

COMMUNICATIONS AND MARKETING

2007-2010 recruiting and fundraising campaign versus the Development Fund Contribution

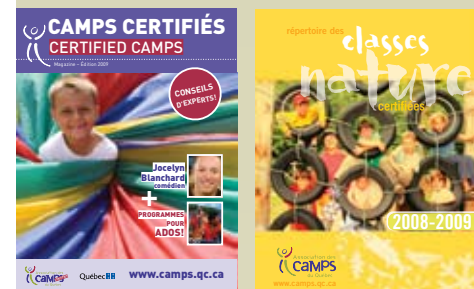
The network of certified camps formed a united front when it agreed to take part in a new Development Fund Contribution over a two-year period. The new Fund has replaced the fundraising campaign of yore and is now compulsory. With the creation of the Fund, we were able to raise funds needed for the recruiting and fundraising campaign and to abide by the agreement with the following government departments: education, leisure and sports (MELS); family and the elderly (MFA); and health and social services (MSSS). These departments earmarked \$980,000 over three years to promote the camp industry.

This initiative helped ensure that all camps be included in our communication tools: the camp profile in the 2009 Certified Camps Magazine and in the nature class directory as well as in the QCCA website. These tools have, furthermore, been improved. Members gained instant and equal visibility within a wider network.

These promotional vehicles help convey the QCCA objective, which is to increase attendance at and appreciation of camps and their expertise in the physical, educational, and social development of children.

Television advertising

The television ad campaign has been pushed forward to 2010, including \$100,000 which is also carried into the next year.



Print productions

2009 Certified Camps Magazine

- 167 programs listed in the Magazine
- New graphic design and new articles
- Interviews granted by camps directors
- Increase in number of issues from 340,000 to 450,000
- 15 distribution networks to reach target audience
 - *Chez-Soi*, March issue: 47,600 copies
 - Réseau Gesca (except *La Presse*) March 14: *Le Nouvelliste*, *La Tribune*, *Le Quotidien*, *La Voix de l'Est*, *Le Droit* and *Le Soleil*: 300,000 copies
 - *Les Débrouillards*, April issue: 23,230 copies
 - *Moi & Cie*, April 3: 27,400 copies
 - *Le Devoir*, April 9: 20,000 copies
 - CLSC : 25,666 copies
 - Libraries throughout Quebec: 344 copies
 - Carrefours jeunesse: 164 copies
 - Community centres: 118 copies
 - Youth centres: 40 copies
 - Tourist associations: 225 copies
 - Certified camps trade shows in Quebec: 1,000 copies
 - A.C.Q.: 4213 copies

Nature classes directory

- 23,500 copies
- Seven distribution networks
 - Schools in Quebec and Ontario: 16, 459 copies
 - Early Childhood network and daycares: 3 348 copies
 - School boards: 132 copies
 - Community centres: 59 copies
 - QCCA: 3502 copies

L'Express

Through this official newsletter, members, suppliers, and partners can stay abreast of activities, training courses, news and other subjects of interest to them.

- Five paper publications per year
- Renewal of partnerships for the writing of certain articles
- Already 23 weekly electronic versions of Express sent out

Internet/Extranet site

Extranet

- Improvements to platform (due to increased use)
- 125 members now have access to their Extranet profile (information and job board)
- Restructuring of the Extranet home page (table of contents)

Web site

- Search engine optimization campaign in April to increase traffic
- Redesign and maintenance of website
- Increase in visits at different times:
 - Trade show
 - Special sections
 - Distribution of the magazine
 - Search engine optimization
 - Internet advertising

Number of visits during the following periods:

February 1 to April 27, 2009: 36,246 visits

Primary pages visited:

Home: 10,768 visits
 "Find Your Camp" and search engine: 37,438 visits
 Job board: 7,363 visits
 Photo album: 3,379 visits

Visitors' origins

Petitmonde.com: 14.09%
 camps.qc.ca: 11.15%
 mieuxvivre.sympatico.msn: 7.84%
 mamanpourlavie.com: 6.67%
 ville.montreal.qc.ca: 5.87%

Sources: Awstats web Site et Google Analytics



Notre-Dame-de-la-Rouge Camp

Job promotion

Actions taken

- Reprint of an article from the 2009 Certified Camps Magazine on counsellors' work in *La Presse* and *Le Soleil*
- *Journal de Québec* and *Journal de Montréal*, with the support of the QCCA, each published an article on the occupation of camp counsellors
- Advertising in the following media: *Métro Montréal* and *Espace*
- Recruiting notice in certain media (e.g. *CKAC* and *Metro* stores)

