



Association des
camps du Québec



2022-2023 ANNUAL REPORT

CREDITS

Executive Director

- Éric Beauchemin

Coordinator

- Valérie Desrosiers

Writers

- Valérie Desrosiers
- Lysa-Belle Pelchat

Content editors

- Éric Beauchemin
- Tanya Desrochers
- Gabrielle Dessureault-Germain
- Anne-Frédérique Morin

Reviser

- Denis Poulet

Translator

- Stephen Jones

Graphic designer

- Geneviève Boucher – Hoola Studio

Photos

- BODOÛM Photographie
- Cindy Boyce Photo
- Simon Laroche
- Catrine Daoust
- Courtesy

In keeping with current French usage standards and our values of equality and inclusivity, the Association des camps du Québec has adopted the new French spelling conventions and a non-gendered writing style.



OUR MISSION

To promote, represent and support the quality and value of the camp experience and its contribution to the development and health of individuals, families and youth in Québec.

OUR VALUES

Our values define us as an organization and guide our vision for our industry. They reflect both who we are and the world of the camps we represent in Québec.

Representing our members

We know that our industry and our members define us. It is our duty to remain in tune with them, upholding their interests and ensuring that their contribution to Québec society is recognized.

Supervising with expertise

We promise quality supervision for the welfare of camp participants, based on proven, constantly updated competency. We recognize our members' unique expertise in providing unforgettable experiences in a safe, wholesome environment.

Prioritizing individual development

We know that the camp experience makes an invaluable contribution to the overall development of individuals, families and youth. We support our members' capacity to help participants grow, both educationally and socially, in harmony with their environment.

Bringing the magic of camps to life

We exist in order to support our members as they create and provide meaningful experiences and moments of joy, and we foster contact with nature. We seek to reflect the energy of camps in our own actions as an organization.

Listening and acting proactively

We are fully aware of the importance of hearing and understanding our members and their needs. We keep a close watch on our industry so that we can anticipate issues and innovate.

Inclusivity

We believe that the camp experience is for everybody. As an organization, we openly welcome diversity, and we work to ensure that camps are accessible for every individual and for the entire community.



ORGANIZATIONAL VISION

A leading light in the supervision and representation of our industry, the Association des camps du Québec holds recognized expertise and provides its members with distinctive added value.

- A vital influencer, an ideal independent partner
- An appropriate membership structure and growing membership
- Incontestable, measured added value for members
- Stable, diversified income ensuring strategic independence
- An efficient structure suited to the ecosystem of the milieu

THE ACQ'S ASPIRATIONS FOR THE CAMPS INDUSTRY

Recognized for its expertise and its human contacts, the camps industry is well-established, standardized, diversified, and accessible to all, forming part of the education, health, tourism and family ecosystems.

- A standardized industry, acknowledged professionalism
- Camps accessible to all communities and clientele
- Rewarding, attractive employment in camps
- Appropriate funding and stable financial health
- An essential partner in the educational pathway



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A WORD FROM THE EXECUTIVE



Shauna Joyce

Dear Members,

We write this message with a deep sense of pride. The past year has been outstanding in many respects, and we are delighted to share with you news of our association's numerous achievements, as well as the promising opportunities that lie before us.

Let's begin with one of the year's significant events: the launch of **UrsaMajor**, our camp-management training course. The ACQ worked with experienced managers to create a unique qualification program that will contribute to the professionalization of Québec camps and garner recognition for the expertise held by camp managers. Congratulations to all involved in this important new initiative, and especially to the graduates of the first official UrsaMajor cohort.



Thomas Le Page-Gouin


Destination C.A.M.P. was held for a second summer. This program gives children from all over Québec and from all socioeconomic classes a chance to enjoy the unique formative experience of a stay in a sleepaway camp, and enables interested camps to host them. We wish to highlight the exceptional financial contribution of Mr. Luc Harnois, which led to the program's creation and continuation. Heartfelt thanks from all participants and their families and members of the Association des camps du Québec!

The **Programme d'aide financière à l'accessibilité aux camps de vacances (PAFACV)** has reached its last year in the current formula. Camps that participate in the program mobilized and, with support from the ACQ, provided feedback to the Ministère de l'Éducation du Québec and made recommendations for enhancing this vital program giving access to camps.

Representation of our members lies at the core of the ACQ's mission. A meeting with Isabelle Charest, Minister responsible for Sports, Recreation and the Outdoors, provided an opportunity to make her aware of the difficulties that day camps face in obtaining **access to school premises**.

Furthermore, we conducted a **comprehensive survey to assess the infrastructure requirements** of Québec camps. Upon thorough analysis of the results, we will be well-equipped to advocate for necessary infrastructure upgrades to government decision-makers. This ongoing political representation which was initiated during the pandemic, will persist, ultimately enhancing the visibility, recognition, and sustainability of our camps.

We wish to express our profound thanks to the members of the [2022-23 Board of Directors of the Association des camps du Québec](#). Their dedication and expertise have been invaluable assets for our association. Their unwavering commitment to the ACQ's mission is exemplary and it has been an honour for us to work alongside them. We have been fortunate to welcome our first independent directors. Their significant contribution to the Board and their commitment to supporting the growth of our industry and the ACQ is readily evident.



Members of the [ACQ's permanent staff](#) deserve special mention. Their unstinting work, their expertise and their dedication have again this year proved vital in moving our association forward. The team has focused on implementing a number of initiatives, developing our programs, and ensuring that our organization runs smoothly. Your work is truly remarkable. Éric and Anne-Frédérique, thank you for your leadership of this exceptional team.

We must also **offer heartfelt thanks to our members**, without whom the ACQ would not enjoy the influence it has today. Your confidence in our work, and your dedication to the education and well-being of children, youth and families are the keystone of our collective success. We are proud to have you on board with us. You are devoted and committed camp professionals. Whether you are a first-time camp director or whether you have decades of experience, working alongside you is a pleasure. Québec youth and families are in good hands!

The coming year holds great promise and many opportunities for the ACQ and its members. We shall continue to work together to offer camp participants and personnel rewarding experiences, while strengthening our community and energetically taking up the challenges that face us. We are eager to pursue the deployment of our strategic plan and we remain convinced that together, we will continue to craft the remarkable history of our association and of Québec camps.

Thank you for your commitment.

Shauna Joyce
Vice-President

Thomas Le Page-Gouin
President

MOT DE LA PRÉSIDENTE



Shauna Joyce

Chères et chers membres,

C'est avec fierté et un immense plaisir que nous vous écrivons aujourd'hui. L'année qui vient de s'écouler a été exceptionnelle à bien des égards, et nous souhaitons partager avec vous les nombreux accomplissements de notre association ainsi que les perspectives prometteuses qui se présentent.

