



# ANNUAL REPORT

# 2017 • 2018



ACQ

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# MESSAGE FROM THE PRESIDENT



**Dear colleagues, but most of all, dear friends of the extended Québec camps family,**

This year, I am pleased to present my first report on the results of your association's (ACQ) hard work.

I am very proud to have the privilege of taking over the presidency of such a dynamic and development-oriented association, as the achievements of 2017-2018 demonstrate. As promised, my involvement is focused on continuity and transparency. In this annual report, you will see how important your association has become for representing and defending, developing and maintaining high quality standards, supporting, promoting and providing areas for exchange and consultation and developing training for Québec's entire camp community and more!

As announced last year, because the Ministère de l'Éducation et de l'Enseignement Supérieur (MEES) envelope dedicated to supporting the operations significantly increased, the ACQ services restructuring got underway. The competent additions to the team from the world of camps promotes the smooth management of the ACQ's phenomenal growth. There is still more to do but when visiting the ACQ's premises, we feel that we have a healthy association that is skilfully directed. I would like to take this opportunity to congratulate all of the dedicated and committed staff who work tirelessly every day for our members, especially our Executive Director who has had a particularly busy year.

The following are some of the major files the team has been working over the last months:

- The online publication of the Legal Index, for which the ACQ was awarded the AQLM's Otium Award for supporting innovation and development;
- The overhaul of the certification program standards via the membership commission;
- The launch of the app, Kali au camp, developed in collaboration with Québec's 4-H Clubs;
- The revival of the communauté PEP;
- The management of the continually growing membership;
- Reactivation of sub-network meetings;
- The integration of family camps from the Mouvement québécois des vacances familiales and the production of a directory for them;

- The monitoring of all files and/or social and political topics;
- The promotion of the camp history via Mémoires des camps (Camp Memories)!

I would like to use this forum to tell you how lucky and privileged I am to represent our association to the top leaders of the camp and recreation community across the province and the country. Each of these occasions reminded me how much our association is known and recognized for its undeniable expertise. These events included:

- The Canadian Camping Association's National Forum of Leadership held in Vancouver in November 2017;
- The Shape Up Foundation's Board of Directors meetings, where I attended as a director;
- The Mouvement québécois des vacances familiales's AGM (AGA) where I attended as an observer;
- The Conférence annuelle du Loisir municipal (CALM) organized by the AQLM where I attended as a guest of honour;
- And at many times at MEES with our strategic recreation counsellor.

In closing, I would like to thank all of the administrators who sat on the five board meetings (three face-to-face meetings and two over the phone). I would also like to acknowledge the special commitment of Gabriel Bigouette (Vice-President), Miguel Ouimet (Treasurer), and Pierre-Luc Ménard (Secretary), and thank them for the many exchanges throughout the year, including two meetings of the executive committee. I would also like to give a special mention to your Vice-President who has taken over managing the enormous insurance program offered with Univesta, our main partner in this file, and with whom I have had many discussions about important issues for our industry.

Together, let us be proud of our association and its team and continue to support it in its many development and growth projects. As the African proverb says, "alone we go faster, together we go further..."

**Steven Grenier, Proud President !**

# HIGHLIGHTS



## LEGAL INDEX

Available online since October 2017, the Legal Index has received the AQLM's OTIUM 2018 Award. This new web platform now boasts some 10,000 page views and 30 laws that have been consulted over a hundred times.

## OVERHAUL OF THE CERTIFICATION PROGRAM STANDARDS

The revival of the membership commission has led to the revision of the certification program standards. From now on, the digital Cahier des normes will centralize access to the multiple tools for helping manage certified and compliant programs that are available to members.

## THE KALI AU CAMP APP

The free mobile app, Kali au camp (nature interpretation in your pocket), created in collaboration with the 4-H Clubs and developed by CREO/IScola was launched on May 10. It has already been downloaded more than 500 times. This project was made possible by support from MEES, Telus and the Fondation Guy Chevette.

Also thanks to financial support from the MEES, the [Directory of Natural Science Activities](#) includes more than forty natural science activities adapted for camps and is also offered free of charge.



## THE REVIVAL OF COMMUNAUTÉ PEP

Pleasure Engagement Passion. In partnership with the Capitale-Nationale's Table Intersectorielle Régionale and Sports Québec, the ACQ has taken over the community's practices, which were initiated by the University of Sherbrooke. Thanks to Québec en forme, 16 video clips will soon be available. In addition, support from MEES has made it possible for PeP ton jeu, a new multi-platform game app, to be released later this year.



## MEMBERSHIP AND VISITS

We now have 305 member organizations on more than 560 summer, day and family camp sites and 144 municipalities that are members of the Reference Framework for Municipal Day Camps.

129 camp organizations, for a total of 186 sites, were visited for Framework certification or compliance by our team of 23 consultants.



# ACTIONS AND REPRESENTATION

The ACQ continues to take concrete steps to raise awareness about certified camps and what sets them apart. The ACQ is also working to draw attention to the major challenges facing the entire camp industry.

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

Once again, the ACQ is working with the MEES on several files. These projects cannot be mentioned without underscoring the unwavering support of our partner at MEES, M. François Cloutier.

