



2025 ANNUAL REPORT

BIGGER AND BRIGHTER: GROWING OUR IMPACT



MEET OUR COVER FAMILY

When Eli was born in August 2019, his parents Jenny and Peter expected to hear their newborn cry. Instead, as mum Jenny recalled, "I just waited for him to cry, and I never heard it." Within weeks, Eli had been ventilated, placed in a coma, undergone a tracheostomy, and been diagnosed with neuroblastoma.

At just three months old, he had already endured two rounds of chemotherapy.

The pressure on the whole family was immense, with dad Peter saying, "We weren't coping at all."

That is when Camp Quality stepped in. Through a Family Retreat and the support of Camp Quality medical volunteers providing full-time care for Eli, the family finally had a chance to rest, reconnect and simply be together. Peter says Camp Quality gave them time to regroup and help them realise they were not alone. Thanks to donor support, families like Eli's can find care, connection and hope when they need it most.

ELI (FRONT LEFT)
AND HIS FAMILY SPENDING
TIME TOGETHER ON
A FAMILY FUN DAY.

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

OUR PROMISE

**TO SUPPORT
KIDS AND
FAMILIES
IMPACTED
BY CANCER**

We promise to help kids facing cancer take their childhood back; to help families maintain some semblance of normalcy during a time that turns everyone's lives upside down. It's also about ensuring siblings don't feel left out, and to support kids living with the uncertainty and grief of a parent or carer's diagnosis. We're here to offer our families what they need most, but which all too often falls by the wayside: Time together. Time to rest, reconnect, and reflect. Time to rediscover fun and laughter. Camp Quality time.

OUR AIM

**TO BE THERE,
WHEN, WHERE
AND HOW WE ARE
NEEDED MOST**

We aim to keep improving the quality, timeliness and relevance of everything we do in a measurable, meaningful way. To extend the reach of our programs and services so entire communities are better equipped to deal with cancer. Also to further strengthen our relationships with hospitals and care providers – along with businesses, other charities and individuals that share our vision of making life brighter for Australian kids facing cancer and their families.



↑
ELIJAH (CENTRE LEFT)
AND HIS FAMILY MAKING
HAPPY MEMORIES ON
A FAMILY RETREAT.

THAT'S US. → **CAMP QUALITY** BRINGS POSITIVITY, **FUN** AND LAUGHTER BACK INTO THE LIVES OF KIDS (0-15) FACING THEIR OWN CANCER DIAGNOSIS, OR THAT OF A SIBLING, PARENT OR CARER. IT'S WHAT WE DO. ↗

OUR PROGRAMS WRAP AROUND THE WHOLE FAMILY LIKE A **BIG HUG**, HELPING THEM **RECONNECT, BUILD RESILIENCE** AND BOOST THEIR **OPTIMISM** FOR THE ROAD AHEAD.

WE'RE THERE WITH SMILES AND SUPPORT AT **EVERY STEP** OF THE **CANCER JOURNEY**, WITH A **CARING COMMUNITY**, AGE-APPROPRIATE EDUCATION AND **HAPPY** TIMES TO CHERISH FOREVER.

CAMP QUALITY IS **SUPER PROUD** TO HAVE IMPROVED THE QUALITY OF LIFE FOR COUNTLESS KIDS IMPACTED BY CANCER, AND THEIR FAMILIES, FOR **42** ACTION-PACKED YEARS.

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

TAKING THE TORCH

A MESSAGE FROM OUR CHAIRMAN

As a long-time member of the Board and committed supporter, I am both honoured and delighted to have taken on the role of Chair of Camp Quality.

Before introducing myself, I would like to begin by acknowledging and thanking my predecessor, Kim Jacobs, for his outstanding contribution to Camp Quality. Kim's leadership and unwavering commitment over many years has helped to shape Camp Quality into the trusted and highly effective organisation that it is today. I have known Kim for more than 25 years, and his passion for Camp Quality was instrumental in my decision to join the Board in 2015. Everything he discussed with me before joining the Board has proven to be true – Camp Quality truly is an exceptional organisation, defined by both its impact and its people.

As I step into the role of Chair, I would like to share a little about myself. I have been on the Board for more than 10 years and for the last few years performed the role of Chair of the Risk, Audit and Compliance Committee. I was born in Nyngan, which is a town in country NSW, and I have worked as a corporate lawyer for more than 35 years in both Australia and the UK. Currently, I also lead the National corporate practice at Lander & Rogers, which is an 80-year-old Australian law firm.

My initial motivation for joining the Board was a desire to contribute to an organisation delivering meaningful and high-integrity services. Over the past year, that commitment has been reinforced on a more personal level. It has deepened my appreciation for the role Camp Quality plays in supporting families impacted by cancer and further strengthened my resolve to meet the needs of our families.

During my time on the Board, I have also seen firsthand the strength of Camp Quality's governance, strategy and culture. These foundations position the organisation well for continued growth and ensure we are well placed to respond to increasing demand for our services.

Our programs continue to grow, reflecting both an increasing need in the community and the trust families place in our services. We have responded well to this demand and extended our reach while maintaining a clear focus on delivering meaningful outcomes for children and families. This consistent delivery underpins Camp Quality's stellar reputation across the sector.

Indeed, 2025 was a strong year for Camp Quality, with continued growth in participation across our programs and further development of our Cancer Education Programs, which now reach more children, schools and communities than ever before across Australia. These initiatives support understanding, connection and resilience, and play an important role in how Camp Quality supports families beyond direct service delivery.

We have also continued to deepen our support for families, ensuring they can access meaningful moments of connection during some of life's most challenging times. This balance of reach and depth is critical to maintaining the quality and integrity of what we do.

At the Board level, we remain focused on ensuring the organisation is well governed, financially sustainable and well-positioned for long-term impact. This includes maintaining strong oversight of strategy, risk and performance, while supporting management to pursue opportunities for growth in a disciplined and considered way.

I would like to acknowledge our CEO, Deborah Thomas, for her outstanding leadership. She has led the organisation with clarity and discipline, ensuring we continue to evolve while staying true to our purpose. I would also like to acknowledge the strength and contribution of the Executive Team and my fellow Board members, whose combined breadth of experience and commitment to Camp Quality provide strong direction and stewardship for the organisation.

Furthermore, I want to sincerely thank our staff and volunteers for their dedication and professionalism, and the broader management team for delivering such a successful year. I also extend my deep appreciation to our premier corporate partner, ALDI, and other corporate partners including Arnott's, NRMA Parks and Resorts, and ToyBox, all of whose ongoing commitment plays such an important role in enabling us to deliver our services. Thank you as well to our supporters, community fundraisers, donors and event participants – your contribution is truly invaluable.

Congratulations also go to the Camp Quality team for the external recognition achieved in 2025 across a number of awards including: Winner NSW Telstra Best In Business Award for Building Communities, as well as being named a finalist in the EY Entrepreneur of the Year Awards, which acknowledges the innovation we have demonstrated across revenue raising and service delivery. I am also extremely proud of Camp Quality winning the Xref Engage Best Workplace Award, recognising exceptional levels of employee engagement and satisfaction as well as effective management practices.

Looking ahead, my focus is on maintaining the strong momentum built in recent years. In particular, I see a significant opportunity to expand the reach of our Child Life Therapy program and to continue to grow the positive impact of our Recreation Programs and Cancer Education Programs. These areas are central to ensuring we support more families, more effectively.

The challenge ahead is clear – to build on our strong momentum and extend our reach and impact, while maintaining the quality and trust that define Camp Quality.

Best regards,

DAVID MORRIS

Chairman, Camp Quality

MEET
DAVID, OUR
CHAIRMAN.



GROWING OUR IMPACT

CHIEF EXECUTIVE ROUND UP

This year marked a record year for families seeking support from Camp Quality, with 1,395 new family registrations in 2025 taking the total number of families registered for our services to 8,022. This significant growth reflects both the increasing need within the community, and the trust families place in our programs.

With more than one in three Australians being diagnosed with cancer in their lifetime, the need for our programs and services is growing year on year. While the original mission of Camp Quality remains the same, to support families with a child diagnosed with cancer aged from birth through to 15 years (Child Patients), since 2019 we have introduced another cohort, KICC (Kids Impacted by a Carer's Cancer). Our aim is to also support families where a parent or primary carer with children of the same age is undergoing treatment for cancer.

I am pleased to share that participation in our recreation programs reached an all-time high in 2025, with almost 26,000 individuals attending camps, Fun Days, and Family Retreats throughout the year. This milestone highlights the impact and importance of creating opportunities for connection, joy, and respite for children and families facing cancer.

Our Cancer Education Program (CEP) which supports many Camp Quality families, both child patient and KICC, as well as non-Camp Quality families with school age children dealing with a cancer diagnosis in their family or community, has also expanded programs to include support for kids and teens aged three to 16 years.

What started with two engaging age-appropriate performances by the Camp Quality Puppets in primary

schools (Lower and Upper Primary) has grown to now include a more simplified performance for children attending early learning centres. We have also created a new program for high school students aged 12-16 years. Bloom is a five-part web series created to support teenagers diagnosed with cancer, their families and friends. All four programs are supported with comprehensive teacher resources in line with the school curriculum. Congratulations to the Cancer Education Program puppet team who visited 585 schools and early learning centres throughout the year performing to around 80,000 kids including those in remote Indigenous communities in central Australia.

We can't do what we do without our generous supporters, our corporate partners, donors, event participants and bequests. Thanks to their generosity our revenue grew by an exceptional 14 per cent in 2025, enabling us to continue to invest over \$11.5m in supporting families and expanding our services.

This year we were able to send 722 families on a Family Retreat, offering a rare and much-needed pause from the relentless impact of cancer. These retreats create a space for families to reconnect, laugh and simply be together outside of hospitals, appointments and uncertainty. For many, it is a chance to feel like a family again, to make joyful memories and regain some sense of normalcy during an incredibly challenging time.

For families facing a palliative diagnosis or living through the grief of bereavement, we were able to expand our Emergency Respite program to provide more timely and compassionate support. Ninety-nine families were given the opportunity to create meaningful moments together or honour the life of someone they love.

At Camp Quality the entire team run fast all year to make sure we can meet the needs of our families and fundraising targets. Some of the highlights of 2025 include:

- ★ Our raffles program delivered an outstanding result this year, running a record four lotteries.
- ★ We also celebrated a significant milestone with our Premier Partner, ALDI, enabling 10,000 kids to experience the joy and optimism of Camp Quality programs, an extraordinary achievement made possible through their ongoing commitment.
- ★ Our Major Events Team achieved significant growth, expanding our exhilarating Convoy program by bringing Newcastle on board and broadening our national reach.
- ★ We were also delighted to celebrate the return of the Arnott's Gala Dinner, a much-anticipated highlight on our events calendar.

