



Association des
camps du Québec



ANNUAL REPORT

2018 • 2019



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A WORD FROM THE PRESIDENT



Dear colleagues from the dynamic Quebec camp industry,

It is with great pleasure that I share this annual report with you, highlighting the many efforts

of your association's board of directors' team. Now, more than ever, the Association

des camps du Québec is doing amazingly well and is at the forefront when it comes to the Quebec (and Canadian) services offered to our wonderful young people and all those who benefit from our programs. We could even say that it is almost at its very best! I say almost as there is more work to be done to ensure that our organizations are recognized and valued as key players when it comes to the education and development of our participants.

My first year in office made me feel really proud and also led to a sense of accomplishment. The ACQ is rapidly developing in a context of transparency, dedication, consultation, but especially with a willingness to become essential when it comes to matters of our province's camps. In this annual report, you will discover your association's relentless efforts to represent and defend, develop and maintain high quality standards, support and promote, provide places for exchange and consultation, to develop training--all for the entire camp community in Quebec... and much more!

Here are some of the key issues on which your board of directors worked and some topics discussed during the various sessions:

- Review of the standards program;
- Review of the administrative structure, the accounting department and its operation;
- Strategic planning and major projects;
- Review of the insurance program;
- Follow-up of major files in progress:
 - Website redesign;
 - Pep your game application and the PeP Community;
 - Fondation Tremplin-Santé;
 - Culture everywhere in the camps;
 - Etc.
- The day before all the files and/or social and political subjects:
 - Kindergarten 4 years;
 - Clients with special needs;

- State and quality of camp infrastructure;
- Regulation;
- Etc.
- Support the permanence team when necessary;
- And much more...

I am seizing the opportunity in this report to reiterate our association's performance as a provincial, national, and even global leader. I can attest to the enthusiasm generated by each of the initiatives and projects created and developed by our association. Here are some occasions where I met with famous national and international stakeholders and discussed our common and respective goals:

- At the Canadian Camping Association National Leadership Forum held in Moncton in October 2018;
- As a director at Board of Directors meetings of Fondation Tremplin Santé;
- As a guest of honour at the Annual Conference of the Association québécoise du loisir municipal;
- And multiple times with our strategic recreation counselor at MEES.

Finally, I would like to thank all the directors who sat at the five board meetings for their dedication and contribution. I would also like to acknowledge the special commitment of Officers Gabriel Bigaouette (VP), Miguel Ouimet (Treasurer), and Pierre-Luc Ménard (Secretary), and thank them for the numerous exchanges throughout the year. Needless to say, I could not ignore all the daily efforts provided by the dynamic ACQ team, fully dedicated every single day, and led by

a managing director, who is like an encyclopedia of the camps, and probably one of the greatest leaders and ambassadors of the camps that I have had the opportunity to meet, but above all, a man with an amazing heart!

Together, let us be proud of our association, its team, and continue to support it in its many development and growth projects. «The best things that happen in the corporate world are not the result of the work of one man. It's the work of a whole team". - Steve Jobs

Steven Grenier, proud President!

HIGHLIGHTS

IN 2019, THE ACQ IS...

- 318 member organizations
- Running programs on 582 sites!



THE PEP YOUR GAME APPLICATION AVAILABLE SINCE MAY 29, 2019

Developed by the Association des camps du Québec, in collaboration with the Estrie Recreation Sport Council, the YMCAs of Quebec and the PeP Community partners, this free tool, which provides rapid access to hundreds of games and activities, has been downloaded more than 11,000 times in its first three months and has won the 2019 AQLM OTIUM Award.

HR RECRUITMENT TOOLKIT

Developed with financial support from the Mirella Foundation and Lino Saputo, the ACQ and its collaborators have developed an extensive collection of tools that promote work with clients with special needs; This work stems from a focus group consisting of the managers of the camps called.

THE INTERNATIONAL CAMP DIRECTOR COURSE IN FRENCH!

The first bilingual edition of the International Camp Director Course (ICDC) was held at the Notre-Dame-de-Fatima Centre from December 10th to 13th. Sixteen camp directors from Quebec and four from Ontario attended this full camp director training. The many exchanges have certainly contributed to improving the content presented by Stéphane Richard, President of the Canadian Camp Association, and Eric Beauchemin, Managing Director of ACQ. Both trainings are recognized by the International Camp Fellowship (ICF).



HLP STANDARDS AND PARTNERSHIP WITH FONDATION TREMLIN SANTÉ

Thanks to a more formal collaboration with our partner Tremplin Santé, new standards and guidelines for healthy lifestyles in camp have been introduced into the certification programs and the Reference Framework for municipal day camps.

ACTIONS AND REPRESENTATION

ACQ continues to take concrete action to raise awareness of the certified camps and compliant municipal day camps, as well as to draw attention to the major challenges facing the entire camp community.

MINISTÈRE DE L'ÉDUCATION ET DE L'ENSEIGNEMENT SUPÉRIEUR (MEES)

The ACQ has once again collaborated with the MEES on many issues. Thank you once again to our very precious collaborator, François Cloutier, without whom some real achievements would not have been possible.

