

2023-2024 ANNUAL REPORT



Association des
camps du Québec



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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.

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's values and how it is organized, [see the À propos section of our website.](#)



Member satisfaction survey

During certification and compliance visits conducted in summer 2024, our consultants asked camp managers to assign a value to the services we provide by completing a short, anonymous questionnaire. 135 people responded, using a scale from 0 (no value) to 5 (immense value).

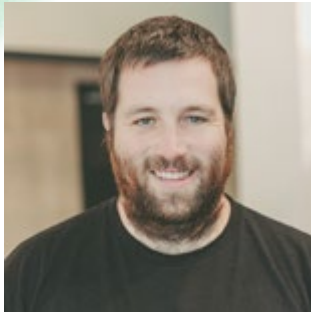
- What is your level of satisfaction with the ACQ's **services to support the implementation of standards and guidelines in your organization**? **93% answered 4 or 5.**
- What value do you place on the ACQ's actions to **advocate for** members, camps and families? **90% answered 4 or 5.**
- What value do you place on **the ACQ-supplied logo** indicating your status as a certified camp or compliant municipal camp? **80% answered 4 or 5.**
- What value do you place on the ACQ's **representation work with government authorities**? **77% answered 4 or 5.**
- What value do you place on the **ACQ's visibility and promotion** services? **57% answered 4 or 5.**

Contents

A word from the Executive	6
Highlights of 2023-2024.....	8
Organizational aspects.....	10
Membership and certification and compliance visits.....	10
<i>La Licorne</i> : A digital tool to support visits	11
Human resources.....	11
Financial situation	12
Political and media representation.....	16
Promotion and communication.....	23
Training services.....	29
Philanthropic life.....	33
Other direct services to members.....	34
ACQ Awards 2023.....	36
Partnerships and achievements to benefit members	39
Improvements in camps' services to persons with special needs.....	36
<i>PeP ton jeu!</i>	40
Opération Drapeau to prevent violence in camps.....	41
Digital platform for the Le plein air au bout des doigts project	41
<i>Urgences en camp</i>	41
Revision of the Counsellor in Training (CIT) program.....	42
The <i>Repère culturel</i>	42
Board of Directors and ad-hoc committees	43
Permanent staff	44



A word from the Executive



Thomas Le Page-Gouin

Dear Members,

We have the renewed pleasure and privilege of submitting our report on the closing year.

Political and media representation

Since the pandemic, this aspect of our work has moved to quite another level. We are now able to get our message across to a variety of actors. We engage in frequent contacts with the political class, higher educational institutions, major outdoor and leisure organizations, and policymakers in government departments. We must highlight the excellent work done by Anne-Frédérique, Éric and Valérie, backed up by other members of staff and the Board, in submitting a [brief](#) to and participating in the parliamentary commission on [Bill 45, an Act to amend the Act respecting safety in sports](#). The brief accurately set out our expectations regarding the camps industry. The ACQ makes representations to several authorities, faithfully highlighting the value of the camp experience.



Shauna Joyce

Certification and compliance: strength in the logo and the group

Camps are becoming ever more professional. In many organizations, our teams work year-round to ensure that camps offer rich programming and a wealth of experience and learning opportunities. Tools such as the [Reference Framework for Municipal Day Camps](#) and the [Certification Standards Manual](#) give us a common basis for supervision, rigorously applied, and a seal of quality that sends Québec families a strong message that camps in Québec are safe and properly supervised. Together, we create value for the ACQ logo, which is proudly displayed to show everyone that ACQ member camps are quality camps.

Networking and community

One of the ACQ's roles is to foster and contribute to exchanges between organizations in our industry. Record attendance at our last congress and a historic delegation to the International Camping Congress in 2023 plainly demonstrate the importance of this mandate for camp managers. Networking gives us a way to share our successes and avoid pitfalls by calling on our collective wisdom. Networking continues throughout the year with various events and the [Gestionnaires de camp](#) Facebook group, to which about 3,500 managers are subscribed. This shows just how much members of our industry collaborate and share with, rather than compete against, each other. Together, we are making our camps, and our industry, grow stronger. Sub-networks play an important part in extending these exchanges, with meetings allowing smaller groups of members to discuss common issues and share good practices.

Support for camps and their clientele

The ACQ supports camps through a number of programs. The continuing [Destination C.A.M.P.](#) initiative, a program for the purchase of outdoor and sports equipment, and support for camps catering to people with special needs are good examples of programs that help members do more for their clientele.

Thanks to rigorous work by managers and permanent staff, some aspects of the [Programme d'aide financière à l'accessibilité aux camps de vacances \(PAFACV\)](#) have been overhauled and improved.

Top-quality training programs

[UrsaMajor](#), the first training program for camp managers, has entered its second year. The program has been enhanced with the adaptation of information videos to reflect the reality of municipal day camps. This expertise comes on top of the [Formations Remue-Méninges](#) sessions that have provided support to camps for 27 years.

Thanks

To our friends and colleagues on the Board of Directors: thank you for the time you devote to the Association des camps du Québec and the entire camp industry. Your commitment and your generosity shine brightly.

To permanent staff employees: thank you for supporting camps year round, for your professionalism and your skills, and your reassuring presence. With your tools, programs, advice and answers to all our questions, you are leading lights in the success of camps and the continued growth of the industry.

We must also offer 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 during which you have unceasingly and without sufficient rest deployed 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.

Thank you for your commitment.



Thomas Le Page-Gouin
President



Shauna Joyce
Vice-President



Highlights of 2023-2024

Submission of the brief *Recommandations pour un encadrement sécuritaire des activités de camps de jour, camps de vacances et camps familiaux au Québec* as part of the consultation process for Bill 45 on security and safety in leisure and sport.

Parliamentary commission hearing: Request that an operating permit be made a requirement for all camps.

Active participation in the overhaul of the *Programme d'aide financière à l'accessibilité aux camps de vacances (PAFACV)*, in collaboration with the *Ministère de l'Éducation du Québec*. As a result, the program was enhanced and renewed for the coming three years. For the 2024-2027 cycle, 67 certified sleepaway camps will be given financial support totalling \$27.4 million through this program.

Submission by the main players in the day camp ecosystem of five major priorities for Québec day camps, following on from the *Déclaration des camps de jour* “Coconstruire l'idéal d'un milieu” that arose out of the 2022 edition of the *Forum québécois du loisir*. These priorities update structure-building measures that have an immediate impact on the quality of day camps for all children. More information on these priorities can be found on page 17.

Unprecedented mobilization of camp industry actors asking the Québec government to intervene to facilitate the integration and support the presence of special-needs participants in day camps. Details can be found on page 18.

Setting up of a microprogram to support the purchase of outdoor and sports equipment that enabled \$260,998 to be distributed among 54 camps. Total value of purchases made by these camps is estimated at \$370,000.

The ACQ was given a seat at the table of partners of the *Ministère de l'Éducation's Direction générale du sport, du loisir, de l'activité physique et du plein air*, chaired by the Assistant Deputy Minister, Ms. Chantal Marchand.