The following initiatives resulted as part of this close collaboration:

### THE LEGAL INDEX

The Legal Index was made possible thanks to financial support from MEES. Available online since October 2017, this index demystifies 40 laws and regulations and lists numerous legal opinions. This section of our website has received 1634 unique visitors and over 10,000 pages have been consulted.

### THE KALI AU CAMP APP

The free mobile app, Kali au camp (nature interpretation in your pocket), created in collaboration with the 4-H Clubs and developed by CREO/IScola was launched on May 10.

Thanks to the financial support from MEES and the work of the 4-H, the Directory of natural science activities includes more than forty natural science activities adapted to camps and is available free of charge.



### MAJOR ONGOING PROJECTS

The **Best Practices Guide** currently being drafted is expected to be completed by the end of 2018. This tool will guide the managers' actions and decisions with regarding many issues that are not part of the certification or compliance programs.

**PeP ton Jeu**, the new multi-platform gaming app that was developed in partnership with the Conseil Sport Loisir de l'Estrie will be launched in the spring.

In the coming months, the ACQ will also **digitize the Reference Framework for Municipal Day Camps** and internal work has also been done for the certification program. All of the references and hyperlinks to the digital tools developed in recent years will obviously be listed!

## DEVELOPMENT OF OUTDOOR LEISURE ACTIVITIES

The development of the outdoors and the strategic positioning of camps as a leader in this field of traditional activity will also be a focus of the association's work.

### CDPPA

The ACQ actively worked with the Comité pour le développement et la promotion du plein Air (CDPPA) whose mandate is to identify and implement measures to help promote and develop outdoor activities in Québec. The ACQ also serves on the Accessibility, Risk Management and CDPPA Promotion subcommittees.

### TIR À L'ARC : «DE NOUVELLES CIBLES À ATTEINDRE»

The project to upgrade the archery sites and trails (Le tir à l'arc au camp: De nouvelles cibles à atteindre) has taken shape and a guide for the counsellors and administrators should be available at the end of 2018. The ACQ has also set up a program to upgrade the archery fields (in accordance with the adventure trails program already in place). The details of this program which will reoccur for 2 years and up to \$50,000, will be released in early 2019.

## MORE INITIATIVES TO PROMOTE OUTDOOR LEISURE TIME

### CONNEXION N

The ACQ is proud to have been able to help work on the first edition of Connexion N, an initiation to outdoor leisure activities offered to a group of 13 to 14-year-olds from different cultural communities. The project, developed by the Canadian Parks and Wilderness Society (CPAWS), 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 29 to October 1, 2017, under the capable supervision of experienced guides, including the director of Camp Quatre-Saisons, Dany Chénier.

## FORUM PLEIN AIR : HABITEZ VOTRE ESPACE PLEIN AIR

As part of our partnership with the RURLS, the ACQ hosted the Forum plein Air, in conjunction with its Annual Conference and provided logistical support for this event which brought together more than 300 participants in November 2017.

## COALITION QUÉBÉCOISE DU PLEIN AIR

The Coalition Québécoise du plein air is a dynamic group in the field of outdoor leisure activities working together to harmoniously develop its practice in Québec. The ACQ actively helped to establish this Coalition which has achieved the following:

- Established a temporary executive committee (January 2018);
- Filed the document "5 good reasons to invest in outdoor activities and move Québec forward!" As part of pre-budget consultations (February 2018);
- Incorporated as the Coalition québécoise du plein air.

## ESTABLISHING A SUB-NETWORK OF OUTDOOR CAMPS

On February 15 and 16 at Camp Minogami, the ACQ held the first meeting of the sub-network of outdoor camps offering long-term expedition programs.



## OTHER REPRESENTATION ACTIVITIES

### INTERNATIONAL CAMPING FELLOWSHIP (ICF) AND XI INTERNATIONAL CAMPING CONFERENCE

Eric Beauchemin, General Manager, took part in the International Camping Conference in Sochi from October 9 to 13, 2017. Previously, he participated in and completed the ICDC-International Camp Director Trainer Course, which is recognized by the International Camping Fellowship, and will be able to give this course for the first time in French, in December 2018.

### TRAINING SEMINAR

On February 22-23, the second edition of the Séminaire d'échange en camp (CampTraining Seminar) was held with the theme, Human Resources Management. Thanks to the leadership and determination of a group of ACQ members, the event was once again a quick success. The ACQ was in attendance.

Congratulations to this year's organizers and hosts (Notre-Dame-de-Fatima Centre) for this initiative led by Yannick Godin, Director of CPA L'Estacade.



### SHAPE UP

To maintain the ACQ's the support for this major project, Steven Grenier, President of the ACQ, and Eric Beauchemin sit on the Shape Up Foundation's Board.

The Shape Up program is currently present on more than 461 summer and day camp sites in Québec and 110 in Ontario. ACQ representatives were also present at the Shape Up Summits:

- May 10 in Saint-Nicolas, Chaudière-Appalaches
- May 14 in Rimouski, Bas-Saint-Laurent
- May 15 in Saint-Philippe, Montérégie

In the coming year, the ACQ will play a leading role in the continuation of this program throughout the camp network.