Here are some of the actions taken or underway as part of this close collaboration:

- Pep your game, the new games application developed in partnership with the Conseil Sport Loisir de l'Estrie and partners of the Pep community, was launched this spring with \$ 45,000 in financial support.
- For pep your game, phase # 2, a commitment of \$15,000 to integrate more inclusive games in the application and optimize the search engine by introducing variables adapted to different needs. This work will be done in collaboration with the YMCAs of Quebec and the Association québécoise du loisir pour personne handicapée (AQLPH).
- Redesigning of the Sentinelle platform, the strategic update of the camps thanks to a contractual agreement of \$48,750.
- The ACQ is currently finalizing the digitization of the Reference Framework for municipal day camps thanks to \$1,700 from the MEES. All references and hyperlinks to digital tools developed in recent years will obviously be listed.
- As part of a service contract to optimize the frequency of visits to municipal day camps every 2 years, the MEES provided \$84,300 in support for 2019.

OTHER JOINT PROJECTS WORTH MENTIONING:

- «Good practices guide,» in production: \$12,500;
- «Archery: New targets to reach»: Animation and production manager guides and upcoming microprogram (\$100,000);
- «Hiking: Start afresh: Characterization, upgrade and maintenance guide for trails, video clips in collaboration with Rando Quebec (\$43,200).



RELAUNCHING THE PEP COMMUNITY AND PEP YOUR GAME!

On May 29, more than forty people gathered in Montreal to reset the PeP Community, which now relies on a solid partnership made up of the Association des camps du Québec and the Mobilisation régionale et locale sur les saines habitudes de vie, le poids et la santé de la Capitale Nationale, Sports Québec and the Fondation Tremplin Santé.



In addition to a full revitalization of the PeP community website with more than 100 active practices, training exercises and inspiring activities shared by recreation stakeholders, the partners also presented the all-new PeP! your game mobile app featuring more than 400 inspiring and varied physical activities from more than a dozen organizations that have generously shared their expertise, and a dozen explanatory video clips giving tips and animation techniques. There are also more than 150 games with included adaptations for special needs clients, developed with the YMCAs of Quebec.

This is certainly a project that stands out by the quantity and quality of content offered on the digital platform, but especially by the multisectoral collaboration between

numerous recreational organizations sharing their expertise for the benefit of local stakeholders.

Keep in mind that the revival of the PeP Community was made possible thanks to the financial support of Quebec en Forme for \$60,000.



CULTURE EVERYWHERE IN THE CAMPS!

The ministère de la Culture et des Communications (MCC) has just granted a possible financial assistance of \$92,175 to the ACQ for the implementation of a wide range of tools designed to support the cultural programs that are used in all variations of the camp experience.

Thus, a new dedicated web platform named «Culture», a tutorial for learning traditional camp songs and the establishment of recognition awards to highlight the contribution of individuals and organizations to the culture are among the series of initiatives that will be set up in collaboration with the camp community and the main players in the world of culture that could enrich our current practices.

INTRODUCTION OF «CAMP MEMORIES»

The *Camp Memories* documentary, which brings together five great pioneers in the camp world, premiered at the 2018 congress and was then launched via our Facebook page on February 19, 2019. The 22-minute documentary hit nearly 4,000 views.



FONDATION TREMPLIN SANTÉ

Continued support of the ACQ for this major project: Steven Grenier, President of ACQ, and Eric Beauchemin are part of the Board of Fondation Tremplin Santé, whose program is supported and recognized by the Public Health Agency of the Government of Canada.

Within a formalized partnership, the ACQ will be called to play a leading role in the further dissemination of this program throughout the camp network in the coming year. In addition to the introduction of HLP standards, the foundation has also become part of the community's reintroduction of the PeP Community.

Representatives of the ACQ were also present at Tremplin Santé summits:

- May 13 at Rimouski in Bas-Saint-Laurent
- May 21 at Thetford Mines in Chaudière-Appalaches
- May 22 in Quebec City in the Capitale-Nationale
- May 23 in Île-Perrot in Montérégie

MOUVEMENT QUÉBÉCOIS DES VACANCES FAMILIALES (MQVF)

The ACQ has produced the Directory of MQVF members for the second year. This abbreviated and revamped version was popular with everybody. Its distribution has also been optimized. Moreover, to ensure continuity in the representation of family camps in their traditional networks, the ACQ has maintained its membership with the COFAQ, Réseau pour un Québec famille, SQGCF, among others.

JOINT ANALYSIS COMMITTEE ON DAY CAMP OFFER FOR 4-YEAR-OLD CHILDREN

The ACQ, at the request of the MEES, was invited to join the Joint Analysis Committee on the provision of day camps for 4-year-olds. This committee, which has already met in June and July, is chaired by the ministère de la Famille. The ACQ also participates in the work of the subcommittee which collects relevant information in order to feed the reflections and potential courses of action that might stem from the joint committee.

CONSULTATION AMENDMENTS PUBLIC BATH REGULATIONS

Participation of Tanya Desrochers of the ACQ in the consultation in the framework of the draft regulation on bathing areas, concerning the modifications to be made to the regulation on safety in public baths (B-1.1, r.11).

OUTDOOR DEVELOPMENT

COALITION QUÉBÉCOISE DU PLEIN AIR

The Coalition québécoise du plein air, a group working together in the outdoor field to develop its practice in Quebec, was officially set up on November 6, 2018. The ACQ has actively participated in its establishment and our Managing Director sits on the Board of Directors.