Thanks to financial support from the Mirella & Lino Saputo Foundation, renewal and enhancement of programs to support the hosting of special-needs clientele in camps primarily dedicated to this mission.



Involvement in the dynamism of the camp community in Québec, Canada and worldwide:

- Three cohorts of managers (33 persons) trained through UrsaMajor
- Record attendance at the Annual Congress held in Victoriaville (close to 400 participants!)
- Significant contribution of the ACQ and Québec delegates in the relaunch of the CCA, particularly during development of strategic planning in September 2023 in Montréal.
- Strong Québec delegation to the International Camping Congress in Spain

Destination C.A.M.P. Third summer of activity for this unique program facilitating access to sleepaway camps. During summer 2024, 159 young people stayed in 39 participating camps.

Analysis and overhaul of the ACQ suppliers program to make it more attractive and generate more revenue.



The *Sceau Concilivi* was awarded to the ACQ in recognition of its work on professional-family life reconciliation. This will maximize job attractiveness and help retain members of the ACQ's permanent staff.

In collaboration with the Unités régionales de loisir et de sport (URLS), continued development of *La Licorne*, a digital platform to facilitate the management and completion of certification and compliance visits, and migration to a more powerful database system better suited to the organization's needs.

Deployment of remarkably effective campaigns to recruit staff and promote the camp experience outside major urban centres and on social media.

Organizational aspects

MEMBERSHIP AND CERTIFICATION AND COMPLIANCE VISITS

Membership

As of August 31, 2024, ACQ membership comprised:

195

organizations bound by certification standards (Independent camps)

255

organizations bound by the compliance framework (municipal day camps)

937

camp sites, **615 of them municipal**

450

member organizations having four different statuses

Member organization status	Number of organizations	Number of camp sites
Certified camps	182	308
Camps on the route to certification	13	14
Compliant municipal day camps	184	489
Member municipal day camps	71	126

39

Breakdown of the **39** organizations who became members in 2023-2024

- 10 in the certification program
- 29 in the compliance program

219

certification and compliance visits

Over the two months of summer 2024, the 38 consultants trained and supported by the ACQ conducted 82 certification visits and 137 compliance visits, giving a total of 219 organizations visited. This brings the total number of camps verified by the ACQ this summer to 396 (136 sets in connection with certification and 260 municipal day camps).

The 2024 consultant team



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

LA LICORNE: A DIGITAL TOOL TO SUPPORT VISITS

Summer 2024 saw phase 2 of the development of La Licorne, the digital platform for managing camp visits. Since its first year of use in 2023, many modifications have been made to improve management of follow-up by teams of consultants, the ACQ and agents from the Unités régionales de loisirs et de sport (URLS) that support municipal day camp managers in their activities. The second year of the program to provide support and advice for municipal day camps saw the participation of 14 administrative regions, with a total of 418 hours of personalized support provided to municipal day camp managers.

HUMAN RESOURCES

Permanent staff

As of August 31, 2024, the ACQ's permanent staff had 13 members. During the year, [Audrey Besner](#) was hired as a training agent. [Mikaël Landry](#), studying leisure management technique and intervention at Rivière-du-Loup CÉGEP, successfully completed his finishing internship with us.

Award of the *Sceau Concilivi*



As an employer, the ACQ obtained the *Sceau Concilivi*, a work-family reconciliation award from the [Réseau pour un Québec Famille](#). [Follow this link](#) to the work-personal life-family reconciliation charter for ACQ employees.

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, the ACQ has produced a style guide providing information on drafting and editing documents in French. Another objective of this document—actually its primary goal—is to foster the use of a contemporary, accessible communication style promoting inclusion and equality. [An adapted version of the guide](#) is available to members and the public. Since language is a living phenomenon, the content of the guide is bound to change over time.

Ongoing training for permanent staff



In October, two members of the team took part in the **International Camping Congress** in Tarragona, a triannual event attended by camp professionals from around the world.

The Québec delegation of 15 people from the camp community made a good impression. In addition, three managers of ACQ member camps had an opportunity to share their expertise as speakers. [Find out more.](#)

Representatives of Quebec camps in Spain





Gabrielle, Hugo and Jennifer at the Tri-State Camp Conference

Again this year, three members of staff part in the American Camp Association’s [Tri-State Camp Conference](#) in Atlantic City. We express our thanks to the *Programme d’aide financière aux événements de loisir* (PAFEL) whose financial support made our participation possible.

In addition, five employees took part during working hours in the *Femmes en loisir* program provided free of charge by the Conseil québécois du loisir (CQL). [About Femmes en loisir.](#)

FINANCIAL SITUATION

Subsidies obtained between September 1, 2023 and August 31, 2024.

\$280,514	<p>Ministère de l’Éducation du Québec – mission assistance</p> <p>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).</p>
\$221,659	<p>Programme placement Sports et Loisirs</p> <p>Donation matching program – donations received by the ACQ.</p>
\$175,000 (Year 2 of 2)	<p>Direction de la sécurité dans le loisir et le sport (a department of the MÉQ)</p> <p>Funding for phase 2 of development of La Licorne (digital tool to facilitate management and completion of certification and compliance visits).</p>
\$105,000	<p>Direction de la sécurité dans le loisir et le sport</p> <p>This amount is assigned to compliance visits to municipal day camps.</p>
\$67,900 (Year 2 of 2)	<p>Direction de la sécurité dans le loisir et le sport</p> <p>For development of the Opération Drapeau project to prevent violence in camps</p>
\$20,291	<p>The MÉQ’s Programme d’aide financière aux événements de loisir (financial assistance program for leisure events – PAFEL)</p> <p>For the following events organized or supported by the ACQ:</p> <ul style="list-style-type: none"> • ACQ Annual Congress • Camp discussion seminar <p>And for participation in the following international events:</p> <ul style="list-style-type: none"> • International Camping Congress • Tri-State Camp Conference.
\$16,200	<p>Direction de la sécurité dans le loisir et le sport</p> <p>Contribution to provide free-of-charge participation in UrsaMajor, the camp-management qualification program.</p>
\$200,000	<p>Direction de la sécurité dans le loisir et le sport</p> <p>Creation of a digital platform to host outdoor standards and support the overhaul of standards manuals for the various outdoor federations. Read the news release.</p>

ORGANIZATIONAL ASPECTS

<p>\$50,000</p>	<p>Programme sécurité Intégrité Québec (PSIQ) 2023 Direction de la sécurité dans le loisir et le sport Overhaul of the platform and upgrading of the content of the Urgences en camp app.</p>
<p>\$50,000 (over 2 years)</p>	<p>Programme sécurité Intégrité Québec (PSIQ) 2024 Direction de la sécurité dans le loisir et le sport Upgrading of training on security and safety in camps.</p>
<p>\$53,650 (over 2 years)</p>	<p>Social economy project</p> <ul style="list-style-type: none"> • Project for the sharing of labour between camps (in summer) and places of respite (the other three seasons) • Overhaul of Counsellor in Training (CIT) program to implement content and foster the integration of special-needs clientele.

Donations received between September 1, 2023 and August 31, 2024.