A special thank you to our generous philanthropists who support our hospital program, which now includes eight Child Life Therapists (CLTs) across seven hospitals nationwide. We extend our sincere appreciation to our CLT Patron and Board member, John Higgins, who has generously supported and championed this vital program for many years.

It has certainly been a big year. A huge thank you to the Camp Quality team who always roll their sleeves up and get the job done with the positive attitude that makes us so special. I witness this culture at every level of the organisation, and I am proud to see it acknowledged by several awards in 2025.

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

Kind regards,
DEBORAH THOMAS
CEO, Camp Quality



MEET DEBORAH, OUR CEO.

OUR PROGRAMS AND SERVICES

HOSPITAL PROGRAMS*

- CHILD LIFE THERAPY
- BEDSIDE PUPPET PLAYDATES
- ONCOLOGY BEADS PROGRAM AND STAR BEADS PROGRAM

FAMILY RETREATS

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

RECREATION PROGRAMS

- FAMILY CAMPS
- KIDS' CAMPS
- VIRTUAL CAMPS

FAMILY DAY ACTIVITIES

- FAMILY FUN DAYS
- FAMILY EXPERIENCES

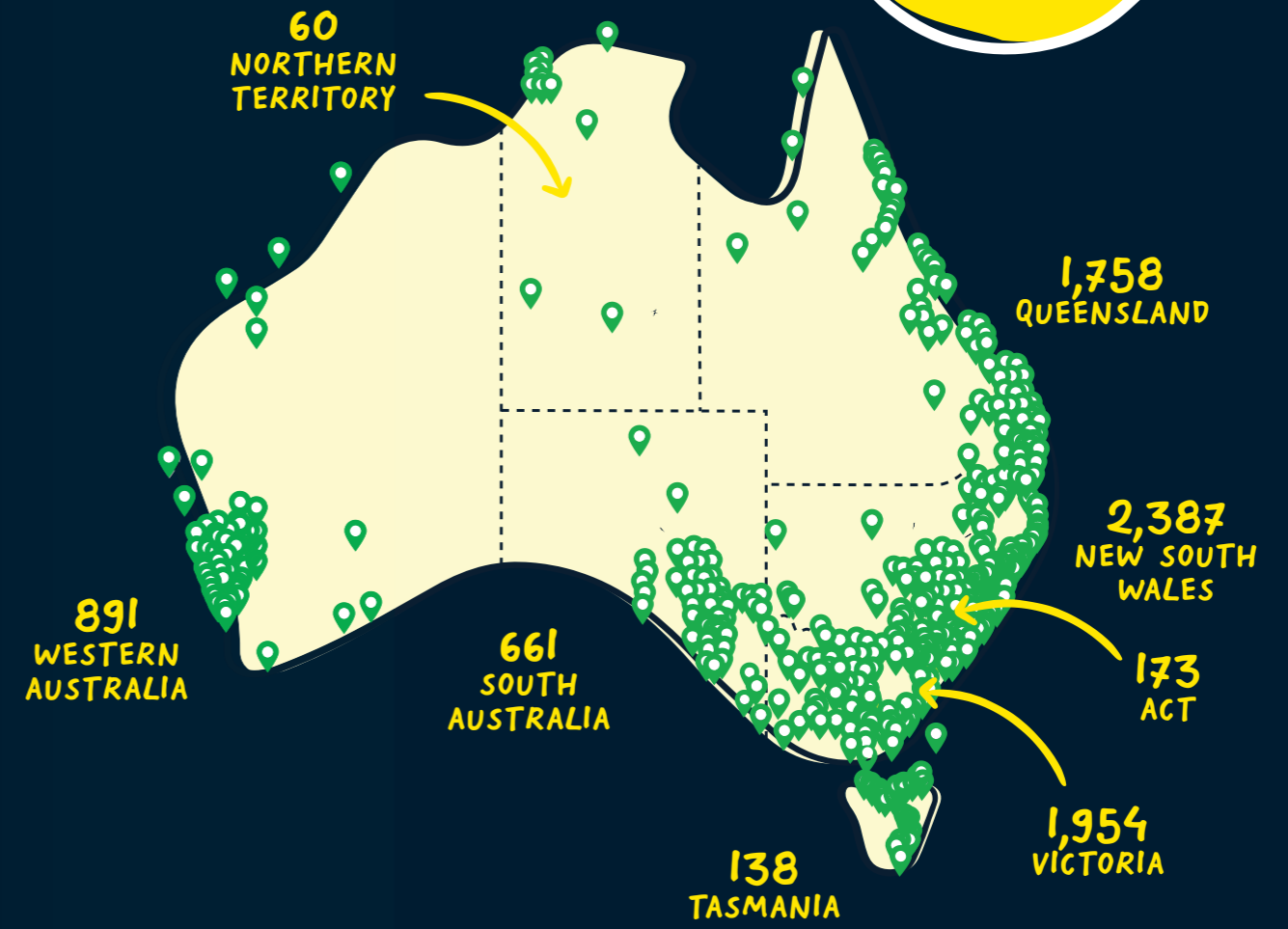
EDUCATION PROGRAMS

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

COUNSELLING AND SUPPORT

- CANCER HUB NAVIGATION SERVICE
- PARENT AND CARER COUNSELLING

8,022
TOTAL REGISTERED FAMILIES



REGISTERED FAMILIES BY REGION

OUR REACH ACROSS AUSTRALIA

MEET THE

LEE FAMILY

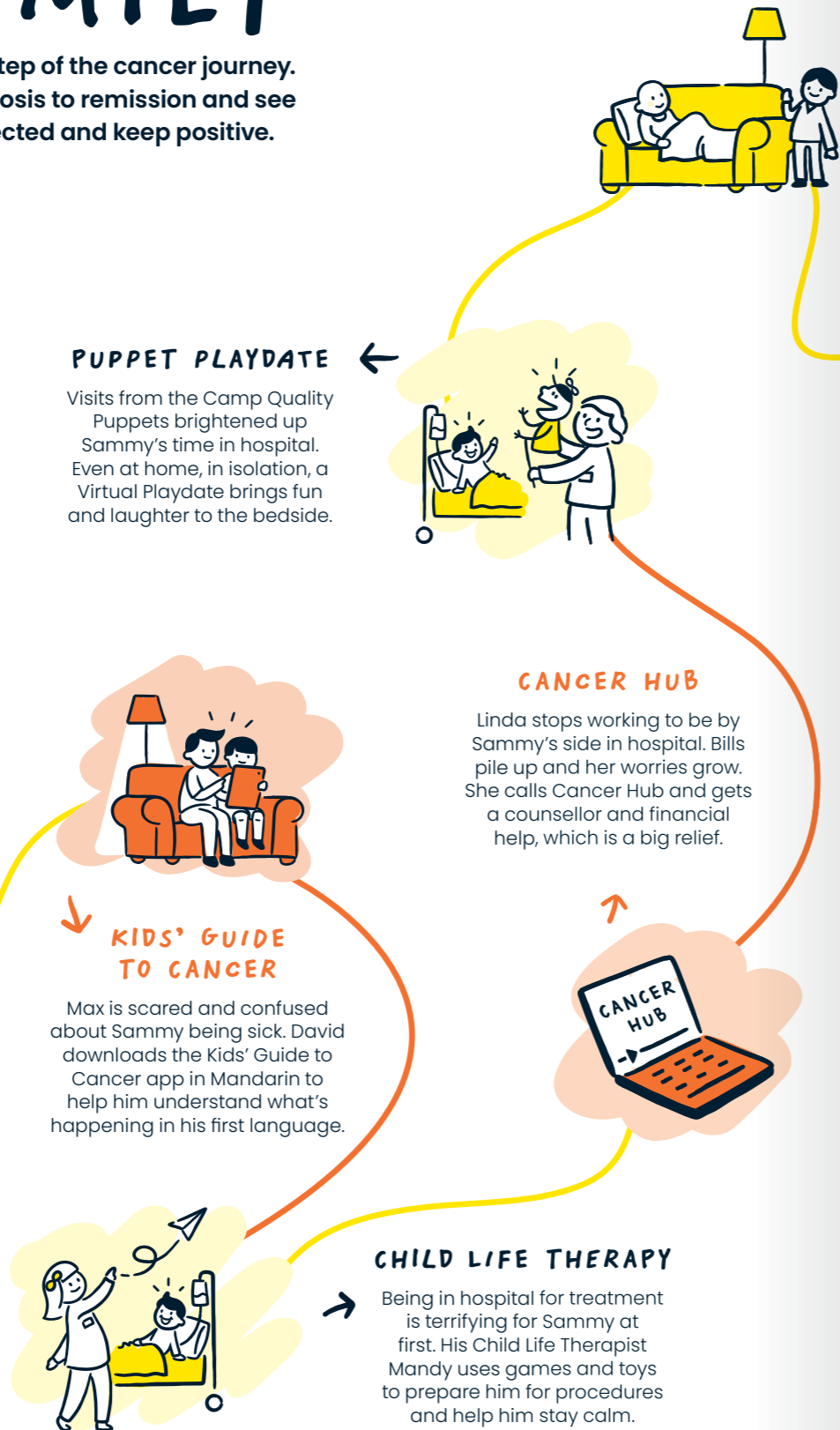
Camp Quality is there at every step of the cancer journey. Follow the Lee family from diagnosis to remission and see how we helped them stay connected and keep positive.



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



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



PUPPET PLAYDATE

Visits from the Camp Quality Puppets brightened up Sammy's time in hospital. Even at home, in isolation, a Virtual Playdate brings fun and laughter to the bedside.



CANCER HUB

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



KIDS' GUIDE TO CANCER

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



CHILD LIFE THERAPY

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



When Sammy looks back on his childhood cancer journey, the strongest memories are the friends he made at Kids' Camp. The Lees gave back by signing up for Big Walk and now he's 18, Sam decides to become a Camp Quality volunteer.

BACK HOME

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



FAMILY RETREAT

After an extended hospital stay, a Family Retreat at the beach gives the Lee family time to reconnect. They make sandcastles and laugh again. Linda takes happy photos to remember.



FAMILY EXPERIENCE

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



KIDS' CAMP

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

VIRTUAL CAMP

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



FAMILY CAMP

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



FAMILY FUN DAY

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



CANCER EDUCATION PROGRAM

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

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

HOW WE ADD UP

2025 STATISTICS

Whether it's in-hospital support to brighten up hospital stays, cancer education to ease the transition back to school after treatment, or camps, Family Fun Days and Family Retreats, Camp Quality is growing to keep up with demand.