Tout d'abord, revenons sur un événement marquant de l'année : le lancement d'**UrsaMajor**, notre formation en gestion de camps. Le travail de l'ACQ combiné à l'expertise de gestionnaires d'expérience a permis de mettre sur pied une qualification unique qui contribuera à la professionnalisation des camps du Québec et à la reconnaissance de l'expertise que nous, les gestionnaires de camps, portons. Félicitations aux actrices et acteurs de cette grande première et surtout aux diplômé.e.s de la première cohorte officielle d'UrsaMajor!

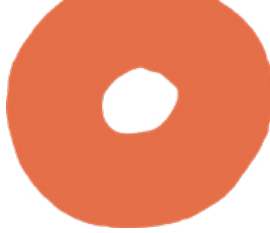
Destination C.A.M.P. s'est poursuivi pour un deuxième été. Ce programme permet à des jeunes de partout au Québec et de tous les milieux sociaux et économiques de vivre l'expérience unique et marquante d'un séjour en camp de vacances et aux camps le désirant, d'accueillir ces jeunes. La contribution financière exceptionnelle de M. Luc Harnois qui a mené à la création de ce programme et à sa continuité est digne de mention. De la part des participant.e.s, de leurs familles et des membres de l'ACQ, merci!

Le **Programme d'aide financière à l'accessibilité aux camps de vacances (PAFACV)** en est à sa dernière année dans sa formule actuelle. Les camps y adhérant se sont mobilisés et accompagnés par l'ACQ, ont pu s'exprimer à son sujet et adresser des recommandations au ministère de l'Éducation du Québec afin de bonifier cet indispensable programme d'accès aux camps.

La représentation des membres est au cœur de la mission de l'ACQ. Une rencontre avec Isabelle Charest, ministre responsable du Sport, du Loisir et du Plein air, a permis de la sensibiliser aux difficultés des camps de jour pour obtenir **l'accès à des locaux dans les écoles** du Québec.

De plus, un important **sondage sur les besoins en infrastructures** des camps québécois a été amorcé. L'analyse des résultats nous permettra de faire connaître aux décideurs publics les besoins de notre industrie en matière de mise à niveau des infrastructures. Ce travail de représentation politique entamé durant la pandémie se poursuivra afin d'améliorer la visibilité et la reconnaissance de nos camps, et d'assurer leur avenir.

Nous tenons à exprimer notre sincère gratitude envers les membres du [conseil d'administration 2022-2023 de l'Association des camps du Québec](#). Leur dévouement et leur expertise ont été des atouts inestimables pour notre association. Leur engagement indéfectible envers la mission de l'ACQ est exemplaire, et nous sommes honoré.e.s de travailler à leurs côtés. Nous avons eu la chance d'accueillir nos premiers administrateurs indépendants. Leur apport au sein du conseil d'administration est important et leur souci de voir l'industrie des camps et l'ACQ poursuivre leur essor est indéniable.



Les membres de la [permanence de l'ACQ](#) méritent une mention spéciale. Leur travail acharné, leur expertise et leur dévouement ont été, cette année encore, essentiels pour faire progresser notre association. L'équipe a travaillé pour mettre en œuvre différentes initiatives, développer nos programmes et assurer le bon fonctionnement de notre organisation. Votre travail est véritablement remarquable. Éric et Anne-Frédérique, merci d'assurer le leadership de cette belle équipe!

Nous tenons également à remercier chaleureusement **nos membres**, sans qui l'ACQ n'aurait pas le rayonnement qu'elle connaît aujourd'hui. Votre confiance en notre travail et votre engagement envers l'éducation et le bien-être des enfants, des jeunes et des familles constituent la pierre angulaire de notre réussite collective. C'est une fierté de vous compter parmi nous. Vous êtes des gestionnaires dévoué.e.s et impliqué.e.s. Que vous en soyez à votre première expérience comme gestionnaire de camp ou que vous ne comptiez plus les années, nous nous réjouissons de vous côtoyer. La jeunesse et les familles québécoises sont entre bonnes mains!

L'année à venir est pleine de promesses et d'opportunités pour l'ACQ et ses membres. Nous continuerons à travailler ensemble pour offrir des expériences enrichissantes aux participant.e.s et au personnel des camps tout en renforçant notre communauté et en faisant face avec énergie aux défis à relever. Nous sommes impatient.e.s de poursuivre le déploiement de notre planification stratégique et sommes convaincu.e.s qu'ensemble, nous continuerons d'écrire la remarquable histoire de notre association et des camps du Québec.

Merci pour votre engagement,

Shauna Joyce
Vice-présidente

Thomas Le Page-Gouin
Président

THE ACQ'S ADMINISTRATION AND ORGANIZATIONAL LIFE

THE ACQ WON TWO AWARDS THIS YEAR

The Repère culturel

After only two years of existence, the Repère culturel, the ACQ's digital encyclopedia for creativity in camps, has won a second award: the Prix Otium Soutien à l'innovation et au développement (catégorie associé corporatif), from the Association québécoise du loisir municipal (AQLM).



Read more about this [recognition](#) or visit the [Repère culturel](#).

Four-year-olds at camp: child's play!

The ACQ was awarded the Prix reconnaissance national/Accessibilité en loisir by the Conseil québécois du loisir for its startup kit for hosting four-year-olds in camps.



Read the [press release](#) or see the guide [Les 4 ans en camps : un jeu d'enfants!](#)

GOVERNANCE

The upgrade process that was started in 2020 to comply with the Ministère de l'Éducation du Québec's Code de gouvernance des organismes nationaux de loisir (ONL) de sport et de loisir has now been completed. As part of this process, the ACQ revised and updated its bylaws and governance practices. As a result, three independent appointees now sit as directors on the Board. This makes for a more open democratic process, and the association now benefits from expertise from outside the world of camps.



FINANCIAL SITUATION

Subsidies obtained between September 1, 2022 and August 31, 2023.