<p>\$590,681</p>	<p>Mirella & Lino Saputo Foundation In support of four programs:</p> <ul style="list-style-type: none"> • Improvements to the living environment for employees • Enhancements to activities offered and equipment for the clientele • Camp stays for special-needs clientele • Partnership with Collaboration Santé Internationale to make specialized equipment accessible
<p>\$41,938</p>	<p>Centraide du Grand Montréal In support of three projects:</p> <ul style="list-style-type: none"> • Study on the impact of camps • Hosting of the UrsaMajor platform • Improvements to UrsaMajor content



Other revenue sources: Outside advertising sales

While the sale of advertising space was held up by analysis and discussion of the value of the visibility provided by the ACQ through its various platforms, the business partnership program, including official suppliers, enjoyed another good year.

- **52 official suppliers**
- **46 exhibitors** at the Salon des exposants at the ACQ Annual Congress
- **13 certified camps** purchased advertising space on [CampsQuebec.com](https://www.campsquebec.com)

IMPROVEMENT OF THE SUPPLIERS PROGRAM

Work on improvements comprised three stages:

- Revision of price grids, supported by Quintus
- Survey of suppliers and camps to identify the wishes and needs of both
- Supplier focus group with [Boreala Management](#)

After completion of these stages, three new packages have been offered since September 1, 2024.

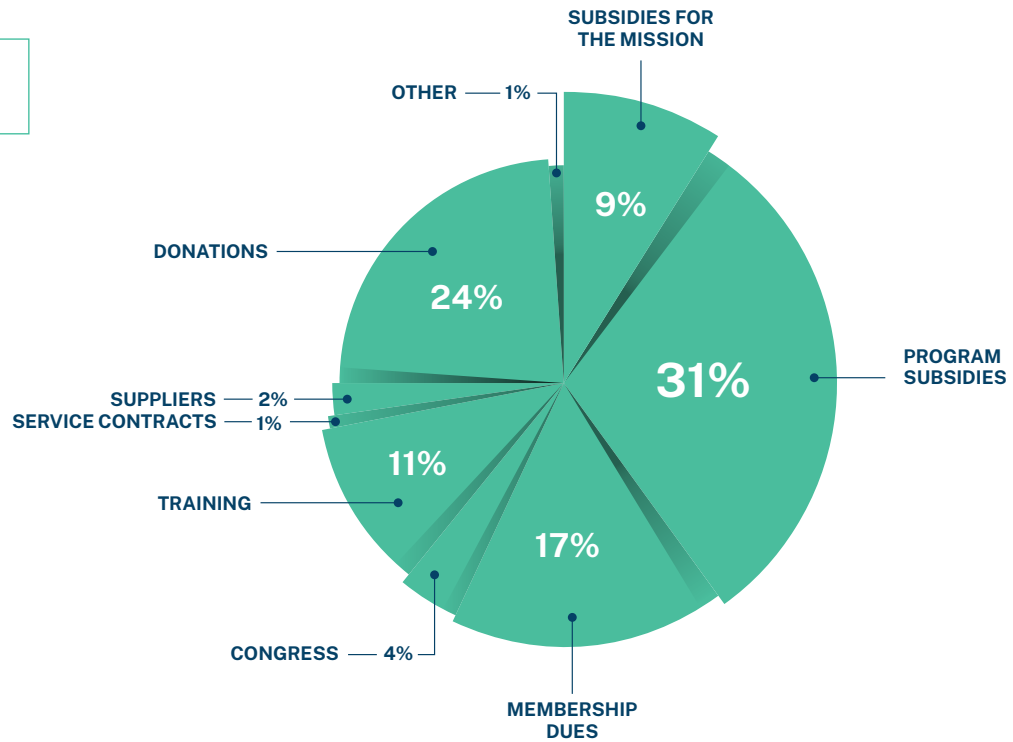
Adoption of the cost per thousand (CPM) model has proved positive. Advertisers like the flexibility and simplicity of the method, as do certified members. [Read the new proposals to suppliers](#) and certified camps.



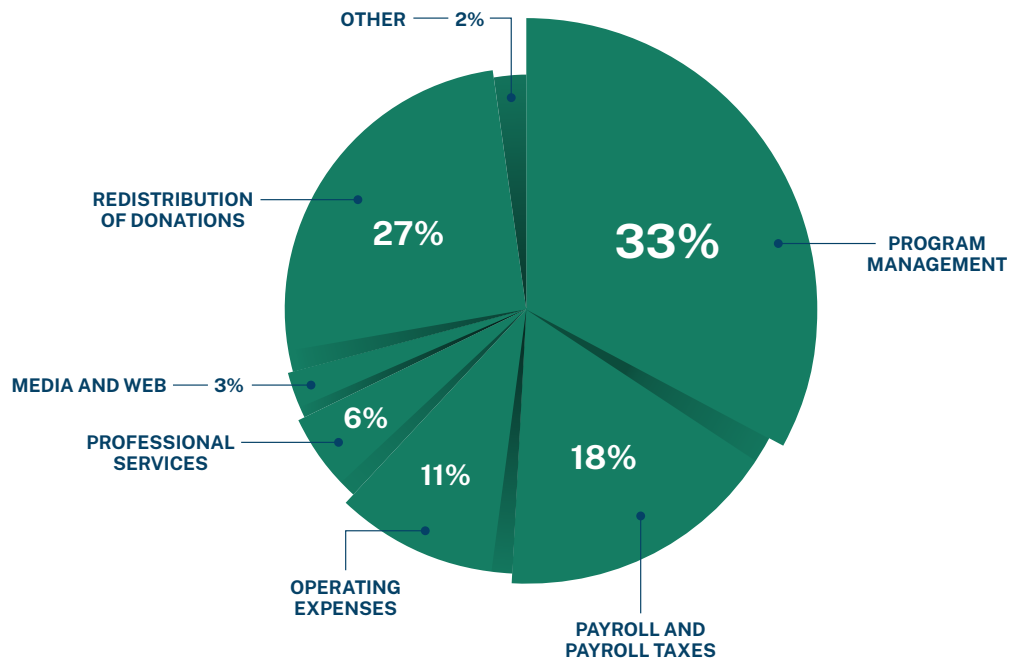
FINANCIAL BREAKDOWN

Operating costs for the 2023-2024 financial year were: **\$296,785**

INCOME



EXPENSES



Political and media representation

Anne-Frédérique, Eric and Thomas during the parliamentary commission



POLITICAL ACTION

Submission of a brief, and a notable first for the ACQ: appearance at a parliamentary commission

In March 2024, as part of the parliamentary commission on *Bill 45, an Act to amend the Act respecting safety in sports*, ACQ representatives went to the National Assembly to press for the introduction of a mandatory operating permit for all camps active in Québec.

Prior to this important meeting, the ACQ had submitted a brief that set out the importance of camps in the life of families in Québec and made recommendations for safe supervision of the activities of daily camps, sleepaway camps and family camps in Québec.

Following its appearance at the parliamentary commission and to complement its brief, on May 17 the ACQ submitted proposals for amendments to the Bill to the government and the opposition parties.