WE SUPPORTED

8,022
FAMILIES AND
16,336
KIDS

REGISTRATION

2,776
kids and 1,395 families impacted by cancer were newly registered for our programs and services.

VOLUNTEERS

38,795
hours of support given by our volunteers.

MORE THAN 100
new volunteers joined us; 565 volunteers attended one or more programs.

RECREATION, FAMILY RETREATS AND FAMILY DAY ACTIVITIES

700
kids attended 14 Kids' Camps.

2,302
families attended 83 Family Fun Days.

722
families had a break from cancer at one of our 50 Retreat locations.

500
families attended 36 Family Camps.

3,070
families attended 135 Family Experiences.

99
families received vital support through our Emergency Respite Program.

388
from 223 families enjoyed our 1 interactive live-streamed camp.

HOSPITAL

6,589
sessions were held by Camp Quality-funded Child Life Therapists (1,597 individual patients).

296
hospital visits were made by our puppets to paediatric oncology wards.

EDUCATION

76,616
students watched our puppets perform at 585 schools and education and care services.

28,411
people accessed our online cancer education resource.

1,983
downloads of our app, Kids' Guide to Cancer.

COUNSELLING AND SUPPORT

1,091
sessions of free counselling were provided through Cancer Hub.

8,295
sessions of free navigation were provided through Cancer Hub.



→
GUS HAVING THE
FUN, LAUGHTER...

PROGRAMS AND SERVICES

As more families turned to Camp Quality for support than ever, the findings of an independent report by Social Ventures Australia brought heartening news. Their assessment of our Recreation and Family Retreats programs found that in FY25*, they delivered a positive Social Return on Investment (SROI) of 4.5:1 (\$4.50 for every dollar invested), an estimated \$26.65 million in social value. We look forward to sharing the full outcomes of the report later in 2026, further demonstrating the profoundly positive impact the work we do has on the lives of kids and families facing cancer.

The following pages outline all of the programs and services we provided in 2025.

* SVA research was conducted on Recreation Programs held between 1 July 2024 and 30 June 2025

POSITIVITY, FUN AND LAUGHTER

Our Hospital programs continued to bring light into the darkest days of childhood cancer treatment, brightening up cancer wards and reminding children – and their families – they are not alone.

CHILD LIFE THERAPY

For more than a decade, we've been fundraising to increase the number of Child Life Therapists employed in children's hospitals across Australia. These trained professionals use medical and therapeutic play to reduce trauma and support children through cancer treatment. They also teach practical coping strategies to kids and their parents to improve the wellbeing of the entire family.

In March 2025 our eighth Child Life Therapist, funded by Camp Quality, commenced their full-time role at the Centenary Hospital for Women and Children in Canberra.

Over the past year we also maintained the Camp Quality funding of:

- ★ 1 FTE Sydney Children's Hospital, Randwick NSW.
- ★ 1 FTE The Children's Hospital at Westmead NSW.
- ★ 2 FTE John Hunter Children's Hospital, Newcastle, NSW.
- ★ 1 FTE Monash Children's Hospital, Clayton, Vic.
- ★ 1 FTE The Royal Children's Hospital, Parkville, Vic.
- ★ 1 FTE Paediatric Oncology Occupational Therapist, Perth, WA.

This brings the number of Camp Quality-funded positions to eight across four states. And the demand continues to grow with five more positions requested by hospitals in Vic, WA, Tas and NSW.

CAMP QUALITY-FUNDED CHILD LIFE THERAPISTS DELIVERED...

6,589
SESSIONS IN 2025

PUPPETS AND PIZZA APLENTY

The Camp Quality Puppets continued bringing joy to paediatric oncology wards across the country in 2025, making 296 visits to children's hospitals, filling wards with laughter and giving kids something special to look forward to.

Pizza nights also continued throughout the year, bringing families together for connection and a welcome break from hospital routines.

Through a strengthened relationship with the outreach service at Sydney Children's Hospital, Randwick, the program also expanded to begin visits at Wollongong Hospital and Campbelltown Hospital. Meanwhile, the puppets continued visiting the Oncology Clinic at Centenary Hospital for Women and Children in Canberra, engaging children waiting for appointments with their delightful brand of therapeutic fun.



"CHILD LIFE THERAPISTS ARE AN ESSENTIAL PART OF THE CARE TEAM, SUPPORTING CHILDREN AND FAMILIES THROUGH SOME OF THE MOST DIFFICULT MOMENTS IN THEIR LIVES. THE GENEROUS SUPPORT OF CAMP QUALITY HELPS TO ENSURE THIS VITAL CARE CAN CONTINUE."

— DR RICHARD MITCHELL, DIRECTOR, KIDS CANCER CENTRE, SYDNEY CHILDREN'S HOSPITAL, RANDWICK

CONTINUED SUPPORT

Strengthening our hospital partnerships has remained an important focus, ensuring no child misses out on programs that can change their cancer story from the moment of diagnosis. By continuing to build relationships with hospital stakeholders, maintaining our hospital marketing efforts and supporting the ongoing presence of our puppets on wards, we are sustaining strong engagement with hospitals, continuing to connect more children and families with Camp Quality programs and services.



2025 WAS A RECORD YEAR WITH...

514
NEW
child patient families registering with Camp Quality

29% through engagement with the Camp Quality Puppets and staff.

32% from social workers, hospital staff and healthcare professionals.

BEADS BOOST WELLBEING

We are proud to have renewed the funding for the Oncology Beads Program at the Sydney Children's Hospital at Randwick and the Star Beads Program at John Hunter Children's Hospital for two more years. These initiatives help children build resilience during treatment, with each bead they collect on their string representing a moment of courage and helping them reflect on their strength as they return to everyday life.

It's incredibly moving to watch a child proudly unravel the metres-long strands of beads they have collected throughout their cancer journey. While the milestones experienced by children with cancer may look different from those of their friends, they are every bit as meaningful and inspiring.

In 2025:

- ★ The Oncology Beads Program supported 46 children at Sydney Children's Hospital, Randwick.
- ★ The Star Beads Program supported 67 children at John Hunter Children's Hospital.

TIME AWAY FROM IT ALL

Cancer turns family life upside-down. In 2025 we saw continued increase in demand for Camp Quality Family Retreats. In fact, 722 families took the opportunity to enjoy quality time together, up eight per cent from the previous year.

Childhood cancer is devastating. Family life is turned upside-down and every resource is stretched to the limit. In two-parent families, typically one parent will stay at their child's bedside while the other tries to hold home life together, fragmenting the family unit.

For families enduring cancer, the very thing they need most can slip to the bottom of the list of priorities – quality time together. **A record-breaking 722 families took the opportunity to reconnect on a Family Retreat in 2025, an 8% INCREASE on the previous year.**

Camp Quality Family Retreats provide the space and time for families to simply be together, often the first opportunity they've had to do so since diagnosis.

We are grateful for our ongoing and expanded partnerships with NRMA Parks & Resorts and RAC Holiday Parks and Resorts, which now give our families access to more than 50 locations across Australia, including:

- * NRMA Murramarang Beachfront Holiday Resort (NSW).
- * NRMA Ocean Beach Holiday Resort (NSW).
- * NRMA Phillip Island Beachfront Holiday Park (Vic).
- * NRMA Treasure Island Holiday Resort (Qld).
- * NRMA Airlie Beach Holiday Park (Qld).
- * NRMA Victor Harbor Beachfront Holiday Park (SA).
- * NRMA Port Arthur Holiday Park (Tas).
- * RAC Busselton Holiday Park (WA).
- * RAC Karri Valley Holiday Park (WA).

- * Surfside Holiday Park Warrnambool (Vic).
- * BIG4 West Beach Parks (SA).
- * Salamander Bay Family Retreat (NSW).
- * Discovery Parks Woodman Point (WA).
- * Darwin Free Spirit Resort (NT).

A recent report by Social Ventures Australia (SVA) showed that Camp Quality Family Retreats support children and parents and carers impacted by cancer to be a more cohesive family unit. SVA's research also showed that Family Retreats improved families' resilience in navigating the challenges of cancer, reducing its psychological, social, and financial impact.

EMERGENCY RESPITE

For families navigating a palliative situation and in the tragic case of bereavement, the Emergency Respite program offers a more tailored experience. This may include a short retreat together, a professional photography session, or another meaningful experience that honours their loved one.

Through the generosity of the Andrew Pratten Charitable Trust and Tour De Cure Australia, **2025 was a record year providing 99 families in dire need of Emergency Respite with the support they needed.**



WHAT FAMILIES SAID ABOUT FAMILY RETREATS

100% created happy memories

100% had quality time together

100% could take a breath and unwind

100% reconnected as a family

"WITH YOUR SUPPORT, WE HAVE BEEN LEARNING TO EMBRACE LIFE AGAIN. OUR RECENT FAMILY RETREAT WAS A TRUE GIFT. THOSE THREE DAYS WERE A BURST OF COLOUR IN WHAT HAS BEEN A GREY AND HEAVY SIX MONTHS."

– VIVIAN, CAMP QUALITY MUM AFTER GOING ON A FAMILY RETREAT

SOPHIE AND HER FAMILY ON A FAMILY RETREAT.

SALAMANDER BAY

Our Salamander Bay Family Retreat provided 42 of our palliative and bereaved families with a special opportunity to create lasting memories together. The Family Retreat is made possible through the generous support of The Joan Peterson Charitable Foundation, managed by Equity Trustees, who have generously continued their commitment to this program.



MORE HAPPY CAMPER THAN EVER

Camp Quality families find a community that really understand what they have been through on the camps we are best known for, and kids regain their confidence with the fun and adventure of our recreation programs.

MORE PEOPLE ATTENDED PROGRAMS THAN EVER BEFORE

25,339

40% MORE THAN 2024

Quality time as a family was a high priority in 2025. We delivered 84 more family-based programs than 2024.

FAMILY CAMPS

Camps were held all over the country – from Port Arthur in Tas and the Hunter Valley in NSW to Airlie Beach in Qld, Freespirit Resort Darwin and Sorrento in WA. Families enjoyed time together to create memories as a loving unit, doing activities such as:

- * Making billy karts.
- * Pottery.
- * Indigenous weaving and Aboriginal games.
- * Sand-sculpting workshop.
- * River cruises.
- * Surfing lessons.
- * Baking scones at a farmstay.
- * Drumming.
- * Dolphin cruises.

- * Camel rides.
- * Shark and ray experiences.
- * Rainbow serpent cultural craft activity.