### DAFA PROGRAM

The ACQ also takes part in meetings organized by the CQL and related to the development of the DAFA Program (Implementation and Content Committees) in addition to ensuring a quality presence at the last Rendez-Vous DAFA.

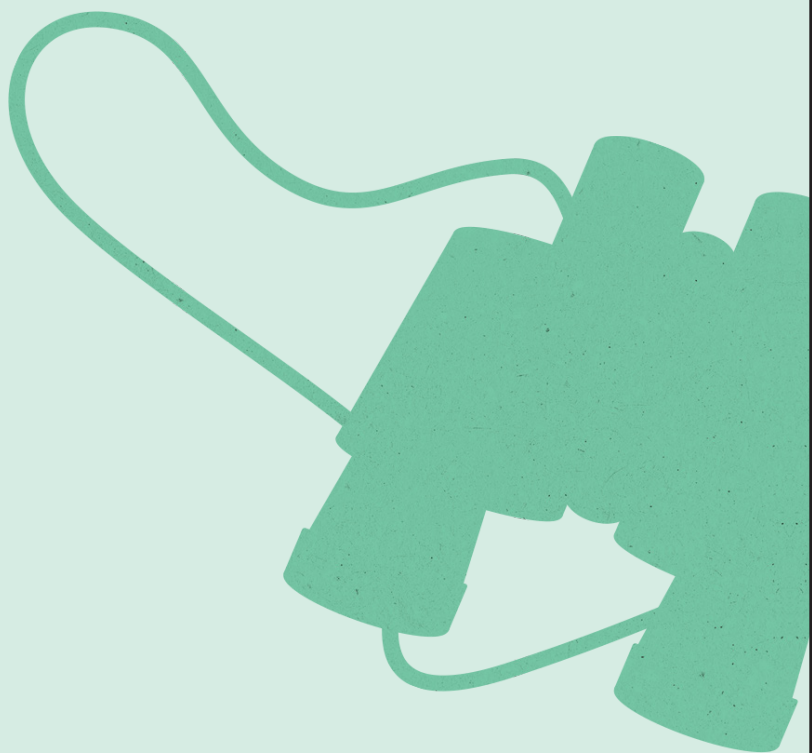
### CRIMINAL RECORD CHECKS

The ACQ was invited to help the Revision Committee for the Criminal Record Check/Guide for Sport and Recreation Organizations produced by the MEES Head of Safety Promotion.

### CANADIAN CAMPING ASSOCIATION

ACQ was active in developing and implementing the Grâce au camp/Thanks to Camp campaign. The campaign was officially launched on October 5, 2017.

Also, please note that four representatives from Québec attended the Canadian Camping Association (CCA)'s National Forum of Leadership.



## MOUVEMENT QUÉBÉCOIS DES VACANCES FAMILIALES (MQVF)

As part of an agreement with the MQVF, the ACQ staff saw to the production and distribution of the 2018 Repertory - Family Vacation Centres. All telephone calls to the MQVF have also been redirected to the ACQ's offices and representatives from our association attended the MQVF's AGM on June 6.

## PARTNERS

Our association has maintained its close relationship with the Association Québécoise du Loisir Municipal (AQLM), the Conseil Québécois du Loisir (CQL) and has increased its discussions with the RURLS and its members.

Once again, the ACQ has been well represented in the field, including:

- At the Conférence annuelle du loisir municipal (CALM), Drummondville;
- The conference of the Fédération des éducateurs et éducatrices physiques: workshop presentation and booth, November 24-25;
- Comité Conseil Plein Air Lanaudière (4 meetings);
- Conference of the Association québécoise des enseignants et enseignantes du primaire: Booth on November 30 and December 1;
- Workshop presentation at the annual meeting of the Réseau des Unités Régionales de Loisir et de Sport (RURLS) on January 31;
- Attended workshops (3) at the Table du loisir estival, organized by Loisir et Sport Montérégie (February 8);
- Salon Laval Families on February 11 and Montreal Families on February 18;
- Continued partnership with the Mutuelle des municipalités du Québec: joint presentation in Abitibi (March 20) and Charlevoix (February 21);
- Tri-State: 2 ACQ representatives accompanied the Québec delegation to this major event from March 20 to 23;
- Salon du Plein Air, April 7 and 8;
- Meeting of the camping sub-network that hosts special needs clients, April 24 at the Normand-Léveillé Centre;
- Family Summit May 14: booth;
- Booth and 2 presentations at the sixth Rendez-vous du Loisir rural in Venise-en-Québec from May 2 to 4.



# COMMUNICATION AND MARKETING

## ANNUAL CAMPAIGN

This year, we wanted our annual campaign to showcase real campers while highlighting the different types of the camping experiences. The colourful campaign, created by Featuring (formerly Bark), presents concrete images of camp life, accompanied by slogans inspired by enthusiastic campers! The 2017-2018 included:

- 80,000 copies of the Vacances en camps magazine, distributed across the province;
- 3 pairs of 6 posters promoting summer camp, day camp and family camps present throughout Québec;
- 1 giant billboard along Highway 40 (our very first!);
- 291 arenas displaying the ACQ's colours;
- 63 libraries requested additional copies of Vacances en camp to distribute to their clients;
- 668,750 copies of our advertisement on the Ricardo Cuisine, Rouge FM, The Gazette and
- Destination Famille sites;
- 12 campers won a stay through our partnership with Rouge FM;
- 10,000 copies of the Directory of Certified Nature Classes were sent to Québec schools;
- \$1,600 offered in scholarships to finance stays in certified camps;
- 20,000 copies of the Directory of Family Vacation Centres with an advertisement from the ACQ on the back;
- 2,800 copies of Agora Forum magazine, with a full page promoting the ACQ's tools for municipal camps.

