

# 2024-2025 ANNUAL REPORT



Association des  
camps du Québec





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The Association des camps du Québec has adopted a non-gendered writing style and the new French spelling conventions.



# The Association des camps du Québec

Founded in 1961 on the initiative of camp managers, the Association des camps du Québec (ACQ) is recognized by and receives financial support from the Gouvernement du Québec as an *organisme national de loisir* (ONL) [national leisure organization] and a leading actor in the development and governance of the camp industry in Québec.

## 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.

For full information about the ACQ and its values, see the [À propos section of our website](#).

**By the summer of 2025, 3,757 campsites were operating in Quebec.**

This information was previously unknown. Of these, **950 campsites** meet the highest industry standards. These are the members of the Association des camps du Québec.



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# A word from the Executive



Thomas Le Page-Gouin



Frédéric Lanoue

Dear Members,

As the year draws to a close, we are pleased to present some of its highlights to you.

## Political representation and alliances

With camps continuing to face a variety of issues, the ACQ pursues its representation activities to help major files move forward favourably. In this regard, the closer ties between our organization and La Fédération des municipalités du Québec (FMQ) and L'Union des municipalités du Québec (UMQ) are of vital importance. Working on common issues with our partners has enabled us to obtain a \$3-million increase in the budget for hosting special-needs clientele. The regulatory framework governing camps is changing, which brings its share of challenges. We must also underline the impact of representation in crucial files such as background checks for nature classes, child labour, and accommodation for staff on our camp sites. The ACQ's credibility with various bodies of the Ministère de l'Éducation (MEQ) and partners in the leisure and outdoor industry is now firmly established. Camps are taking their rightful place, and we are indispensable actors in our society. Let us take pride in this role!

## Certification and compliance: thousands of camps in Québec

More than ever before, parents are concerned with the issues of quality and safety in the camps that their children attend. With this in mind, the ACQ, mandated by the MEQ, conducted the [\*Grand recensement\*](#), a census of all camps in Québec. Until now, the numbers of campers, employees and even of camps in the province were totally unknown. This colossal effort has given a better measure of the scope of our industry and its role in society. We are now impatient to take this project further and assess the possibility that all camps in Québec should comply with minimum supervision standards.

You have been, and you continue to be, visionaries by adopting certification or the Reference Framework proposed by the ACQ. In doing so you have paved the way to professional, safe supervision of children and camp staff, guaranteeing them vacations of outstanding quality. Together, we add value to the camp experience: let us bear the ACQ logo proudly!

## Networking and community

The ACQ fosters dialogue between camps. Rather than seeing themselves as being in competition, camp managers are helping each other, sharing their experience and their expertise so that others can benefit, for the good of the camp community. Since 2023, the [\*UrsaMajor\*](#) training program has enabled camp managers to improve their knowledge and learn the trade through contact with specialists and colleagues who shared the know-how and expertise they have gained over the years. Every cohort expands the community of qualified, well-equipped, networked managers.

## Support for camps and their clientele

The ACQ supports camps, their staff and their clientele through a variety of programs: the continuation of [\*Destination C.A.M.P.\*](#), supporting camps hosting special-needs clientele with financial support from the [\*Mirella & Lino Saputo Foundation\*](#), the overhaul of the Urgences en camp app, henceforth known as [\*Réflexe\*](#), designed to provide step-by-step guidance for front-line interventions in emergencies, and the launch of [\*Opération Drapeau\*](#), aimed at preventing violence and bullying in camps, are all examples of the ACQ's contributions to



helping members play their role even better. To adapt to changing realities in camps, the ACQ is also revising the Counsellor in Training (CIT) program to reflect current needs for activity hosting. The [suppliers program](#) has also been overhauled to better meet the needs of members and strengthen the commitment of its partners.

### Future projects

The ACQ takes pride in the achievements of recent years. Feedback received from members testifies to the pertinence and quality of our Association's commitment to its members. But far from resting on their laurels, permanent staff and the Board of Directors will be working on major projects which, although complex, will continue to be priorities: the aging of many infrastructures in our camps, and the rules set by the Office de protection du consommateur (OPC) regarding the cancellation of stays, which affect operations and places available for Québec families. The ACQ is also looking at standardizing its compliance programs for municipal day camps and certification programs for independent camps.

### Acknowledgments

To our friends and colleagues on the [Board of Directors](#): thank you for your involvement benefiting our Association and our members. Your time, your skills and your energy contribute to the outreach and influence of the Association des camps du Québec and the entire camp industry.

To the ACQ's entire [permanent staff](#) team: your support, your creativity and your love for camps light up our industry. Your tools, programs and wise counsel act as catalysts: thanks to you, camps are succeeding and the industry is rising up.

We must also extend heartfelt thanks to our members, without whom the ACQ would not enjoy the influence it has today. Thank you for choosing camps, thank you for all the summers you have spent, unceasingly and without sufficient rest, deploying every effort to ensure outstanding vacations for all. Thank you for believing in our association and for being ambassadors for our vitally important group. Whether you became a member camp recently or many moons ago, your choosing to do so gives us the legitimacy we need to work unremittingly on behalf of camps. We are proud to represent you.

**Thank you for your commitment.**

**Thomas Le Page-Gouin,**  
President

**Frédéric Lanoue,**  
Vice-President

# Highlights of 2024-2025



## Grand Recensement

– grand census of all camps: 3,757 camp sites in Québec surveyed in this colossal undertaking.

\$3 million increase in the funding to support access to camps for persons with special needs, bringing the total to \$9 million.

Group purchase program for members returns.

Opération Drapeau, an awareness program to prevent violence and bullying in camps, launched, and first edition of Journée *Opération Drapeau* held.

Thanks to a grant of \$740,000 from the Mirella & Lino Saputo Foundation, 26 member camps received additional funding. For the third consecutive year, these camps benefited from the foundation's generosity.

The ACQ contributed to the development of a *Stratégie nationale de prévention en santé* 2025 with the filing of its brief "Attending summer camps: a mental health protection factor for youth aged 5 to 24"

The Parcours d'emploi à l'année program was launched. This initiative is aimed at developing partnerships between camps and respite resources in order to ensure that staff are available to work with persons with special needs all year round.

Close to 400 people attended the Annual Congress, entitled *Les camps font leur cinéma*, in Rivière-du-Loup. The suppliers show lasting an entire day fielded a full house of around 50 exhibitors.





Formations Remue-Méninges courses achieved remarkable results in 2024-2025, with 4,480 people being trained, 3,614 of them in person — a rise of 33% over the previous year.

43 managers from 39 member organizations were trained through UrsaMajor, and an UrsaMajor cohort especially for municipal day camp managers was launched.



4th Destination C.A.M.P. summer: 186 youngsters attended certified sleepaway camps at very low cost for their families.

The official suppliers program, which this year generated a contribution to \$82,921, was overhauled.

80 organizations running 142 camp sites became ACQ members.

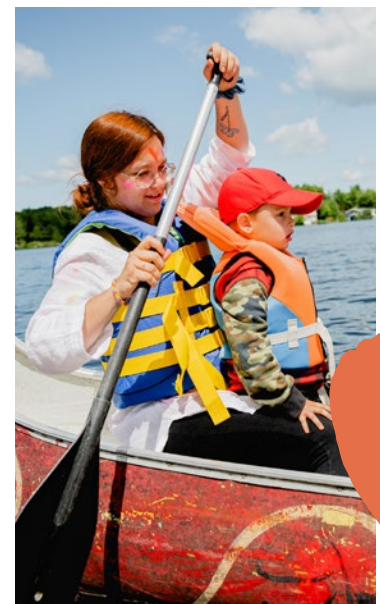
Digital tools enhanced: Zoho (CRM software) greatly simplifies administrative management and *La Licorne* helps manage visits. This year, these digital tools have harmonized: a huge step forward for our permanent staff and members.