\$245,843	Ministère de l'Éducation du Québec – mission assistance Of this sum, \$187,140 represents a recurring grant from the program of financial assistance for Québec leisure organizations (PAFONL) and \$58,703 is an exceptional subsidy from the government action plan for community action (PAGAC)
\$199,752	Programme placement Sports et Loisirs Donation matching program – donations received by the ACQ Note: The final matching amount allocated in 2022-2023 was not known at the time of producing the financial statement (income statements).
\$175,000 (over 2 years)	Direction de la sécurité dans le loisir et le sport Funding for phase 2 development of La Licorne (digital development tool for certification and compliance visits).
\$135,000	Direction de la sécurité dans le loisir et le sport du ministère de l'Éducation du Québec This amount is assigned to compliance visits to municipal day camps
\$100,000	Ministère de l'Éducation du Québec Sum dedicated to the financial support program for the upgrading of outdoor archery ranges
\$92,000	Programme de préparation à l'investissement du Chantier de l'économie sociale Funding for analysis phase of La Licorne (digital development tool for certification and compliance visits)
\$67,900 (over 2 years)	Direction de la sécurité dans le loisir et le sport du ministère de l'Éducation du Québec For development of the “Prévention de la violence en camps” project
\$27,500	Centraide du Grand Montréal For completion of a study on camp employees' pay (camps with accommodation) and hosting of the UrsaMajor platform and enhancement of content and mentoring
\$22,000	PME Est de l'île de Montréal For completion of an assessment of the value of the ACQ's visibility offering
\$20,000	Ministère de l'Éducation du Québec For design of a manager's guide to the upgrading of outdoor archery ranges
\$16,000	The Ministère de l'Éducation du Québec's financial assistance program for leisure events (PAFEL) For the ACQ's Annual Congress and its participation in the Tri-State Camp Conference
\$5,400	Direction de la sécurité dans le loisir et le sport Contribution to year 1 of financial support spread over 5 years to provide free access for the first cohorts at UrsaMajor, the camp management qualification program

Donations received between September 1, 2022 and August 31, 2023.

Mirella & Lino Saputo Foundation

- **\$356,000** for the program to enhance the living environment for counsellors in camps hosting special needs clientele
- **\$100,000** to facilitate and foster access to camps with accommodation for special needs clientele.



Advertising sales

It was a good year for business partners, including official suppliers.

- 41 official suppliers
- 34 exhibitors at the Salon des exposants at the ACQ Annual Congress
- 12 certified camps purchased advertising space on CampsQuebec.com

[Find out about the ACQ's business partners program.](#)

Outside firm brought in: Quintus

To determine the value and a fair price for the purchase of visibility on the ACQ's various platforms (website, social media and applications, events) and to make our offerings more attractive, Quintus conducted a comparative analysis and made recommendations on prices and on new avenues, which will be effective from fall 2023. This analysis was made possible by financial assistance from PME Est de l'île de Montréal.

[About Quintus.](#)

HUMAN RESOURCES

Permanent staff

As of August 31, 2023, the ACQ's permanent staff had 13 members. Two people were hired during the course of the year : Eva Esmeralda Mendoza, Administrative Assistant and Nathalie Piquette, Project Manager. Alyssandre Prévost, studying leisure management technique and intervention at Saint-Jérôme CÉGEP successfully completed her finishing internship with us.

Two employees left us:

Stéphanie Collard had been with us for a decade, serving camps and the ACQ's members with dedication, professionalism, and outstanding relational skills. Read about [Stéphanie Collard's](#) legacy.

Andrée-Anne Réhel shared her expertise in education and the management of municipal day camps with us for two years, during which she oversaw the development of phase 2 of the *PeP ton jeu!* app and contributed to the smooth running of UrsaMajor. Read about [Andrée-Anne Réhel's](#) contribution.

Stéphanie
Collard



Alyssandre
Prévost



Andrée-Anne
Réhel

Style guide

In September 2022, the ACQ adopted reformed French spelling and French syntax that favours equality and inclusion. To harmonize its communications and tools, a style guide providing information on drafting and editing documents for the organization has been drawn up. Another objective of this document — actually its primary goal — is to foster the use of a contemporary, accessible communication style promoting inclusion and equality.

This guide can be found in the [managers' toolbox](#).

Continuous training

Every member of the team has an annual training budget available to them. This budget enables members to take part in congresses and symposiums and to take customized training, thus enhancing the team's expertise.

Three members of ACQ permanent staff attended the American Camp Association's Tri-State Camp Conference in Atlantic City, the world's largest gathering of camp professionals. Thank you to PAFEL for its financial support which made this adventure possible.

[Find out more about this gratifying experience.](#)

In addition, three employees took part during working hours in the Femmes en loisir program provided free of charge by the CQL.

[About Femmes en loisir.](#)



Sandy Duncan, Gabrielle Dessureault-Germain and Lysa-Belle Pelchat at the Tri-States camp Conference.

MEMBERSHIP AND CERTIFICATION AND COMPLIANCE VISITS

MEMBERSHIP

As of August 31, 2023, the ACQ had **443 member organizations** in the following categories

Member camp status	Number of organizations	Number of camp sites
Certified camps	193	292
Camps en route for certification	15	33
Compliant municipal camps	180	461
Member municipal camps	55	124

The ACQ is

208 member organizations linked to certification standards	235 member organizations within the framework of compliance	910 Camp sites (of which 585 are municipal)
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25 organizations became members in 2022-20223

- 10 in the certification program (independent camps)
- 15* in the compliance program (municipal camps)

* Strictly, the number is greater than 15, since 5 additional organizations joined the ACQ through the membership of a municipality, a city or a borough that was already an ACQ member.

CERTIFICATION AND COMPLIANCE VISITS IN SUMMER 2023

459 camp sites were assessed in summer 2023

40 consultants trained and supported by the ACQ made 59 certification visits (independent camps) and 190 compliance visits (municipal camps) for a total of 459 sites assessed (93 independent camp sites and 366 municipal camps).

[Read more about the ACQ's team of consultants.](#)



The team of consultants during their training for the summer 2023 visits.

POLITICAL AND MEDIA REPRESENTATION

SURVEYING CAMPS TO DRAW UP A PICTURE

Political and media representation lies at the core of the ACQ's mission. To provide support for its representation and lobbying activities, the ACQ conducted five surveys in 2022-2023.



Pay and working conditions in day camps

A study conducted in partnership with the AQLM and the FCCL, with the collaboration of Boreala.

Pay and working conditions in camps with accommodation (sleepaway camps, family camps, camps for persons with special needs, respite camps)

Study conducted thanks to a grant of \$15,000 from [Centraide du Grand Montréal](#), with the collaboration of Boreala

The situation of camps at the start of summer 2023: hiring, enrolments and access to school premises

At the end of April, the ACQ put together a questionnaire which was circulated not only to its own members, but also to those of the Association québécoise du loisir municipal (AQLM) and the Fédération québécoise des centres communautaires de loisir (FQCCL). The information obtained enabled the ACQ to make political and public (media) representations in support of Québec camps and families.