## MEDIA PRESENCE

Special reports, web articles, TV and radio interviews and in print media, the ACQ and the camps have been especially well represented in the media in 2017-2018.

### MEDIAS

- |   |                             |
|---|-----------------------------|
| • Radio-Canada (radio and TV, regional and national networks) | • Le Devoir                 |
| • TVA   | • Journal de Montréal       |
| • RDI + RDI Matin   | • Journal de Québec         |
| • Télé-Québec   | • The Gazette               |
| • AmiTV   | • La Tribune                |
| • Nous TV   | • Magazine Véro             |
| • CBC   | • Revue Espaces             |
| • 98.5  | • 100 degrés                |
| • Rouge FM  | • Destination Famille       |
| • La Presse +   | • Wixxmag                   |
|   | • Horizon Plein Air         |
|   | • Blogue d'Allergies Québec |

### SUBJECTS DISCUSSED

- |  |  |
|--|--|
| • The benefits of camps  | • Preventing heat-related problems         |
| • Anglophone camps for families, Spring break and for individuals with special needs | • Preventing Lyme disease                  |
| • Outdoor activities and a physically active lifestyle                               | • Kali au Camp                             |
| • The camp workforce shortage  | • Otium Award given to the ACQ             |
|  | • Tir à l'arc                              |
|  | • Children with allergies and summer camps |



# INTERNET & SOCIAL MEDIA

## WEB SITE

For the sixth year in a row, our advertising and marketing efforts have resulted in a general increase in users and traffic on our website. The following are our numbers for the year (September 1 2017, to August 31, 2018):

- 124 212 users including:
  - 123 142 new users
  - 23 881 visitors who came back more than once
- 817 858 page views (total number of consulted pages)
- 178 106 total visits

## MOST VISITED SECTIONS

- The “Find my camp” search engine
  - Page views: 114,376
  - Visits: 44,519
- “Camp employment” (Job Bank)
  - Page views: 40255
  - Visits: 13,299
- “Camp Management” Section
  - Page views: 15 094
  - Visits: 742



	2013	2014	2015	2016	2017	2018
<b>Total users</b>	82 000	101 425	115 246	116 513	117 085	124 212
<b>Total page viewed</b>	741 522	795 162	833 607	830 220	812 834	817 858
<b>Number of entries (visits)</b>	120 326	141 734	162 730	165 815	166 242	178 106

Please note that we are currently redesigning our website to more effectively meet our growing need to promote camp employment, integrate tools and promote our range of certified programs, etc.

## SOCIAL MEDIA

### FACEBOOK

The ACQ Facebook page remains as active as ever, increasing its number of "likes" from 3443 on Sept. 1, 2017, to 4826 on August 31, 2018.

### CLARIFYING OUR STRATEGY

The Association's Facebook page is now mainly targeting parents and families. "Camp Managers" now have their own dedicated "Camp Managers" group (the ACQ took over the management of this group in 2018), which is much more targeted and adapted to the managers' needs.

### SPECIAL CAMPAIGN

Kali au camp - live launch on Facebook:

- Users reached: 7,176
- Unique readers: 2,369

### CAMP MANAGERS' GROUP

After once again taking over the management and facilitation of the group, which had been set up by a former camp director (as of Sept. 24, 2017), we have noticed an increase of 127 members, giving the group a total of 372 members from all types of camps, certified or uncertified, throughout Québec.

### YOUTUBE

We have placed a focus on developing our YouTube channel with the Viens voir mon camp! campaign.

All episodes of Viens voir mon camp! and the launch of Kali au camp are also hosted.

- 43 subscribers
- Number of views: 6,266
- Number of minutes watched: 15,161

## MARKETING COURRIEL

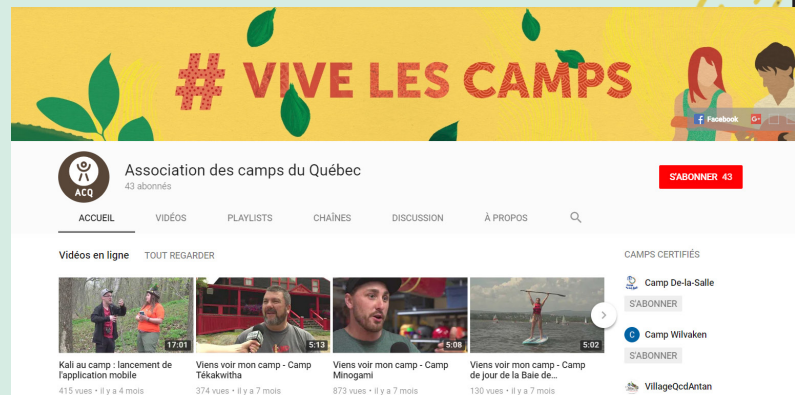
This year, 58 email campaigns were sent (Conference, surveys, promotions, advertising, newsletters and unique campaigns).

