

Uniting Church Camping

“Creating Opportunity”
Bringing a new identity to life

The way we were

- Managed locally
- Small
- Low cost base
- Minimal capital re-investment
- Poor viability/sustainability
- Sale of sites and move out of camping

The “old” product

- Beds
- Location
- Catering

What’s changed

- New clarity of purpose
- Desire to reconnect particularly with youth.
- Re – affirmation of the role of the camping experience as a pivotal factor in personal growth and development.
- Build a platform for sustainability

The new environment

- Central structure for oversight & governance
- Cooperative group of sites
- Consistency of service provision
- Clarity of purpose

Mission planning

- **1. EXTRAORDINARY:**
- **Goal: To create environments that are distinctly different from every day life. These will be places that are:**
- Different environment
- Changed routine
- Pressures removed
- Leaders/program/experiences
- New experiences
- Some comfort and some discomfort/hardship

2. BUILDING COMMUNITY & RELATIONSHIPS:

- Goal: To provide programs, environments and experiences that aid in building communities and relationships.

3. UNDERSTAND CHURCH/FAITH/CHRISTIAN COMMUNITY:

- Goal: Create opportunities for guests to grow in their understanding of Church, faith and Christian Community.

4. VALUES & LEADERSHIP:

- Goal: Build positive values and leadership in individuals and groups.

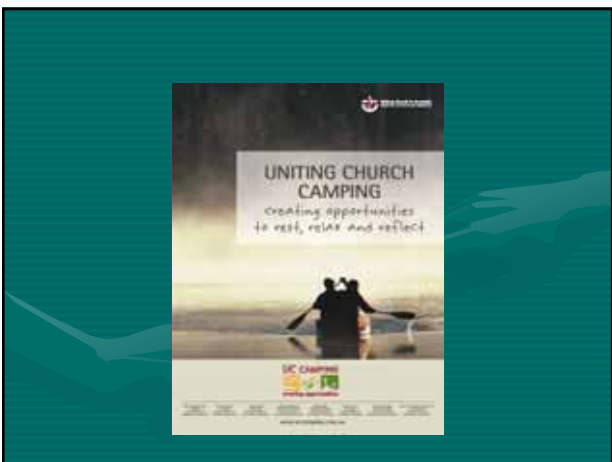
5 SERVICE & MUTUAL OBLIGATION:

- Goal: Create opportunities for guests to experience the joy and value of giving.

Sharing our message

- Print marketing
- Staff recruitment and training
- Venue style & program design
- Web marketing
- Service orientation





- ### Our sites/services
- Norval Halls Gap
 - Portland Bay Lodge
 - Adekate Lodge Creswick
 - Acacia Halls Gap
 - Merricks Lodge
 - Grantville Lodge
 - Lake Tyers Camp & Caravan Park
 - Interactive EdVentures