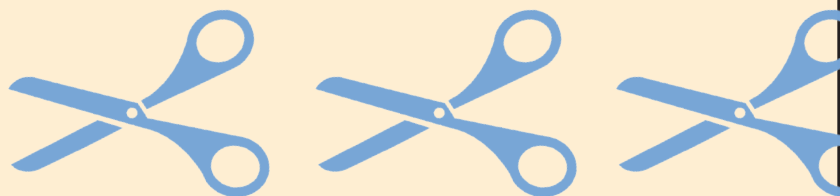
Thanks to the Coalition's representations, the outdoor sector now counts on the [support upgrade of the outdoor trail and activity site improvement program](#). The MEES received 250 requests during the first call for projects in the framework of this program. The government's 6 million-commitment for 2018 has made it possible to finance 73 projects in total. Four camps and as many projects shared \$200,000 approximately.

PROJECT SUPPORTED BY TMVPA

The Table pour un mode de vie physiquement actif (TMVPA) has granted a financial support of \$5,000 to the ACQ, which will carry out in collaboration with the Fédération des éducateurs et éducatrices physiques enseignants du Québec (FÉÉPEQ) an inventory of the didactic contents of outdoor educational programs.

THE CANADIAN OUTDOOR SUMMIT

The Summit will be held in Gatineau from September 27 to October 2, 2020. The ACQ sits on the advisory committee, which will look into the contents of the program currently under development and will obviously join forces with this national event.



ORGANIZATIONS AND PARTNERS

Our association has maintained its close ties with the Association québécoise du loisir municipal (AQLM), the Conseil québécois du loisir (CQL), Association québécoise du loisir pour personnes handicapées (AQLPH) and has increased its exchanges with the Réseau des unités régionales de loisir et de sport (RURLS) and its members. ACQ has once again been ever-present in the field, through:

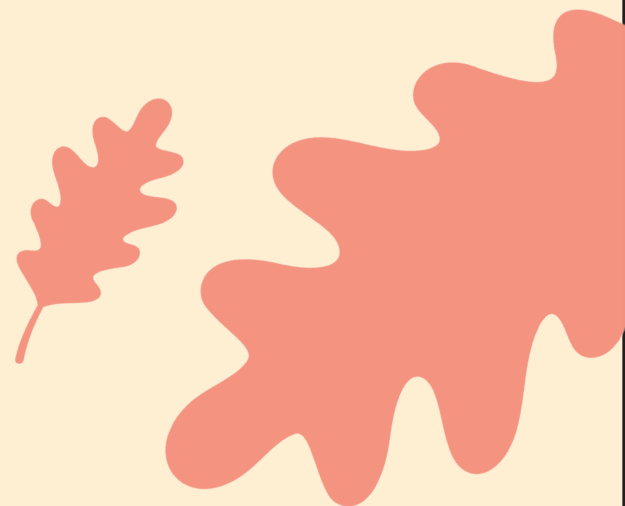
- The introduction of Pep Your Game and Reactivating the PeP Community at the Table pour un monde de vie physiquement actif (TMVPA), chaired by Sylvie Bernier, on September 12, 2018;
- Meetings and presentations for Outaouais URLS (September 13, 2018), Capitale-Nationale (November 20, 2018), Montérégie (February 5, 2019), Montreal (Day Camp Table) and the Ahuntsic-Cartierville and Saint-Laurent boroughs;
- DAFA Committees Day 13-14 September 2018;
- Meeting of the Conseil québécois des ressources humaines en tourisme (CQRHT) on September 27, 2018;
- Ministère de la Culture meeting on September 28, 2018;
- Booth presence and workshop presentation at the Conférence annuelle du loisir municipal (CALM) in Quebec City;
- Meeting for special needs camps thanks to the support of the Fondation Mirella and Lino Saputo (October 25, 2018);
- National Forum of Leadership (NFL) of the Canadian Camp Association in Moncton (October 30-31, 2018);
- Presentation of Kali to the camp at the Forum plein air in Quebec City (November 6, 2018);
- Presentation of the Dollard-Morin Award to Pierre G. Cartier



(November 16, 2018);

- Quebec Journée de Observatoire québécois du loisir Day, reflection on the successful integration (November 29, 2018);

- AQEP Congress (29-30 November 2018);
- Annual General Meeting of Tremplin Santé (December 19, 2018);
- Presentations at Cégep du Vieux-Montréal for the legal aspects (February 4 and 6, 2019) and at Cégep Saint-Laurent for « Vers une intégration réussie » (February 11, 2019);
- Rencontre Centraide du Grand Montréal (February 6, 2019);
- PAFACV consultation meeting (February 7, 2019);
- Launch of the documentary « Mémoires des camps » (February 19, 2019);
- Participation in the DAFA Circuit, presentation of the RCadre de référence, in partnership with the CQL: in Chibougamau (February 25, 2019) and in Rouyn-Noranda (February 27, 2019);
- 3rd edition of the Exchange Seminar in Camp (21-22 March 2019);
- Comité de développement et de promotion du plein air (April 24, 2019);
- Journée nationale du loisir culturel à Drummondville (April 25, 2019);
- Lac à l'épaule of the ACQ (1st - May 2nd, 2019);
- 2 representations of Rendez-vous du loisir rural à Chandler in Gaspésie (May 8-9, 2019);
- Table des Camps de jour of the City of Montreal (May 14, 2019);
- Tactik Day organized by the AQLM. The ACQ ensures the coanimation of the meeting on the municipal day camps: Table des grandes villes (June 11, 2019);
- DAFA Committees (June 12, 2019);
- Joint Analysis Committee on the provision of day camps for 4-year-olds (July 12 and August 24, 2019).