Existing emergency protocols were revised and new ones created, all available free of charge on the ACQ website.

292 certification and compliance visits were conducted, assessing a total of 515 camp sites.

High visibility on social media thanks to a promotional campaign for camps in collaboration with Decathlon Canada.

The ACQ maintained a presence and made two presentations at the Ministère de l'Éducation's *Table des partenaires*.

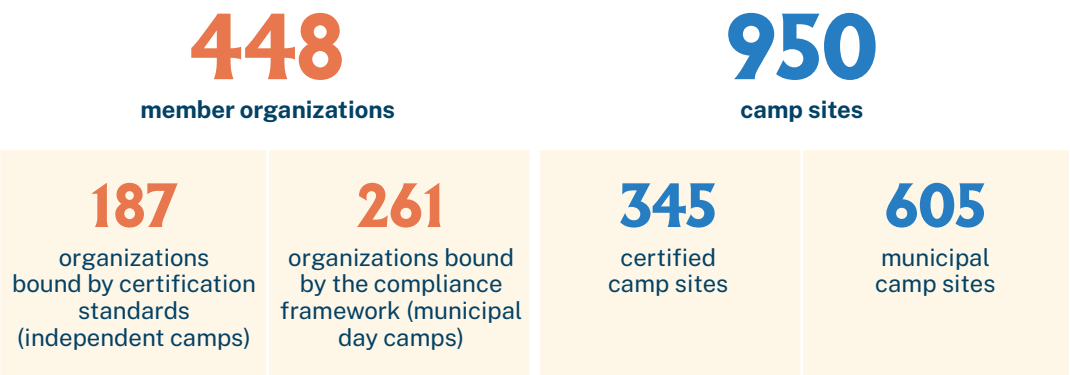


# Organizational aspects

## MEMBERSHIP AND CERTIFICATION AND COMPLIANCE VISITS

### Portrait of membership

As of August 31, 2025, ACQ membership comprised:



### Member organization status

	Number of member organizations	Number of camp sites
Certification program	187	345
Compliance program	261	605

**33** organizations became ACQ members in 2024-2025

- 8 in the certification program (17 sites)
- 25 in the compliance program (45 sites)

**New:** As the result of a change in the policy governing the membership of certified camps early in the year, 47 additional cities and municipalities with a total of 80 sites are now being visited by our team of consultants. These cities and municipalities outsource management of their day camps to a certified organization. Formerly, these cities were not considered to be members and were not visited.



Some of the consultants during their training in spring 2025.



### Certification and compliance visits

A team of 41 consultants (including seven new recruits) were in action in the field during the summer of 2025.

292 certification and compliance visits in 17 regions between June 26 and August 13, 2025:

- 73 certification visits
- 219 compliance visits

On average, 8.3 visits per day were made during 35 business days this summer.

515 camp sites assessed this summer:

- 89 independent certified camp sites
- 426 municipal day camp sites

93% of the managers of camps visited this summer declared themselves **very satisfied** with the consultants' work (the remaining 7% declared themselves satisfied).

### Municipal day camp support and consulting project with the *Réseau des unités régionales de loisir et de sport*

This project, run by the ACQ and the URLS network in partnership, saw 17 agents provide 558.5 hours of support and advice to 2020 municipal organizations spread over 14 regions. In this way, day camp managers received support in their summer preparation and during an ACQ consultant's visit.

### *La Licorne*: a now indispensable digital tool to support visits

Summer 2025 saw phase 3 of the development of *La Licorne*, the digital platform for managing camp visits. Since its first year of use in 2023, adjustments have been made to improve follow-up by teams of consultants, the ACQ and agents from the *Unités régionales de loisir et de sport* (URLS) that support municipal day camp managers in their activities.

### CRM change

After a huge digital development effort, the ACQ completed the transition to new CRM software, Zoho. The team quickly adapted to the application, with its intuitive interface and new processes that simplify management and minimize the risks of error.

What's more, Zoho now communicates with *La Licorne*, the certification and compliance visits management platform. The resultant simplification of processes is welcome, as the number of visits is constantly growing.

Our thanks to the *Ministère de l'Emploi et de la Solidarité sociale* for the \$41,345 grant.



The consultants during their review meeting.

## HUMAN RESOURCES

People have been the ACQ's lifeblood in 2024-2025:

- 13 make up the permanent staff
- 11 sit on the ACQ Board of Directors
- 50 conduct Remue-Méninges training
- 41 conducted certification and compliance visits
- 14 supported UrsaMajor cohorts
- 11 sit on the Standards and Guidelines Committee
- 5 sit on the Representation Committee
- 5 are members of the Grand Recensement team
- 10 are involved in the Congress Committee

**A total of 115 different people directly contributed to the success of the Association des camps du Québec this year.**

In addition to partners, suppliers and professional outside consultants.

### Permanent staff

As of August 31, 2025, the ACQ's permanent staff had 13 active members and one person on parental leave.

### One departure and two arrivals

During the year, one employee left and two new people joined the team:

- Olivia Caschetto, development agent
- Geneviève Lafleur, communications agent

[See the permanent staff team.](#)





In September 2024, the permanent staff attended the ACQ's annual planning retreat.

### **The *Sceau Conclivi* added to the ACQ employees' charter**

ACQ employees have now worked a full year since the ACQ employees' Family-Personal Life-Work Reconciliation Charter was awarded the *Sceau Conclivi* by *Le Réseau pour un Québec Famille*.

An internal survey assessed permanent staff members' appreciation of the changes.

- 100% of permanent staff members said that the Conclivi measures greatly helped them balance their personal and professional lives.
- 80% of permanent staff members said that the Conclivi measures helped reduce their stress levels.
- 90% of permanent staff members felt that they obtained the maximum benefit from the Conclivi program last year.

### **Equity, diversity and inclusion training**

ACQ permanent staff and board members took a training course given by Hubert M. Makwanda of Concilium Capital Humain. This course strengthened their skills in openness, empathy and inclusive communication and laid the foundation for a strategic equity, diversity and inclusion (EDI) vision, steering the ACQ towards a concrete action plan.

Thanks go to *Centraide du Grand Montréal* for the \$24,800 grant to support the implementation of these initiatives.



## FINANCIAL SITUATION

### *Mouvement québécois des vacances en camps created*

During the course of the year, the Mouvement québécois des vacances familiales (MQVF) became the Mouvement québécois des vacances en camps (MQVC). This registered charitable organization already enabled the ACQ to obtain financial support from the Mirella & Lino Saputo Foundation and Centraide du Grand Montréal for the deployment of structural measures and programs to benefit certified camps. Certain donations to the Destination C.A.M.P. program also went through the MQVC in the past.

The MQVC can act as a signatory to donation agreements involving funds used in accordance with its charitable goals, namely:

- Poverty relief by financing camp stays for disadvantaged or disabled persons and by providing them with necessary equipment
- Advancement of education through personal-development and leadership-skills programs in the camp environment
- Support for adapting camps and their equipment



### **Overhaul of the suppliers program**

In 2023-2024, the official suppliers program was greatly improved with the advent of three new packages: Gold, Silver and Bronze.


Silver and Gold packages enabled specific offerings for members to be developed, particularly a group purchase program, dividends for the ACQ, and new partnerships to support projects under development.

### **Notable offerings from Gold and Silver suppliers:**

#### **Gold suppliers**

-  New UrsaMajor video created on insurance financially supported by EgR.
-  QUASEP<sup>®</sup> Three-year exclusivity contract signed.

#### **Silver supplier**

-  Group purchase program for defibrillators and first-aid products set up for which we received a dividend.

With a record number of 51 official suppliers, revenue generated by memberships and advertising purchases totalled \$82 921.