Planned parent-only time gave parents a chance to connect and be with other parents who just get it, as well as take some time for themselves to go for a walk, rest, exercise or just drive and chat as adults without the kids around. Kids made new friends and enjoyed learning new skills at designated kids-only sessions – from a playdough animation workshop, to summer disco parties, to science experiments where things went off (safely) with a bang!

👍 FAMILY CAMP STATS ↓

100% of parents and carers said Family Camp was valuable in helping them connect as a family

100% of parents and carers said Family Camp provided an opportunity to create happy memories

98% of parents and carers rate camp as valuable in connecting with other families



KIDS' CAMPS

When you're a kid facing cancer who has spent months in isolation, living between home and the hospital, a Camp Quality Kids' Camp is like a breath of fresh air.

Kids love reconnecting with mates from last year's camp like no time has passed at all.

They make new friends and bond over working out how to beat the other teams in games like scavenger hunts.

When they get home, they can't stop talking about camp and can't wait for the next year's.

Kids' Camps include a wide range of activities with a focus on fun and adventure, including:

- * Soccer workshops with a professional (our very own ambassador Faye Bryson).
- * Drama workshops.
- * Giant aqua park play.
- * Chilling in treetop nets.
- * Meeting Elvis – a 4.75m saltwater croc at Australian Reptile Park.
- * Glow parties.

Themes:

- * Disney/Pixar.
- * Giggle All Stars – team themed.
- * Around the world.
- * Island Adventures.
- * Extraordinary Explorers.

TOP 3 FAVOURITE THINGS ABOUT KIDS' CAMP



100% of kids rated their companion as awesome!

VIRTUAL CAMP

Virtual Camp continues to break down the barrier of location, connecting kids from all over Australia. An encouraging 388 kids attended one of four interactive live-streamed sessions in the 2025 July school holidays from the comfort of their own home. They got busy with brand-new 'Camp-in-a-Box' activities including Supersonic Science – making their own slime and sherbet. Also, a bunch of extra treats and activities were included in the Camp-in-a-Box packages, generously delivered by DHL, for families to enjoy over the school holidays.

WHAT A DIFFERENCE A DAY MAKES

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

FAMILY FUN DAYS

Family Fun Days are activities organised by Camp Quality, with volunteers on hand to help Camp Quality families enjoy events such as sporting matches, theme parks, circuses and stage shows.

In 2025, **2,032** families attended **83 Family Fun Days** (30% participation increase on 2024).

FAMILY EXPERIENCES

Family Experiences are similar to Family Fun Days, but for individual families to have fun together and get a break from the grind of managing a cancer diagnosis.

In 2025, **3,070** families enjoyed **136 Family Experiences** (72% participation increase on 2024).

KICC-ING GOALS

More than 18,000 Australian parents each year are battling cancer. The children living through it are Camp Quality's KICC (Kids Impacted by a Carer's Cancer); as such, Family Fun Days and Family Experiences were scaled in 2025 to include more of our KICC cohort than ever.

1,177 KICC FAMILIES went on a FFD in 2025 – 53% increase on 2024

1,432 KICC FAMILIES went on a FE in 2025 – 77% increase on 2024

BEREAVEMENT FAMILY DAY

In 2025, Camp Quality held its first Bereaved Family Day in Victoria, bringing together 10 bereaved families, totalling 32 participants, at Werribee Open Range Zoo. The pilot created a warm and compassionate environment where families could spend time with others who understood their experience, while also accessing information from partner organisations including Redkite and the Ladybird Care Foundation. Feedback was overwhelmingly positive, with the event achieving an average customer experience score of 9.25 out of 10 and a net promoter score of 9.75 out of 10. The strong participation, high satisfaction and clear interest in future bereavement events demonstrated both the value of the program and the need for ongoing opportunities to support bereaved families across Australia.



CONNECTING WITH PEOPLE WHO REALLY UNDERSTAND.

CANCER EDUCATION PROGRAM

BLOOMS

A bumper year for the Cancer Education Program, with a new puppet show for younger children and the launch of Bloom, a web series looking at the challenges of teenage cancer.

The Camp Quality Puppets visited more than **76,000** children at **585** schools and early learning centres (ELC) in 2025.

Now, 37 years into their mission to improve mental health and academic and social outcomes of kids impacted by cancer, the beloved puppets went as far afield as Kalgoorlie WA, Forbes NSW, Snug Tas, and Gulliver Qld. A tour of the Northern Territory took in seven remote schools and ELCs.

In addition, 2025 saw two exciting additions to the Cancer Education Program – Bloom, a beautifully

produced web series that explores the challenges of teenage cancer, and The Buddy Bench, a third puppet show developed to perfectly cater for three- to five-year-olds at early learning centre (ELC) audiences.

The team also took the opportunity to incorporate early detection and prevention messaging into all three puppet shows in accordance with Cancer Australia's Australian Cancer Plan.

The puppet shows and Bloom continued to be offered with teacher resources developed in line with the Early Years Learning Framework and state curricula.

PUMPED FOR PUPPETS!

In 2025, the beloved Camp Quality Puppets:

Performed at **585** schools and ELCs

Taught **76,616** students about cancer

Staged **23** regional tours over **103** days

Targeted **27%** of regional and remote delivery

CANCER EDUCATION THAT KIDS UNDERSTAND.



NO, YOU CAN'T CATCH CANCER!

THE BUDDY BENCH

In response to feedback, Camp Quality redeveloped its early years puppet program to better suit younger audiences.

A full script review by Camp Quality leaders, Camp Quality families and an advisory group of early years educators, led to an opportunity to reintroduce the puppet characters Kylie and Dean.

After a series of script workshops and rehearsals, the new show – *The Buddy Bench* – launched in July 2025, with a strong focus on friendship, empathy and age-appropriate cancer education.

Early feedback from educators has been very positive:

- ★ "We felt that the show was more age-appropriate than last year and a good length for kindergarten children. It was better without the hospital scene and more interactive with children. Thank you."
- ★ "The newest script does a fantastic job of delivering important messages in a clear, reassuring and absolutely age-appropriate way. We love how it gently addresses common misconceptions, especially reinforcing that cancer is not contagious, while also helping children understand the importance of medicine and support from friends."

"THE NEWEST SCRIPT DOES A FANTASTIC JOB OF DELIVERING IMPORTANT MESSAGES IN A CLEAR, REASSURING AND ABSOLUTELY AGE-APPROPRIATE WAY."

– EDUCATOR

POSITIVE FEEDBACK

Educators continued to provide enthusiastic feedback on the Cancer Education Program as a whole in 2025, with 633 overwhelmingly positive ratings received.



99%

of educators believe the program helps build optimism and resilience

100%

of educators believe the program increases understanding of cancer

99%

felt more confident to talk to children about cancer

99%

believe the program helps combat and reduce incidences of bullying

PUPPET SHOWS FOR ALL AGES.



"THE PRESENTERS WERE ABSOLUTELY AMAZING. OUR STUDENTS WERE ALL DEEPLY ENGAGED WITH GREAT QUESTIONS AT THE END. THIS WAS A VERY IMPORTANT PART OF THE TRANSITION OF ONE OF OUR STUDENTS RETURNING TO SCHOOL AFTER THEIR OWN PERSONAL CANCER JOURNEY."

— PRIMARY SCHOOL TEACHER

KIDS' GUIDE TO CANCER



WEBSITE AND APP VIEWS IN 2025

APP DOWNLOADS **1,983**

TOTAL VIEWS **28,411**

VIEWS BY LANGUAGE.

23,392
ENGLISH

2,166
ARABIC

1,056
HINDI

581
SIMPLIFIED CHINESE

1,216
TRADITIONAL CHINESE

READY TO BLOOM!

Bloom is a five-part cancer education web series developed in collaboration with Arterial Films and Canteen, with funding from Cancer Australia and Screen Australia.

Launched in September 2025, Bloom was created to support students aged 12-16 by fostering a better understanding of the far-reaching impacts of teen cancer on patients, their families, and their peers.

The project was developed through a co-design process involving young people with lived experience, parents, healthcare professionals and educators, to ensure authenticity and educational relevance.

Bloom is available for free on YouTube and promoted to teachers and educators via ClickView. The series is accompanied by a comprehensive suite of teaching resources developed by Camp Quality's mental health social enterprise, Be Well Co.

AWARDED!

Selected for Sydney Web Fest

Best Web Series 2025, South Australian Screen Awards

Selected Melbourne Web Fest

Selected New York Web Fest

SCREEN AUSTRALIA AND CANCER AUSTRALIA PRESENT
An Arterial Films, Camp Quality and Canteen web series that explores teenage cancer.

Bloom

As if being 16 wasn't hard enough.



Bloom was funded by the Australian Government through Cancer Australia's Supporting People with Cancer grant initiative.

Trailer views:
102,023

(AUGUST TO DECEMBER)

Estimated audience:
15,297

Feedback from parents, young cancer survivors, educators and students:

- * "What a beautiful set of films! Bloom is a magnificent achievement."
- * "I loved them all... I just wanted to say how much the best friend story resonated with me. Because my best friend left me during this time and I really do feel that it's important to tell your best friend everything when it comes to your cancer journey."
- * "Bloom was such a window into the soul of how you try and cope with the myriad appointments, treatments, emotions and side-effects that you never anticipated. Thanks for putting together such a powerful series."
- * "It shows what it is really like for everyone involved with someone who has cancer and their experience."

WATCH BLOOM NOW



PARTNERSHIPS WITH PURPOSE

Camp Quality's vision is to ensure that every child impacted by cancer is supported at every step of their cancer journey. This vision cannot be realised without the support and collaboration of other cancer and non-cancer charities. Together, we can make a meaningful and positive impact on the lives of people diagnosed with this devastating illness.

STRONGER, TOGETHER

The Child and Youth Cancer Alliance (Camp Quality, Canteen, Redkite) continues to go from strength to strength. Following the Federal Government's announcement in 2024 of an additional \$11.5 million in funding for services available via the Alliance's support portal, Cancer Hub, the initiative experienced its most impactful year yet, with:

- * **10,304** Intake occasions of service.
- * **121% INCREASE** from the same period in 2024.
- * **8,295** Navigation occasions of service, and **75% INCREASE** from the same period in 2024.
- * **2,630** Outbound referrals, **118% INCREASE** from the same period in 2024.
- * **1,091** Parent and Carer Counsellor occasions of service delivered to **311** individuals, an **87% AND 114% INCREASE** respectively from the same period in 2024.

Increased number of **Aboriginal and Torres Strait Islander families supported**. In 2025, **214** Aboriginal and Torres Strait Islander people accessed the service, up from 140 in 2024 – a **53% INCREASE** in unique clients.