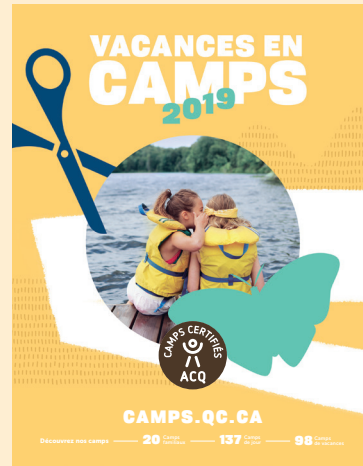


COMMUNICATION AND MARKETING

ANNUAL CAMPAIGN

This year, the promotional campaign reused the photos and the design of the 2017-2018 campaign. This strategy allowed us to reinforce the image of the ACQ, as well as to minimize design expenses. With a renewed colour scheme and a new simplified slogan, our visuals were as good as their predecessors!

- 60,000 copies of Vacances en camps magazine were distributed across the province;
- 3 posters throughout Quebec, promoting summer camps, day camps and family camps;
- 288 arenas displaying the ACQ colours;
- 53 libraries that requested additional copies of Vacances en camp to distribute to their clientèle;
- 279,083 advertisements promoting camp employment, shown during the episodes of Le Killing, a web series which takes place in a day camp and broadcast on Noovo;
- 10,000 copies of the Répertoire des classes nature sent to Quebec schools;
- \$1000 offered in scholarships to fund certified nature class stays;
- 22,000 copies of the répertoire Les camps de vacances familiales of the Mouvement québécois des vacances familiales, with a revised design to better suit the ACQ's image;
- 2 issues of Agora Forum magazine, presenting a full page on the ACQ services for municipal camps and the PeP your game application respectively.



MEDIA PRESENCE

With special reports, web articles and TV, radio and print interviews, the ACQ and the camps have been well represented in the media in 2018-2019.

MEDIAS

- | | |
|---|----------------------------|
| • Le Devoir | • Journal de Québec |
| • Radio-Canada (Entrée Principale, Les Éclaireurs, 15-18) | • La Tribune |
| • Groupe TVA (Salut Bonjour, LCN) | • Le Soleil |
| • CBC Montreal | • 100 degrés |
| • CTV Montreal | • Journal de Chambly |
| • 98,5 | • Canal M (Aux quotidiens) |
| • Journal de Montréal | • La Presse Touristique |
| | • Portail Immersion |
| | • Vifa |

SUBJECTS DISCUSSED

- | | |
|-----------------------------|--|
| • Choosing a camp | • Spring Break Camps |
| • Camp Jobs | • Camps in the Laurentians |
| • Employee shortage | • Medieval camps |
| • Nature Classes | • Crisis Management Standards and Procedures |
| • Camp songs | |
| • Day camps for 4-year-olds | |

WEB & SOCIAL NETWORKS

WEBSITE

This year, there is a consistency or a decrease in the figures relating to our website that can be explained by several factors. First, a decrease in external advertising purchases leading to our site and a less active Google Ads account.

Then our end-of-life site shows longer loading times and bugs that can discourage users. Finally, it can also mean that site users (managers and parents) know exactly where to find the desired information and thus, navigate the site less.

As for parents' traffic, it did not change with an average of 1100 active people per day from the end of February to March 2019.

Here is the year in numbers (September 1st 2018 to August 31, 2019):

- 123 399 users including:
 - 122 217 new users
 - 23 881 returning visitors
- 720 328 page-views (total number of pages viewed)
- 177 182 entries (total visits)

MOST FREQUENTED SECTIONS

1. Trouvez mon camp Search engine
 - pages viewed: 114 376
 - entries (visits): 44 519
2. Emploi en camp (job bank)
 - pages viewed: 65 687
 - entries : 13 299
3. Gestionnaires de camps Section
 - pages viewed: 14 288
 - entries : 878

	TOTAL USERS	TOTAL NUMBER OF PAGE VIEWS	NUMBER OF ENTRIES (VISITS)
2013	82 000	741 522	120 326
2014	101 425	795 162	141 734
2015	115 246	833 607	162 730
2016	116 513	830 220	165 815
2017	117 085	812 834	166 924
2018	124 212	817 858	178 106
2019	123 399	720 328	177 182

Note that we are currently in the process of redesigning our website to better respond to our growing needs in promoting camp employment, integrating tools and promoting our certified, programs among others.



SOCIAL MEDIA

FACEBOOK

The ACQ Facebook page is still growing, increasing from 4826 likes on Sept 1, 2018 to 5188 likes on August 31, 2019.

The audience mainly targeted on the Facebook page of the Association remains parents and families. The "Camp managers" audience has been moved to the "Camp managers" group, more tailored to managers' needs.

CAMP MANAGERS GROUP

- Increase from 372 to 546 members of all types of camps, certified or not throughout Quebec.
- 355 publications throughout the year.