Media

Press relations

- About 10 interviews done during the year (*Métro* (2), *Première chaîne* (2), *Jobboom*, *La Presse*, *TVA*, *CKAC* and *coupepouce.ca*)
- 30 magazines sent to journalists
- Five press releases sent to media since September
- 31 articles of media coverage
 - La Presse*, *Cyberpresse* (3 articles), *Métro Montréal* (2 articles), *La Fosse aux lionnes – SRC*, *7 jours*, *Journal de Montréal*, *Tourisme Express*, *La Tribune*, *Parent avis – Canal Vox*, *Jobboom.ca*, *Reader Digest*, *Coup de pouce* (2 articles), *L'Action*, *Mamanpourlavie.com*

Colin Rowe photography



(3 articles), mieuxvivre.sympatico.msn, *Petitmonde.ca* (2 articles), *Première heure – Première Chaîne*, *Salut Bonjour Week-End – TVA*, *www.tva.canoe.ca*, *Chasse et Pêche – CKAC*, *www.montreal.families.ca*, *La Grande époque* (3 articles), *www.lagrandeepoque.com* (3 articles), *La Revue*, *Espace*, *Parents web*, *Voir*, *www.voir.ca*, *Un dimanche à Québec – Première Chaîne*, *24 Heures*

Special sections

- *Le Soleil* (Saturday, February 21)
 - *La Presse* (Saturday, February 21 and Saturday, March 7)
 - *Journal de Québec* (Thursday, February 26)
 - *Journal de Montréal* (Saturday, March 7)
 - *LeDroit* (Saturday, February 28)
 - *La Tribune* (Friday, March 27)
 - *The Gazette* (Saturday, March 7)
 - *Voir Montréal* (Thursday, March 12)
 - *La Revue* (Wednesday, March 11)
- Number of articles : 61

Advertising

- *Enfant Québec*
- *Montreal's Families (magazine)*
- *Montreal's Families website*
- *Le Soleil*
- *Journal de Québec*
- *Les Débrouillards*
- *Mamanpourlavie.com*
- *Espace*
- *Métro*
- Teaser inserted in visitors' bags at the Montreal's Families trade show (free)
- *Le Devoir* (free)

Quebec Certified Camps trade show – Laurier Québec

Advertising

- *TVA Québec*
- *RockDétente*
- 17 posters in the shopping center
- *Le Soleil*
- *Journal de Québec*

Note: The special sections as well as articles can be viewed on the Extranet, where you will also find the television advertising spots and advertising banners.



2008-2009 ANNUAL REPORT





A WORD FROM THE PRESIDENT

The 2008-2009 financial year was an extremely important one for the directors and for me. It marked the transition from a time of multiple changes to one of stability for the Quebec Certified Camp Association (QCCA). Restructuring is now nearly complete.

With the support of our new team, we were able to consolidate needs and find solutions for a number of issues. We also pursued our work on various ongoing projects.

The year was punctuated by one of our largest events: the 8th International Camping Congress last October. It was a resounding success, attended by more than 600 visiting delegates from around the world. Members rallied to the cause and shared their enthusiasm with their peers. I want to thank you all once again for your contribution.

Another important chapter was written in the QCCA's history in the form of a new award to honour persons working in our field. The award will be given each year at the Excellence Gala to the persons whose involvement and dedication have done the most to advance the camp industry.

Yet another new aspect of our trade took shape in the Development Fund Contribution, which helped in many respects to increase recognition for our expertise. For example: last year, only 50% of camps participated in the fundraising campaign. This year, the Development Fund ensured that all camps took part in a fair and equitable fashion. Together, we have a stronger voice with the government, in schools, and with parents.

Through our communication tools, we present an industry in which close bonds are forged, and we support a common goal: our expertise with children.

With that in mind, please read on for a "streamlined" report of our activities, which you can browse at your leisure.

And with that I wish you a wonderful summer.

Luc Pépin, *President, Quebec Certified Camp Association*



YMCA Kanawana camp

ASSOCIATION LIFE

Mission

The QCCA is a grouping of enterprises which offer at least one of the programs recognized by the association with a view to further developing those programs through representation, quality control, dissemination of knowledge, general promotion and consultation. QCCA-recognized programs are defined in its Membership Policy. They must necessarily be made available in the context of a camp or school outing and promote social and educational values inherent in group living, education, and interaction with the environment.