This ongoing funding commitment enables an expansion in intake and navigation support to meet the needs of all family members aged 0-26 affected by a child's cancer diagnosis. It also strengthens cancer navigation support for parents diagnosed with cancer and increases support for Aboriginal and Torres Strait Islander families through the recruitment of specialised roles.



NAVIGATING CANCER

In 2025, **194 NAVIGATION SERVICE USERS** were identified within a parent-related cancer family context, **UP FROM 31 IN 2024**

AN INCREASE OF **526%**

FINDING THEIR WAY THROUGH

Another important initiative under the Child and Youth Cancer Alliance is the Compass online parenting program. This program aims to provide parents with practical strategies and tools to support their children, manage emotions, strengthen family connections, and navigate the challenges that come with a cancer diagnosis.

The program underwent a period of participation and evaluation in 2025, with 61 parents enrolling, 21 survey responses received, and seven in-depth parent interviews completed. The evaluation phase will conclude in 2026, with recommendations to guide program improvements. It is our hope that this program, co-designed with and for parents impacted by cancer, will eventually become a business-as-usual initiative under the Alliance.

FIGHTING FIT

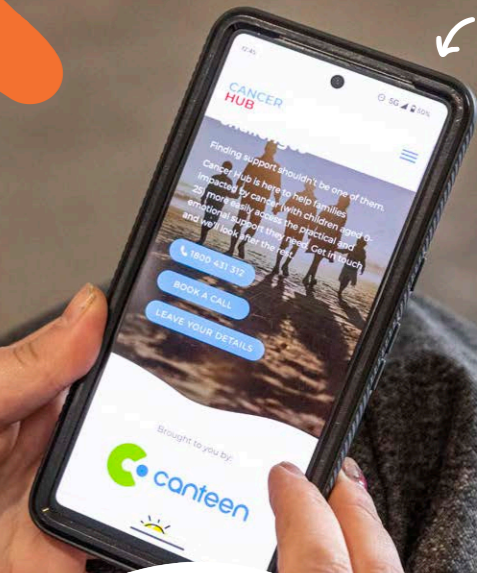
Camp Quality has continued to explore ways to positively impact the physical health and wellbeing of cancer survivors. Through our ongoing partnership with the Daffodil Centre at the University of Sydney, we have supported the recruitment and participation of families in research studies, while also integrating insights from this work into our services and programs.

We are also exploring additional partnerships with sports providers that deliver free, fun, and engaging physical activity programs at our camps and Family Fun Days. We hope to build on these collaborations and formalise these partnerships further in 2026.

BEREAVEMENT SUPPORT

In 2025, Camp Quality strengthened support for bereaved families through our relationship with Ladybird Care Foundation, a specialist organisation providing peer mentoring for parents grieving the loss of a child, strengthening our ability to support families through collaborative care and complementary services. We promoted the Foundation's mentor program to Camp Quality bereaved families and later welcomed its founders, Wayne and Maree Pascoe, to our pilot Bereaved Family Day in Victoria, where parents could connect in person and learn more about the support available.

WORKING WITH OTHER CHARITIES TOGETHER TO HELP MORE FAMILIES.





FUNDRAISING AND OPERATIONS

Camp Quality's fundraising efforts gained strong momentum across Australia in 2025, driven by the energy and generosity of everyday Australians. A highlight was the continued growth of Camp Quality Convoy, with the successful launch of a new event in Newcastle. More than 160 truckies took part, raising more than \$165,000 for our registered kids and demonstrating the incredible power of community to support families impacted by cancer.

←
REVVED UP FOR
NEWCASTLE
CONVOY.

FUNDING THE FUN

Our heartfelt thanks go to the many supporters who raised funds for Camp Quality in 2025. From corporate partners and major donors to community fundraisers and raffle supporters, every contribution helped bring positivity, fun and laughter to kids and families facing cancer across Australia.

POWERED BY PARTNERSHIP

We once again kicked off the year alongside Ralph Lauren at the Australian Open, where Camp Quality families enjoyed a memorable day at the tennis with access to Ralph Lauren's VIP hospitality suite. Families watched tennis stars Alex de Minaur and Madison Keys take part in a special performance, with Ralph Lauren's pop-up store supporting Camp Quality programs throughout the opening week.

A major highlight of 2025 was the long-awaited return of the Arnott's Foundation Gala dinner, the first since COVID. Hosted by the foundation and its community of employees, partners and sponsors, the evening brought supporters together to honour and raise funds for the Camp Quality Family Retreat program. The night raised an incredible \$380,000 and saw the foundation also celebrate reaching \$6 million donated over 20 years of the partnership.

Our partnership with Premier Partner ALDI Australia reached an extraordinary milestone this year, supporting 10,000 kids through Camp Quality

programs. Highlights included the launch of Move for Good, a wellbeing initiative for ALDI employees, and a feature on *Better Homes and Gardens* showcasing the partnership and its impact.

Support from ToyBox Australia also continued, with Miss Universe finalists fundraising to help deliver vital support for our Child Life Therapy program.

Camp Out returned across Australia, with 45 NRMA Holiday Parks & Resorts sites taking part and raising funds to support Camp Quality Family Retreats.

We were grateful for continued support from the Queensland and Victorian Governments to deliver our Cancer Education Program in schools, helping students, teachers and families better understand and respond to cancer in their communities.

Camp Quality was also proud to launch Bloom, a new web series designed to support teenagers navigating the challenges of cancer, made possible through the support of Cancer Australia and Screen Australia.

MAKING IMPACT POSSIBLE

Our philanthropic community again played a vital role in supporting Camp Quality's work. Donations helped fund hospital services, recreation experiences and emergency respite for families navigating cancer. A key achievement this year was the addition of a new Child Life Therapist role in Canberra, expanding the reach of our hospital support services.

The impact of Camp Quality's programs would not be possible without the generosity of our philanthropic partners and individual donors. We extend our sincere thanks to the Channel 7 Telethon Trust, the Fox Family Foundation, Hansen Little Foundation,

Highland Foundation, Perpetual Trustees, the Nigel and Patricia Peck Foundation, Camel Foundation, Stan Perron Charitable Foundation, Beck Family Foundation, the Simpson Foundation, Motors & Webster Trucks Foundation, Tour de Cure, Andrew Pratten Charitable Trust, and the many others whose ongoing generosity continues to make a meaningful difference.

Camp Quality's raffle program also had a strong year, supported by our long-standing partnership with Jayco. Four raffles were delivered in 2025, offering life-changing prizes while helping fund our programs, with a record number of tickets sold.



A MISS UNIVERSE PARTICIPANT GETTING INTO THE FUN.

COMMUNITIES SHOWING UP

Across Australia, community fundraisers showed incredible creativity and generosity in their support for Camp Quality. From fancy dress to singing, mouse racing and everything in between, supporters found countless ways to make fundraising fun. Every fundraiser, big or small, helps make a meaningful difference.

In the NT, the team at Hot100FM Darwin and Mix 104.9 created magic for Camp Quality with their annual auction, bringing the community together and raising more than \$50,000.

Body MBrace, our partners in Western Australia, launched their 1,000 Calorie Challenge in 2025, engaging more than 120 participants who pushed their limits to raise over \$100,000 for kids facing cancer. The initiative drove amazing fundraising outcomes and brought together the whole community for a good cause.

Meanwhile, in New South Wales, the Sydney Contender engaged with 130 fighters interested in taking up a fitness

challenge, raising \$70,000 and Hunter Valley Martial Arts launched Kicks 4 Camp Quality, where kids and adults trained for six weeks before a celebration day of kicks and push-ups, raising an incredible \$27,733. The Hunter community also rallied behind the Open Invitation Luncheon and Camp Quality Golf Day, once again showing the strength of support in the region.

Elsewhere across the country, supporters stepped up in inspiring ways, from the Comet Show Working Dog Trials in Queensland to the Tasmania Racing Pigeon Federation, both long-standing supporters of Camp Quality. In Canberra, superhero pool cleans and community BBQs made a splash for Camp Quality, while in Western Australia, Jezza's Jackpot brought people together to honour a loved one and give back.

One of our biggest national campaigns, Big Walk for Little Kids, returned in September with 8,795 walkers clocking up more than 327,000 kilometres and raising over \$1.5 million.

SPOTLIGHT ON EVENTS

Our fundraising events, no matter what size, are filled with passion, adventure and community spirit. In 2025, event participants across Australia raised more than \$3.1 million.

CONVOY

Convoy events in Geelong, Adelaide, Perth and Newcastle brought the trucking industry and local communities together in an incredible show of support. With 846 trucks rolling through the streets, these spectacular events raised vital funds while delivering a powerful display of generosity and community spirit.

MOTOCYC

Riders hit the road for another unforgettable Motocyc adventure in 2025. With 100 participants travelling from Newcastle through regional New South Wales and the Blue Mountains, the event combined long days in the saddle with great camaraderie. Big thanks to the dedicated organising committee and event sponsors for making the ride possible.

DROP FROM THE TOP

Camp Quality's brand-new event, Drop From the Top, brought together senior leaders from our corporate partners including ALDI, The Arnott's Group, LEGO and O'Brien Glass, for a high-adrenaline Giant Swing challenge at The Tops Conference Centre, south of Sydney. Swapping boardrooms for bold leaps,

participants showed courage and leadership in support of kids facing cancer. The event, which was held at a Camp Quality Family Camp, combined personal challenge with meaningful impact.

In 2025, event participants raised more than **\$3.1 MILLION**

WESCARPADE

wesCarpade participants travelled more than 2,400km across Western Australia in 2025, marking the event's 15th anniversary. Over eight days, teams journeyed through regional communities, bringing energy, creativity and camaraderie to every stop along the way in a truly memorable outback adventure.

FUNX4

FUNx4 delivered an epic off-road adventure through Cape York in 2025. Participants travelled from across the country to reach the start in Cooktown and tackle more than 1,200km of rugged terrain. With 31 vehicles and 62 participants, the event combined adventure, teamwork and plenty of unforgettable moments.

ESCARPADE

esCarpade 2025 saw 158 participants take on a seven-day journey across regional Australia. Travelling nearly 3,000km, much of it on dirt roads, entrants made their way from Tamworth to Griffith via iconic outback towns, bringing colour, creativity and an incredible fundraising spirit to every stop.

HIGH-FLYING EXECUTIVE DROPPING FROM THE TOP.



TIME TO MAKE A DIFFERENCE

Volunteers are the lifeblood of Camp Quality, bringing energy, compassion and consistency to every program we deliver. It's not just the time they give, but the community they build, one that many choose to be part of for years.