YOUTUBE

- 133 Followers
- Number of views: 9100
- Number of minutes viewed: 24,400

EMAIL MARKETING

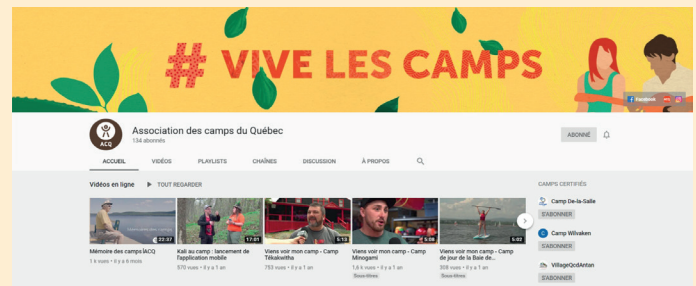
46 communications sent during the year (Congress, polls, promotions, advertising purchases, newsletters, unique campaigns). Total subscriber list: 5170.

MEMBER NEWSLETTER - L'ACQ EN ACTION!

- 10 editions
- 1530 Followers
- Average opening rate: 42.9%
- Average click rate: 13.9%

PARENTS NEWSLETTER

- 2 editions
- 1985 Followers
- Average opening rate: 37.30%
- Average click rate: 6.2%



DEVELOPMENT AND PROGRAMS

MEMBERSHIP, 2019 VISITS AND TEAM OF CONSULTANTS

In 2019, the ACQ experienced a 4% increase in membership.

134 organizations were visited as part of the certification or compliance with the Cadre de référence pour les camps de jour municipaux for a total of 249 camp sites. A team of 23 experienced consultants shared the mandate.

According to the visit evaluation survey completed by camp managers, more than 98% of respondents (122) say they are satisfied or very satisfied with the visit. Of these, 82% said they were very satisfied.



PORTRAIT OF THE REFERENCE FRAMEWORK FOR MUNICIPAL DAY CAMPS

TOTAL MEMBERS	156 members
	126 compliant members
TOTAL NUMBER OF SITES	368 sites
MEMBERS VISITED IN 2018	19 new requests
	58 renewal visits

The *Cadre de référence* program continues to grow, with its membership still increasing in 2019. Several additional trainings were offered to members to prepare compliance visits in order to support this increase. It's important to note that 2018 marked the first year of the two-year visit program for municipal day camps. A resounding success!

This measure is part of the support that MEES intends to provide to the implementation of the *Cadre de référence* by providing optimized support for summer operations. Therefore, the department granted \$50,000 to the ACQ.

CERTIFICATION PORTRAIT

TOTAL MEMBERS	153 certified members
	9 associate members
NUMBERS OF SITES	214 sites
63 MEMBERS VISITED IN 2019	17 new requests
	46 renewal visits

The certification program continues to welcome new members annually:

- 6 new membership applications come from camps formerly Mouvement Québécois des Vacances Familiales;
- 11 other new membership applications « en route vers la certification » were also made;
- Of all the new requests, 10 get their certification status.

Note, however, that in 2018-2019, two organizations left the Association.

MEMBERSHIP COMMISSION AND REVISION OF STANDARDS

Following the presentation at the congress of the orientations that will be adopted by the new standards and following the analysis of the new certification program by the Board of Directors, the Membership Commission met in conference call in January as well as in a face-to-face meeting in March to provide the clarifications requested and make some recommendations regarding the implementation.

Despite a strong desire to make the new book available before March 1, 2019, the ACQ chose to postpone the implementation to 2020, with the publication of standards and tools sufficiently early in the year so that members can read it and prepare for it.

The last few months have been used to advance the work of adapting and developing the tools associated with the application of standards.

ANNUAL CONGRESS

The annual congress of the ACQ was held from November 13 to 15, 2018 at Château Mont Sainte-Anne in the Quebec City region under the theme «Quand on sème, on récolte.»

In addition to major annual events such as the annual General Assembly of the ACQ, the Salon des exposants and the Gala des Prix d'Excellence et Distinction, the conference was marked by the following highlights:

- Precongress November 12th at Camp le Manoir, including transportation by bus to get there with a nature interpretation activity with the Guêpe organization;
- November 13: sub-network meetings and presentation of the documentary Mémoires des camps featuring some of the wisest in our industry;
- More than 20 workshops and conferences to choose from on November 14 and 15 with, among others, as guest speakers:
 - Mr. Stéphane Richard - President of the Canadian Camping Association
 - Mr. Camil Bouchard - Author of the report un, Québec fou de ses enfants, published in 1991.

2018 AWARDS OF EXCELLENCE AND DISTINCTION

The ACQ awarded its annual recognition awards at the Gala des Prix d'Excellence et Distinction held on November 14 at Château Mont Sainte-Anne.

THE 2018 WINNERS ARE:

Programming and camp life
Camp KÉNO

Programming and camp life
Loisirs 3000

Development and Innovation
Camp EDPHY International

Development and Innovation
Camps de jour Bois-de-Boulogne

Initiative and Radiance
Lévis

Consultants' favourite
Camp Minogami – member of Odyssey Camps

Tribute Award
Réjean Roy

Torchbearer Award
Jocelyne Bérubé
Sylvie Boulette

Member's Coup de chapeau Award 2018
Séminaire d'échange des camps



SENTINELLE

The Sentinelle platform, developed by the MEES, the 'Observatoire québécois du loisir and the ACQ, is in the process of better meeting the needs of camp managers. Delivery of the project is scheduled for December 2019.