Highlights

Fees and membership

- A slight increase in membership fee providing access to the job postings board.
- Creation of a mandatory Development Fund providing access to three basic services: profile of the camp for the Magazine; the website; and the nature class.

Winners of the 2008 Excellence Awards were:

Development category: Camp Youhou!

Honourable mention for that category: Centre écologique Port-au-Saumon

Living Environment category: Camp Minogami, une aventure signée Odyssée

Programming category: Camp Archéo-Ados

Consultants' popular vote ('Coup de cœur'): Cité Joie Inc.

Members' popular vote ('Coup de chapeau'): Camp Youhou! and Centre écologique Port-au-Saumon

Tribute Award

This new award was given to persons who have had an impact on the camps industry. This year, the "statuette" was awarded to two persons who are still involved after 40 years.

Père Carmel, camp Claret

Peter Van Wagner, camp Nominique

Strategic plan

A committee formed by Luc Pépin, Marco Gendreau, and Yves Dubois reformulated the QCCA strategic plan for 2009-2012. The revised plan was approved by the QCCA board of directors on April 30 and will be presented at the General Annual Meeting of May 26, 2009.

Action plan

Based on the 2009-2012 strategic plan, the executive director and his team will be mandated to propose an action plan for Fall 2009.

Advocacy

Ministère de l'Éducation, du Loisir et du Sport (MELS):

- MELS has established in 2007-2008 a program of financial compensation following the boycott of 2005-2006' nature classes
- 2007-2010 recruiting and fundraising campaign
- Renewal of triennial program of support of national leisure and recreation organizations

Ministère du Transport

- Plan to eliminate 15-passenger buses
- Annie Deslauriers of Camp Soleil in Brossard chaired a conference on behalf of the QCCA on day camp management during the Day Camp Colloquium last February 11 and 12, 2009.

ADMINISTRATION

Internal management

- Major restructuring of work tools (e.g. ACT! central database, computer network, year-end accounting, etc.)
- File archives reorganization
- Hiring of new staff (development, communications/marketing, and administration)

- MELS also allocated \$50,000 to allow the QCCA to evaluate the condition of outdoor fitness trails at camps which make available that activity. In its 2009 evaluation, the QCCA will propose solutions that will create the basis for a financing program to retrofit this type of camp infrastructure.

Development and Member Services

Membership and certification

All certified programs: 203
 Resident camp program: 91
 Day camp program: 52
 Nature class program: 60
 Withdrawal of camps from QCCA membership: 7
 Arrival of new QCCA camps: 10
 Number of member camps: 167
 Number of member organizations: 125

Standards

A total of 28 standards were modified with the assistance of members of the Membership Commission, who worked on this project in 2007 and 2008. The team met to evaluate and revise the standards. (Examples of revised standards: 1.2, 1.4, 1.5, etc.).

Certification inspections

Number of camps inspected: 95
 New requests for certification: 10
 Number of certification consultants: 14

Training

New: DAFA (Diplôme d'aptitudes aux fonctions d'animation/Camp counsellor diploma)

The QCCA joined forces with the Conseil québécois du loisir (CQL) and other partner organizations to develop and implement the **Programme de formation, en animation, en loisir et en sport du Québec**. This program will be operational in 2009 and future counsellors who receive training will receive their DAFA after passing the requisite exams.

- Sylvain Morin sat on the DAFA implementation committee
- Caroline Element, development coordinator, sat on the committee formed for the national training team

Rate of participation: Spring 2008

- Standards and their Interpretation: 28 participants
- CIT Instructor: 16 participants (training in French)
- CIT Instructor: 5 participants
- Coordinator training program: 18 participants
- Intervention involving a report of sexual misconduct: 10 participants

Studies

- Initiated by the QCCA and financed by MELS, the Transat Chair in Tourism of UQAM produced the study "Policy and Program Trends in Resident Camps." Issues of interest to all emerged from this study: how to hire qualified staff and earn their loyalty; educating the general public; dealing with a stricter regulatory framework; and we observed an overall decrease in camp attendance.