Although the Bill was enacted without the ACQ's proposed amendments, we welcome the implementation of systematic judicial record checks in all leisure settings including camps. In parallel with these advances, the Ministère clearly signified its recognition of the important need for action to provide better guidelines for the operation of camps—all camps—in Québec. To achieve this goal, the ACQ has been identified as a principal partner of the *Ministère de l'Éducation* in the implementation of structure-building measures in the short and medium terms.

A media campaign was deployed to ensure that these historic representations by the camp industry were heard outside Parliament. The response from media all over the province reflected a strong interest in the question of safety in camps in Québec.



Valerie, Thomas, Anne-Frédérique and Eric in front of the National Assembly prior to the parliamentary commission



[Read the brief *Recommandations pour un encadrement sécuritaire des activités de camps de jour, camps de vacances et camps familiaux au Québec*](#)

[Watch the proceedings of the parliamentary commission](#)

[Gauge the media spinoff benefits](#)

FIVE MAJOR PRIORITIES FOR DAY CAMPS

Submission by the main players in the ecosystem of five major priorities for Québec day camps, following on from the [Déclaration des camps de jour](#) “Coconstruire l’idéal d’un milieu” that arose out of the 2022 edition of the *Forum québécois du loisir*. These priorities update structure-building measures that have an immediate impact on the quality of day camps for all children.

Priority 1

The introduction of a mandatory operating permit. This would guarantee the quality, safety and protection of those taking part in the activities of day camps, sleepaway camps and family camps in Québec, ensure safe supervision and enhance the quality of the experience.

Recommendation 1

Issue all day camps with an authorization to operate in order to guarantee the quality of services, and the safety and protection of children who attend the camps and the employees who work there.

Priority 2

Children with special needs have access to specialized services during the school year, but often not during the summer. Currently there is no provision for a continuum of services.

Recommendation 2

Ensure the availability of appropriate services for special-needs clientele.

- Inject an additional \$15 million into the *Programme d’aide financière au loisir des personnes handicapées* (PAFLPH) — support component, which currently meets only 30% of the demand.
- Quickly set up an interdepartmental committee tasked with fostering a continuum of appropriate services in the gap between school years. Give partners from the industry an active meaningful role in this committee. Clearly identify the government department responsible for this initiative.
- Create a financial measure reserved exclusively for the integration of children with special needs into day camps.

Priority 3

As a response to the issues of training, recruitment and retention of teams of counsellors and, more globally, of raising the profile of leisure counselling, the DAFA program (Counsellor’s Qualification Diploma) was developed and has been in operation since 2009. The DAFA program plays a major role in professionalizing the qualification of young people and preparing them for the labour market, because the skills they acquire in the program are transferable and equip them for a wide variety of jobs.



Recommendation 3

Support counsellor training (DAFA program) and attendant training (FACC program), taking inspiration from existing measures such as the financial assistance program for free training of lifeguards and pool monitors.

Priority 4

Facilitating access to quality day camps for children from economically disadvantaged families is a matter of great importance.

Recommendation 4

- Ensure accessibility for all children, regardless of their family's socioeconomic situation, by increasing the tax incentive.
- Set up a financial support program to guarantee access to day camps modelled on the program for sleepaway camps (PAFACV).

Priority 5

Day camps are often held in premises that are mainly used for other purposes, particularly schools. This has an effect on the operation of camps and the quality of the services provided. Access to these premises is not always certain.

Recommendation 5

- Guarantee access to the infrastructures and facilities of day camps and ensure that they are suitably adapted.
- Identify the authority to which this responsibility falls.
- Enhance Measure 30147 (\$5 million in rental assistance for Centres de services scolaires).

MOBILIZING DAY CAMPS FOR SPECIAL-NEEDS CLIENTELES

The ACQ and its partners, the *Association québécoise du loisir municipal* (AQLM), the *Association québécoise pour le loisir des personnes handicapées* (AQLPH), the *Association québécoise pour la réadaptation psychosociale des personnes handicapées* (AQRIPH), Espace MUNI, the *Fédération québécoise de l'autisme* (FQA), the *Fédération québécoise des centres communautaires de loisir* (FQCCL), the *Fédération québécoise des municipalités* (FQM), the *Regroupement des unités régionales de loisir et de sport* (RURLS) and the *Table nationale des corporations de développement communautaire* (TNCDC), have joined forces to ask the Québec government to act on the issue of integrating and maintaining special-needs children in day camps.



Three main demands have been formulated:

1. A \$20 million increase in the budget of the Programme d'assistance financière au loisir des personnes handicapées (PAFLPH) to meet growing demand, which is only 30% met with the current financing.
2. The creation in the short term of an interdepartmental committee to guarantee a continuum of adapted services during the summer, with partners in the industry playing an active role.
3. The creation of a specific financial-assistance measure to support day camps.

Representatives of the group presented these demands to Isabelle Charest, Minister Responsible for Sports, Recreation and the Outdoors at a meeting in October 2024. Further ministerial meetings are expected.



REPRESENTATION OF THE ACQ AND ITS MEMBERS ON COMMITTEES

- Advisory committee on the [Programme d'aide financière à l'accessibilité aux camps de vacances \(PAFACV\)](#)
- [Sport et Loisir de l'île de Montréal](#) — a committee tasked with producing [three video capsules](#) to help camp managers more quickly and less expensively train and mobilize their coordination teams to develop their full managerial potential and anticipate the many challenges involved in managing a day camp
- Committee to promote the Journées de l'animation et de l'accompagnement organized by the [Conseil québécois du loisir \(CQL\)](#)
- Working committee on quality milestones for [Répit Québec](#) (formerly Chantier accès répit)
- Committee to promote the use in day camps of the Creative Peer Mediation developed by the [Groupe interdisciplinaire de recherche sur l'expérience inclusive de loisir \(GIREIL\)](#) associated with the Université du Québec à Trois-Rivières, which led to the addition of a new [PeP ton jeu!](#) collection
- [Dysactivation](#) program in collaboration with UQAM's physical activity sciences department, which led to the addition of a new [PeP ton jeu!](#) collection and training, available in 2025
- Multidisciplinary partnership committee with the Marie-Vincent Foundation on the project to develop the [Boussole](#) kit to prevent sexual violence against children aged 6-12 : launch scheduled for January 2025
- *Comité Développement et Promotion du Plein Air (CDPPA)*
- *Comité de mise en œuvre, contenu et Rendez-vous DAFA*
- *L'inclusivité en plein air* committee, an initiative by [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
- Éric Beauchemin (ACQ Executive Director), contribution to relaunch activities
- Sandy Duncan (ACQ staff member), administrative support

Conseil québécois du loisir (CQL)

- Éric Beauchemin sits on the board of directors, and participated in strategic planning and the pre-budget brief on safeguarding tabled during consultations on Bill 45: *Intégrité des personnes au sein du loisir associatif : Assurer la prévention au moyen de pratiques accessibles et inclusives*.

Coalition québécoise du Plein air

- Éric Beauchemin sits on the board of directors and takes part in the strategic planning exercise.