The main changes concern:

- New sections redesigned to accommodate managers;
- A regional census form sent to 17 URLs throughout Quebec;
- A complete accompanying guide
- A reworked, clean and functional visual;
- Numerous statistics ready to be processed.

PROLOC

The ACQ has had a new database since 2018: ProLoc. With the help of the Logilys team, two staff members worked on designing tools to help the team and members:

- Detailed sheets for our members, partners, suppliers, consultants, trainers, etc.;
- Simplified data extraction
- Simplified billing
- An online registration component tested for the 2018 annual congress and for the renewal of membership of municipal members.

GOOD PRACTICES GUIDE

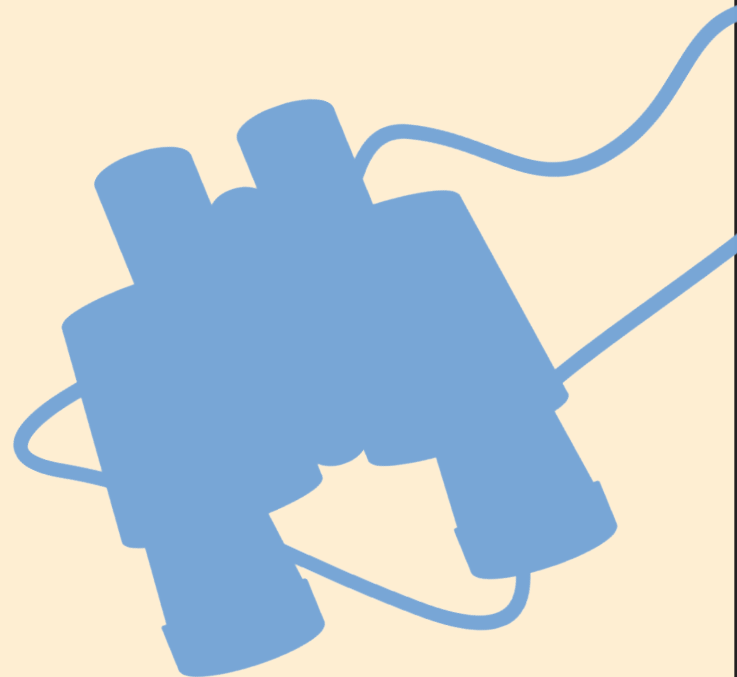
ACQ is working on a good practice guide to direct the actions and decisions of managers.

This guide will cover current topics such as good practices in recruiting, hiring and evaluating staff performance, computer and data security, employees' personal phone use, good shipping practices, eco-responsibility and environmental protection measures, kitchen management, customer communications and social media.

Delivery of this guide is scheduled for November 2019 but will be in continuous development on members' priority topics and available online in 2020.

CONNEXION N

ACQ is proud to have been able to collaborate on the second edition of Connexion N, an outdoor introductory stay offered to a group of newcomers aged 13-14 from different cultural communities. The project, developed by the Société pour la nature et les parcs (SNAP), the Société des établissements de plein air du Québec (Sépaq) and the Fondation Monique-Fitz-Back in close collaboration with the Association, was held from September 21st to 23rd with a class from Evangeline High School, under the supervision of experienced guides, including the Camp Quatre-Saisons director, Dany Chénier. This year again, the project was extended from September 23 to 25 at Mont Tremblant.



CHARACTERIZATION OF TRAILS: THE REPARTIR DU BON PIED PROJECT

As part of a call for outdoor projects at MEES, the ACQ obtained a \$43,000 grant to develop tools, in collaboration with Rando Québec, to sustain and make camp trails accessible. The objectives of the project are to empower camp managers to manage their trails and to inventory trails in the camps to assess the status and extent of work to be done to upgrade them.

In August 2019, pilot training visits were conducted in two camps, and videotapes are planned for the fall to deploy the tool kit developed the following spring.

The ACQ is of the opinion that this project will enhance the quality of the camp hiking experience.



ACQ INTERNSHIP

The dynamic team of the ACQ welcomed during its year, a total of 3 trainees. First, Hugo Filiatrault, from January to June 2019, a student in techniques de gestion et intervention en loisir from the Cégep de Saint-Laurent and from March to May, Joëlle Lay and Myriam Payeur, graduating in Techniques de la documentation at the Collège de Maisonneuve.



Under the supervision of Yan D'Amours, Hugo had two projects as his mandate : the organization of the Forum of Animation 2019, and the development of the application PeP your game (with in particular the entry of games in the application). Hugo quickly became part of the team and, he formally joined the ACQ's staff following the presentation of his review test in June!

As for our two archivists, their main task was to organize and classify the ACQ files, so they created a document classification system to better navigate our records, and also explained how it works. Everything is now in order in the basement and archival documents are now easy to find.



TRAINING

Remue-Méninges training shine across Quebec once more. This year we are proud to count:

- More than **4050 employees** and camp, recreation and school daycare workers trained by our team.
- A team of **55 enthusiastic trainers** who have traveled the roads of Quebec to offer quality training in animation, coordination and staff selection.

CONGRATULATIONS TO THE WHOLE TEAM!



Following comments received from customers, there is no doubt that the season has been a success. Thank you to the entire team for your dedication, your passion for animation and your contribution to the wonderful world of the camps!