In 2025, 53 per cent of our volunteers had been with Camp Quality for more than five years, and 31 per cent for more than 10, reflecting the deep and lasting connections formed through volunteering.

Be it camps, hospital visits or fundraising events, our programs simply could not happen without the dedication of our volunteers, who continue to show up for kids and families when it matters most.



ONE OF OUR AMAZING VOLUNTEERS.

IN 2025 CAMP QUALITY VOLUNTEERS DONATED

38,795 HOURS
EQUATING TO \$1,918,767.45

RECOGNISING OUR GILLARD VOLUNTEER OF THE YEAR RECIPIENTS

- ★ Queensland – Tracey Henderson
- ★ Northern New South Wales – Jeff Skinner
- ★ Southern New South Wales – Seb Boehm
- ★ South Australia & Northern Territory – Rebecca Kimber
- ★ Victoria – Kim Bramwell
- ★ Tasmania – Louise Ockerby
- ★ Western Australia – Rambo Ramdianee
- ★ National & Sydney – Carla Patulny

BEST AND BRIGHTEST

National winner Carla is a natural leader who inspires those around her, uplifts spirits, and makes every child feel safe, seen and celebrated. She inspires others with her warmth, creativity and tireless spirit.

“AFTER SO MANY YEARS THERE ARE SO MANY SPECIAL MOMENTS, BUT SEEING KIDS JUST BE KIDS AND THE JOY ON THEIR FACES AFTER TRYING SOMETHING NEW OR CHALLENGING – AND KNOWING YOU WERE A PART OF MAKING THAT HAPPEN – IS SOMETHING THAT NEVER LEAVES YOU”

– CARLA, CAMP QUALITY VOLUNTEER

LONG-TERM DEDICATION

Happily, 2025 saw us celebrating **65 VOLUNTEERS** marking new milestones with four volunteers reaching 40 years with Camp Quality: Margie Parry, Mandie Hawley, and Peter & Lyn Iverson.

VOICE OF THE VOLUNTEER

Our 2025 Engagement Survey continued to show the strong connection our volunteers have with Camp Quality.

- ★ Volunteer Engagement and Wellbeing both ranked at **97%**, reflecting the emotional wellness and job satisfaction among Camp Quality volunteers.
- ★ Our Progress score, reflecting volunteer perception of organisational performance, ranked at **90%**, 11 percentage points higher than other volunteer-based organisations.

OTHER INCREDIBLE RESULTS FROM THE SURVEY:

'I believe in the work done by Camp Quality'

100%

'I believe in overall purpose of Camp Quality'

99%

'I am proud to tell people that I volunteer for Camp Quality'

99%

'Camp Quality is ethical'

99%

'I feel safe at Camp Quality'

99%

POWERED BY OUR PEOPLE

Behind every moment of fun at camp, every connection between families, and every program delivered across the country, there's a dedicated community that brings the Camp Quality mission to life – our staff.

This community is made up of our staff and volunteers who are united by a shared purpose – to support children facing cancer and give their families optimism, understanding and some fun during some of the most challenging times in their lives.

The compassion, expertise and commitment of our people ensure that every program we deliver creates meaningful impact.

In 2025, Camp Quality continued to invest in building a strong, capable and supportive workplace so our people can continue delivering extraordinary experiences for families across Australia.

70

PERMANENT STAFF

12

CASUAL PUPPETEERS

AVERAGE TENURE 5.5 YEARS

A WORKFORCE DRIVEN BY PURPOSE

Camp Quality attracts people who are passionate about making a difference.

As demand for our services continues to grow; we are strengthening our workforce to ensure we can support more families in more communities. This includes investing in learning and capability,

so our people have the skills and resources they need to deliver our services and our mission.

Our people bring diverse knowledge, skills and experience, and wholeheartedly share a common commitment in ensuring every child and family facing cancer feels supported, understood and uplifted.

SUPPORTING THE WELLBEING OF OUR PEOPLE

Supporting children and families facing cancer is incredibly meaningful work, but it can also be emotionally demanding. Camp Quality recognises the importance of resilience-building and of supporting the wellbeing of all our people, particularly those on the frontline supporting our families.

Throughout 2025, we continued to invest in initiatives that promoted wellbeing, resilience, and connection across our workforce. This includes access to our Employee Assistance Program (EAP), wellbeing resources, flexible working arrangements and leadership support to ensure our people feel valued and supported in their roles. In 2025, we ensured the implementation of regular manager and peer-led support programs for our frontline team.

By prioritising the wellbeing of our team, we help ensure that our people can continue delivering the positivity and care that families rely on.

CAMP QUALITY STAFF POSITIVITY RATING FOR WELLBEING. 84%

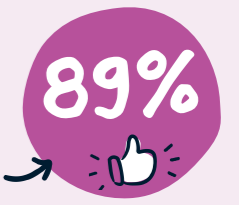
DIVERSITY AND INCLUSION

Camp Quality has a whole-of-organisation approach focused on governance, workforce diversity and inclusive service delivery. A dedicated D&I working group guides implementation, alongside policy reviews and alignment with best practice. We are improving access for diverse communities through multilingual resources and culturally informed programs. Staff and volunteers are supported through training, including building capability to support children with neurodiverse needs, therefore ensuring safe, inclusive program delivery.

BEST WORKPLACE AWARD

Once again Camp Quality has been recognised as an outstanding workplace and for the fourth year in a row has won the X-Ref Engage Best Workplace Award acknowledging workplaces that excel in employee engagement, satisfaction and effective management practices.

CAMP QUALITY HAS AN EMPLOYEE ENGAGEMENT RATING OF:



Our 2025 engagement survey paints a picture of how our people feel about working at Camp Quality, with very high scores highlighting a strong connection to our purpose and values, pride in the organisation, confidence in leadership, and a shared belief that we foster a respectful and safe workplace.

The Camp Quality spirit is one of optimism, resilience and joy. Across the organisation, our people bring positivity to their work every day. Whether coordinating camps, supporting families, partnering with volunteers or working behind the scenes, their dedication helps create an environment where children and families feel welcomed, understood and uplifted.



QUALITY TEAM, QUALITY RESULTS.

WE ARE INCREDIBLY PROUD OF THE PEOPLE WHO MAKE CAMP QUALITY WHAT IT IS TODAY.

WALKING TOGETHER

Camp Quality continued its commitment to reconciliation through the development and implementation of a Reflect Reconciliation Action Plan (RAP).

RECONCILIATION ACTION PLAN

The RAP provides a structured framework for Camp Quality to strengthen relationships with Aboriginal and Torres Strait Islander peoples, increase cultural understanding across the organisation and contribute to improved outcomes for First Nations children and families impacted by cancer.

The RAP aligns with the national reconciliation movement led by Reconciliation Australia and is grounded in the key pillars of relationships, respect and opportunities. These pillars guide Camp Quality in embedding reconciliation across programs, services, people and culture, communications, and community engagement. Through this work, Camp Quality aims to ensure that its support for children and families facing cancer is culturally inclusive, respectful and accessible.

HEALTH DISPARITIES

Camp Quality's commitment to reconciliation is particularly significant given the health disparities experienced by Aboriginal and Torres Strait Islander peoples. Current research indicates that survival outcomes for Aboriginal and Torres Strait Islander children with cancer are significantly poorer. They experience longer hospital stays, higher complication rates, and are less likely to survive more than five years after diagnosis. Camp Quality is seeking to better understand how its programs and services can support improved health and wellbeing outcomes for Aboriginal and Torres Strait Islander children and their families.

PARTNERSHIPS

A key objective of the RAP is to build stronger relationships with First Nations communities and organisations. These partnerships will help inform how Camp Quality delivers cancer support programs across hospitals, schools, community settings and Family Camps. Our RAP also focuses on extending Camp Quality's influence to support reconciliation more broadly. This involves identifying opportunities to work with other organisations within the cancer sector and the broader community to share knowledge, build partnerships and promote positive relations. Camp Quality is also exploring ways to increase engagement with Aboriginal and Torres Strait Islander businesses and suppliers, supporting broader economic and social outcomes.

CULTURAL AWARENESS

Another focus of the RAP is strengthening cultural awareness across the organisation. Initiatives include improving staff understanding of Aboriginal and Torres Strait Islander histories, cultures and cultural protocols, including the appropriate use of Acknowledgement of Country and Welcome to Country practices. Internal policies, programs and communications are under review to ensure they promote respect and cultural safety for Aboriginal and Torres Strait Islander employees, volunteers and participants.

Through continued learning, collaboration and action, Camp Quality is committed to creating a more inclusive organisation and ensuring its programs can positively impact all children and families facing cancer.

RIVER OF LIGHT.
CAMP QUALITY'S RAP
PAINTING REPRESENTS
A JOURNEY OF HEALING
AND CONNECTION. BY
NATALIE L. SIMMONS.



MAKING OUR MARK

In an increasingly competitive landscape, Camp Quality continued to strengthen its connection with audiences and cut through the noise.

In 2025, we achieved a **28.2%** increase in social media followers, alongside a **30%** lift in content engagement and a **44%** increase in post-click rates.

Camp Quality continued to strengthen and expand its Cancer Education Program, supporting **76,616 STUDENTS** across **585 SCHOOLS** and early learning centres nationwide. A targeted digital marketing campaign contributed to a record-breaking year of bookings, increasing both reach and demand for the program.

A key milestone was the launch of Bloom, a web series developed for teenagers aged 12-16 years as an extension of the Cancer Education Program. Co-produced by Arterial Films, Camp Quality and Canteen, with support from Screen Australia and Cancer Australia, Bloom provides teenagers, families and educators with helpful, accessible resources to support young people facing cancer.

The launch was supported by a coordinated screening event and an integrated digital campaign, including paid online advertising, organic social media and search engine optimisation. This approach ensured the series reached those who needed it the most, as well as educate the wider community on how to be supportive through a cancer diagnosis.

Early indicators showed growing awareness and audience interest in Bloom, with increased online search activity reflecting strong engagement and rising visibility. These results demonstrate the effectiveness of Camp Quality's promotional activity in strengthening organic discovery and growing audience awareness.

To build on this momentum, Camp Quality launched a national transit advertising campaign on 27 January 2026 across bus networks in New South Wales, Victoria and Queensland. The 18-week campaign promotes the Cancer Education Program to primary schools and early learning centres, focusing on strengthening awareness, credibility and recognition among key audiences, while reinforcing Camp Quality's national presence.

This activity contributed to a 63 per cent increase in page views following the campaign launch.