Lightning survey on the nature classes offering

The ACQ needs to know more about its members' offerings — whether discovery days or school stays — especially regarding their main activity periods, so that it can adjust its promotional strategies.

Study on capital spending and upgrading of infrastructures

The ACQ wishes to draw up a full picture of the capital spending and infrastructure upgrade needs of its member camps offering certified with-accommodation programs. Since much work is required to bring infrastructures up to standard, or renovate or even rebuild them, it is important to know the extent of these needs so that they can be targeted properly and quantified when the time comes to make demands. At the time of writing, the survey is still being conducted, in collaboration with the consulting group [Raymond Chabot Grant Thornton](#).



Read more about [these surveys](#).

POLITICAL ACTION

Meeting with the Minister Responsible for Sports, Recreation and the Outdoors

In May 2023, we met with Minister Charest to inform her of the following points:

- Many day camps have difficulties accessing schools
- Avenues for improving the effectiveness of measure 30147, designed to promote better summer use of school premises by camps
- The importance of reactivating the Sentinelle program, strategic monitoring of camps and the day camp census in order to gain a complete picture of the offerings of Québec camps

Following this meeting, Minister Charest and Bernard Drainville, Minister of Education, cosigned a letter sent to Centres de services scolaires inviting them to work more closely with camps.

Open letter

On May 15, 2023, Éric Beauchemin cosigned [an open letter](#) during the *Semaine québécoise des familles* : *et si l'on œuvrait, ensemble, à simplifier le parcours des familles?*

Representation of the ACQ and its members on committees

- Interministerial committee on monitoring services and summer camps in response to the needs of disabled students and their families// Direction du développement et de l'intervention of the [Office des personnes handicapées du Québec](#).
- Committee on draft regulations for bathing places (Construction Code and Safety Code)// [Régie du bâtiment du Québec](#).
- Multidisciplinary partnership committee on the project to develop the Boussole kit to prevent sexual violence against children aged 6-12// [Marie-Vincent Foundation](#)
- Working committee on quality standards // [Répit Québec](#) (formerly Chantier accès répit)
- Steering committee on the toolkit for the Creative peer mediation approach in day camps // [Groupe interdisciplinaire de recherche sur l'expérience inclusive en loisir \(GIREIL\)](#)
- Orientation committee for the leisure watch cell // [Conseil québécois du loisir \(CQL\)](#) and [Observatoire québécois du loisir \(OQL\)](#)
- Dysactivation program // [Département des sciences de l'activité physique de l'UQAM](#)
- Consultative committee and review committee of the PAFONL and the project to optimize the managing of leisure and sports funding programs // Programme d'aide financière aux regroupements nationaux de loisirs (PAFRNL).
- Comité Développement et Promotion du Plein Air (CDPPA) // [Table pour un mode de vie physiquement actif \(TMVPA\)](#)
- Comité mise en œuvre, contenu et Rendez-vous DAFA // [DAFA](#)
- Comité L'inclusivité en plein air // [Rando Québec](#)



The ACQ represented on boards of directors

Canadian Camping Association (CCA)

- Shauna Joyce (ACQ Vice-President)
President
- Olivier Lauzon (ACQ Treasurer)
Vice-president
- Sandy Duncan (ACQ staff member)
Administrative support
- Éric Beauchemin (ACQ Executive Director),
contributes actively to the strategic planning
exercise

Conseil québécois du loisir (CQL)

- Éric Beauchemin
Takes part in strategic planning and the
prebudget memorandum, and contributed
to the memorandum submitted to the public
consultation regarding the development
of the fourth government action plan to combat
poverty and social exclusion.

Coalition québécoise du plein air

- Éric Beauchemin sits
Takes part in the strategic planning exercise

Espace MUNI

- Anne-Frédérique Morin
(ACQ Assistant Executive Director)

Réseau pour un Québec famille (RPQF)

- Éric Beauchemin

MEDIA REPRESENTATION

This year, the ACQ granted 45 interviews and 35 pre-interviews to over 50 different media contacts between December 20, 2022 and August 22, 2023 and released an official announcement.

New questions cropped up in addition to the topics usually covered by journalists:

- Forest fires and air quality
- Access to school premises
- Canada Summer Jobs program

[Listen to Anne-Frédérique Morin interviewed on QUB RADIO](#) (in French) regarding difficult access to school premises.

Éric Beauchemin interviewed on TVA regarding air quality and the start of summer camps.



[Watch Shauna Joyce interviewed on CBC](#) regarding the Canada Summer Jobs program.



PROMOTION AND COMMUNICATION

A TWO-PRONGED PROMOTIONAL CAMPAIGN

Each year, the ACQ actively promotes certified camps. In response to the current labour shortage, a new component has been added to the most recent campaign to support recruitment in camps. The two promotional components, for certified camps and jobs in camps, have been designed in parallel to make them complementary.

Component 1 – promotion of certified camps: Moments of fun. Lifetime of memories.

This component, launched in early 2023, is aimed at the general public with the goal of providing information about what certified camps can offer Québec families and guiding them to the [ACQ website](#) and its [search engine](#) in particular.

Des souvenirs à n'en plus finir!

Camp de vacances, camp de jour, camp familial : trouvez le vôtre!

CampsQuebec.com

CAMPS CERTIFIÉS
ACQ

Promotional measures

Printing and dissemination

Distribution of **5,000 posters** promoting day camps, sleepaway camps and family camps and **85,000 promotional cards** presenting types of camps on one side and camps' employer promise on the other. The dissemination circuit included over 1,100 distribution points in 65 cities in the following regions: Greater Québec City, Mauricie, Estrie, Montréal, Laval, Lanaudière, Laurentides, Montérégie and Centre-du-Québec. Each distribution point was restocked regularly between March and June 2023.

Media placement

Purchase of advertising and promotional content in special features on summer camps in the *Journal de Montréal* and the *Journal de Québec*. It is estimated that this printed content was seen by over 1.5 million people. Online publications garnered 200,102 views.

A bilingual advertisement in [Montréal en santé](#), a free bilingual magazine produced with support from the McGill University Health Centre, with a print run of 50,000 copies distributed in the healthcare network and related stores.

Radio

Commercial on 105.7 Rythme FM covering the greater metropolitan region, with 170 broadcasts over 20 days at peak listening times. In summer 2023, Rythme had close to 2 million listeners per week. [Listen to the commercial.](#)

Social media

Meta advertising (Facebook and Instagram). 17,624 people reached by these promotional initiatives on social media.

Newsletters

Mailing of three newsletters to our distribution list for families, with 3,028 entries. 42.6% open rate. A remarkable rate, considering that a good email open rate is between 17 and 28%.