10TH ANNIVERSARY OF THE ANIMATION FORUM

The 10th edition of the Forum de l'animation took place from April 26 to 28, 2019, at Letendre College in Laval, under the theme of 10 ans déjà, because the forum also shared its 10th anniversary with the DAFA training of the CQL. The event was mainly coordinated by Hugo Filiatrault, trainee at the ACQ from January 2019 to May 2019.

The training offered and the number of participants:

- Officer Responsible for DAFA training: 24 participants
- Officer responsible for DAFA + PAM training: 17 participants
- DAFA Coordinator Training: 39 participants (2 groups)

REMUE-MÉNINGES AND OTHER ACQ TRAININGS

REMUE-MÉNINGES	2018	2019
Total Remue-Méninges Mandates (Including Animation Forum)	138	141
Total trained participants	3686	4059
Hours of animation training	646	832
Coordination training hours	115	129
Visited administrative regions	10	14
ACQ TRAINING		
Webinar	9	5
Terms of Reference for Municipal Day Camps	5	19
Interpretation of standards	4	3
DAFA		
Trained DAFA executives (including PAM Trainers)	80	85
Trained DAFA coordinators	64	45

It should be noted that half of the training mandates were offered to members of certified member camps, partners or members of the Cadre de référence pour les camps de jour municipaux.



OFFICIAL SUPPLIERS

SUPPLIERS PROGRAM AND ACQ OFFICIAL PARTNERS



- 44 suppliers and partners registered with the ACQ Suppliers and Partners Program in 2018.
- 11 are new suppliers and partners.

CATALOGS OF SUPPLIERS

Once more this year, two catalogues were distributed to Camp Managers at the beginning of February, namely the catalogues SORTIES ET PROGRAMMATIONS and MATÉRIEL, SERVICES ET FORMATIONS.

These catalogues not only allow companies to gain visibility around the world of the camps, they also provide camp organizers with a valuable name bank as well as big discount.



PROMOTION OF IN-CAMP WORK AND HR TOOLS

Conscious of the new challenges and issues related to the recruitment and retention of animation staff in the camps, the ACQ has undertaken various actions this year to support the camps in their efforts:

- Added a Nature Class Employment and Campus Special Needs Worker Tab in the Employment section of our site.
- Added a new HR Resources section on our site, including:
 - Hyperlinks to different types of consumer job boards;
 - Web and print promotion tools for recruiting animators working in camps catering for special needs clients*;
 - A directory of job fairs and bulletin boards in schools (CEGEPs and universities) and in the Carrefours jeunesse emploi sent to all members;
 - The Gestion des ressources humaines du Conseil sectoriel de main d'oeuvre - Économie sociale et action communautaire (CSMO-ESAC) Toolkit available for free download;
 - List of resource persons of Place aux jeunes en région by MRC for support in recruitment campaigns;
 - Skills Assessment tools, Employer and Facilitator versions to enable camps to evaluate their facilitators, to reflect with them on their learning and to support them in their personal development*;
 - Sample letters available for download: certificate of employment and letters of recommendation*.
- Promotion of camp animation work during Le Kiling web series (see details in the Communication and Marketing section on page 9).
- Participation in the AGA and the 2018 RH Day, on September 27, organized by the Conseil québécois des ressources humaines en tourisme (CQRHT);
- Participation in the Seminar on the Valorisation of Leisure Activities organized by the CQL (Conseil québécois du loisir) in December 2018 and January 2019.



SUPPORT FROM THE MIRELLA AND LINO SAPUTO FOUNDATION FOR CAMPS HOSTING CUSTOMERS WITH SPECIAL NEEDS

Informed of the difficulties of recruiting and retaining animation staff and closures in camps catering to special needs clients, the Mirella and Lino Saputo Foundation contacted the ACQ to set up a working committee which would pursue the following objectives:

- To take stock of the situation of recruitment and retention of animation staff in holiday camps and day camps;
- Put in place recruitment strategies to support the camps;
- Develop tools to support the camps in the different stages of the hiring cycle.

Two meetings of ideation in the presence of the Fondation ML, of partner organizations, such as the AQLPH in particular, and some representatives of the camps hosting special needs customers took place in October 2018 and in January 2019. As a result of these meetings, several tools were developed to support the camps in 3 stages of the recruitment and retention cycle. These tools were previously made available to the camps in the spring and summer. These are marked with a* in the text presented above.

A review of year one of the project will be given to the foundation in early fall.



ACKNOWLEDGEMENTS

BOARD OF DIRECTORS 2018-2019

Steven Grenier - President
Centre Notre-Dame-de-Fatima (RC)

Gabriel Bigaouette - Vice President
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Miguel Ouimet - Treasurer
L'Air en Fête (DC)

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Nancy Rozon
Loisirs 3000 (DC)

Samuel Matte-Thibault
Camp de jour Loisirs Saint-Sacrement (DC)

Sean Day
Camps des «Y» du Québec (DC)

Marie-Ève Pichette
Le P'tit Bonheur (RC)

Stéphanie Gilbert
City of Repentigny (municipal DC representative)



The board of directors of the ACQ gathered in Lac à l'Épaulle at CPA L'Estacade with 3 representatives of the membership committee.