- [Discover the new suppliers' program](#)
- [See the directory of suppliers](#)

OR



ARGENT



BRONZE





## Subsidies and contracts obtained between September 1, 2024 and August 31, 2025

\$263,734	<b>Ministère de l'Éducation du Québec — mission assistance</b> Of this sum, \$187,140 represents a recurring grant from the program of financial assistance for Québec leisure organizations (PAFONL), \$28,522 is an exceptional subsidy and \$64,853 is from the government action plan for community action (PAGAC).
\$200,000	<b>Direction de la sécurité dans le loisir et le sport</b> Creation of a digital platform to host outdoor standards and support the overhaul of standards manuals for the various outdoor federations. <a href="#">Read the press release.</a>
\$183,518	<b>Programme placement Sports et Loisirs</b> Donation matching program – donations received by the ACQ. Of this total sum, \$52,322 was assigned as an endowment and will be available after 10 years. The ACQ chose to use \$83,124.28 to cover expenses in 2024-2025 and carried the balance forward to 2025-2026.
\$149,000	<b>Direction de la sécurité dans le loisir et le sport (a department of the MÉQ)</b> This amount is assigned to compliance visits to municipal day camps.
\$130,000	<b>MÉQ</b> Service contract to conduct a census of day camps and sleepaway camps with accommodation that are in operation everywhere in Québec, as part of the <i>En route vers un répertoire des camps au Québec</i> project.
\$92,000 (over 2 years)	<b>Commission des normes du travail, de l'éthique et de la santé et la sécurité au travail (CNESST)</b> Project to raise camp employees' awareness of labour standards.



<b>\$67,900</b> (year 3 of 3)	<b>Direction de la sécurité dans le loisir et le sport</b> For development of the <i>Opération Drapeau</i> project to prevent violence in camps.
<b>\$53,650</b> (year 2 of 2)	<b>Social economy project</b> <ul style="list-style-type: none"><li>• Project for the sharing of labour between camps (in summer) and places of respite (the other three seasons).</li><li>• Overhaul of the Counsellor in Training (CIT) program to implement content and foster the integration of special-needs clientele.</li></ul>
<b>\$50,000</b> (year 2 of 2)	<b>Programme sécurité Intégrité Québec (PSIQ) 2023, Direction de la sécurité dans le loisir et le sport</b> Overhaul of the platform and upgrading of the content of the <i>Urgences en camp</i> app.
<b>\$50,000</b> (year 2 of 2)	<b>Programme sécurité Intégrité Québec (PSIQ) 2024, Direction de la sécurité dans le loisir et le sport</b> Upgrading of training on security and safety in camps.
<b>\$34,000</b>	<b>Direction de la sécurité dans le loisir et le sport (a department of the MÉQ)</b> Contribution to provide free-of-charge participation in UrsaMajor, the camp-management qualification program.
<b>\$10,000</b>	<b>Fédération des parents acadiens de la Nouvelle-Écosse (FPANÉ)</b> Service contract to produce the Camp start-up manual
<b>\$9,262.50</b>	<b>The MÉQ's financial assistance program for leisure events (PAFEL)</b> For the following events organized or supported by the ACQ: <ul style="list-style-type: none"><li>• ACQ Annual Congress</li><li>• Camp discussion seminar</li></ul> And for participation in the Tri-State Camp Conference



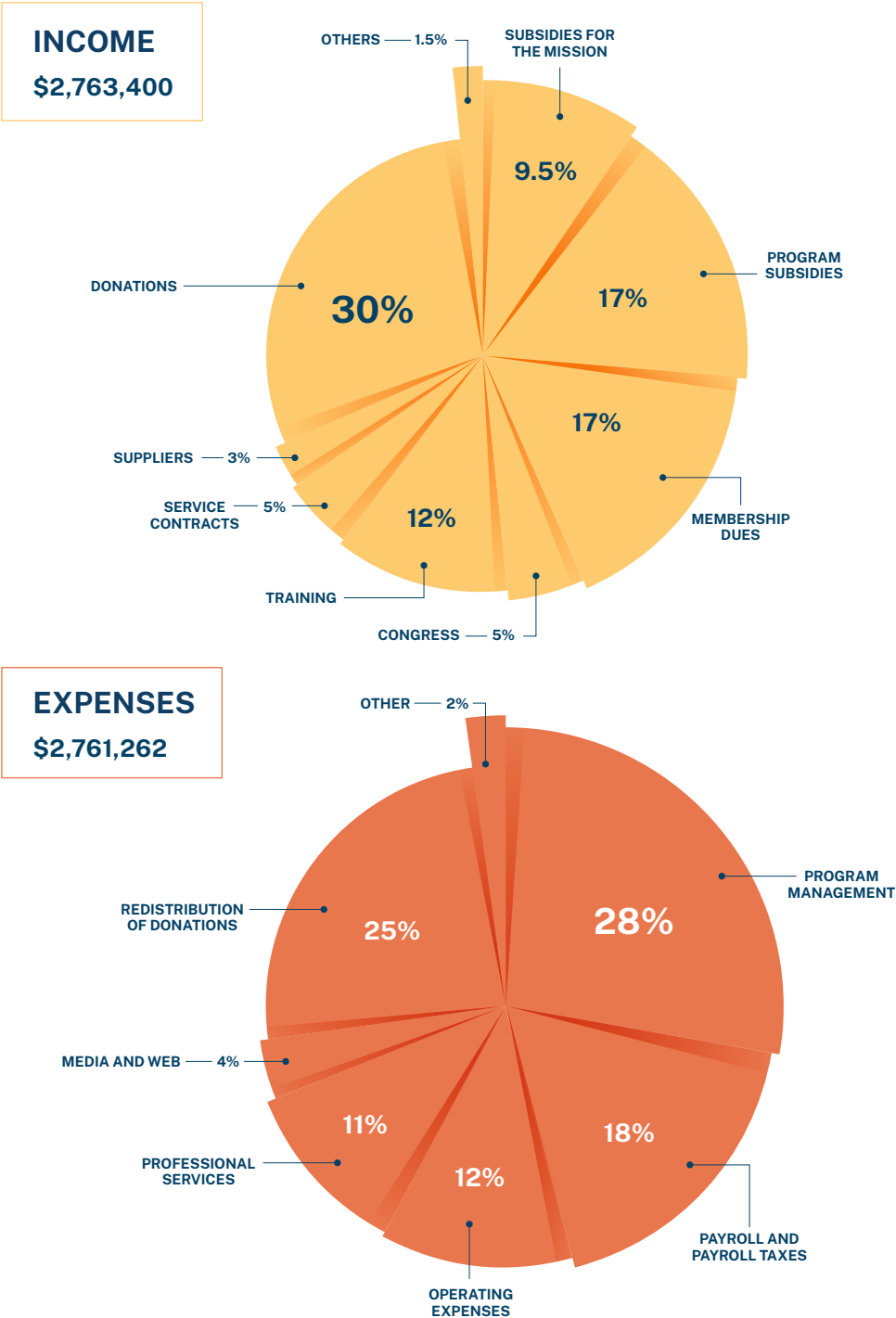


## Donations received between September 1, 2024 and August 31, 2025

\$740,000	<p><b>Mirella &amp; Lino Saputo Foundation</b></p> <p>This is the sum actually paid during the 2024-2025 financial year. Some amounts remain to be paid for accounting purposes.</p> <p>In support of three programs:</p> <ul style="list-style-type: none"> <li>• Improvements in programming and living environments</li> <li>• Camp stays for special-needs clientele</li> <li>• Partnership with Collaboration Santé Internationale to make specialized equipment accessible</li> </ul>
\$185,622.74	<p><b>Dedicated donation from Mr. Luc Harnois, received through the MQVC</b></p> <p>Support for camp stays under the Destination C.A.M.P. program.</p>
\$41,938	<p><b>Centraide du Grand Montréal</b></p> <p>In support of four projects:</p> <ul style="list-style-type: none"> <li>• Support for the Equity, Diversity and Inclusion study (year 1 of 2)</li> <li>• Overhaul of the Counsellor in Training (CIT) program (year 3 of 5)</li> <li>• Hosting of the UrsaMajor platform (year 3 of 5)</li> <li>• Improvements to UrsaMajor content (year 3 of 5)</li> </ul>



FINANCING BREAKDOWN





# Political representation and media presence

## POLITICAL REPRESENTATION

### Grand Recensement - census of all camps

#### Context

In March 2024, the ACQ had an opportunity to appear at the Assemblée nationale to inform ministers and MNAs that, in Québec, camps can be operated outside any legislative or regulatory framework and to highlight the importance of regulating the day camp, sleepaway camp and family camp industry. In response to this delegation, the Ministère de l'Éducation's Direction du sport, du loisir, de l'activité physique et du plein air conferred on the ACQ an unprecedented mandate: to conduct a grand census of all camps operating in Québec and to examine the possibility of setting up a directory of camps meeting certain minimum requirements that remain to be determined. The census was conducted in two phases.