Website

Detailed presentation of types of camps added to the home page, with use of the new visual and campaign slogan.

- The search engine for certified camps garnered 538,383 views from 72,795 users.
- The entire campsquebec.com site registered 836,827 views from 138,923 users, thus establishing itself as the reference for Québec camps.
- The [Family zone](#) garnered 23,966 views from 14,495 users.

Component 2 – promoting jobs in camps: Your camp, your squad

The goal of the campaign was to promote the employer promise and support camps in recruiting staff. Our promotional measures guide job seekers to the [jobs noticeboard](#) so that they can register and see job offers from certified camps.



**Ton camp
Ton clan**

Embarque avec nous!
EmploiEnCamp.com

Association des camps du Québec

Promotional measures

Printing and dissemination

Distribution of 1,850 copies of the two “Ton camp, ton clan” poster designs and 85,000 promotional cards. See “Promotional measures” under Component 1 above for dissemination and posting criteria.

Audio commercial

The ad created last year and broadcast on Spotify was reprised. Spotify commercial reach: 127,389 persons. [Listen to the commercial.](#)

Social media

Posts on Facebook and Instagram were designed to increase the number of visits to the [jobs noticeboard](#) and foster direct contact between job seekers and the ACQ via Messenger to get help for a personalized job search. 24,927 people were reached by these posts.

Newsletter

Two newsletters promoting jobs in camps were sent out to families. Average open rate of 43.9% and close to 600 clicks to articles about jobs in camps.

Website

Improvements to the “Jobs in camps” section of the website through posting the employer promise and its four pillars, optimization of the candidacy registration function and visuals harmonized with the new campaign.

- 104 candidacies registered.
- 39,279 views from 19,255 users of the Jobs in camps page.

PROMOTION OF NATURE CLASSES

Promotion of nature classes during camp stays and discovery days for school teams was naturally aimed at helping member camps to fill their nature class spaces, but also at collecting relevant email addresses to develop email marketing campaigns.

A contest offering school staff the chance to win three \$500 vouchers applicable to a nature class in a certified camp.



Promotional measures taken have brought clear results

- 546 entrants in the contest, which brought 513 new entries on the “Schools” mailing list.
- 48,278 persons reached by ads on Facebook and Instagram promoting the contest.
- 2,562 views from 1,891 users on the contest page.
- Distribution of 13,000 promotional cards presenting the nature classes offering and promoting the contest in 1,100 elementary schools in Québec.
- Purchase of advertising space in two [Les Débrouillards](#) newsletters for teachers sent out to 27,949 recipients (excellent open rates of 44% and 38%).
- Promotional presence in the [teachers’ area](#) of the [Les Débrouillards](#) website, with 218,539 views
- Joined [Atout](#), an online platform of resources provided free of charge to over 200 Québec private schools by the Fédération des établissements d’enseignement privés

DIGITAL PROMOTION

Newsletters

Our newsletters saw a significant increase in open rates, from an average rate of 36.4% last year to 39.1% this year. The average open rate for nonprofit organizations is only 26.6%.

28 Newsletters sent	39.1% Average open rate	10.4% Average click rate
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The ACQ’s email distribution list has 6,271 subscribers divided into three segments.

The [camp managers newsletter](#), with 2,941 subscribers, is mailed monthly, with additional special mailings, for example to promote the Annual Congress and training courses available.

The [families newsletter](#), with 3,677 subscribers, is mailed from April to June in preparation for the start of camp stays. This audience also receives special mailings, such as contest promotions.

Note that in 2022-2023, the strategy was to build the [schools mailing list](#) (564 subscribers). No newsletter was sent.

View [the most recent newsletters](#).

Social media presence building

In 2022-2023, the ACQ’s social media saw a marked rise in results, particularly on the organization’s [Facebook](#) page, [YouTube](#) channel, and [Instagram](#) account.

The [Facebook](#) page, principally aimed at families, reached 236,050 persons: a 6.8% increase over the previous year.

In order to reach the target audience for recruitment needs, the ACQ’s [Instagram](#) account was revived. This resulted in posts reaching 13,662 persons.

Lastly, videos on the [YouTube](#) channel, which includes clips from the Repère culturel, PeP ton jeu! and other promotional videos, received 537,082 views, a 68.4% increase over the previous year. This increase is essentially due to Repère culturel songs, which alone accounted for 519,478 views.

Portrait of the ACQ’s social media followers and rates of increase in their numbers

Social media	Number of followers	Rate of increase
ACQ Facebook page	9,242	12.9%
Camp managers Facebook group	3,398	6.7%
Counselling jobs Facebook group	2,493	26.8%
PeP ton jeu! Facebook page	1,854	4%
ACQ Instagram	397	134.9%
Repère culturel Instagram	256	32.6%
ACQ YouTube channel	2,220	78.5%

COLLABORATIONS

Contest: Snow castle challenge

The ACQ collaborated in the [Défi château de neige](#) organized by the Regroupement des Unités régionales de loisirs et de sports (RURLS) with a draw for a \$500 voucher for a nature class in a certified camp and a \$750 voucher for a stay in a certified family camp. The aim of this contest was to encourage families and schools across Québec to play outdoors by building a snow castle.



Film: Jules au pays d’Asha

The ACQ associated itself with promotion of the film [Adventures in the Land of Asha](#) by holding a draw for 12 family packages to watch the movie in a theatre. This film by Sophie Farkas Bolla touches on the themes of childhood, friendship, nature, openness and reconciliation, all dear to the world of camps.

IN-PERSON PROMOTIONAL ACTIVITIES (BOOTHS)



This year, the ACQ staffed booths at nine events to promote its services and the offering of certified camps.

- Annual municipal leisure conference of the Association québécoise du loisir municipal (AQLM), Saint-Hyacinthe, 4 days
- Rural leisure gathering of the Réseau des unités régionales de loisir et de sport du Québec (URLS), Lac-Mégantic, 2 days
- Outdoor symposium of the Association québécoise pour le loisir des personnes handicapées (AQLPH), Quebec 2 days
- “Apprendre à ciel ouvert” symposium of the Fédération des éducateurs et éducatrices physiques enseignants du Québec (FÉÉPEQ), Granby, 2 days
- Symposium of the Association québécoise de la garde scolaire (AQGS), Lévis, 1 day
- Tremplin Santé summits (tris-Rivière, Terrebonne and virtual) 3 days
- Montreal Families, 1 day
- Aventure & Plein air show, Montreal, 2 days

TRAINING OFFERS

URSAMAJOR — CAMP MANAGEMENT QUALIFICATION



The launch of the [UrsaMajor](#) training program is an important step in the professionalization of the camp manager in Québec.

