largest benefit. 31% strongly agreed they benefited from skills gained from experiences, while 22% strongly agreed that they benefited from skills improvements from training.

On average, volunteers attend a total of three formal training sessions, according to CQ's National Family Programs Manager, and spend approximately 11 hours in onboarding training, which covers topics such as CQ's values, safety, Oranges (optimism and wellbeing program) and safeguarding children. As demonstrated in Table 5, most volunteers agreed (52%) or strongly agreed (30%) that during 2018 and 2019, that their training prepared them for the tasks they needed to undertake within the Camps.

Table 5 - Training preparation for camp tasks

Training prepared volunteer with skills required for tasks	Percentage
Strongly disagree	2%
Disagree	3%
Neutral	13%
Agree	52%
Strongly agree	30%
Grand Total	100%

Table 6 highlights volunteers saw the largest improvements in their relational skills where 25% noted significant improvements over the period, and a further 50% noted slight improvements. This was followed by improvements in organisational skills, where 14% noted a significant improvement and a further 40% noted a slight improvement. Logistical skills were noted as being significantly improved for 12% of volunteers, with 42% noting that these skills slightly improved during the period. Table 6 - Types of skills developed

Types of skills developed	Percentage
Technical skills improvement	
Significantly worse	0%
Slightly worse	1%
No change	59%
Slightly improved	30%
Significantly improved	11%
Grand Total	100%

Relational skills improvement

Significantly worse	0%
Slightly worse	1%
No change	25%
Slightly improved	50%
Significantly improved	25%
Grand Total	100%

Logistical skills improvement

Significantly worse	0%
Slightly worse	1%
No change	46%
Slightly improved	42%
Significantly improved	12%
Grand Total	100%

Organisational skills improvement

Significantly worse	0%
Slightly worse	1%
No change	45%
Slightly improved	40%
Significantly improved	14%
Grand Total	100%

Volunteers also noted 'soft skills' improvements such as improvements in their own resilience. This extended to being pushed outside of one's comfort zone.

"Volunteering helped give me a greater outlook on life and the importance to smile every day. [Volunteering at Camp Quality] allowed me to have the opportunity to step outside my comfort zone." – Volunteer, Kids' Camps.

Technical skills that would be helpful during the camps appear to be an area of improvement in training provided. As noted in Table 6, 11% noted significant improvements here, with a further 30% noting slight improvements in technical skills. One volunteer noted that they felt they would benefit from additional tools to help manage the different interests of the kids they are the Companion to. A second volunteer noted that training should extend to more behavioural guidance, particularly where there are additional challenges faced by the children they engage with.

"I think Camp Quality could provide tools to help Companions when they have two kids where they are like chalk and cheese (sporty & academic)." – Volunteer, both camps.

"[Camp Quality need to] invest in specific subjects for the volunteer training to include information about behaviour guidance, children with diagnosed disorders and disabilities, family violence (in addition to the safeguarding children module) to ensure that vollies are prepared for interaction and engagement with children and families" – Volunteer, both camps.

4 Discussion

Overwhelmingly, the feedback gathered from the volunteers who took part in the CQ Family and Kids' Camps found the experience to be positive.

Volunteers value the ability to give back the most, with many volunteers (62%) having a personal connection to cancer. However, they also noted benefits from improvement in skills from experiences and opportunities to socially connect with other volunteers, kids and families. Skills gained from experiences outweighed the skills gained from training provided by CQ, representing a potential improvement area for CQ.

Future measurements of the impact of CQ's camps could improve by issuing the survey as part of the standard pre-camp and post-camp performance assessment process. The survey should be issued close to the camp as this will garner the most accurate responses from families and allow the selection bias to be minimised. Surveying both before and after camp will then garner the most accurate responses in the actual change that has occurred as a result of the camps.