The campaign represents the first phase of a broader 2026 promotional strategy. Additional initiatives include attendance at key education conferences to promote Bloom directly to educators, alongside always-on Meta advertising to drive ongoing awareness and bookings of the Cancer Education Program.

This impact is made possible through the continued support of the community, including the strong performance of our raffles program.



↑ THE PREMIERE OF THE TEEN CANCER WEB SERIES, BLOOM.

In 2025, Camp Quality delivered four major raffles, with the final raffle of the year achieving its strongest performance to date.

Effective digital acquisition strategies alongside high-performing partnerships, including Jayco Australia, Jayco Newcastle and Suttons Motors Group,

expanded the program's reach and engagement, with the raffle customer database growing to more than 200,000 supporters by the year's end. This continued growth strengthens Camp Quality's ability to deliver vital programs that bring positivity, resilience and support to families when they need it most.

SPREADING THE WORD

AMBASSADOR ROUND-UP

BIG NAMES, GREAT RESULTS

Camp Quality's ambassadors helped bring our work to life this year – lifting awareness, extending reach and elevating key campaigns.

Bondi Lifeguard Anthony 'Harries' Carroll joined as Big Walk for Little Kids Champion. He attended the Bondi Beach media launch on 30 August and stepped in as a campaign spokesperson, boosting the fundraiser's public profile and credibility.

Across the campaign, Harries shared 11 pieces of Instagram content reaching an audience of 104,000 followers. This generated a total reach of 23.3k and

1.1 million impressions. Harries also threw his support behind Camp Quality's motorhome raffles, extending his contribution across key fundraising initiatives.

Influencer Daisy Lamb also took part in Big Walk for Little Kids, shaving her head to raise funds and awareness – a bold show of support that resonated strongly with her audience.

Camp Quality captured content with professional footballer Faye Bryson to support Goals for Giggles – a new social media campaign launched in May 2026 to raise awareness of the Cancer Education Program.

Later in the year, *MasterChef Australia* star Julie Goodwin supported the Christmas Appeal, sharing the story of Tom – a Camp Quality Kid and aspiring chef – on her Instagram account, further driving awareness and fundraising.



↑ 'HARRIES' GETS ON BOARD.

Camp Quality appreciates our ambassadors for their ongoing support, with special thanks to **Emma Alberici, Kerry Armstrong, Faye Bryson, Matthew Butcher, Michael Crossland, Casey Donovan, Vera Entwistle, Lee Elliott, Dick Johnson, Maddy Proud, Ryan Story, Christian Welch, Snezana Wood, Jarrod Woodgate** and **Faye Bryson** for their continuing contribution as ambassadors.



↑ QUALITY FAMILY TIME.

EARNED MEDIA

GOOD NEWS STORIES

Earned media remained a powerful channel to build awareness and trust in 2025. Campaigns, partnerships and events garnered strong coverage for Camp Quality across national, regional and local outlets.

There was a strong focus on promoting our recreation programs, with coverage including the Hobart Family Camp on Channel 7 Tasmania and a Family Fun Day at the Big Banana on 9 NBN. PerthNow and *The West Australian* also featured a KICC Family Camp in Como, highlighting Camp Quality mum Erin and her two children, reaching an estimated audience of 470,000 across the Perth region.

In early September, Camp Quality featured on *Better Homes and Gardens* in partnership with ALDI, reaching more than one million viewers, while the Bondi Beach launch of Big Walk for Little Kids was broadcast live on *The Today Show*, reaching an estimated 800,000 people.

In October, *The Morning Show* broadcast live from the NRMA Treasure Island Holiday Resort to promote Camp Out, Camp Quality's fundraising event delivered in

partnership with NRMA Parks and Resorts. Reaching an estimated audience of 350,000, the activation was supported by a live weather cross with presenter Dan Anstey and seven live segments throughout the morning.

Across the broadcast, Camp Out activities, including pedal carts, a barbecue breakfast, inflatables and archery tag, were showcased, capturing engaging content for future marketing while introducing the event to new audiences.

The following week, esCarpade generated further coverage across metro and regional media, with a combined reach of 165,384.

Other highlights included WIN News sharing Tilly's story and her participation in Big Walk for Little Kids, coverage from the Royal Adelaide Show, and Western Australia community fundraiser Jezza's Jackpot.

ACROSS THE YEAR, CAMP QUALITY ACHIEVED A TOTAL AUDIENCE REACH OF

31,495,388

ACROSS 2,970 MEDIA STORIES

THE BOARD AT WORK

Camp Quality is grateful for the insights and guidance of our Board of Directors, with each member bringing unique skills and knowledge to the table. In 2025 the Board met six times on our governance and strategic priorities and nine times as committees. This year also marked the setting of a new Strategic Plan for 2025–2027 with directors signing off on our updated strategy to grow our revenue, services and impact.

ROLE OF THE BOARD

Camp Quality’s Board believes strongly in the organisation’s core values and works hard to maintain the highest standards of corporate governance in alignment with the 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 manage the development and effective implementation of Camp Quality’s 2025–2027 Strategic Plan. Further, they are responsible for risk management and mitigation, regulatory compliance, financial management and operational performance.

The directors also monitor the progress of the business against the Board-endorsed Budget and Key Performance Indicators (KPIs).

The CEO and executive team provide comprehensive Board papers and updates bimonthly, or as required, to keep the Board up to date on the progress of all strategic initiatives, outcomes and issues. Management strives for full transparency and accountability. Directors are required to attend at least two Camp Quality events per year as part of their Board KPIs.

GOVERNANCE FUNCTIONS

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

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

ANNUAL GENERAL MEETING

An annual general meeting (AGM) provided a full report on Camp Quality’s activities and finances for the year in May 2025. The AGM is an opportunity for members to ask questions and formally endorse the renewal of existing members and the appointment of new ones.

THE RISK, AUDIT AND COMPLIANCE COMMITTEE

MET SIX TIMES IN 2025

Members: David Morris (Chair), Kim Jacobs (retired December 2025), Lauchlan Wallace.

Ex Officio Members: Deborah Thomas (CEO) and Rachael Clifford (Chief Operating Officer).

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

The Committee’s strategic priorities are to ensure a safe physical and emotional environment for all children, employees, families and other stakeholders, as well as a diverse and sustainable revenue base for Camp Quality’s long-term financial viability.

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

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

THE PEOPLE AND CULTURE COMMITTEE

MET THREE TIMES IN 2025

Members: John Higgins (Chair), Deborah Thomas (CEO), Susan Neuhaus, Karen Luxford, *Mary Lemonis.

Ex Officio Members: Marian Spencer (GM People and Culture).

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

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

**This Committee is supported by an independent HR specialist.*

OUR BOARD OF DIRECTORS

Camp Quality’s non-executive directors come from six different states across the country, and represent a diverse range of interests, professional backgrounds and areas of expertise.

2025 meetings of Directors (including Committees).

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 ¹ NSW	6	5	6	4	-	-
Katherine Burleigh ²	1	1	-	-	-	-
Damon Fealy Qld	6	6	-	-	-	-
John Higgins AO Vic	6	6	-	-	3	2
Lynne Lewis ³ NSW	5	5	-	-	-	-
Dr Karen Luxford	6	4	-	-	3	1
David Morris NSW	6	5	6	5	-	-
Dr Susan Neuhaus AM CSC SA	6	5	-	-	3	3
Ivan Slavich AM ⁴ ACT	1	1	-	-	-	-
Lauchlan Wallace WA	6	6	6	6	-	-
Rilka Warbanoff Vic	6	6	-	-	-	-
Deborah Thomas NSW	6	5	-	5	3	3

¹ Kim Jacobs retired as Chair in December 2025 with David Morris appointed and endorsed as the new Chair effective December 2025.

² Katherine Burleigh retired from the Board in February 2025.

³ Lynne Lewis joined the Board in May 2025.

⁴ Ivan Slavich joined the Board in October 2025.

STAYING SAFE

Efforts to keep everything we do safe for Camp Quality kids, families, staff and volunteers continued in 2025, with a strong emphasis on cybersecurity.

The safety of our kids, families, employees, volunteers and supporters is our highest priority. All the fun of our programs and events is backed by a strong enterprise risk-management framework to ensure the right decisions are made to manage and mitigate risk.

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

Under the organisation's risk management systems:

1. Risk management activities and compliance controls are embedded within normal business operations.
2. Risks are identified and treated on a proactive basis, with emphasis on prevention rather than reactive responses.
3. A culture of transparency is encouraged and reinforced.

Risk management system key elements:

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

SAFEGUARDING CHILDREN AND YOUNG PEOPLE

This remained a critical priority, with Camp Quality successfully completing the Australian Childhood Foundation annual audit of our policies, processes and systems, with no additional recommendations for action. This reaffirmed the organisation's strong commitment to child safety and safeguarding practices.



KEY AREAS OF RISK AND MITIGATION MEASURES IN 2025

PROTECTING OUR TEAM

Supporting the safety and wellbeing of our people remained a key focus throughout 2025. Risk and safety policies and procedures were reviewed and updated, and organisation-wide training was delivered to ensure our people were equipped to identify and manage potential risks. Targeted incident management scenario training was delivered to specific teams, providing participants with the knowledge, practical skills and confidence to respond effectively and consistently to incidents.

CYBERSECURITY

Cybersecurity continued to be an area of growing importance as organisations globally face increasing cyber threats. In response, Camp Quality invested in strengthening its cybersecurity framework through collaboration with external specialists. Enhancements were made to systems, controls and device management practices to better protect sensitive information and organisational infrastructure, including strengthening security around the use of personal devices.

Education also remained a priority, with employees participating in ongoing cybersecurity training. This included regular phishing simulations and targeted awareness initiatives addressing AI-generated threats, designed to build awareness and strengthen defensive practices across the organisation.

SYSTEMS UPDATES

Technology improvements also played an important role in strengthening operational safety and resilience. During 2025, the organisation continued implementing

initiatives from the 2022–2025 Strategic Plan aimed at modernising ageing systems and reducing reliance on legacy platforms. Outdated and bespoke finance and HR technologies were replaced with more reliable solutions, improving efficiency and data management while ensuring systems are capable of supporting a growing number of families and supporters. The organisation also commenced piloting the use of artificial intelligence to support smarter, more efficient ways of working, with a strong focus on ensuring appropriate governance, security and compliance frameworks were in place.

FRAUD AND CORRUPTION RISKS

These were monitored through regular governance processes, with the 2025 external audit confirming no incidents or deficiencies. Work continued with external auditors to further strengthen internal controls across the organisation.