#### Census of municipal day camps (September to December 2024)

An exhaustive list of day camps run by cities, municipalities and boroughs had hitherto never been compiled.

- All cities, municipalities and boroughs in Québec—1104 organizations in total—were contacted in this exercise. Of these organizations, 678 (61.4%) run a camp or camps.
- In 2024, 274,607 different persons were enrolled in these camps.
- During the summer of 2024, 14,760 different persons worked in these camps as counsellors or coordinators.

#### Census of independent camps (January to June 2025)

For this exercise, a team comprising a coordinator and four investigators was set up to identify all other camps operating in Québec. They searched diligently and made contact through personalized emails and telephone calls. Every clue was followed up.



The Grand Recensement team (back row): Philippe Rioux (coordinator), François Desjardins, Olivia Caschetto (front row): Liam Bédard and Elliott Archambault.

In parallel, close to 150 persons heading sports federations and national outdoor organizations were met with and/or contacted by the ACQ to ask them to invite their members to complete the camp declaration form available online. The contribution of these persons was enormously helpful.

All these initiatives were backed up by a campaign aimed at the general public. Press releases sent out province-wide also gave excellent results:

- Number of interviews conducted: 16
- Number of regions covered by these interviews: 9
- Number of mentions of the Grand Recensement in the media: 47

By the end of this colossal exercise, 2170 camp sites had been surveyed (excluding the 1235 municipal day camp sites and certified camps that were already known)

#### **Next steps in 2025-2026**

- Document the practices of all camps included in the census to build up a picture of the risk-management mechanisms they use.
- Propose minimum requirements to the MEQ.
- Analyze the feasibility of setting up a public directory listing camps that observe certain minimum standards regarding safety.

#### **Revision of the regulation respecting the accommodation of seasonal workers**

The Commission des normes, de l'équité, de la santé et de la sécurité du travail (CNESST) has developed a regulation respecting workers' accommodation. Although camps are not the main target of this regulation, which is chiefly aimed at protecting temporary workers in the agri-food industry, accommodation conditions in camps could be affected.

The ACQ sent out a questionnaire to its certified members on the types and conditions of accommodation provided for employees of camps and sleepaway centres. The responses received enabled us to present the CNESST with an accurate picture of the situation in camps, which had never before been documented.

The report was submitted and the situation of camps was presented during a meeting between the ACQ and the CNESST. The CNESST showed itself to be open to this representation. At the time of writing, the proposed new regulation had not been disseminated, but the ACQ will remain watchful and will not allow this important issue to be forgotten.



### **Clauses of contracts with School Service Centres regarding nature classes**

Members brought to our attention difficulties encountered when signing contracts with certain School Service Centres (SSCs) regarding nature classes. The issue was that the SSCs required background checks in addition to those required by the ACQ or specific insurance conditions for the holding of certain activities.

The ACQ met with the legal departments of the Fédération des centres de services scolaires (FCSSQ) and of the Union réciproque d'assurance scolaire du Québec (URASQ) to present our certification standards and the process of verification involved.

Both bodies were convinced of the value of our certification and are now disseminating the information to their members. Certification will thereby serve as proof of compliance with several clauses that reinforced the verification sought by schools and SSCs.

### **Day camp mobilization committee**

Members of this committee, of which the ACQ forms part, met with Isabelle Charest, Minister responsible for Sports, Recreation and the Outdoors, and the principal private secretary of Bernard Drainville, Minister of Education, to solicit appropriate support for the hosting of special-needs clientele in camps.

Following these meetings and with active support from the Fédération québécoise des municipalités (FQM) and the Union des municipalités du Québec (UMQ), the budget for supporting camps in their inclusion mission was increased by \$3 million.

Mindful of the fact that this question represents a significant challenge for camps and a necessity for Québec families, the ACQ is determined to make this issue a priority project.

### **Child labour**

The ACQ filed a note as part of reactions to the tabling of the bill. The ACQ also met with the Ministère du Travail to present a detailed picture of work by minors in camps together with recommendations in this respect.



### Consumer Protection Act

The current law penalizes camps in the event of late cancellation of stays. This is because they are obliged to fully refund the cost of stays despite the fact that expenses have been engaged and that a late cancellation generally makes it impossible to fill the now vacant space.

The ACQ therefore approached the [\*Office de la protection du consommateur\*](#) (OPC) with a view to making changes in the Consumer Protection Act. A meeting was held with the OPC's legal affairs director to explain the impact of the act on members, who had replied to a detailed questionnaire in large numbers.

Despite the ACQ's impression that the OPC is open to this matter, the mandate is likely to be complex. For this reason the Board of Directors felt that our representation activities in this delicate matter should receive professional support from Tact. A further questionnaire on financial losses caused by late cancellations in summer 2025 was sent out to certified members in September in order to document the scale of losses.

### National health prevention strategy

The ACQ took part in this national consultation by filing a brief entitled "[\*Attending summer camps: a mental health protection factor for youth aged 5 to 24\*](#)" and was invited to make a presentation to the Ministère de la Santé et des Services sociaux.

### Protecteur de l'intégrité en loisir et sport

The ACQ had an opportunity to speak about the situation in camps and measures taken by its members regarding protecting the physical and psychological integrity of participants during a meeting with Hugo Lafontaine, deputy minister responsible for appointing the [\*Protecteur de l'intégrité en loisir et sport\*](#) (PILS).





## REPRESENTATION OF THE ACQ AND ITS MEMBERS

### During events

- 2025 Symposium and Cultural Forum of the Association québécoise du loisir pour les personnes handicapées (AQLPH) (panellist)
- Interministerial committee/camp file (presentation)
- *Commission Culture, loisirs et vie communautaire* of the Union des municipalités du Québec (presentation)
- Annual leisure conference organized by the Association québécoise du loisir public (AQLP) (presentations)
- *Aventure écotourisme Québec*'s annual conference
- *Agir ensemble pour tisser notre Québec Famille !* forum organized by the Réseau pour un Québec famille (RPQF) as part of the 30<sup>e</sup> Semaine québécoise des familles (hosting of closing panel)
- *Forum québécois du loisir*
- *Rendez-vous du loisir rural*
- *Sommet de l'économie sociale*
- *Symposium international sur l'expérience inclusive de loisir* organized by the Groupe interdisciplinaire de recherche sur l'expérience inclusive en loisir (GIREIL) (panelist)

Eric Beauchemin in the middle of hosting the RPQF's Forum



### In committees

- MEQ's roundtable of leisure, sports and outdoor partners
- *Comité de planification stratégique et comité de travail sur les balises de qualité, Répit Québec*
- Steering committee on the toolkit for the Creative peer mediation approach in day camps developed by the [Groupe interdisciplinaire de recherche sur l'expérience inclusive en loisir](#) (GIREIL)
- *Comité Développement et Promotion du Plein Air* (CDPPA)
- Committees of the [Conseil québécois du loisir](#) (CQL) : Implementation and works committee as part of the new strategic plan, DAFA appointments committee, *Journées de la valorisation de l'animation estivale* communications committee, *Forum du loisir culturel du Conseil québécois du loisir* committee

## On the boards of other organizations

[Association québécoise pour le loisir des personnes handicapées](#) (AQLPH)

- Josée Piquette (Project Coordinator), board member

[Canadian Camping Association](#) (CCA)

- Shauna Joyce (former ACQ Vice-President), president
- Éric Beauchemin (Executive Director), member of the Provincial Camp Association Leadership Advisory Board and the Industry Data Committee.
- Sandy Duncan (Coordinator, Certification-related Programs), administrative support

[Conseil québécois du loisir](#) (CQL)

- Éric Beauchemin, board member and representation committee respondent

[Espace MUNI](#)

- Anne-Frédérique Morin (Assistant Executive Director), board member

[Réseau pour un Québec famille](#) (RPQF)

- Éric Beauchemin, board member and member of the organizing committee for the Semaine québécoise des familles and its 30th anniversary forum.

