

IMPACT REPORT 2023



Providing urban experiences for young people for 39 years





Urban Camp respectfully acknowledges the Traditional Owners of the land, the Wurundjeri Woi Wurrung and Bunurong Boon Wurrung peoples of the Eastern Kulin Nation and pays respect to their Elders past, present and emerging.

We are committed to our reconciliation journey, because at its heart, reconciliation is about strengthening relationships between Aboriginal and non-Aboriginal peoples, for the benefit of all Australians.



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OUR PURPOSE

Enabling young people to thrive through urban experiences

Our Role

To provide safe and comfortable facilities and accommodation, and nutritious meals

To offer affordable and memorable urban experiences for younger people from rural and regional communities

To design and deliver meaningful immersive programs, monitor our impact and share our successes

Our Priorities

Drive educational, social and environmental impact

Enhance safety and comfort

Explore and expand strategic partnerships

Develop a digital roadmap

Strengthen operational excellence and sustainability

ABOUT US



Urban Camp Melbourne is an award winning school camp facility located in Royal Park, 3 kilometres from the centre of Melbourne. Urban Camp offers an unrivalled low-cost school camp experience from which students explore Melbourne's dynamic cultural, educational and recreational attractions.

School camps are a formative experience in a young person's life, providing opportunities for independence and growth away from the classroom and home. Urban Camp uniquely enables young regional students to thrive through Melbourne city experiences while providing safe and comfortable facilities, accommodation, and nutritious meals.

The Australian camp sector is well-established, with the majority of camps focusing on recreational or outdoor activity in regional environments.

Urban Camp is the only dedicated school camp facility to offer a Melbourne city-based camp with free programming and venue bookings. Schools benefit from the experience of Urban Camp's programming team which works closely with venues and schools to curate individualised educational programs for each group, incorporating essential learning areas directly linked to the curriculum.

On average, each school group visits eight of Melbourne most impressive attractions across the city over three days.

We are a vibrant camp in a dynamic city.



Accommodation - 120 beds



Full Catering



Educational Programming



Wellbeing Support



Meeting Facilities

AT A GLANCE

39 years

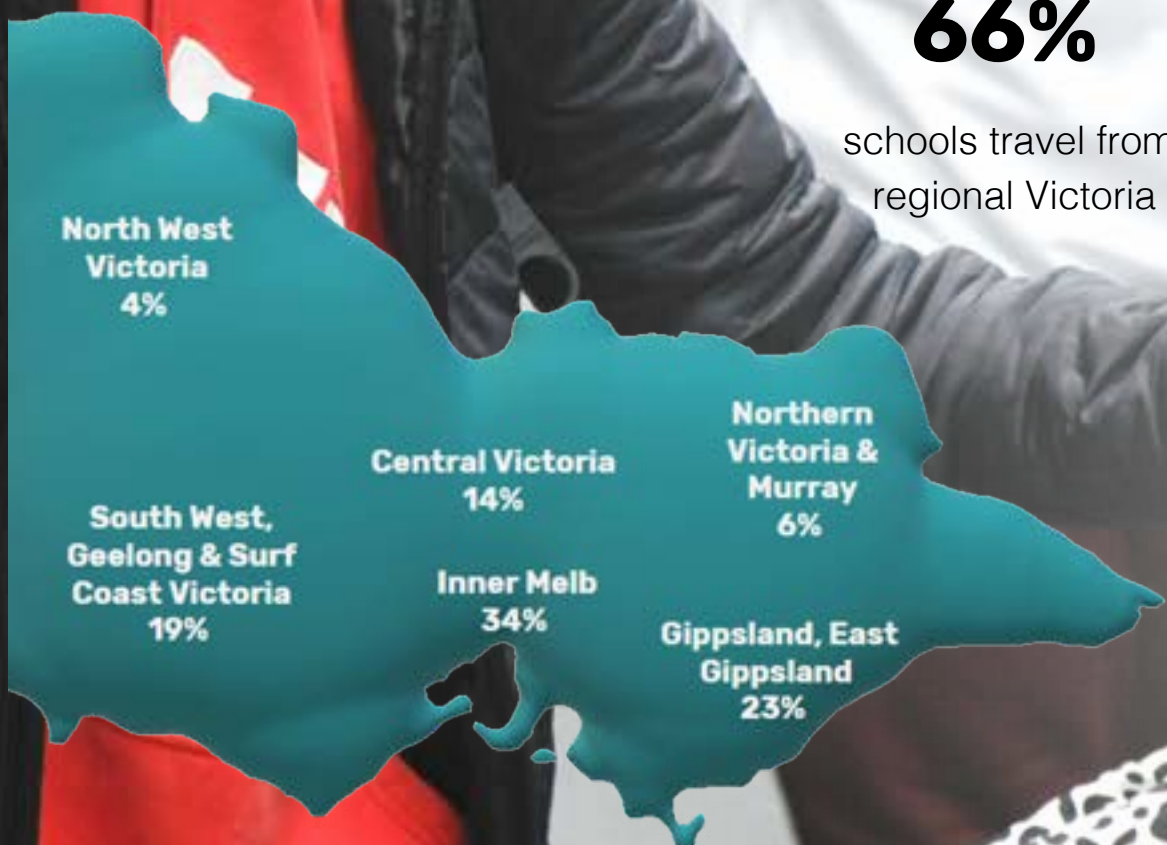
operational in the school camp sector

223,000

young people have stayed at Urban Camp since 1984

66%

schools travel from regional Victoria



SETTING FOR CHANGE

Camps are an integral part of the life of a young person

City experiences on school camp uniquely expose students to different cultures, environments, ideas and opportunities, providing opportunities for independence and growth away from the classroom and home.