### NEWSLETTER SUBSCRIBERS - ACQ IN ACTION!

- 10 issues
- 1,488 subscribers
- Average open rate: 37.43%
- Average click rate: 12.20%

### PARENTS' NEWSLETTER

- 3 issues
- 2,214 subscribers
- Average open rate: 34.20%
- Average click rate: 8.50%



# DEVELOPMENT

## CERTIFICATION

<b>TOTAL MEMBERS</b>	132 certified members
	29 associated members
<b>NUMBER OF SITES</b>	221 sites

<b>63 MEMBER VISITS IN 2017</b>	21 new requests
	42 renewal visits

Our certification program continues to welcome new members every year:

- 9 new certification requests from the Mouvement Québécois des Vacances Familiales;
- 11 other new requests "on the road to certification" were also made;
- Of the 21 requests, 10 have obtained their certification status.

Please note, however, that in 2017-2018, two organizations left the association.

## REFERENCE FRAMEWORK FOR MUNICIPAL DAY CAMPS

<b>TOTAL MEMBERS</b>	144 members
	113 compliant members
<b>NUMBER OF SITES</b>	343 sites

<b>92 MEMBER VISITS IN 2017</b>	23 new requests
	69 renewal visits

The *Reference Framework* program continues to grow, with continuing membership growth in 2018. To support this increase, several additional training sessions were offered to members to prepare them for compliance visits. Please note that 2018 marked the first year of the two-year visit program for municipal day camps. A great success!

This new standard is part of the support the MEES intends to provide for the implementation of the *Reference Framework* by ensuring optimized support for the seasonal operations. Thus, the department has provided a \$50,000 grant to the ACQ.

## 2017-2018 ANNUAL MEMBERSHIP: 305 members

Administrative Regions	Certification	Associates	Reference Framework
01 - Bas-Saint-Laurent	5	--	7
02 - Saguenay/ Lac-Saint-Jean	1	2	7
03 - Capitale Nationale	11	3	14
04 - Mauricie	4	2	5
05 - Estrie	8	--	2
06 - Montréal	45	4	9
07 - Outaouais	6	2	1
08 - Abitibi-Témiscamingue	2	--	0
09 - Côte-Nord	--	2	3
11 - Gaspésie/ Îles-de-la-Madeleine	1	--	11
12 - Chaudière-Appalaches	4	--	12
13 - Laval	4	1	1
14 - Lanaudière	13	2	13
15 - Laurentides	11	4	13
16 - Montérégie	14	6	38
17 - Centre-du-Québec	2	1	8
United States	1	--	--
<b>Total</b>	<b>132</b>	<b>29</b>	<b>144</b>



## 2018 VISITS AND CONSULTANT TEAM

- 63 camp organizations, for a total of 70 sites, were visited for certification;
- 92 cities/municipalities/boroughs, for a total of 233 sites, were visited for the Reference Framework for Municipal Day Camps;
- A team of 23 consultants performed 303 site visits this summer, a record year at the ACQ! The ACQ would like to congratulate our team of consultants, who come back every summer to travel across Québec, for their exceptional work. Thank you for helping to develop and maintain the quality and safety of Québec camps.

## MEMBERSHIP COMMISSION AND REVISING THE STANDARDS

To finalize the certification standards revision started in 2005, resumed in 2011, and put back on track in 2018, the ACQ brought together the former members of the Membership Commission who are still active and invited others to form a representative committee of the certified membership.

The proposal for a new standards book, a revised, reorganized and enhanced version, was assessed over three days in the winter of 2018. The new standards book will be presented at the annual conference for publication in January 2019.

## ANNUAL CONFERENCE

This year's theme for the ACQ's annual conference was "Discover your CAMP SPACE." It was held from November 14 to 16, 2017, at the Le Chantecler hotel in Ste-Adèle, the Laurentians.

In addition to the major annual events such as the ACQ Annual General Meeting, Suppliers' Expo and the Gala for Awards of Excellence and Distinctions, the conference also contained the following highlights:

- Pre-conference on November 13 at the Base de Plein Air Bon Départ;
- November 14: Visit to EDPHY Camp and a special seminar with Michael Brandwein, a world-class speaker. There were also sub-network discussion meetings;
- Over 20 choices of workshops and conferences from November 15 and 16;
- New: Pairing with the Québec Forum plein air on November 16 and 17.

## LEGAL INDEX

The Legal Index, is a tool developed and launched in October 2017 by the ACQ. It has:

- 43 simple explanations of laws and regulations in constant development;
- Q&A sections on the situation of camps;
- 5 specialized training courses given to managers;
- More than 9,890 page views;
- 10 laws that have been consulted over 200 times;
- 678 views of the Labour Standards fact sheet.

## CAMPS MEMORIES

In the summer of 2018, the ACQ carried out filming for a new project: Mémoires des camps. A professional film crew, 3 members of the ACQ staff and 5 pillars of the camp community met at Camp Claret to discuss their history and the history of the ACQ and camps in Québec.