## MEDIA PRESENCE

This past year was again one of steady media visibility for the ACQ.

The ACQ received 55 media requests, for which it granted 20 pre-interviews and 35 interviews (more than half of them on the Grand Recensement).

Topics addressed:

- The Grand Recensement: Launching of the process, presentation of results, characteristics of member camps, certification and compliance
- Hosting of persons with special needs in camps: Budget increase, hosting conditions
- Jobs in camps: Minimum age for employment, employment conditions, hirings per region
- Characteristics of camps: Cost of stays, how to choose the right camp, disconnection of participants
- Topical subjects: Camp closures, heat, forest fires and air quality, ACQ awards, reactions to the [Union des municipalités du Québec](#) press release, registration stress for families, flooding in Texas

[“Day camps and sleepaway camps - Too many cancellations, not enough solutions”](#)

In this column published in La Presse on February 23, 2025, Marie-Eve Fournier reported accurately on the excessive financial burden for camps of late cancellations.

CHRONIQUE

Camp de jour et de vacances

### Trop d'annulations, pas assez de solutions



PHOTO MORGANE CHOQUEUR ARCHIVES LA PRESSE  
« Certaines organisations perdent des centaines de milliers de dollars chaque année en raison des départs », écrit Marie-Eve Fournier.



# Training services



Some of the graduates from the 2024-2025 cohorts were congratulated at the Annual Congress.



## URSAMAJOR — CAMP MANAGEMENT QUALIFICATION

In 2024-2025, training was given to four cohorts totalling 43 persons from 39 organizations:

- 11 persons from sleepaway camps and a family camp (fall)
- 11 persons from municipal day camps (fall)
- 11 persons from day camps (winter)
- 10 persons from municipal day camps (winter)

This year marks the start of training services offered to municipal day camp managers. This means that managers of all types of camp in Québec can now benefit from training of exceptional quality.



Several UrsaMajor masters trainers were at the Annual Congress.

As well as the graduates, the 14 master trainers deserve our congratulations for having generously shared their expertise with participants.

There has been no let-up in interest in this training program, which is for the time being exclusive to ACQ members, and waiting lists for each type of cohort are always filled.

Noting the timeliness and the quality of these programs, the **Ministère de l'Éducation du Québec** has renewed its subsidy by covering tuition fees for participants.

For its part, **Centraide of Greater Montreal** is continuing its five-year commitment for a third year by supporting development and hosting of the virtual training course on a dedicated platform.

[Read all about UrsaMajor](#)



Remue-Ménages training recruits 2025



## REMUE-MÉNAGES TRAINING — A PASSION FOR COUNSELLING

Whether in person, virtually or through videos, Remue-Ménages training sessions are playing a vital role in the quality of services provided by camps in Québec.

The excellence of these training sessions is down to the passion for counselling and teaching of the highly skilled trainers, all specialists in their field.

### The Remue-Ménages year in figures:

- 3,225 counsellors, 768 coordinators and 487 managers trained, for a total of 4,480 people (3,614 of them in person) — a 33% increase.
- More than 302 organizations have benefited from Remue-Ménages services, 43 of them by means of videos
- 141 mandates completed (an increase of 57%), representing 1,224.5 hours of training
- 607 candidates selected through the staff selection service (an increase of 23%)
- 50 trainers in action in more than 14 administrative regions of Québec and British Columbia
- 10 video capsules watched by more than 993 people

[Read all about Remue-Ménages training](#)



## ANNUAL CONGRESS

The 2024 Congress was an important opportunity for learning and personal and professional reflections for close to 400 members of the camp community. A total of 17 workshops and lectures were held at Rivière-du-Loup, in addition to the opening address on equity, diversity and inclusion (EDI) by Charles Lapierre of Corps bruyants, “Le camp inclusif : une question de posture” and a closing activity designed to strengthen teams and their cohesion.

[Read the proceedings of the Les camps font leur cinéma Congress](#)



## CAMP DISCUSSION SEMINAR

This annual meeting organized by and for ACQ members continues to prove its usefulness: the ninth edition, held on March 27 and 28 at Le Havre Familial, was once again fully attended by a hundred of so managers.

Under the theme *La richesse des camps : et si on avait la solution*, the following question was addressed: as managers, we are faced with new realities every year. We are always looking out for new methods and practices, but what if actually we had the solution at hand?



The organizers of the 2025 Seminar.



## COORDO ACADEMIE

Formerly known as the Forum de l'animation, this event changed its name to better reflect its mission of providing training specifically aimed at camp coordination teams. The first edition was held on April 26 and 27 at La Maison du Loisir et du Sport à Montréal, bringing together 74 participants, 30 of them on line.



Coordinators in training.

## CONTINUING TRAINING OFFERED TO MEMBERS

### Training to prepare for a certification or compliance visit — an ACQ virtual training session

Virtual training sessions to prepare for a certification or compliance visit during the summer of 2025 were mandatory for long-standing members and organizations on the route to certification. The purpose of these sessions is to convey and explain the information necessary for the success of certification or compliance visits by consultants. The training is also available in English.

- 221 people attended mandatory virtual training sessions this year.

### Managing swimming in an undeveloped site — a Lifesaving Society webinar

The goal of this webinar was to make camp staff aware of the risks inherent in swimming and water activities.

- 13 people took part.

### Seven tips for recharging one's batteries — a Mouvement santé mentale Québec webinar

This webinar presented mental health as an essential component of health and introduced the concept of positive mental health. Seven practical tips for nurturing mental health were given. The goal is to set simple benchmarks to foster wellbeing, both individual and collective, especially in the workplace.

- 6 people took part.

### **Information on Bill 90 and its use in camps — webinar given by Marie-Josée Morasse RN, BMedSci**

This workshop provided information on Bill 90 and the national care rule and its application in camps. Marie-Josée answered questions from managers on the training and implementation of procedures required for their staff. She also addressed ways of obtaining adequate training and planning supervision by a qualified nurse.

- 25 people took part.

### **Continuity plans — Red Cross webinar**

This workshop gave a better understanding of the importance and the benefits of planning for the continuity of activities in an emergency situation: improving communication in time of crisis, clarifying the roles of staff, protecting the organization's reputation, and limiting financial or material losses.

- Over 130 people expressed interest in this webinar.

### **Be Ready — Preparing for emergencies and disasters — Two Red Cross workshops**

The Red Cross provided two-stage training on preparing for emergencies and disasters.

- First, the counselling teams of 12 camps were initiated into the subject during the Coordo Académie sessions.
- Next, visits to day camps were made to raise the awareness of counsellors and participants regarding preparation for disasters. The workshops were given 44 times in 14 camps, reaching 876 young people.