Espace MUNI

- Anne-Frédérique Morin (ACQ Assistant Executive Director) sits on the board of directors.

Réseau pour un Québec Famille (RPQF)

- Éric Beauchemin sits on the board of directors and on the organizing committee for the *Semaine québécoise des familles*.

MEDIA PRESENCE

In addition to the media campaign around the submission of the brief and the appearance before the parliamentary commission, the year was one of sustained presence in the media for the ACQ.

J.E

On February 9, 2024, the TVA show J.E ran a disturbing report on the poor quality of the experience and the dangerous and fraudulent practices of a camp that was not a member of the ACQ. On the day before the television report was broadcast, articles appeared in the *Journal de Montréal* and the *Journal de Québec*. The ACQ was quoted in these reports, criticizing the lack of supervision of camp activities by the Québec government.

- [Watch the television report](#) by Marie-Claude Paradis-Desfossés on J.E.
- [Read the article on the same subject in the Journal de Montréal.](#)

On February 12, the ACQ used the opportunity to publish [an opinion letter](#) in which we urged the government to regulate day and sleepaway camps in the province.



In addition to about 20 interviews that were given following the publication of this opinion, the story appeared in many TV and radio news bulletins, on the Internet and in the printed press.

- 10 or so print media impressions
- 10 or so television impressions
- 30 or so radio impressions

[Find out more.](#)

Other media activities and relations in 2023-2024

Apart from these two periods of high media intensity, the ACQ gave 13 interviews and 12 pre-interviews and briefings. The main focus in the discussions with the media was on spaces available at camp, the hiring situation, and fee increases.

Two press releases were published:

- [*Destination C.A.M.P. abaisse au minimum les barrières entre les ados du Québec et les camps de vacances*](#) (January 12, 2024)
- [*Favoriser l'excellence dans les camps : l'Association des camps du Québec lance la première formation destinée aux gestionnaires de camp*](#) (February 13, 2024)

REPORTS, SURVEYS AND STUDIES

The situation in camps leading up to summer 2024

As last year, hirings, registrations and access to school premises were evaluated by means of the questionnaire circulated at the end of April. Not only ACQ members were surveyed: members of the *Association québécoise du loisir municipal* (AQLM), the RURLS and the *Fédération québécoise des centres communautaires et de loisir* (FQCCL) were also invited to respond. The information obtained enabled the ACQ to make political and public (media) representations in support of Québec camps and families.

Census of municipal day camps across Québec

A census of municipal day camps was begun in July 2024 and ended in September. The purpose of the count, conducted in collaboration with the *Réseau des unités régionales de loisir et de sport* (RURLS) du Québec, was to document issues involving the hosting of special-needs clientele and the sharing of school infrastructures. Analysis and presentation of results will follow during fall 2024.

Study on the impact of camps on the clientele and staff

The positive benefits of attending day camps and sleepaway camps are not in doubt, but measuring these benefits would boost camps' recognition as essential educational partners. This is why this past summer the ACQ embarked on an exploratory phase with the support of [Judith Gaudet PhD](#), an impact-measurement specialist.

During this exploratory work, participants aged from 6 to 15 at a Montréal day camp and two sleepaway camps (Montérégie and Lanaudière) were interviewed, and a literature review was conducted to evaluate the approaches and methods to be used in subsequent phases.

This long-haul research work is receiving financial support from [Innoweave](#) and [Centraide du Grand Montréal](#).

Study on the infrastructure needs of camps with accommodation

The purpose of the study, financed by the ACQ and carried out by [Raymond Chabot Grant Thornton](#), was to make an accurate determination of the financial investment needed to upgrade the infrastructure (buildings and facilities) of certified camps with accommodation. The remaining work involves prioritizing the required upgrading work and making representations to the authorities to ensure that the required investment materializes.

Study of camp salary scales

The results of this comparative study of camp salaries, including those of general managers, were presented to members by the ACQ in a *30 minutes de l'ACQ*. Since the results are for the exclusive use of members, they will not be revealed here, but they are available in the [member zone of our website](#), under "Human Resources."



Promotion and communication

PROMOTIONAL CAMPAIGNS



Throughout the year, the ACQ deploys a variety of communication and marketing measures to highlight its members, tools, services and projects.

Its two main promotional campaigns are designed to complement one another and meet the needs of member camps:

- Promotion of certified camps: **The Moments of fun. Lifetime of memories!** campaign is aimed at making Québec families aware of what certified camps can offer and at directing them to the ACQ website, particularly its [search engine](#).
- Promotion of jobs in camps: The goal of the **Your camp, your gang** campaign is to promote the employer promise and support camps in recruiting staff. It is also aimed at directing teens to the ACQ [jobs noticeboard](#) so they can see available offers and submit an application.



COMMUNICATION STRATEGY

Given the success of the 2023 campaigns, the ACQ has maintained and enhanced the 2024 campaigns to reinforce its message and its brand image. This year's strategy is marked by stronger multichannel promotion to families throughout the year.

PROMOTION OF NATURE CLASSES

In October 2023, Québec school personnel introduced pressure tactics as part of their collective bargaining negotiations. Out of respect for the process and in view of the possible impact on interest in and the continued holding of nature classes, the ACQ suspended its promotional campaign until fall 2024.

Visibility on [Atout](#), an online platform of resources provided free of charge to over 200 Québec private schools by the Fédération des établissements d'enseignement privés, was however maintained.

PROMOTIONAL MEASURES



Printing and dissemination

Promotional material provided to over 1,100 distribution points throughout Québec.

- 5,000 posters promoting day camps, sleepaway camps and family camps.
- 1,850 copies of two poster designs for Your camp, your gang to promote jobs in camps.
- 85,000 promotional cards presenting on one face the different types of camps and on the other, the camp employer promise.

The campaign *Faites le cadeau d'un séjour en camp* was inaugurated to encourage parents (and grandparents!) to give children a camp stay as a Christmas present—an initiative in line with the ACQ's objective to promote camps year round.



Media placement

This year, the ACQ pulled out all the stops to reach populations outside the metropolitan region, calling on the services of [Arsenal Media](#) for the purpose.

Eight radio shows featuring members of permanent staff were broadcast on the following stations of the *Plaisir* network (Bas-Saint-Laurent, Chaudière-Appalaches & Centre-du-Québec), *O* (Centre-du-Québec & Lanaudière) and the *Hit Country* network (Estrie & Lanaudière). The shows were hosted by Julie Côté, the morning anchor at O 97.3 in the Centre-du-Québec region, and broadcast through the ACQ's channels.

Weekly media placement appeared in the Beauce, Joliette, Thetford Mines and Victoriaville newsletters and as a pop-up on these sites' home pages.

Radio campaign on Rythme FM covering the greater metropolitan region with 170 occurrences at peak listening hours from March 4-24, 2024. In March 2024, Rythme was still the region's most popular station.

- Listen to the 15-second [commercial](#).

Journal de Montréal and *Journal de Québec*

Purchase of advertising space to promote certified camps in special features on summer camps, Saturday & Sunday, March 16-17, 2024.