MANAGING DATA SECURITY

Managing data risks remained a key priority throughout 2025. Particular focus was placed on strengthening oversight of third-party vendors, with vendor risk assessments undertaken to ensure appropriate data security practices were in place for all providers who store data or access organisational systems. The organisation also undertook a comprehensive review of the data it holds against the Australian Privacy Principles, ensuring that only necessary and relevant information is retained. This process included the removal of redundant or sensitive data, reinforcing alignment with the Australian Privacy Principles and strengthening overall data governance practices.

THE BOTTOM LINE

Camp Quality performed strongly in 2025, achieving record results across both revenue and service delivery. We aim to ensure responsible fiscal management and seek to secure sustainable revenue streams to lead us into a certain future.

POSITIVE RESULTS

A new Camp Quality record was set in 2025. Revenue exceeded \$25.3* million, including \$1.2m from our social enterprise, Be Well Co, representing a significant increase on 2024. It also marked the first time fundraising revenue had surpassed \$22 million, reflecting growth of over 15 per cent across the majority of income streams.

This growth in revenue enabled Camp Quality to expand its support to families, with investment in programs and services exceeding \$11.5 million for the first time, an increase of more than five per cent on the previous year. Demand for support remains strong, and we continue to prioritise delivering high-quality, impactful programs to children facing cancer and their families.

EXPENDITURE

During the year, Camp Quality invested in strengthening its organisational capability. This included upgrading legacy finance and human resource systems and continuing to enhance its technology environment. The organisation also progressed the adoption of emerging technologies,

including artificial intelligence, to drive operational efficiencies and improve service delivery into the future.

**A notable highlight of the year was the receipt of more than \$1 million in unanticipated revenue in the final month of the financial year. While this contributed to a strong net operating surplus of \$1.66 million, the timing of these funds limited the ability to deploy them into programs and services within the 2025 financial year.*

In response, the Board of Directors has approved a planned deficit budget for 2026. This approach will enable Camp Quality to strategically invest these funds to expand support across all existing program areas, while also continuing to build organisational capability through further system enhancements and the ongoing adoption and expansion of new technologies, including AI.

IN CONCLUSION

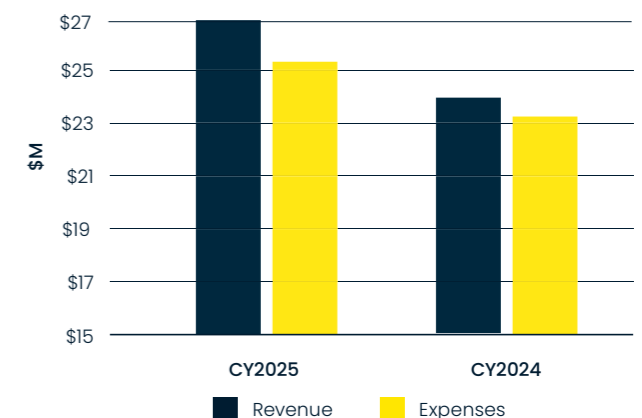
Overall, 2025 represented a record-breaking year for Camp Quality, positioning the organisation strongly to deliver even greater impact for families in the years ahead.



FINANCIAL PERFORMANCE 2025	\$
Revenue	25,382,640
Camp Quality fundraising	22,272,096
Be Well Co	1,191,396
Other income	1,919,148
Investment income	831,524
Gains/(Losses) on evaluation of financial assets	688,626
Gains/(Losses) on sale of property, plant & equipment	6,364
Total revenue	26,909,154
Fundraising, marketing and communications expenses	11,526,153
Programs and services	11,583,014
Administrative expenses	1,113,095
Financial costs	51,874
Total expenses	24,274,136
Be Well Co expenses	1,131,330
Total expenses	25,405,466
Net operating surplus/ (loss) before tax	1,503,688
Income tax benefit	157,937
Net operating surplus/ (loss) after tax	1,661,625

FINANCIAL POSITION DECEMBER 2025	\$
Current assets	6,157,242
Non-current assets	16,738,698
Total assets	22,895,940
Current liabilities	(3,358,726)
Non-current liabilities	(1,240,781)
Total liabilities	(4,599,507)
Net equity	18,296,433

REVENUE AND EXPENSES



WELLBEING WITH BE WELL CO

In 2025, Be Well Co built on its merger with The Oranges Toolkit by leading a national conversation about a mental state many people experience but few can describe – languishing.

Be Well Co's national report, Stuck in Neutral, shone a light on the often overlooked experience of feeling flat, stuck or disconnected, even in the absence of mental illness. Our report drew on data from more than 16,000 Australian adults and highlighted that nearly one in five people in the sample were languishing, on top of 33 per cent who struggled with active distress.

To help bring this hidden struggle into public view, we paired the report with educational videos that gave language and visibility to what languishing feels like in everyday life. This strengthened Be Well Co's position as a trusted voice on what it means when people are not clinically unwell but are not truly thriving either.

What this work showcases is Be Well Co's unique position in the wellbeing space. We combine in-house scientific research with high-quality innovative education solutions. We have used 2025 to strengthen



A BE WELL CO SESSION.

both areas. Our research consultancy has grown to roughly 30 per cent of our work and we are trusted by leading NGOs, state government departments and philanthropists to help answer wellbeing research questions. We also continue to innovate in the way we provide training, venturing more into digital education and positioning Be Well Co as a thought leader that platforms external experts to complement our existing in-house expertise and workshops.

We then extended this work into the workplace through our survey and fact sheet, Unheard Struggles, alongside two educational videos tailored to businesses, their employees, and managers. This work showed that languishing at work is linked to reduced motivation, lower engagement, presenteeism, and a lack of support, while also being closely connected to people's lives outside work.

By advocating for the hidden costs of languishing in the home and at work, and by creating practical, accessible resources for people and leaders to work with, we are continuing to build Be Well Co into the national voice that helps people recognise this 'in-between' state earlier and take meaningful steps towards feeling better.

Our work on languishing, the continued popularity of our workplace wellbeing workshops, and our increasing research and consultancy work, reflects a commitment to prevention, hope and helping people live better lives. It means Be Well Co is helping more Australians understand that struggling does not have to wait until crisis point to matter, as well as bringing more purpose and connection back into people's lives.

In 2025 Be Well Co:

- ★ Trained 3,700 people in essential skills to help their wellbeing and resilience
- ★ Partnered directly with 52 organisations across Australia to help their people thrive
- ★ Was awarded a South Australian government grant to provide workshops to more than 100 small and family businesses who normally can't access or afford our services
- ★ Published a taxonomy of positive mental health, in partnership with the Victorian Government
- ★ Co-created the Bloom cancer educational resources with Camp Quality
- ★ Created a bespoke student wellbeing program in partnership with the Adelaide 36ers, using the journeys of professional basketball players to teach students valuable life skills
- ★ Commissioned by the Fay Fuller Foundation to help map the South Australian mental health system and its associated funding streams, work which aims to bolster advocacy for change to the system.

"I HAVE FOUND THE BE WELL PROGRAM TO BE INVALUABLE TO MY MENTAL AND EMOTIONAL WELLBEING. THE PROGRAM WAS GREAT AT HELPING ME DEVELOP HEALTHY HABITS. (AND HABIT FORMATION CAN BE QUITE DIFFICULT!) I WOULD RECOMMEND THIS PROGRAM TO ANYONE WANTING TO FEEL BETTER, LOOKING TO INCREASE RESILIENCE TO DEAL WITH LIFE'S CHALLENGES AND WANTING TO GET MORE OUT OF LIFE"

– MITSUBISHI EMPLOYEE



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



THANK YOU!

We are grateful to all the supporters and partners who helped make our achievements in 2025 possible. Your support helped bring positivity, fun and laughter back into the lives of an increasing number of kids and families facing cancer across Australia. We look forward to continuing this impact together in the years ahead.

PREMIER PARTNER



Good Different

MAJOR PARTNERS



MinterEllison.



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 Alan Liddle & Jill Stanley
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Bristow Endowment, a giving
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Faye Garvey
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Hannah Clavario
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NT Radio Auction
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Jana Cartania
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Grace Danfield
Jezzas Jackpot
John Wright
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Locks for Laughs
Mackenzie Gaitskell
Manning Valley Support Group
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Newcastle Numismatic Society
OH NINE BOOKKEEPING
Pigeon Races TAS
Rowan Lane
Sandie & Norm Redgrove
Scotchman's Creek Golf Club
Shave the Date
Southside Uniting Church
Steph Thomas
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Sweatshop Gym
Tamworth Rotary
Tasmanian Racing
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Voyage 2 24/25

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organising committee
Classic Cruise Canberra
participants and
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members
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Lego Australia
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Moonshadow Cruises
Motocyc committee members
Motocyc participants
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Motorola

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Kerry Armstrong
Lee Elliott
Maddy Proud
Matthew Butcher
Michael Crossland
Ryan Story
Snezana Wood
Vera Entwistle

WE NEED ^(AND VALUE) YOUR SUPPORT



MAKE A DONATION

One-off contribution, regular monthly gift, or bequest, the work we do would simply not be possible without your generous support. You can donate via the website or by phone. Every bit helps.

campquality.org.au/donate | 1300 662 267



CORPORATE PARTNERSHIPS

Build a mutually beneficial partnership with Camp Quality. From sponsorship, cause-related marketing and workplace giving, to pro bono services, in-kind support, and more. Make your brand matter.

campquality.org.au/partner



COMMUNITY FUNDRAISERS

Fund the fun for kids facing cancer, while bringing your community together. Host a trivia or karaoke night, garage sale, or dress-up day. There are so many options, with all the support from us you could ever need.

fundraise.campquality.org.au



SPREAD THE WORD

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



BECOME A VOLUNTEER

Volunteers are critical to bringing our programs to life. If you're over 18 and want to make the world a better place by supporting kids facing cancer, we would love to hear from you. Visit our website to apply.

campquality.org.au/volunteer



BUY RAFFLE TICKETS

Support the cause by supporting our raffles. Be in the running to win amazing prizes, help kids facing cancer and make everyone's lives better. It's why every Camp Quality raffle is a WIN-WIN!

fundraise.campquality.org.au/raffles



JOIN THE FUN

At Camp Quality, there's always something happening – all year round, all around the country. Sign up to participate in one of our fundraising events, or support friends, family and colleagues doing their bit.


campquality.org.au/events

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

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



ELIJAH (FRONT)
AND FAMILY ENJOYING
A FAMILY RETREAT.



"EVEN IN THE
DARKEST OF TIMES
LIGHT CAN BE FOUND
AND CAMP QUALITY HAS
BEEN ONE OF THOSE
BRIGHT SPARKS FOR
OUR FAMILY."

— MICHELLE, CAMP QUALITY MUM