The first cohort of nine persons completed the training in May 2023. Comments from participants and mentors were very positive. The registration list is quickly filling up, testifying to enthusiasm for UrsaMajor in the world of camps.

Acknowledging the relevance and quality of this training course, the Ministère de l'Éducation du Québec decided to [subsidize the first five cohorts of UrsaMajor](#) to make them free of charge for participants. For its part, Centraide of Greater Montreal has renewed its commitment for a period of five years by supporting development and hosting of the virtual training course on a dedicated platform.

Read all about [UrsaMajor](#).



UrsaMajor put into orbit, February 8, 2023

REMUE-MÉNINGES TRAINING — A PASSION FOR COUNSELLING!



Whether in person, virtually or through videos, [Remue-Méninges training](#) sessions are playing a vital role in the quality of services provided by camps in Québec, and even in Nova Scotia! The excellence of training sessions derives from the passion for counselling and teaching of the highly skilled trainers, all specialists in their field.

2022-2023 in figures

- 2,306 counsellors, 474 coordinators and 375 managers trained
- 266 candidates selected through the staff selection service
- Over 247 organizations have benefited from the services of Remue-Méninges
- 123 mandates completed, representing 1,018 hours of training
- 42 trainers in action in 16 administrative regions of Québec
- 10 video capsules watched by 1,050 persons

Read all about [Remue-Méninges training](#).

CONTINUING TRAINING TO SUPPORT CAMP STAFF

Annual Congress



The 2022 Congress provided an important occasion for learning, and personal and professional reflection for the **270 attendees**. The event featured **25 workshops** given at the foot of Mont Saint-Anne, particularly by the renowned [Michelle Cummings](#), who had come from the United States for the occasion.



Among the topics covered in the workshops were:

- Human resources management
- Communication and marketing
- Inclusivity in all its forms
- Mental health
- The labour shortage

Read the [proceedings of the Congress](#).

Sixth edition of the camp exchange seminar

The mental health of teams and persons who attend or work in camps and the financial health of organizations were the core topics of the sixth edition of the Séminaire d'échange en camp. This event, organized by and for ACQ members, was held at the Mariste camp on March 30 and 31, 2023, and was marked by lively interest in these rewarding exchanges. The event was attended by 70 persons representing 36 organizations.

Find out more about the [Séminaire d'échange en camp](#).

Counsellors' forum



This year, the Forum de l'animation was held in Montréal and Québec City. This training event prepares counsellors and camp managers for the summer season. These four days of career development were attended by 80 persons.

Training and video capsules on interpreting standards

Virtual training sessions to prepare for a certification or compliance visit during the summer of 2023 were mandatory for long-standing members and organizations en route to certification. The purpose of these sessions was to convey and explain the information necessary for the success of certification or compliance visits by consultants.

Video capsules presenting standards were also made available to members free of charge. These videos provide in-depth explanations of standards so that managers can better understand them and apply them to the greatest extent possible.

[Watch training on interpreting certification standards \(in French\)](#)

[The Reference Framework \(in French\)](#)

Four-year-olds at camp: child's play!



November 2022 saw the launch of the guide “[Les 4 ans en camps : un jeu d'enfants!](#)” developed by the Association québécoise du loisir municipal in partnership with the ACQ with financial support from the Ministère de l'Éducation and the Québec government. This tool is

designed to foster the integration of four-year-old children into camps.



The ACQ was awarded the Prix reconnaissance national / Accessibilité en loisir during the annual awards ceremony of the Conseil québécois du loisir on March 23, 2023. Read the [press release](#).

Training on integrating four-year-olds into camps

During March and April, over **175 camp managers** from all of Québec attended the virtual training sessions based on the startup kit for hosting four-year-old children in camps.

Training on Bill 25

In May 23, 115 certified-camp managers attended virtual training on the Act to modernize legislative provisions as regards the protection of personal information also known as [Bill 25](#).

Training program on the inclusion of persons with special needs

To mark “integration month”, the ACQ, in collaboration with the AQLPH, provided free virtual training sessions to equip day camp staff to foster the integration of children with disabilities:

- In November 2022, new camp managers took the [Vers une intégration réussie](#) training, presenting a portrait of integration at camp, including the integration cycle, among other topics.
- In January 2023, the ACQ gave a training session on [legal requirements](#) and another on [private and specialized camps](#).



OTHER DIRECT SERVICES TO MEMBERS

Through its activities and its services, the ACQ supports its members by giving them access to expertise of remarkable quality or at a preferential rate. Examples are easy access to the permanent staff team, to [Remue-Méninges](#) training sessions and the [Annual Congress](#).

CONSULTING SERVICES AND SUPPORT FOR MEMBERS

Whenever they have questions or find themselves facing a particular situation, certified, municipal and en-route members can count on the ACQ's expertise thanks to its personalized consulting services.

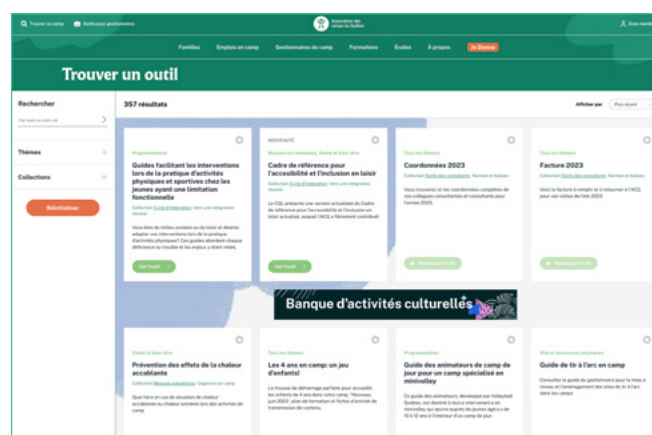
Most of the questions from members to which the permanent staff respond are on the following topics:

- Human resources management
- Insurance, legal issues and labour standards
- Measures to integrate persons with special needs
- Reporting to the youth protection directorate
- Crisis management
- Standards and guidelines, certification and compliance visits (best practices)

A MINE OF RELEVANT INFORMATION IN A SINGLE PLACE

Although many resources are available to all free of charge in the section of the ACQ website for camp managers, some are exclusively reserved for members. Members can access 355 tools (such as guides, letter templates, training courses and other useful resources for camp managers) grouped by same themes and collections as used in the Standards Manual and the Reference Framework, by logging into their account in the members' area:

- Programming
- Sites and Physical Resources
- Information Management
- Human Resources
- Safety and Emergency and Preventive Measures
- Health and Well-Being
- Healthy Lifestyle
- Standards and Guidelines
- Towards successful integration of persons with special needs: legal and medical issues, integration cycle, special needs records
- Legal Index
- Best Practice Guide



To access it, simply log in to your account in the [members area](#).