STAFF OF THE ACQ 2018-2019

Éric Beauchemin,
Executive Director

Stéphanie Collard
Member Services and Training Coordinator

During her absence (maternity leave), replacement assumed by:

Sarah Jacques (August 2018 to February 2019)
and **Pascale Plouffe** (April to August 2019)

Tanya Desrochers
Program Coordinator

Gabrielle Germain
Web Coordinator, Social Networks and Special Projects

Chloé Melançon-Beauséjour
Communications and Marketing Coordinator

Jean-Olivier Nicolas,
Promotion and Representation Coordinator

Anne-Frédérique Morin
Project Coordinator and Deployment of the Reference Framework

Yan D'Amours
Certified Program Coordinator and Pep Community

Josée Piquette,
Development Officer in community life

Hugo Filiatrault
Trainee then project officer

Marlène April
Administrative assistant



After more than 15 years of loyal service, Marlène April retired on June 14th. It is impossible to talk about Marlene without mentioning her commitment, her perseverance, her great humanity and her sincere affection for all the members of «her» team. We already miss her great kindness.

Please also note the contributions of **Ibrahim Ba** from SGIC, property management and accounting, and **Joëlle Lay** and **Myriam Payeur**, graduating in Documentation Techniques at Collège de Maisonneuve for their intervention project.



REWORKING OF THE STANDARDS OF THE CERTIFICATION PROGRAM

Supervision: **Tanya Desrochers**, ACQ

Collaborator: **Yan D'Amours**, ACQ

A big thank you to the members of the Membership Commission:-
Martin Lapointe, camp De LaSalle, **Dany Chénier** camp Quatre Saisons, **Amelie Spain** camps Odyssée, **Nancy Rozon**, Loisirs 3000, **David Paradis-Lapointe**, Camp familial St-Urbain, **Jacques Bilodeau**, consultant to the certification.

RESETTING THE PEP COMMUNITY AND PEP YOUR GAME!

(RESET AND LAUNCH ON MAY 29, 2019)

Supervision : **Éric Beauchemin** et **Yan D'Amours**, ACQ

Coordination : **Gabrielle Germain**, ACQ

Conceptualization and development of the application: **Caravan**

Our collaborators and partners: **Nicolas Garcia**, **Hugo Filiatrault**, **Geneviève Mathieu** and **Maude St-Laurent**, Conseil Sport Loisir de l'Estrie, **Mathieu Rousseau** and **Catherine Plamondon**, table intersectorielle régionale (TIR) de la Capitale-Nationale, **Isabelle Tardif**, **Stephen Flynn** and **Élisabeth Bélanger**. The realization of this project on behalf of the PeP Community was made possible thanks to the financial contribution of the **Ministère de l'éducation et de l'enseignement supérieur** and of **Québec en forme**.

HUMAN RESOURCES KIT

Supervision : **Éric Beauchemin**, ACQ

Coordination : **Josée Piquette**, ACQ

Conceptualization and development of tools: **Chloé Gaudet**

Graphic design : **Annie Trudeau**

Our collaborators and partners: **André Fortin**, **Marc St-Onge** of AQLPH and all camp representatives hosting special needs clientèles who participated in the process.

The realization of this project initially on behalf of the camps hosting customers with special needs was made possible thanks to the financial participation of the **Fondation Mirella and Lino Saputo** and its dynamic representative, **Mrs. Lise Roche**.

REWORKING OF SENTINELLE

Supervision : **Éric Beauchemin** et **Anne-Frédérique Morin**, ACQ

Coordination : **Anne-Frédérique Morin**, ACQ

Adaptation of the database: **Tony Garneau** of Solutions logiciel NOTYSS inc.

Graphic design: **L'équipe de Featuring**

Collaborators: **Chloé Melançon-Beauséjour** of the ACQ, **Geneviève Mathieu** and **Diane Gosselin**, responsible for the Groupe de travail réseau - Camps de jour (RURLS)

The completion of this reworking and upgrading project was made possible thanks to the financial contribution of the Ministère de l'éducation et de l'enseignement supérieur and the close collaboration of François Cloutier.

TEAM OF CONSULTANTS

Amélie Arbour, **Jacques Bilodeau**, **Patrick Boyer**, **Mathieu Brunet**, **Caroline Élément**, **Nicolas Garcia**, **Joel Gaucher**, **Vincent Laporte**, **Julie Legault-Duthé**, **Guillaume Lemire**, **Éric Léveillée**, **Éric Mecteau**, **Clément Lemaitre-Provost**, **Amélie Richard**, **Yannick Richer**, **Lynda Vigneault**, **Pierre Villeneuve**, **Geneviève Leblanc**, **Anne-Frédérique Morin**, **Geneviève Paquet**, **Nathalie Pellerin**, **Luc Pépin**, **Pascale Plouffe**.

CONGRESS COMMITTEE

Jennifer Pelletier, **Yannick Godin**, **Guillaume Roberge**, **Emma Kennedy**, **Olivier Lauzon**, **Lara Willis**, **Sandra Boijeot**, **Émilie Lapierre**, **Julie Filion**, **Thomas LePage-Gouin**, **François Prévost**, **Éric Goudreau**, **Sarah Dame-Larivière**, **Colin Giguère**, **Karl Pigeon**





2018

2019



DEVELOPMENT TEAM:

General manager: **Éric Beauchemin**

Coordination: **Josée Piquette**

Collaboration: **Yan D'Amours, Tanya Desrochers,
Gabrielle Germain, Chloé Melançon-Beauséjour,
Anne-Frédérique Morin et Pascale Plouffe**

Artistic direction: **Featuring**

Graphic design: **Annie Trudeau**

Acknowledgements to ACQ members