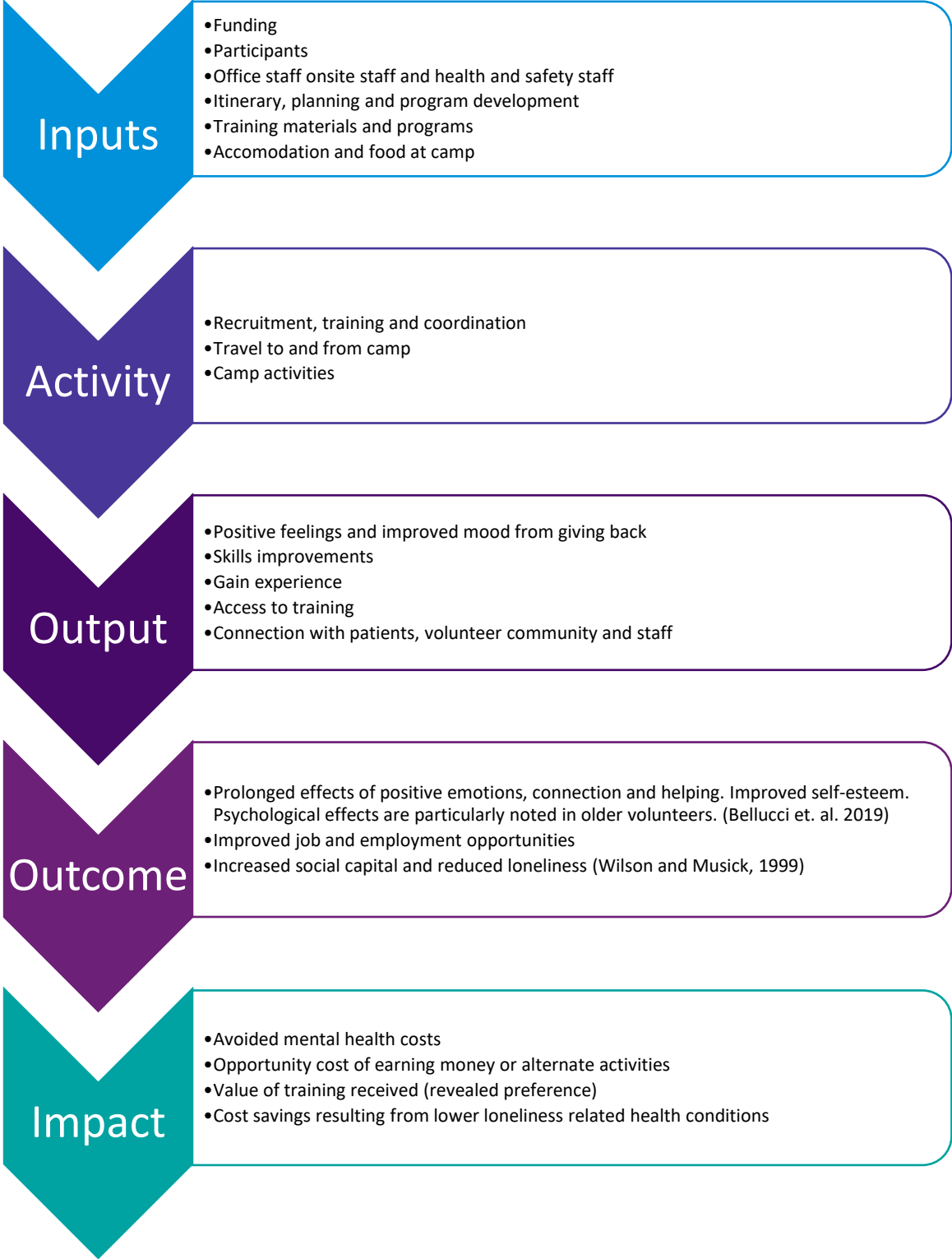
5 Appendix

Theory of Change

The theories of change below summarise the outputs, outcomes and impacts, and demonstrate the key benefits of the camps which were used to form the basis of the survey questions and measurement of the benefits of the camps.

Inputs are defined as the resources required to carry out an activity. Activity is defined as those activities which effects can be measured or analysed. An output is the result of this activity. The outcome is then the change in the lives of the population and the impact is the change in wellbeing over the longer term.

Figure 2 - Theory of change for volunteers



Contact us

Mark Spicer

Director, Sustainability Services

+ 61 2 9335 8020

markspicer@kpmg.com.au

David Fernandez-Manzanos

Manager, Sustainability Services

+61 2 9346 6232

dmanzanos@kpmg.com.au

Elyse Vaughan

Senior Consultant, Sustainability Services

+61 2 9455 9327

evaughan3@kpmg.com.au

KPMG.com.au

The information contained in this document is of a general nature and is not intended to address the objectives, financial situation or needs of any particular individual or entity. It is provided for information purposes only and does not constitute, nor should it be regarded in any manner whatsoever, as advice and is not intended to influence a person in making a decision, including, if applicable, in relation to any financial product or an interest in a financial product. Although we endeavour to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

To the extent permissible by law, KPMG and its associated entities shall not be liable for any errors, omissions, defects or misrepresentations in the information or for any loss or damage suffered by persons who use or rely on such information (including for reasons of negligence, negligent misstatement or otherwise).

©2020 KPMG, an Australian partnership and a member firm of the KPMG global organisation of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved. The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organisation. Liability limited by a scheme approved under Professional Standards Legislation.

Document Classification: KPMG Confidential.