- Over 1.5 million readers were exposed to printed content.
- 200,102 impressions for electronic editions were recorded.

Promotional material on jobs in camps was published in two newsletters of the [Réseau des Carrefours Jeunesse Emploi \(CJE\) du Québec](#); the first was aimed at CJE professionals and the second at agents of the [Créneau](#) program.

The ACQ's services and tools were promoted in *Agora Forum*, published by the Association québécoise du loisir municipal (spring-summer 2024 edition)

Banner placement on Google Ads Display

Welcome news for the ACQ with 6,032 clicks and 544,675 impressions.



Social media

Three new [videos](#) promoting certified camps and jobs in camps were given massive distribution, with a strong impact on Facebook, Instagram and YouTube:

- 42,430 persons reached by the certified camps video
- 28,706 persons reached by the jobs in camps video, male counsellor profile
- 22,270 persons reached by the jobs in camps video, female counsellor profile



THE ACQ AND SOCIAL MEDIA

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

Social media	Number of followers	Rate of increase
Facebook page: 317,055 persons reached (+34.3% over the previous year)	9,895	7.1%
Camp managers Facebook group	3,519	3.6%
Counselling jobs Facebook group	2,847	14.2%
PeP ton jeu! Facebook page	1 984	7%
Instagram: 19,105 persons reached (+38.8% over the previous year)	573	44.3%
Repère culturel Instagram	322	25.8%
YouTube: 525,788 views, number stable in comparison with the previous year	3,201	44.2%

CampsQuebec.com website

New: Articles section on the ACQ Jobs noticeboard to make finding information on jobs in camps easier.

Promotional measures taken have produced impressive results:

- 463,448 website page views from 90,348 users, positioning the ACQ as the main reference source for camps in Québec
- 245, 824 page views from 37,496 users of the certified camp search engine
- 14,955 views from 8,615 users of the Family Zone
- 37,600 views from 20,746 users of the Jobs in camps page
- 217 spontaneous applications made on the jobs noticeboard

Important note regarding methodology
 The introduction of the request for consent to traffic monitoring (Bill 25) has led to a drop in data performance, a phenomenon observed across the entire industry. The new legislation partly explains the drop in views on our website.

Newsletters

- This year, via its newsletter, the ACQ has stepped up its communication with families in order to promote the offering of certified camps and jobs in camps. The number of newsletters mailed out more than tripled, from 3 to 10.
- Communication with camp managers through a dedicated monthly newsletter continued.
- As mentioned earlier, promotion of nature classes was suspended because of negotiations. Only one newsletter went out to schools at the end of the school year in anticipation of 2024-2025.



Main audiences	Number of subscribers	Number of newsletters sent out/per year	Average open rate	Average click rate
Camp managers	2,387	18	43.9%	9.8%
Families	2,760	10	41.6%	3.4%
Schools	1,551	1	43.2%	13.6%

PROMOTION AND COMMUNICATION

All audiences taken together, the ACQ recorded an average click rate of 7.6%, once again significantly exceeding the average for associations in Canada, which stands at 5.86%. This result testifies to the effectiveness of the ACQ's email marketing campaigns and its ability to engage with its audience.

COLLABORATIONS

Snow castle challenge

The ACQ contributed to the success of 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.



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.



Valerie at the Centre de réadaptation Marie-Enfant du CHU Sainte-Justine

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.

- *Salon Services of Scouts du Montréal métropolitain*
- Annual municipal leisure conference of the *Association québécoise du loisir municipal*, Sherbrooke
- *Aventure écotourisme Québec's* annual conference, La Malbaie
- Annual Congress of the *Association des camps du Québec*, Victoriaville
- Québec leisure forum of the *Conseil québécois du loisir*, Trois-Rivières
- School daycare show of the *Association québécoise de la garde scolaire*, Drummondville
- *Salon Aventure Plein Air*, Montréal
- Symposium of the *Alliance des professeures et professeurs de Montréal*
- Community organizations fair *Centre de réadaptation Marie-Enfant du CHU Sainte-Justine*
- *Apprendre à ciel ouvert* symposium of the *Fédération des éducateurs et éducatrices physiques enseignants du Québec*, Drummondville
- *Salon de l'apprentissage*, Montréal
- Rural leisure gathering of the *Réseau des unités régionales de loisir et de sport du Québec*, Fort-Coulonge
- *Sommet Tremplin Santé*, Québec City



Esmeralda and Sandy during representation



Hugo and Anne-Frédérique at Fort-Coulonge

Training services

URSAMAJOR — CAMP MANAGEMENT QUALIFICATION



2023 saw the first cohort graduate from UrsaMajor, the camp management qualification program, marking an important step in the professionalization of the profession of camp manager in Québec.

Since then, comments from participants and mentors have continued to be very positive.

In 2023-2024, three cohorts totalling 33 persons from the same number of organizations were trained: one group in fall 2023 and two in winter 2024 (one of certified sleepaway camps and another of certified day camp managers). As well as the graduates, the 14 master trainers deserve our congratulations for generously sharing their expertise with participants.

Also, a training course specifically designed for managers of municipal day camps was developed this year. The first cohort started in September 2024.

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 by supporting development and hosting of the virtual training course on a dedicated platform.

Read all about [UrsaMajor](#).



Part of the master trainers of Ursa Major

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.

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.



Part of Remue-Méninges trainers during a contract for staff selection

2023-2024 in figures

- 2,071 counsellors, 495 coordinators and 509 managers trained
- A total of 3,363 persons trained by the Remue-Méninges team (2,490 of them in person)
- More than 278 organizations have benefited from *Remue-Méninges* services, 53 of them through video capsules
- 101 mandates completed (more than 2/3 of them in person), representing 1,063 hours of training
- 492 candidates selected through the staff selection service
- 57 trainers in action in more than 12 administrative regions of Québec
- 10 video capsules watched by more than 1,000 persons

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

ANNUAL CONGRESS

The 2023 Congress was an important opportunity for learning and personal and professional reflections for close to 400 members of the camp community: an attendance record! A total of 26 workshops and lectures were given in Victoriaville.

[Read the proceedings of the Congress](#)



CAMP DISCUSSION SEMINAR

This annual meeting organized by and for ACQ members continues to prove its usefulness. More than one month before the date, the second edition of the seminar was fully booked. Close to 100 managers and 43 organizations met at Minogami camp on March 21-22 to explore the theme of “Mission Innovation.” The theme was addressed using three avenues: 1—The development of our organizations and our industry, 2—Human resources, getting back to our personnel and 3—Rooted in reality, a step towards the future.



Mikael and Audrey during the 2024 Seminar



COUNSELLORS' FORUM

This year, the *Forum de l'animation* was held in Montréal and virtually. This training event designed to prepare counsellors and camp managers for the summer season. These two days of career development were attended by 32 persons.

TRAINING AND VIDEO CAPSULES ON INTERPRETING STANDARDS



Screenshot of the virtual training

Virtual training sessions to prepare for a certification or compliance visit during the summer of 2024 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. For the first time this year,

these training sessions were also provided in English.