INFORMATION, TRAINING AND MEETINGS

The ACQ collates relevant information for its members, passes it on and organizes exclusive training sessions:

- 11 Information briefings sent by email this year on topics such as:
 - Report on the survey of pay and working conditions in Québec day camps
 - Staff recruitment strategies
 - New financial assistance program
 - Impact of forest fires on air quality (measurements)
- Virtual training and information sessions
 - Application of Bill 25
 - Best practices for hosting four-year-olds in camp
 - Presentation of the funding program for upgrading outdoor archery ranges (funding reserved for members)

ENHANCEMENT OF THE SERVICES OFFERING FOR ANGLOPHONE MEMBERS

Since February 2023, all documents addressed to members concerning associative democratic life and safety have been translated into English. These documents include, among others:

- Notices of Annual General Meetings
- Renewal notice
- Bylaws
- Certification policy, the Reference Framework and associated tools

In addition, a section of the newsletter for camp managers is now translated into English. This section includes the most relevant news from the monthly newsletter.

Permanent staff are also planning to enhance access to training content for managers and counselling staff, including during the Annual Congress.



ANNUAL CONGRESS AND ACQ PRIZES 2022

The ACQ Awards allow us to celebrate excellence in the camps of Quebec. These prizes are given during the gala held as part of the [congress annual](#).



Jennifer Marchand and Valérie Desrosiers at the animation

Organizations that received Excellence 2022 awards

- [Prix Excellence for development and innovation \(sleepaway camps and certified family camps\) awarded to Camp Portneuf](#)



- [Prix Excellence for development and innovation \(certified day camps\) awarded to Société Grand Village](#)



- [Prix Excellence for development and innovation \(compliant municipal day camps\) awarded to Ville de Laval](#)



- [Prix Excellence for cultural outreach \(camps with a cultural vocation\) awarded to Entrequatreyeux camp](#)



- [Prix Coup de chapeau awarded to Centre Notre-Dame-de-Fatima](#)



PHILANTHROPIC LIFE

PHILANTHROPIC DEVELOPMENT

Launched last year, the ACQ's philanthropic life continues its deployment.

- Total donations received this year made it possible, thanks to the [Placement Sports et Loisirs](#) program of the Ministère de l'Éducation du Québec (MEQ), to generate matching donations of \$199,752.
- In December 2022, the firm [Épisode](#) delivered a rich report analysing potential funding. Its content will guide future decisions of the philanthropic committee and measures taken by the team.



DESTINATION C.A.M.P.: ANOTHER YEAR OF SEMINAL MEETINGS

128 young people aged between 11 and 17 (52 of whom joined the program on its creation in 2022) were able to stay in 39 certified sleepaway camps for a fraction of the real cost.

The cost of participants' camp stays in 2023 was \$175,540.

The relevance of the program in its second year is unquestionable: 218 candidacy files have been submitted to Destination C.A.M.P.

The ACQ thanks Mr. Luc Harnois for the personal and financial commitment to the youth of Québec that he has shown through Destination C.A.M.P.

Through this program, which enables as many children as possible, aged between 11 and 17 and living in Québec, to experience the benefits of camps over several summers, the ACQ is fostering accessibility to camps.

See full details of [Destination C.A.M.P.](#) and its artisans.



PARTNERSHIPS AND PROJECT COMPLETION

Rightly acknowledged as a reliable and diligent collaborator, the ACQ has the good fortune to be able to count on excellent partners in bringing projects to fruition.

EMPLOYMENT AND SOCIAL DEVELOPMENT CANADA

Completion of La Licorne, phase 1



This year, the ACQ completed the first phase of development of a digital platform designed to facilitate managing certification and compliance visits (La Licorne). This first phase was accompanied by a pilot component that enabled three agents from regional leisure and sport units (URLS) to provide follow-up between the ACQ and camps after visits. Phase 1 received financial support from the federal government's Investment Readiness Program (IRP).

MINISTÈRE DE L'ÉDUCATION DU QUÉBEC

Completion of La Licorne, phases 2 and 3

The ACQ received funding of \$175,000 from the Ministère de l'Éducation du Québec for the completion of phases 2 and 3 of La Licorne, with analysis beginning in 2023.

MINISTÈRE DE L'ÉDUCATION DU QUÉBEC AND FÉDÉRATION DE TIR À L'ARC DU QUÉBEC

Le tir à l'arc en camp — Guide des gestionnaires

This document (manager's guide to archery in camps) produced by the Fédération de tir à l'arc du Québec (FTAQ) working closely with the ACQ, is aimed at supporting managers in upgrading and laying out archery ranges in camps.

To view this guide, members must [log in to their zone](#).

Financial support program for the upgrading of outdoor archery ranges



Thanks to financial support from the Ministère de l'Éducation du Québec (MÉQ), 17 sleepaway camps and family camps participating in the [PAFACV](#) received funding for the project to upgrade archery ranges.

\$100,000 was available to eligible camps. The program

initially provided for funding 70% of the value of projects, with a maximum of \$5,000. The ACQ received applications for \$79,333.50. It was therefore decided to go ahead with the second round of financing. As a result, financial support to certified camps was increased proportionately by an amount ranging from \$400-\$1500.

MIRELLA & LINO SAPUTO FOUNDATION



The ACQ considers itself fortunate and favoured to have received support from the Mirella & Lino Saputo Foundation, which donated over **\$450,000** to set up support programs for camps that host special needs clientele in 2022-2023.

Improvements to the living environment for counselling staff

The Foundation gave **\$356,000** to **19 certified camps** offering a summer camp program whose main mission is to host special needs clientele. The ACQ managed the program to enhance the living environment for staff working in camps with accommodation in order to contribute to the retention and recognition of personnel. This sum made it possible to optimize equipment used to facilitate care, counselling and intervention, as well as the overall quality of the camp experience.

Destination C.A.M.P. - Special needs component

\$100,000 was devoted to supporting the departure for camp of persons with special needs. Among other things, this amount served to make up for the lack of provincial resources for financial support of respite for families, and to provide target clientele with a space for personal fulfilment thanks to the experience of a camp stay. The ACQ, which also managed the program, could count on the participation of 11 host camps for the completion of this project.