QCCA-RLQ insurance program

- Change of insurer (La Capitale)
- 18 camps signed up for the program (9 in 2008)
- Results: decrease in insured members (20%-50%), recurring financing by QCCA, long-term viability of this service

8th International Camping Congress

From October 4 to 7 last fall, the province hosted this dynamic event for the first time, bringing camp industry stakeholders and players together under one roof at Palais des Congrès. The prestigious event was a resounding success:

- 600 international delegates
- 25 participating countries
- Approx. 100 conferences and workshops
- 150 participants attended the Hockey workshop
- Upwards of 30 suppliers in the exhibitors' hall
- Major financial support from Ministère de l'Éducation, du Loisir et du Sport
- Attendance by camps across Canada
 - 7 camps from British Columbia
 - 9 camps from Alberta
 - 17 camps from Ontario
 - 39 camps from Quebec

Official suppliers

Eighteen suppliers signed up for the QCCA's privilege program, the same number as last year

Gold partners (10 years or more):

Aquam, aquatic specialist
 La Boutique de l'Étiquette, Clothing labels
 Literie Laurier, master mattress-maker
 Para-Secours, emergency first-aid instruction
 Le Groupe Sports-Inter Plus, sports equipment

Silver partners (5 to 9 years)

Admitec, bracelets for admission into events
 Bétonel, paint specialist
 Formations Remue-Méninges, training services
 Premier Tech Environnement, wastewater treatment
 Sirius, emergency first-aid in remote regions

Bronze partners (0 to 5 years)

Gespra, professional supply management
 Olymel, poultry industry specialist
 BackCheck, specialist in background checks of prospective employees
 Forma Soins, first-aid and CPR training
 Autobus Hamel, bus rentals
 Champion bowling hall
 W2, stylish promotional clothing

QUEBEC CERTIFIED CAMP ASSOCIATION

Board of Directors 2008-2009

Luc Pépin (Chairman), Colonie de vacances des Grèves

Marco Gendreau (Retiring chairman), Camp Boute-en-Train

Sylvain Morin (Vice-chairman), Corporation de la B.P.A. Jean-Jeune

Clément Joubert (Vice-chairman), Camp Conservatoire de McGill

Pierre G. Cartier (treasurer), C.P.A. L'Étincelle

Hélène Sactouris (secretary), Camp Garagona

Éric Beaudoin, Loisirs 3000

Geneviève Paquet, Camp Richelieu Vive la Joie

Lise Paradis, Centre de Vacances et de Plein air Le P'tit Bonheur

Jean-Pierre Potvin, Camp d'équitation À La Cabriole

Staff 2009

Yves Dubois, Executive Director

Caroline Element, Development Coordinator

Caroline Beaudoin, Communications and Marketing coordinator

Caroline Déchelette, Communications and Member Service Agent

Marlène April, Technical Assistant

Mimi Lepage, Secretariat and Business Processes

Nominating Committee

Luc Pépin, Colonie de vacances des Grèves

Marco Gendreau, Camp Boute-en-Train

Pierre Cartier, C.P.A. L'Étincelle

Nancy Rozon, Camp de jour Bois-de-Boulogne

Promotion Committee

Clément Joubert, Camp Conservatoire de McGill

Éric Beaudoin, Loisirs 3000

Hélène Sactouris, Camp Garagona

Pierre Cartier, C.P.A. L'Étincelle

Membership Commission

Éric Beauchemin, Camp Musical Accord Parfait,

Formations Remue-Méninges music camp

Jacques Bilodeau, Camp de jour Collège de Sherbrooke day camp

Dany Chénier, Camp Camp Quartet Seasons

Frédéric Dytte, Camp Marist

Violène Simard, Camp de jour du Jar din Botanique day camp

Sean Day, YMCA Kanawana

8th International Camping Congress Committee

Pierre Langevin, C.P.A. Le Saisonnier

Jacqui Raill, Camp Ouareau

Luc Pépin, Colonie de vacances des Grèves

François Vézina, Le Groupe Kéno

Réjean Roy, Camp Odyssée

François Cloutier, MELS

Sylvain Proulx, General Manager

Photo A.C.Q.



Geronimo Camp

2008 Certification Consultants

We wish to thank the following 2008 Certification Consultants: Jacques Bilodeau, Jean-Noël Latreille, Lise and Pierre Shienks, Simon Lapointe, Manon De Montigny, Roch Giguère, Marie-Josée P. Comeau, Mathieu Cavanagh, Stéphanie St-Laurent, Louis Dumulon, Jean-Marie Aghaby, Claude Prigent and especially Lynda Vigneault, who also coordinated the certification team for Summer 2008.

Our heartfelt thanks to all of the volunteers who pitched in to help us on various QCCA committees.

Nominique Camp



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