### **Information session on becoming a host camp in the event of a major disaster — Red Cross**

The Red Cross is looking for partners for emergency accommodation sites in the event of disasters, and provided a briefing session to set out the formalities involved in potential agreements.

- 20 ACQ member camps attended.





# Promotion and communication

## PROMOTIONAL CAMPAIGNS

The ACQ has two main focuses for promotion:

- Camps and, more specifically, the offerings of certified camps
  - Sleepaway camps
  - Day camps
  - Family camps and cottage rental
  - Nature classes and group hosting
- Jobs in camps

The ACQ also promotes its own products and services, mainly through digital channels: its website, its social media and its newsletters.

This approach using complementary avenues has given fruit, because the jobs noticeboard has seen an explosion in the number of spontaneous applications filed, with 1248 entries (an astonishing 575% increase!), and the number of page views on our website has also increased significantly.

## Printing and dissemination

Promotional material provided to over 1100 distribution points in the following regions: Capitale-Nationale, Mauricie, Estrie, Montréal, Chaudière-Appalaches, Laval, Lanaudière, Laurentides, Montérégie and Centre-du-Québec.

### 1150 copies of our posters



### 65,000 copies of our promotional card





### Poster on buses

From March onwards, people travelling on the periphery of Montréal (south and north shores) and in the Lanaudière region had a chance to see one of the 48 buses on the back of which this poster was displayed.



### Radio shows

Encouraged by last year's positive experience, the ACQ once again called upon Arsenal Médias to produce nine radio shows broadcast from March 3 onwards in the following regions: Bas-Saint-Laurent (*Plaisir*), Capitale-Nationale (*Hit Country*), Estrie (*Hit Country*), Chaudière-Appalaches (*O, Plaisir, Hit Country*), Lanaudière (*O*), Centre-du-Québec (*O, Plaisir*).

### Journal de Montréal and Journal de Québec

Placement in the Journal de Québec's special edition on camps (March 15) and on the front page of the Journal de Montréal on April 1. Over 1.5 million people were exposed to our publicity.

### Campaign to promote camps in collaboration with Decathlon Canada

In June, the ACQ and [Decathlon Canada](#) joined forces to shine a spotlight on the camp universe.

Two short videos were seen 8698 times on our respective social media:

- [What to pack when you set off for a sleepaway camp](#)
- [What to put in your bag for day camp](#) (items that could be won by participating in a contest)

Two articles were also published on our websites:

- [Preparing for camp](#)
- [Protecting yourself against the sun and insects](#)

By associating with a partner that, like us, promotes outdoor and physical activities, the ACQ has broadened its scope, increased the visibility of camps and garnered 115 followers on Instagram.





## CAMPSQUEBEC.COM WEBSITE

This year the ACQ website recorded an increase in page views, even though the number of visitors seems to have fallen (except for the Jobs in camps section).

This paradoxical situation is the result of Bill 25, which requires explicit consent for the use of cookies. Because a high proportion (between one third and half) of visitors reject or ignore notices on cookies, analytical tools record fewer recurring visits, which suggests a drop, when in fact the viewing of content is rising.

### Statistical profile

	Page views (Annual growth)	Website visitors
Entire site	476,042 (+2.7%)	73,445
Camp search engine	252,777 (+2.8%)	36,674
Families Section	19,823 (+32.6%)	10,814
Jobs in Camps section	47,989 (+27.6%)	16,462

Source : Google Analytics

## THE ACQ AND SOCIAL MEDIA

We have seen significant effects from our promotional initiatives on social media.

Social media	Number of subscribers	Rate of increase
ACQ Facebook page Reach 223,830 persons	10,314	4.2%
Camp managers Facebook group	3,628	3.1%
Counselling jobs Facebook group	3,004	5.6%
PeP ton jeu! Facebook page	1,997	6.6%
Instagram Reach 11,380 persons	796	38.9%
Instagram Repère culturel	332	3.1%
YouTube 499,624 views	4,088	27.7%

Source : Meta

EMAIL MARKETING

This year we again maintained steady communication with families and educational personnel to promote what certified camps have to offer, including nature classes; jobs in camps; PeP ton jeu!; and the Repère culturel.

For schools, the number of email communications rose from 1 to 8 in comparison with last year.

Meanwhile the ACQ en action! newsletter addressed to camp managers was published at the same rate.

Targets	No. of subscribers	Annual growth	No. of emails sent	Average open rate	Average click rate
Camp managers	3,200	+34%	18	42.3%	7.8%
Families	3,305	+20%	12	38.6%	2.5%
Schools	1,634	+5%	8	36.4%	2.3%

All audiences taken together, the ACQ recorded an average click rate of 5.8%, surpassing once again this year the average for non-profit organizations in Canada, which stands at 4.12%. This result testifies to the effectiveness of the ACQ’s email marketing campaigns and its ability to engage with its audience.

PROMOTIONAL PARTNERSHIPS

Québec Family Week

The ACQ contributed to the drawing contest organized by the Réseau pour un Québec Famille, part of the Semaine québécoise des familles, donating bursaries of \$500, \$300 and \$200 applicable to a certified day camp, sleepaway camp or family camp.

Association des bibliothèques publiques du Québec

Promotion to camp managers of BiblioCLUB, a free program organized by the Association des bibliothèques publiques du Québec to promote reading during the summer vacation in order to minimize the effects of the “summer slide” among primary schoolchildren.



## PROMOTIONAL REPRESENTATION

Throughout the year, the ACQ participates in numerous representational events to promote the offering of its member camps and its own products and services.

- *Conférence annuelle du loisir municipal (CALM)* in Montréal
- *Fédération québécoise des organismes communautaires Famille (FQOCF)* in Drummondville
- *Journée des camps du Bas-Saint-Laurent* in Rivière-du-Loup
- *Journée montréalaise des camps* in Saint-Basile-le-Grand
- *Forum québécois du loisir* in Trois-Rivières
- *Journée estrienne des camps* in Sherbrooke
- Congress of the *Fédération des éducateurs et éducatrices physiques enseignants du Québec (FÉÉPEQ)* in Drummondville
- *Rendez-vous du loisir rural* in Scott
- Congress of the *Fédération québécoise des centres communautaires de loisir (FQCCL)* in Drummondville
- Espace MUNI congress in Victoriaville
- Three *Sommet Tremplin Santé* events in Saint-Modeste, Ascot Corner and Montréal
- *Réseau pour un Québec Famille (RPQF)* forum in Saint-Hyacinthe
- Congress of the *Association québécoise du loisir pour les personnes handicapées (AQLPH)* in Québec City



Audrey and Olivia at the FÉÉPEQ's congress.



Hugo, Vanessa, Anne-Frédérique et Éric at the CALM.



Josée at the Forum québécois du loisir.

# Other direct services to members

The ACQ supports its members by giving them access to high-quality expertise. Whenever a service is not provided free of charge, it is offered at a preferential rate.

## CONSULTING AND SUPPORT SERVICES

Managers of certified organizations, municipal organizations and organizations on the route to certification can benefit from the ACQ's expertise thanks to its personalized consulting services whenever they have questions or find themselves facing a particular situation.

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

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

## INFORMATION FOR MANAGERS BROUGHT TOGETHER IN ONE PLACE

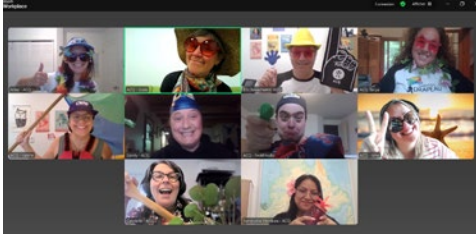
Most of the resources offered by the ACQ in the camp managers' section of its website are accessible to all. They include a host of free practical tools to support managers and the community. ACQ members enjoy priority access to exclusive resources (manuals, templates, training courses and other documents). This centralization allows managers to stay abreast of the latest knowledge and current practices without having to wade through innumerable sources of information.