## SENTINELLE

The Sentinelle platform, developed by the MEES, the Observatoire Québécois du loisir and the ACQ, is being redesigned to help camp managers.

The changes that are being made include:

- New sections that are redesigned to accommodate managers;
- A regional census form sent to 17 URLs throughout Québec;
- A comprehensive information guide;
- Many statistics that are ready to be processed.

## PROLOC

In 2018, the ACQ got a new database: ProLoc. With the help of the Logilys team, 2 staff members have designed some tools that will help both the team and members:

- Detailed sheets for our members, partners, suppliers, consultants, instructors, etc;
- Simplified billing;
- A tested online registration option for the 2018 Annual Conference.

## BEST PRACTICES GUIDE

In the fall of 2017, a survey was made of camp concerns in Québec:

- More than 993 member and non-member organizations received this survey;
- 135 respondents completed the document;
- 528 documents (tools, models, examples) were collected.

The responses obtained helped to identify the main strengths and challenges that the camps will have to address over the next few years. Thus, the MEES has offered the Association des camps du Québec a grant of \$12,500 to develop a Best Practices Guide. This document to help camp managers is intended to direct camp practices, keeping them in line with Québec society's current reality.

This guide, developed by the ACQ in collaboration with numerous partners, is currently underway and will be released in the fall of 2019.

## FINANCIAL SUPPORT PROGRAM FOR FLOOD VICTIMS INONDATIONS

In the spring of 2017, several Québec families were affected by floods that occurred throughout the region.

To help the affected families, the Ministre de l'Éducation et de l'Enseignement Supérieur (MEES), Mr. Sébastien Proulx, created a program for financial relief totalling \$50,000, available for the registration of children aged 4 to 15 in a summer, day or family camp that is a member of the Association des Camps du Québec and an NPO. The purpose of the financial assistance was to reduce the registration costs or living expenses for children from flood-affected families.

Despite a concerted effort to disseminate information and a program extension, we received only a small number of claims.

## COMMUNAUTÉ PEP: VIDEO CLIPS AND GAMING APP

Several studies have shown that our young people are currently facing a significant problem regarding health. Therefore, Communauté PEP (Plaisir Engagement Passion) was developed to inspire and motivate young people to be physically active and to support facilitators. In partnership with the Capitale-Nationale's Table Intersectorielle Régionale and Sports Québec, the ACQ has taken over the community's practices, which were initiated by the University of Sherbrooke. Thanks to Québec en forme, 16 video clips will soon be available. In addition, support from MEES has made it possible for PeP ton Jeu, a new multi-platform game app, to be released later this year.

# AWARDS AND DISTINCTIONS 2018



**LAUREATE OF THE AWARD COUP DE CHAPEAU DES MEMBRES**

Centre Normand-Léveillé

Also winner of the award DEVELOPMENT AND INNOVATION

**LAUREATES FOR THE OVERALL**



**LAUREATE FOR THE HOMMAGE PRIZE**

Robert Lavallée  
Camp De La Salle



PROGRAMS AND CAMP LIFE  
SUMMER CAMP

Camp Mariste



**LAUREATE FOR THE AWARD COUP DE CŒUR DES CONSULTANTS**

Camp Massawippi



PROGRAMS AND CAMP LIFE  
DAY CAMP

Camps de jour  
Bois-de-Boulogne



**LAUREATE FOR THE AWARD PORTEUR DE FLAMBEAU**

Pauline Rondeau  
Camp Claret



INITIATIVE AND OUTREACH  
MUNICIPAL DAY CAMP

Ville de Granby



Rita Castonguay  
Centre nautique de L'Istorlet



**LAUREATE FOR THE CANADIAN CAMPING ASSOCIATION'S AWARD OF EXCELLENCE**

Howard G. Martin  
Camp Weredale

# OFFICIAL PROGRAM FOR SUPPLIERS AND PARTNERS OF THE ACQ

## IN 2018

- 44 suppliers and partners have registered with the ACQ's Suppliers and Partners Program;
- 11 are new suppliers and partners;
- 3,084 pages were viewed in the Official Suppliers and Partners section;
- 2,415 people consulted the Official Suppliers and Partners section.



Consult the official list and the 2018 suppliers and partners catalogue by [clicking here](#).

## NEW: SPECIAL EDITION CATALOGUES

This year, two in special edition new catalogues have been created. The publications, OUTINGS AND PROGRAMS and MATERIALS, SERVICES AND TRAINING were distributed.

- These were set to over 300 camp managers
- Allowing 44 official suppliers and 13 new companies to be seen by the camping world

In addition to allowing companies to gain visibility among camps, these catalogues provide camp managers with valuable contacts and discounts.



# TRAINING

## BILAN DES FORMATIONS 2017-2018

For its 20<sup>th</sup> completed season, the Remue-Méninges training courses have once again spread across Québec. This year, we are proud to count:

- More than **3,600 employees and stakeholders**, from camps and recreation and school daycare services trained by our team.
- A team of **55 passionate instructors** who travelled around Québec to offer quality training in facilitation, coordination and staff selection.