Urban Camp enables young regional people to thrive through Melbourne city experiences through developing their confidence, knowledge and capabilities, which may encourage education and employment opportunities later in life in Melbourne.

Ongoing monitoring and evaluation

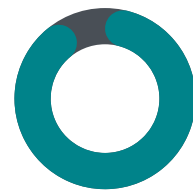
Through the distribution of our safety focused student friendly feedback forms we seek to understand the needs of young people while on school camp; and how their camp has made an immediate impact on their lives and may influence potential future aspirations.

Teachers are asked to reflect on the growth of students during their time on camp across social connectivity, independence and navigating life in a large city.

10,000

young people visit Urban Camp every year.

We are uniquely placed to engage and support young people in an urban environment.



93%

students noticed differences between their hometown and Melbourne city



84%

students showed an understanding of the city's opportunities and challenges



42%

students can see the benefits of living and working in the city



41%

students want to spend more time in the city when they are older

“

Prior to Forest Street Primary School's camp, teacher, Vicki Hinton wrote to Urban Camp to say:

"The children do not get out of Ballarat much, and some do not even get down into the city centre.

This will, truly, be the best experience, and so memorable for the Grade 6 students in their last year."

”

OUR IMPACT



Each year Urban Camp facilitates the opportunity for more than 44,000 unique city experiences for young people in Melbourne

An Urban Camp experience benefits young people across the short and long term, and strengthens the Melbourne community and economy.

We are a base for young people to explore the city and spend time with their friends, peers and teachers, which creates unique, memorable, shared experiences. We are a safe space and a gateway for students to go out of their comfort zone - to access a whole raft of new and educational experiences, to learn about diversity and difference, and to see what the city has to offer.

Social bonds are strengthened when we share new experiences and spend quality time together - young people connect with their friends, their peers and their teachers.

These strengthened social connections, which are at the heart of visiting Urban Camp, then contribute to a range of health, educational and other benefits.

90%

students demonstrated independence on school camp

90.5%

students were more socially connected to their friends, peers and teachers after school camp

“Camp isn't just about aligning experiences to the curriculum.

For our Year 6 group, before they head to high school it is an opportunity for students to explore their leadership skills and resilience.

They build great relationships outside of the school environment and return from camp with different and stronger connection with their peers.

Belinda Davies - St Mary's Swan Hill

SUPPORTING MELBOURNE

Urban Camp supports the City of Melbourne's community and tourism aspirations. We understand Melbourne is a city of possibility for all our guests - importantly those from rural and regional Victoria. Our strategic pillars align with aspirations as outlined in the 2021-2025 City of Melbourne council plan.

\$615,691

spent by schools on venues in Melbourne in the 2022 financial year

City of Melbourne's Community & Tourism Aspirations	Urban Camp's alignment
There is diversity in Melbourne's workforce	We bring 10,000 visitors to Melbourne per year mainly regional students fueling the workforce industry
Industries and communities are supported by a strong transport network	All of our visitors rely on Victoria's transport network
We celebrate and protect Melbourne's unique places	We are proud to highlight our relationships with venues through our website and communications
Buildings are built to the highest environmental standards	Urban Camp showcases sustainable practices including the materials used to build and maintain the facility, solar power and energy efficient lighting.
We prioritise nature in our city	Urban Camp is surrounded by parklands and this supports the connection with our rural and regional visitors
Melbourne is affordable	We support a low cost for purpose model providing easy access
People feel safe in the city	Safety and security is important to our guests and rates high importance to our bookers



Visit Victoria's intrastate campaign, Stay close, go further is designed to help rebuild Victoria's visitor economy by promoting visitation and expenditure within the state.

It highlights the creativity, culture and beauty of Melbourne and regional Victoria through its people and connects to the notion of 'staying close' (travelling within Victoria), and the opportunities it affords us, to 'go further' - to discover the unexplored or experience something new.

Urban Camp supports the City of Melbourne and the State of Victoria's marketing objectives through increasing the number of visitors to Melbourne to drive visitation and spend.

LONG-TERM CHANGE

Melbourne is a major site of opportunity for young people and adults alike. Education and employment pathways, people, recreational activities and transport centres are concentrated in the city of Melbourne.

As well as presenting opportunities, Melbourne comes with considerations and challenges that differ from those posed in rural, regional and remote communities.

Lack of confidence navigating and general experience in cities and towns can be detrimental to accessing the lifestyle and career opportunities within them. For many students Urban Camp provides the first opportunity to ride on public transport and for some the first time they have been away from family.

Social bonds are strengthened through shared experience; young people connect with their friends, their peers and their teachers. These strengthened social connections, which are at the heart of visiting Urban Camp, contribute to a range of health, educational and other benefits.

We view ourselves as a stepping stone to positive impact. An Urban Camp experience can have short-term and long-term benefits, but we recognise that young people require other experiences, supports and opportunities to thrive.

We are one piece of the puzzle.



The impact we seek

Young people are more connected, more aware, more confident and more capable.

Stronger connections with and into rural and regional communities strengthens the community and economy of Melbourne.

Young people to capitalise on opportunities to learn, to secure and retain work, and to connect more with others.

Young people come to Melbourne for employment, education, social and other opportunities.



22%

students in 2022 financial year travelled on public transport for the first time whilst at Urban Camp.

OUR NEED

\$466 per student*

Provides our young people with

- comfortable accommodation
- home-style meals
- 2 nights and 3 days on school camp
- access to Melbourne's best educational venues

Visit www.urbancamp.org.au to donate to Urban Camp's Scholarship Fund.

*Cost per student may vary according to time of year and venues booked

THANK YOU

FOR SUPPORTING OUR YOUNG PEOPLE AT URBAN CAMP



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