[Visit the search engine for managers](#)





## INFORMATION SHARING AND MEETINGS



Introduced during the pandemic, the *Points d'information* (briefing points sent by email) and the 30 minutes de l'ACQ (thematic meetings recorded live and sent out to members the same day) continue to prove highly useful.

This year, nine *Points d'information* were sent out along with a virtual meeting to present the *Plein air au bout des doigts* project. Five 30 minutes de l'ACQ with between 65 and 165 participants were organized. On the agenda were survey results, projects and public speaking.

This year, members running private day camps had an opportunity to discuss their challenges and situations in a related sub-network dedicated to them.

## OVERHAUL OF THE COUNSELLOR IN TRAINING PROGRAM

Training for the rising generation is a vital tool to support recruitment and retention of camp staff. This is why the ACQ and its partners have embarked on an overhaul of the Counsellor in Training (CIT) program. The new program, aligned with DAFA standards, was tested in the field this year and will be launched in summer 2026. It is aimed at:

- Developing a qualified labour force
- Meeting the support requirements of special-needs youth
- Providing standardized training adapted to the reality of camps
- Boosting the attractiveness of camps as employers



### **DESTINATION C.A.M.P.**

In the fourth year of [Destination C.A.M.P.](#), a total of 188 teens between 11 and 17 (77 of them having joined the program for the first time) stayed in 33 certified sleepaway camps at a fraction of the actual cost. A total amount of \$411,506 was invested to make these stays possible in 2025.

The ACQ is grateful to **Mr. Luc Harnois** for his generosity and his ongoing commitment to the youth of Québec through Destination C.A.M.P. We are also immensely grateful to our host camps and their teams for the key role they play in youth development.

The return of host camps testifies to participants' formative learning experiences this summer. The great majority of them observed an improvement, or strong growth, in their self-confidence (85%), their autonomy (81%), their motivation (78%) and their perseverance (74%). This progress indicates that Destination C.A.M.P. has achieved its primary mission: encouraging teens to develop essential social skills in camp.

- Three graduates joined the certified counsellor in training program with a view to becoming counsellors next year.
- 18 teenagers took part in a stay of over 25 days in sleepaway camps.

### **EN ROUTE FOR TRI-STATE — BURSARY DRAW**

Four certified member camps won the draw for a \$500 bursary to travel to Atlantic City to take part in this year's Tri-State Camp Conference Association.









# ACQ awards

The ACQ Awards highlight excellence in Québec camps. They are given at the Annual Congress.

## Distinction Awards for outstanding contributions by people in the camp community



**Homage grand prize**

[Martine Dupont](#)



**Torch bearer**

[Margot Lavoie](#)



**Torch bearer**

[Jacques Proulx](#)



**Next generation**

[Mélody Poulin](#)

## Excellence Awards for exceptional quality in recent camp projects

### **Camp Richelieu St-Côme** **Forum Lanaudois des camps project**



**Development and innovation**  
Certified sleepaway camp or family camp

### **La Zone Youhou!** **Une retraite au camp**



**Development and innovation**  
Certified day camp

### **Camp Trois-Saumons** **Perfectionnement en Randonnée —** **Monts Uapishka program**



**Programming and camp life**  
Certified sleepaway camp or family camp

### **Centre Multi Loisirs Sherbrooke** **Programme ÉcoAventure project**



**Programming and camp life**  
Compliant municipal day camp

### **Plein Air Ville-Joie** **Camp La Relève project**



**Programming and camp life**  
Certified day camp





# Partnerships and completed projects

## PROJECT FOR YEAR-ROUND EMPLOYMENT WITH THE *CHANTIER D'ÉCONOMIE SOCIALE*

Thanks to financial support from the [Chantier d'économie sociale](#), and in response to the pilot project carried out in four regions of Québec, the ACQ has created a [manual](#) to help create partnerships between camps and respite organizations in the same region. The potential benefits of such a partnership include: increasing the retention rate of attendant and counselling staff, developing the skills and experience of these workers, and improving the quality of services provided to the clientele. The manual is backed up by tools to help promote and set up partnerships.

## FINANCIAL SUPPORT FOR CAMPS THAT HOST PERSONS WITH SPECIAL NEEDS WITH THE MIRELLA & LINO SAPUTO FOUNDATION

The ACQ, which counts inclusivity among its key values, gratefully acknowledges the support of the [Mirella & Lino Saputo Foundation](#) in improving the services offered by camps to those with special needs.

### Programming and living environments in camps

**Component 1** — 24 organizations received between \$3000 and \$10,000 for projects they had submitted for optimizing the equipment required for counselling and interventions with persons with special needs and improving the quality of their camp experience. New this year: regular camps that host this clientele under a specific program could also submit an application. These camps received a total of \$150,000.

**Component 2** — 10 camps submitted projects aimed at enriching the programming offered to persons with special needs. Of the ten projects filed, the ACQ and the Mirella & Lino Saputo Foundation selected eight, each of which received \$50,000.

### Support for camp stays for persons with special needs

To support families and persons with special needs on low incomes, discounts on the costs of stays were offered to over 300 participants. A total value of \$150,000.



## THE COMPASS PROJECT WITH THE MARIE-VINCENT FOUNDATION

This program to prevent sexual violence, developed with the help of several partners including the Association des camps du Québec, is aimed at children aged between 6 and 12 and their entourage, through community organizations of various kinds and day camps and sleepaway camps.

The program is made up of educational prevention tools and of training sessions whose goal is to give the various camp managers, psychosocial workers and counsellors tools for the prevention of sexual violence.

## RISK-MANAGEMENT TOOLS FROM THE *COMITÉ POUR LE DÉVELOPPEMENT ET LA PROMOTION DU PLEIN AIR*

Thanks to collaboration between the Réseau Plein Air Québec (RPAQ), Aventure Écotourisme Québec (AEQ), La Fédération des éducateurs et éducatrices physiques du Québec (FEEPEQ) and the ACQ, managers can now access tools suitable for all outdoor activities and all practice contexts to help them put risk management into practice. These tools include:

- Evacuation plan templates
- Emergency measures plan templates
- Video clips, information leaflets and a glossary

## *PLEIN AIR AU BOUT DES DOIGTS* WITH THE *RÉSEAU PLEIN AIR QUÉBEC*

Working closely with *Le Réseau plein air Québec* (RPAQ), the ACQ has this year continued developing the *Plein air au bout des doigts* project (working title), made possible by financial support from the *Ministère de l'Éducation*. The project is designed as a risk analysis tool for the practice of outdoor activities under supervision. Camps, scouts and physical education teachers (FEEPEQ) are consulted to ensure that the project's recommendations are based on reality in their field, complementing those of safe supervision manuals produced by outdoor federations.

The digital tool, to be launched in spring 2026, will give the camp community harmonized benchmarks that will foster safe, consistent supervision of outdoor activities.

## RESPITE BENCHMARKS: QUALITY STANDARDS APPLICABLE TO RESPITE RESOURCES WITH RÉPIT QUÉBEC

The ACQ has made use of its expertise in deploying programs of standards in collaborating with [Répit Québec](#) in the design of [Repères Répit](#) (respite benchmarks), a flexible tool to support organizations in harmonizing their practices. It sets out minimum standards for ensuring safe, respectful, high-quality service, while fostering ongoing improvement and recognition of respite as an essential service.



## DÉFI FESTI-ARTS WITH THE LAURENT DUVERNAY-TARDIF FOUNDATION/TREMLIN SANTÉ AND THE RÉSEAU DES UNITÉS RÉGIONALES DE LOISIR ET DE SPORT DU QUÉBEC

Designed to mobilize counselling teams around a unique collective experience, this [one-week challenge](#) in July invited young people to express themselves artistically. Drawing, theatre, music, literature... any avenue to put art at the heart of the camp!