### CONGRATULATIONS TO THE WHOLE TEAM!

This year, every trainer received a day of training at the beginning of the season. This training prepared them to complete their Remue-Méninges mandates and better understand the expectations. Eight 2018 new recruits benefited from the expertise and enthusiasm of veteran trainers. After receiving customer comments, there is no doubt that the season was a success. We would like to thank the entire team for their dedication, enthusiasm for facilitation and contribution to the wonderful world of camps!

### NEW: WEBINARS

A new feature has been added to this year's already comprehensive ACQ Training Calendar. We are now offering a dozen webinars on hot topics, members' concerns and support for new members.



### REMUE-MÉNINGES AND OTHER TRAINING FROM THE ACQ

REMUE-MÉNINGES	2017	2018
Total Remue-Méninges mandates (Including the Forum de l'animation)	139	138
Total participants trained	3436	3686
Hours of facilitation training	719	645.5
Hours of coordination training	214	115
Visited administrative regions	14	10
ACQ TRAINING		
Webinar (new)	4	9
Reference Framework for Municipal Day Camps	10	5
Interpretation of guidelines	3	4
DAFA		
DAFA Managers trained (including PAM Instructors)	62	80
DAFA Coordinators trained	53	64
DAFA Instructors	27	10

Please note that 50% of the training mandates were offered to staff of certified, associate or member camps of the Reference Framework for Municipal Day Camps.

# CAMP SUB-NETWORK

To adapt to the new reality of the membership, whose vision includes "All variations of the camp experience," this year, we have more formally relaunched the meetings of the camps sub-networks in addition to the usual sub-network meetings during the congress.

We took advantage of the revision of the standards program to meet with two sub-networks to reflect on the addition or modification of certain standards related to the unique characteristics of these camps.

We would like to thank the camps for their involvement, ideas and openness in sharing their contacts and best practices!

## MEETING OF THE OUTDOOR RECREATION CAMP SUB-NETWORK

FEBRUARY 15-16, 2018, CAMP MINOGAMI

### CAMPS PRESENT:

- Minogami
- Trois-Saumons
- Kéno
- Air-Eau-Bois
- Tekakwitha

### SUBJECTS DISCUSSED:

- Revised standards related to the specificities of outdoor camps;
- Health care and emergency procedures;
- Training;
- Managing material;
- Food preparation and shipping;
- Outdoor accessibility;
- Tools for exchanging information and contacts.



## MEETING OF THE CAMP SUB-NETWORK FOR SPECIAL NEEDS CUSTOMERS

April 24, 2018, Normand-Léveillé Centre

### CAMPS PRESENT:

- Base de plein air Bon Départ
- Centre de plein air l'Étincelle
- Auberge la Clé des Champs
- Centre Notre-Dame-de-Fatima
- Accès Plein Air
- Services de Répit Émergo
- Camp Garagona
- Camp Massawippi
- Camp Grandpré
- Camp Papillon
- Centre Normand-Léveillé
- Société Grand Village
- Camp Cité Joie

### SUBJECTS DISCUSSED:

- Revision of the standards related to the specificities of camps catering to special needs clients;
- Definition of programs and clients;
- Emergency measures and safe supervision;
- Food;
- Accommodations and equipment;
- Facilitation staff;
- Redesign of the ACQ website.

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# ACQ AT YOUR SERVICE

## EXECUTIVE BOARD 2017-2018

**Steven Grenier** - President  
Centre Notre-Dame-de-Fatima (SM)

**Gabriel Bigaouette** - Vice  
Camps Odyssée (SM)

**Miguel Ouimet** - Treasurer  
L'Air en Fête (DC)

**Pierre-Luc Ménard** - Secretary  
Camp de jour du Collège Laval (DC)

**Philippe Morand** - CITQ  
Havre Familial (SC)

**Jacqui Raill** - CCA Representative  
Camp Ouareau (SC)

**Yannick Godin**  
Centre de plein air L'Estacade (SC)

**Nancy Rozon**  
Loisirs 3000 (DC)

**Catherine Faille**  
Sports Montréal (SC)

**Sean Day**  
Camp Kanawana (DC)

**Marie-Ève Pichette**  
Le P'tit Bonheur (SC)

**Stéphanie Gilbert** - Municipal Representative  
Ville de Repentigny



## ACQ TEAM 2017-2018

**Éric Beauchemin**  
General Manager

**Stéphanie Collard**  
Coordinator - Training and Member Services

**Tanya Desrochers**  
Programs Coordinator

**Gabrielle Germain**  
Coordinator - Web/Social Media and Special Projects

**Chloé Melançon-Beauséjour**  
Coordinator - Marketing and Communication

**Jean-Olivier Nicolas**  
Coordinator - Representation and development

**Anne-Frédérique Morin**  
Development Officer

**Yan D'amours**  
Development Officer

**Josée Piquette**  
Community Life Development Officer

**Marlène April**  
Administrative assistant

# ACKNOWLEDGEMENTS

The Association des Camps du Québec would like to thank the following people for their valuable contributions:

## OVERHAUL OF THE CERTIFICATION PROGRAM STANDARDS

Supervision : **Tanya Desrochers**, ACQ

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

Thanks to the members of the Membership Commission: **Martin Lapointe** Camp De LaSalle, **Dany Chénier** Camp Quatre Saisons, **Amélie Spain** Camps Odyssée, **Nancy Rozon** Loisirs 3000, **David Paradis-Lapointe** Camp familial St-Urbain, **Jacques Bilodeau** Certification Consultant.