Long-term equipment loans with Collaboration Santé Internationale (CSI)

\$100,000 was donated for this pilot project to be completed in 2023-2024 aiming at ensuring the permanence of a system of loaning technical aids provided by various donors. This will help camp managers have access to equipment adapted for their special needs clientele.

See the [Mirella & Lino Saputo Foundation](#) website.

DIRECTION DE LA SÉCURITÉ DANS LE LOISIR ET LE SPORT (MINISTÈRE DE L'ÉDUCATION DU QUÉBEC)

Prevention of violence in camp

The ACQ received **\$67,900** to implement measures enabling youth, counselling teams and managers to better deal with violence. The first of the project's three phases saw the creation of a bank of 10 games addressing the subject from a variety of angles.

Phases 2 and 3

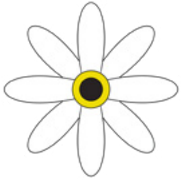
The project's second phase of development will see the production of reference and training guides for camp managers and counsellors.

The third phase will involve putting on a large-scale thematic day using the tools developed in phase 2.

ÉQUIPÉ POUR ANIMER

[Équipé pour animer](#) is a set of essential resources for camp staff. Developed by the ACQ, they are free of charge.

PeP ton jeu! — Every game (or almost)



Just in time for summer 2023, ACQ was thrilled to unveil the new version of its PeP ton jeu! app. Completely revamped visuals, with handy new functions and an even more powerful search engine.

The app now hosts 837 games, 141 of them new in 2023:

- 243 games that can be played in a “social distancing” context
- 433 games with inclusive adaptations that foster the integration of kids with communication, reduced mobility, sensory integration, and agitation and impulsiveness issues
- A completely new world games section, with an interactive map for navigating through about a hundred unique games
- 64 video capsules added for quick understanding and explanation of games

Many new partners to support content

- [Association des camps du Québec](#)
- [Association québécoise pour le loisir des personnes handicapées](#)
- [Champions for Life](#)
- [Club des 4-H](#)
- [Conseil Sport et Loisir Estrie](#)
- [Equitas](#)
- [Fondation Tremplin Santé](#)
- [Formations Remue-Méninges](#)
- [Force 4](#)
- [Kino-Québec](#)
- [The YMCAs of Québec](#)
- [Médiation créatrice par l'UQTR](#)
- [Ministère de la Santé et des Services sociaux](#)
- [Québec en forme/M361](#)
- [RSEQ -Collection HOURRA](#)
- [Techniques de Gestion et intervention en loisir du Cégep de Saint-Laurent](#)
- [Université de Sherbrooke](#)



Find out all about the new version of this [must-have app for counsellors](#), **downloaded 103,523 times since creation** and 18,933 times this year alone.



Repère culturel — The digital encyclopedia of camp creativity

repère culturel

The fact that the Repère culturel has been awarded two major prizes since its creation in June 2021 has not dimmed our desire to improve the platform.

- [Prix Otium de l'AQLM](#) (October 2022)
- [Prix reconnaissance du CQL](#) (June 2021)

This year, the repertoire of camp songs has been enhanced with 16 songs in English. Find out more about [these songs and the performers](#).



The popularity of this cultural repository keeps on growing, with a 68.4% increase in traffic to the ACQ's YouTube channel, with 519,478 views.



The website, with over 60,000 visits, now offers **253 artistic activities divided into nine themes**, including [Bingo musical](#), [Art à la manière de Romero Britto](#) and [Danse autour du monde](#), which were those most visited.

The most popular song remains [Je m'en vais chasser le Lion](#), with 55,951 views.

Visit the [Repère culturel](#).

Emergencies at camp — Your virtual first-aid kit!

This application is still much used by teams in the field. Indeed, [Urgences en camp](#) has been downloaded 12,500 times, including 1,297 times in 2022-2023.

Thanks to financial support from the Ministère de l'Éducation, work on updating the app will start in the next year.



BOARD OF DIRECTORS OF THE ASSOCIATION DES CAMPS DU QUÉBEC AND AD HOC COMMITTEES

BOARD OF DIRECTORS

President	Thomas Le Page-Gouin, Camp Le Manoir (sleepaway camp)
Vice-President	Shauna Joyce, Camp Amy Molson (sleepaway camp)
Treasurer	Olivier Lauzon, Camp Portneuf (day camp)
Secretary	Marilyse Richard-Robert, Edphy International (sleepaway camp)

Directors (and electoral colleges)

- Steeve Croteau, City of Blainville (municipal day camp)
- Mathieu Labine-Daigneault (independent)
- Patrick Lacroix (independent)
- Frédéric Lanoue, Camp YouHou! (day camp)
- Marie-Ève Pichette, Camp Le P'tit Bonheur (sleepaway camp)
- Pascal Rousseau (independent)
- Nancy Rozon, Camps de jour YOPI/Loisirs 3000 (day camp)

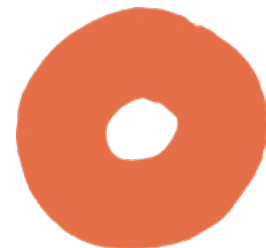
COMMITTEES OF THE BOARD OF DIRECTORS

Standards Committee

- Amélie Spain, Les camps Odysée
- Jacques Bilodeau, ACQ consultant
- Martin Lapointe, Camp De La-Salle
- Nancy Rozon, Loisirs 3000
- Guillaume Roberge, Centre Notre-Dame de Fatima/Plein air Fatima
- Anabelle Poisson-Grégoire, City of Lac Mégantic
- André Samson, City of Lac Mégantic

Philanthropic Committee

- Patrick Lacroix, ACQ board representative
- Shauna Joyce, Camp Amy Molson and ACQ board representative
- Luc Ménard, Base de Plein Air Bon Départ
- Denis Savard, Cité Joie



ACQ PERMANENT STAFF

- Éric Beauchemin, Executive Director
- Anne-Frédérique Morin, Assistant Executive Director
- Tanya Desrochers, Director, Programs and Philanthropic Development
- Gabrielle Dessureault-Germain, Director, Communications and Digital Development
- Vanessa Brûlé, Development Agent
- Valérie Desrosiers, Communications Coordinator
- Sandy Duncan, Coordinator, Certification-related Programs
- Hugo Filiatrault, Coordinator, Compliance-related Programs
- Jennifer Marchand, Training coordinator
- Esmeralda Mendoza, Administrative Assistant
- Lysa-Belle Pelchat, Communications Agent
- Josée Piquette, Development Coordinator
- Nathalie Piquette, Project Manager







Association des
camps du Québec

7665, boulevard Lacordaire
Montréal (Québec) H1S 2A7

campsquebec.com