## OPÉRATION DRAPEAU

[Opération Drapeau](#) is an awareness program aimed at preventing violence and bullying in camps, in continuity with measures taken in schools and leisure organizations.

This year the program kit includes:

- An implementation manual to help plan the program and make it part of your camp
- A manual and a video clip for managers dealing with prevention and intervention strategies
- A manual and a video clip for counsellors suggesting activities and providing practical advice
- A manual for a large group game and other activities for raising the awareness of children and teens through play

On July 17 all over Québec, camps played to prevent violence and bullying as part of Journée Opération Drapeau. On the program were a theme, activities and a large group game to develop the five skills that can prevent violence (communication, cooperation, managing emotions, empathy and problem resolution).



Children in action during the Journée Opération Drapeau





## CAMP START-UP MANUAL

In March 2025, the ACQ obtained funding from the [Fédération des parents acadiens de la Nouvelle-Écosse](#) (FPANÉ) to create a day camp start-up manual adapted to the realities of Québec and Nova Scotia. For this initiative we collaborated with Québec partners seeking to update an old manual published over 10 years ago by Le Conseil Sport Loisir de l'Estrie. Following major concerted efforts, the new updated and adapted manual will be available by the end of 2025.

This digital tool is divided into nine themes to support new managers setting up a day camp. A 100% free tool born out of collaboration between Québec and Nova Scotia.



### PEP TON JEU!

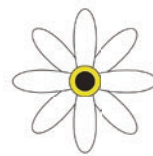
The ultimate bank of active games you can hold in the palm of your hand now features over 1,200 games!



The app was downloaded 19,714 times this year, bringing the total number of downloads since the launch in May 2019 to 152,458.

New collections from stimulating partnerships:

- **[LudoCOOP](#)**: created by the *Conseil québécois de la coopération et de la mutualité*, this collection features 20 games designed to stimulate the spirit of cooperation and cooperative entrepreneurship in the camp context. The games come with a free program.
- **[Association québécoise de la garde scolaire \(AQGS\)](#)**: this collection presents 50 active games invented by participants in the Inspire à sortir training session.
- **[Hourra! Jeux de récréation](#)**: this collection presents 10 simple games that last about 15 minutes, require little in the way of materials, and can be played all year round.
- **[Grands jeux](#)**: Denis Poulet shares 15 large group games that have become classics in the world of camps.
- **[Opération Drapeau](#)**: games aimed at raising awareness and preventing violence in camps through the development of the following skills: communication, cooperation, emotion management, empathy development, and problem resolution.



### New videos on safety in activities and travel

Thanks to financial support from the government of Québec, the ACQ has produced two video clips to help counselling staff and attendants in their daily work. These dynamic videos are designed to raise awareness about safety and safeguarding in frequently encountered situations, during both activities and travel. They can be found on the *PeP ton jeu!* app and on the ACQ's YouTube channel.

- [Watch the video on safety during activities](#)
- [Watch the video on safety during travel](#)

This year, 1,700 new accounts were opened:

- 1,198 counsellor accounts
- 395 school accounts
- 105 general accounts

Bringing the total number of active accounts to 7,912.

### Bonus!

Advertising banners visible on the app generated revenue of \$901.28.

### THE REPÈRE CULTUREL

## repère culturel

With its 52,190 users—a significant rise of 60%—and its 150,893 page views—an outstanding increase of 155%—the [Repère culturel](#) has confirmed its role as the leading reference source for creativity in camps.

La section des chansons de camp demeure la plus consultée, totalisant 128,039 vues sur le site du *Repère culturel* et 470,077 écoutes sur YouTube, témoignant de l'intérêt grandissant pour ce répertoire. Parmi les chansons présentées, « Y avait des crocodiles » s'est distinguée comme la plus écoutée de l'année avec 24,843 écoutes, consolidant ainsi sa place parmi les incontournables des chansons de camp.



## RÉFLEXE

### URGENCES EN CAMP IS NOW RÉFLEXE

Unforeseen events come with the territory, and like any organization the ACQ has to deal with them. Although, at the time of writing, the release date of the *Réflexe* app was still unconfirmed, the [52 emergency protocols](#) revised or drafted by experts are ready and accessible right now.

They fall into four categories:

- First aid
- Psychological distress
- Environmental contingencies
- Community health





# Board of Directors and ad-hoc committees

## BOARD OF DIRECTORS

- **President** Thomas Le Page-Gouin, *Camp Le Manoir* and *Centre écologique de Port-au-Saumon* (sleepaway camp)
- **Vice-President** Frédéric Lanoue, *Camp YouHou!* (day camp)
- **Treasurer** Olivier Lauzon, *Camp Portneuf* (day camp)
- **Secretary** Marilyse Richard-Robert, *Edphy International* (sleepaway camp)

## Directors (and electoral colleges)

- Corben Jersey (independent)
- Guillaume Roberge, *Centre Notre-Dame-de-Fatima* (sleepaway camp)
- Mathieu Labine-Daigneault (independent)
- Nancy Rozon, *Camps de jour YOPI/Loisirs 3000* (day camp)
- Pascal Rousseau (independent)
- Shauna Joyce, *Camp Amy Molson* (sleepaway camp)
- Steeve Croteau, *City of Blainville* (municipal day camp)

In accordance with our bylaws, **Thomas Le Page-Gouin** will resign as president during the Annual General Meeting. Under his exemplary leadership, governance of the Board of Directors and deliberations on strategic orientations have been optimized. We pay tribute to his outstanding commitment and his determination to ensure that our association should align its initiatives with the needs and expectations of our members. Our infinite thanks, Thomas, for five inspiring years.

We would also like to highlight the contribution of **Shauna Joyce** and **Olivier Lauzon**, who are leaving the Board after three busy mandates (six years), and of **Nancy Rozon**, who has completed two terms.

## COMMITTEES OF THE BOARD OF DIRECTORS

### Standards Committee

- Amélie Spain, *Les camps Odyssée*
- Anne Biron, *Ville de Longueuil*
- Cynthia Bonenfant-Lingat, CAMMAC
- Cynthia Gauthier, ACQ consultant
- Guillaume Roberge, *Centre Notre-Dame-de-Fatima*
- Hugo Filiatrault, ACQ
- Julie Tétreault, *Municipalité de Saint-Paul*
- Martin Lapointe, *Camp De-La-Salle*
- Nancy Rozon, *Loisirs 3000*
- Sandy Duncan, ACQ
- Tanya Desrochers, ACQ

### Representation committee

- Anne-Frédérique Morin, ACQ
- Éric Beauchemin, ACQ
- Frédéric Lanoue, Board vice-president
- Thomas Le Page-Gouin, Board president
- Valérie Desrosiers, ACQ

From left to right: Frédéric Lanoue, Pascal Rousseau, Marilyse Richard-Robert, Guillaume Roberge, Olivier Lauzon, Steeve Croteau, Mathieu Labine-Daigneault, Nancy Rozon, Thomas Le Page-Gouin, Shauna Joyce, Éric Beauchemin, Corben Jersey.









# Permanent staff

- Éric Beauchemin, Executive Director
- Anne-Frédérique Morin, Assistant Executive Director
- Tanya Desrochers, Director for programs
- Gabrielle Dessureault-Germain, Director, Communications and Digital Development
- Hugo Filiatrault, Coordinator, Compliance-related Programs
- Jennifer Marchand, Coordinator, Training
- Josée Piquette, Project Coordinator
- Sandy Duncan, Coordinator, Certification-related Programs
- Valérie Desrosiers, Communications and Public Relations Coordinator
- Vanessa Brûlé, Coordinator, Development
- Esmeralda Mendoza, Administrative Assistant
- Audrey Besner, Training Agent
- Geneviève Lafleur, Communications Agent
- Olivia Caschetto, Development Agent







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