## KALI AU CAMP

Supervision: **Éric Beauchemin**, ACQ

Coordination: **Andrée Gignac**, Les Clubs 4-H

App conceptualization and development: **CREO/IScola**

Pilot collaboration: **Centre de plein air L'Estacade** and **camp Mariste**

The implementation of the Kali au Camp app was made possible thanks to financial support from the Ministère de l'éducation et de l'enseignement supérieur.

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## DIRECTORY OF NATURAL SCIENCES ACTIVITIES

Supervision: **Éric Beauchemin**, ACQ

Coordination: **Andrée Gignac**, Les Clubs 4-H

Writer: **Jessica Bayard**, Les Clubs 4-H du Québec

Collaborator: **Samantha Boulet**, Les Clubs 4-H du Québec, **Josée Piquette**, ACQ

Editor: **Denis Poulet**

Graphic Design: **Karina Marquis**

The Directory of Natural Science Activities was made possible thanks to financial support from the Ministère de l'éducation et de l'enseignement supérieur.

## TIR À L'ARC : POUR ATTEINDRE DE NOUVELLES CIBLES

Supervision: **Éric Beauchemin**, ACQ

Coordination, Research and Writing: **Chloé Melançon-Beauséjour**, ACQ

Graphic Design and Illustrations: **Annie Trudeau**

Editor: **Denis Poulet**

These guides were made possible thanks to financial support from the Ministère de l'Éducation et de l'Enseignement Supérieur.

## CAMP MEMORIES

Supervision: **Éric Beauchemin**, ACQ

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

Production Team: **Gazelle Digital**

Collaborator: **Tanya Desrochers**, ACQ

Our guests: **Gérard Bachand**, **Roger Landry**, **Robert Lavallée**, **Père Carmel Lerma** and **Pauline Rondeau**

We would like to thank Camp Claret and their team for their hospitality and availability.

## COMMUNAUTÉ PEP

*Filming of 16 video clips*

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

Coordination: **Nicolas Garcia**, ACQ

Production team: **Gazelle Digital**

Our instructors: **Noëlle Marsh**, **Guillaume Roberge**, **Sabrina Juillet**, **Anne-Frédérique Morin**, **Chloé Melançon-Beauséjour** and **Éric Mecteau**.

We would like to thank the Collège Laval Day Camp and their team for their hospitality and availability.

This project on behalf of the Communauté PeP was made possible thanks to the financial support of Québec en forme.

## PEP TON JEU

App: *Expected launch in March 2019*

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

Coordination: **Nicolas Garcia** et **Gabrielle Germain**, ACQ

App conceptualization and development: **Caravan**

Our collaborators and partners: **Geneviève Mathieu** et **Maude St-Laurent**, Conseil Sport Loisir de l'Estrie, **Mathieu Rousseau** and **Catherine Plamondon**, Table intersectorielle régionale (TIR) de la Capitale-nationale.

This project on behalf of the Communauté PeP was made possible thanks to the financial support of Québec en forme.

## ACQ CONFERENCE ORGANIZING COMMITTEE

**Jennifer Pelletier**

Camp de jour du Conservatoire de McGill

**Yannick Godin**

CPA L'Estacade

**Guillaume Roberge**

Centre Notre-Dame de Fatima

**Emma Kennedy**

La Grande Aventure... en Anglais!

**Olivier Lauzon**

Camp de Portneuf

**Sabrina Juillet**

L'Air en fête

**Lara Willis**

Camp Wilvaken

**Cynthia Bonenfant-Lingat**

BPA Bon Départ

**Sandra Bujéoit**

Camp Papillon

**Émilie Lapierre**

Camp Mariste

**Maryse Morissette**

CPA L'Étincelle

## TEAM OF CONSULTANTS

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Patrick Boyer

Yan D'Amours

Joel Gaucher

Roch Giguère

Vincent Laporte

Julie Legault-Duthé

Guillaume Lemire

Éric Léveillé

Clément Lemaitre-Provost

Éric Mecteau

Amélie Richard

Yannick Richer

Lynda Vigneault

Pierre Villeneuve

7 new members joined the team this year:

**Mathieu Brunet**

**Nicolas Garcia**

**Geneviève Leblanc**

**Anne-Frédérique Morin**

**Geneviève Paquet**

**Nathalie Pellerin**

**Pascale Plouffe**

**Isabelle Tardif**

## CANADIAN CAMPING ASSOCIATION (CCA)

Jacqui Raill : ACQ Board Representative





Association des  
camps du Québec



2017

 2018

**PRODUCTION TEAM:**

General Manager: **Éric Beauchemin**

Coordinator: **Josée Piquette**

Collaboration : **Tanya Desrochers, Chloé Melançon-Beauséjour, Stéphanie Collard, Gabrielle Germain, Anne-Frédérique Morin, Jean-Olivier Nicolas and Yan D'Amours**

Artistic design: **Featuring**

Graphic design: **Annie Trudeau**