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 the training session on interpreting certification standards](#)
- [Watch the training session on interpreting the standards in the Reference Framework](#)

CONTINUING TRAINING OFFERED TO MEMBERS

Four lectures by Caroline Quarré

Following her notable and highly appreciated appearance at the 2023 Congress, the ACQ reached an agreement with [Caroline Quarré of Pas-à-Pas Service psychosocial](#) to allow its members to attend her training courses free of charge or at a preferential rate, depending on the subject. The following subjects were addressed by Caroline, who graduated in psychosocial work from *Université de Montréal*.

- Creating fantasy: looking at the current needs of children aged from 4 to 15 (free lecture)
- Managing mobile phones in the workplace: understanding, informing and supervising staff (preferential-rate lecture)
- Managing stress and anxiety in daily camps and sleepaway camps (preferential-rate lecture)
- Counsellor well-being at the heart of fantasy (preferential-rate lecture)

Understanding the processing of a request for an accommodation in camps

A training session by the *Commission des droits de la personne et des droits de la jeunesse* was given on three occasions free of charge to ACQ members. Close to 100 persons attended.

Measures of restraint in camp

The ACQ often receives questions about measures of restraint in camp. These questions are particularly delicate and call for nuanced explanations. Anne-Frédérique Morin, the ACQ's Assistant Executive Director, clarifies the issues in an [explanatory video](#).



Philanthropic life



PHILANTHROPIC DEVELOPMENT

The setting up of the registered charity to be named the *Mouvement québécois des vacances en camp* is almost complete. Important steps to guarantee its independence are under way. Its governance has also been revised in order to comply with the recommendations of tax consultants regarding the potential connections between the charity and the ACQ.

DESTINATION C.A.M.P.

This past summer, the third year of *Destination C.A.M.P.*, a total of 159 teens between 11 and 17 (67 of them having joined the program this year) stayed in 39 certified sleepaway camps for a fraction of the actual cost. A total of \$289,238.90 was contributed to participants' camp stays in 2024. The program maintains its strong pulling power: 219 candidacy files were submitted in 2024. The ACQ is grateful to Mr. Luc Harnois for his commitment to the youth of Québec through Destination C.A.M.P. With this program, the ACQ contributes to fostering accessibility to camps.

[Read all about *Destination C.A.M.P.*](#)



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
- 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)

INFORMATION FOR MANAGERS BROUGHT TOGETHER IN ONE PLACE

Although many resources are available to all free of charge in the section of the ACQ website for camp managers, some are reserved for members. Members can access 366 exclusive resources (guides, letter templates, training courses and other practical tools) sorted into themes and collections.

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.](#)

For access, simply log on to your account in the [member zone](#).

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 to members the same day) continue to prove highly useful.

This year, three *Points d'information* were mailed out (one, on the resurgence of whooping cough, at the request of Luc Boileau, National Director of Public Health and Assistant Deputy Minister in the Ministère de la Santé et des Services sociaux) and three *30 minutes de l'ACQ* bringing together between 65 and 89 persons were held. On the agenda were survey results, office of financing and public speaking.

PURCHASES AND DISCOUNTS FOR MEMBERS

This year saw the return of equipment purchase offers exclusive to members.

Microprogram supporting the purchase of outdoor and sports equipment

Thanks to funding from the MÉQ and a collaboration with [Sports-Inter Plus](#) and Décathlon, 54 certified camps participating in the PAFACV shared \$260,998 in subsidies for the purchase of equipment. The total value of purchases made by these camps is estimated at \$370,000.

Cardio-choc

This supplier of first-aid products and camp first-aid kit basics guaranteed ACQ members the best prices in addition to exclusive discounts on certain products. The ACQ's agreement with this supplier also generated \$1,445.69 in revenue for the ACQ thanks to a 5% dividend.

Décathlon

This supplier of sports and outdoor equipment offered ACQ members participating in the group purchase program a 10% to 15% discount on regular store prices. The ACQ's agreement with this supplier also generated \$783.75 in revenue for the ACQ thanks to a 3% to 4% dividend.



ACQ AWARDS 2023

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

Excellence Award for outstanding project quality

Centre de plein air l'Estacade



Excellence award for development and innovation
Sleepaway camp or certified family camp

Camp Bruchési



Excellence award for development and innovation
Certified Day camp

Club Vacances Jeunesse/Vie culturelle et communautaire de Granby



Excellence award for development and innovation
Compliant municipal day camp

Camp chanson de Petite-Vallée



Excellence award for cultural outreach
Camp with a cultural vocation

Camp Trois-Saumons des Camps Odyssée



Excellence award for Program and camp life
Sleepaway camp or certified family camp

Camp le Manoir



Excellence award for Program and camp life
Certified day camp

Carrefour accès loisirs de Sherbrooke



Excellence award for Program and camp life
Compliant municipal day camp

[Find out more about the winning projects.](#)

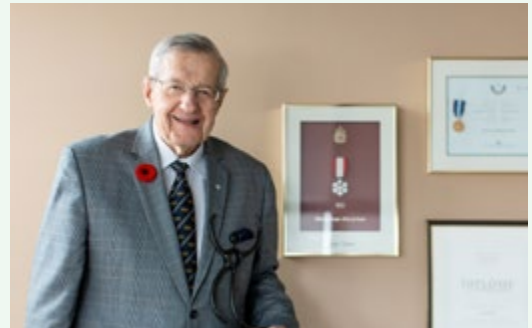
Distinction Award for outstanding contributions by people in the camp community

Jean DeBlois,
former director, Camp Papillon



Grand prix hommage

Yvan Dubois,
founder of EDPHY camp



Grand prix hommage

Yannick Godin of Centre de plein air
l'Estacade



Distinction award - Torch bearer

Sylvie Duceppe of Geronimo camp



Distinction award - Maitre d'œuvre

Philippe Dupré-Deslandes du Centre
Plein Air Fatima



Distinction award - Aspiring professional

[Find out more about these exceptional award winners](#)

Partnerships and achievements to benefit members

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



IMPROVEMENTS IN CAMPS' SERVICES TO PERSONS WITH SPECIAL NEEDS

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. 18 camps shared \$555,000 to help them tackle their main challenges, chiefly the hiring and retention of staff.

Pilot project with [Collaboration Santé Internationale \(CSI\)](#)

To improve the care and treatment of special-needs clientele, 12 camps received deliveries at their operating sites of special equipment totalling \$139,906 in value. Two deliveries were made, one in fall 2023 and the other in spring 2024.

Program to enhance staff working tools and living environments

18 organizations received between \$5,000 and \$20,000 for projects they had submitted for optimizing the equipment required for counselling and intervention with special-needs clientele and for strengthening staff retention by improving living conditions at camp.

Program to enrich programming

Eight camps submitted projects designed to enrich the programming provided for persons with special needs by enabling them to develop new skills, acquire new knowledge and enjoy new experiences. A jury made up of Carolyne Lavoie from Répit Québec, Alexandra Gilbert from the Association québécoise pour le loisir des personnes handicapées (AQLPH) and Patrick Boyer, ACQ consultant and agent at the Vanguard school chose three projects which were each awarded \$50,000:

- Camp Massawippi built two adapted yurts in woodland
- Camp Garagona for an outdoor music park
- Centre Normand-Léveillé will construct a four-seasons space for trampolines in the spring

Destination C.A.M.P. for special-needs clientele

To support the families of special-needs persons, including those on low incomes, discounts on the costs of stays were offered to over 240 participants.



Project for year-round employment with special-needs clientele

Thanks to financial support from the [Chantier d'économie sociale](#), the ACQ set up a pilot project to facilitate the creation of partnerships between camps and respite organizations in the same region, in order to create a year-round employment path for support staff in camps for the year 2024-2025. Coordinated by Julien Jean-Desnoyers, president of the Board of Directors of Garagona camp and a collaborating member of [Répit Québec](#), the project led to the creation of about 10 tools to support the promotion and setting up of partnerships, and four partnerships in the Laval, Montréal, Estrie and Montérégie regions.

PEP TON JEU!



The ultimate bank of active games you can hold in the palm of your hand **now features over 1,000 games!** The app was downloaded 23,605 times this year alone, and 133,249 since its creation in May 2019.

What's new

New collections from stimulating partnerships:

- Activities for learning about and exploring nature with [Enraciné](#)
- [Fondation Tremplin Santé](#), games on healthy lifestyle habits, four new activity videos about nutrition
- Hooray for the [Réseau du sport étudiant du Québec](#) (RSEQ), games for learning as you move, including 13 with explanatory videos
- Mediation to create connections, from [GIREIL](#) of [Université du Québec à Trois-Rivières](#) (UQTR), games to foster inclusivity for persons with special needs
- [DYSactivation](#) with [Université du Québec à Montréal](#) (UQAM), flexible, inclusive games to get kids playing and moving

Users can create an account, enabling them to mark activities and videos as favourites and hide ads. Close to 6,000 accounts have been created:

- 4,709 counsellor accounts
- 838 school accounts
- 438 general accounts



Contest!

The contest that was announced on social media and in our newsletters attracted 272 participants hoping to win a set of equipment worth \$250 from Sports-Inter Plus. The aim of the contest was to publicize the app and encourage people to download it. A 20% rise in downloads over last year suggests that the strategy paid off.



OPÉRATION DRAPEAU TO PREVENT VIOLENCE IN CAMPS

Opération Drapeau, to be launched in 2025, is aimed at raising the awareness of camp staff and giving them information and tools to prevent violence. Tools and activities designed with financial support from the *Ministère de l'Éducation's Direction de la sécurité dans le loisir et le sport* will help staff develop empathy and skills in cooperation, communication, managing emotions and conflict resolution.

DIGITAL PLATFORM FOR THE LE PLEIN AIR AU BOUT DES DOIGTS PROJECT

This project is to develop a digital platform that will present concrete, realistic recommendations for supervising and guiding outdoor initiation activities. Working closely with the [Réseau plein air Québec](#) (RPAQ) and its member federations, the ACQ has the mandate of compiling recommendations and best practices for 25 outdoor activities, with the goal of making them accessible to anyone supervising outdoor initiation activities in Québec. The [Association des scouts du Canada](#) (ASC), the [Fédération des éducateurs et éducatrices physiques enseignants du Québec](#) (FÉÉPEQ) and [Aventure écotourisme Québec](#) (AEQ) will also be contributing to the project. Our technology partner is the digital agency [Troisième](#), who completed the [Repère culturel](#).

Discussions and analysis work began in February 2024, enabling initial tools to be available for delivery to camps in the spring of 2025. Launch of the free platform is planned for spring 2026.

URGENCES EN CAMP

Work on overhauling the app and upgrading its content is well under way. The aim is to make using the app more intuitive and simple, especially in an emergency situation.

Protocols will be clarified and improved, especially the one on concussion. The mandate has been awarded to Caravan, a long-term ACQ collaborator and the developer of the *Pep ton jeu!* app.

This year, for technical reasons, the app was only available for Apple, which explains the low number of downloads in comparison with other years. The app has been downloaded 11,706 times since its creation in May 2017.



Filming for Opération Drapeau
sommer 2024



REVISION OF THE COUNSELLOR IN TRAINING (CIT) PROGRAM

Upgrading the CIT program's content and presentation has two main aims: to match the program more closely with situations currently encountered in the field, and to ensure that it better meets the needs of all types of camps and their service delivery (sleepaway camps, family camps, independent day camps, municipal day camps, outdoor centres, hosting of special-needs participants).

In this long-haul work, supported financially by [Centraide du Grand Montréal](#), the [Chantier de l'économie sociale](#) and the [Programme sécurité Intégrité Québec](#) (PSIQ) of the MÉQ's [Direction de la sécurité dans le loisir et le sport](#) (DSL), the ACQ can also count on the expertise of certified camp managers and of the Association québécoise pour le loisir des personnes handicapées (AQLPH). A pilot project is planned for summer 2025.

THE REPÈRE CULTUREL

Here again, the introduction of Bill 25 makes comparisons with the first two years of life of the [Repère culturel](#) website difficult, but with 32,623 users and 97,153 page views, we can confidently assert that interest in this digital encyclopedia of camp creativity continues to be strong. The camp songs section is the biggest hit, with 80,425 views and 1,309,897 listens on YouTube – 80,000 for [Je m'en vais chasser le lion](#) alone.





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** 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)

- Frédéric Lanoue, Camp YouHou! (day camp)
- Gabriel Bond-Castelli (independent)
- Lara Willis, Camp Wilvaken (sleepaway camp)
- Mathieu Labine-Daigneault (independent)
- Nancy Rozon, Camps de jour YOPI/Loisirs 3000 (day camp)
- Pascal Rousseau (independent)
- Steeve Croteau, City of Blainville (municipal day camp)

COMMITTEES OF THE BOARD OF DIRECTORS

Standards Committee

- Amélie Spain, Les camps Odyssée
- Anne Biron, Ville de Longueuil
- Guillaume Roberge, Centre Plein air Fatima
- Jacques Bilodeau, ACQ consultant
- Lara Willis, Wilvaken
- Martin Lapointe, Camp De-La-Salle
- Nancy Rozon, Loisirs 3000

Representation Committee

- Anne-Frédérique Morin, Assistant Executive Director
- Éric Beauchemin, Executive Director
- Frédéric Lanoue, Director ACQ
- Thomas LePage-Gouin President ACQ
- Valérie Desrosiers, Communications Coordinator

Permanence

- 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
- Valérie Desrosiers, Communications Coordinator
- Josée Piquette, Development Coordinator
- Sandy Duncan, Coordinator, Certification-related Programs
- Hugo Filiatrault, Coordinator, Compliance-related Programs
- Jennifer Marchand, Coordinator, Training
- Lysa-Belle Pelchat, Communications Agent
- Vanessa Brûlé, Coordinator, Development
- Esmeralda Mendoza Administrative Assistant
- Audrey Besner, Training Agent





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