



Annual Report

2022/23

Chair Report

Urban Camp welcomed more students through the doors than in the two previous years; delivering a strong financial outcome and a site filled with exuberance and activity.

The importance of school camps to the physical and mental health of students was recognised by the Victorian State Government's investment into the Positive Start Program. The program sought to address the reduced opportunities that students had during the pandemic by providing access to free activities including school camps.

This year Urban Camp marked an important milestone with the submission of our first Reconciliation Action Plan to Reconciliation Australia for endorsement. We seek to establish strong relationships with and create further opportunities for Aboriginal and Torres Strait Islander peoples through activities at Urban Camp.

We farewelled outgoing Chair Glyn Williams after seven years steering the Board. Glyn played an integral role in the important advances we have made as an organisation. He was a great support to our CEO Daniel Whykes and together with the Board and broader team they propelled the camp forward to the award-winning facility we offer to schools and groups today.

Industry recognition at both the Victorian and Australian Tourism Awards proved that we are really good at what we do. Our schools love coming into Melbourne to experience city life.



We have the right formula with a committed team of staff to whom we are thankful for all that they do.

The conclusion of the financial year also saw our CEO Daniel Whykes undertake a new opportunity. At times over his seven years at Urban Camp, Daniel had to jump into the role of cook, plumber and driver. As a board we saw Daniel flourish as a leader and assemble a great team. Under Daniel's direction, the camp's popularity has grown without losing sight of our purpose to enable young people to thrive through urban experiences.

I thank the board for your support and guidance. We welcome our new CEO, Elizabeth Compton who will guide the Camp through our next stage of strategic planning and growth.

NICOLE BRADSHAW | CHAIR

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.

CEO Report

This year Urban Camp continued to showcase that we are leaders in the industry by winning gold at both a state and national level in our accommodation category at the annual Qantas Australian Tourism Awards. This was a terrific result for the camp and the industry and a real credit to the team who continue to provide seamless experiences for our guest's day in day out. This performance is also largely due to the camps long term strategic priorities.

I'm pleased to report that Urban Camp delivered a strong result in financial year 2023 and continued to make excellent progress against our long-term strategic goals. Over the last twelve months we were able to support 9,751 people using our facility for overnight experiences. Including 160 schools and 50 community groups and continue to add value to Melbourne's economy.

Total profit was significantly higher than the previous year due to the positive bounce back of school camps after two difficult years due to the pandemic, along with the support from the Victorian Government's Positive Start Program; where Urban Camp was able to support a number of schools that normally wouldn't be able to commit to a school camp experience.

We continued to invest for our guests and are grateful to the City of Melbourne for their ongoing support with upgrades to the facilities. This year we completed upgrades to the dining hall, carpet was installed in all dormitories, additional recreation facilities purchased, equipment upgrades, and we continued to review programs to ensure our schools are getting to see the best of Melbourne.

Over the last twelve months we have been able to drive increased value for our guests through our strategic partnerships especially in Royal Park with the Melbourne Zoo and other key stakeholders. In March this year we partnered with Bendigo Bank Community Bank Seddon in providing a free camp for young people from Sunshine Primary School. This was a great success, and we are grateful for the three-year partnership to ensure this continues into the future.



We are responding well to the ever-changing education and camping sector and continue to be a key provider of safe and comfortable accommodation for young people from all over Australia. Over the last twelve months we have continued to build our online presence and continue to showcase our magnificent, facilities, programs, and team.

We know that people are critical to our success, and we have invested more in our staff this year by supporting them with the inclusion of a newly appointed position of Operations Manager to the camp to better support staff on the ground and to ensure continuous improvements are a priority for our guests that return year after year. A big thank you to our dedicated team for their hard work and passion throughout the year.

On behalf of the staff, thank you to all members, and supporters, and to both Glyn Williams who completed seven years as Chair of the Board and Nicole Bradshaw incoming Chair for their hard work and dedication, which continues to support our ongoing performance.

As we head towards our 40th year I am grateful and proud to be serving my last year at Urban Camp after seven years at the helm as CEO. I appreciate the support I have received during my time at the camp and have really enjoyed playing a part in developing the camp into what it is today. I am comfortable leaving the camp in such a strong position after the tourism award accolades. I look forward to seeing Urban Camp continue to strive and progress under new leadership in the year to come.

DANIEL WHYKES | CEO

About Us

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



The Year at a Glance

19,231
visitor nights



Visitation remained strong at Urban Camp

9,751
individuals



On average groups stayed for two nights

47%
occupancy



Occupancy percentage

210
total bookings



Overall number of individual bookings including schools and groups

49,288
meals



Prepared by our kitchen team

48
schools



Received a free school camp through the State Government of Victoria's Positive Start Program

Booking Statistics

844

Bookings at venues across Melbourne

8

Average number of Melbourne venues attended per school

120

School itineraries developed by the Programs team

50

Averaged size of school groups

55

Venues supported

In the 2022/23 year we supported 160 schools and 37,304 individual experiences in the City of Melbourne.

Of the total of school bookings in 2022/23, 85 had previously stayed at Urban Camp.

Year Highlights

Bendigo Bank Community Bank Seddon Partnership

Bendigo Bank Community Bank Seddon and Urban Camp Melbourne have partnered to support Sunshine Primary School's grade 5/6 leadership camp for the next three years.

The collaboration, a first for a school group at Urban Camp, ensures Sunshine Primary School students are provided an invaluable opportunity for independence and growth away from the classroom and home.

The school's first camp was held in early March 2023. Forty students embarked on a fun-filled three-day school camp, enjoying a raft of educational and social experiences together.

Urban Camp's experienced team created a program of activities which included Melbourne's top educational attractions including Scienceworks, ACMI and the Immigration Museum. The students also visited the bustling Queen Victoria Market, enjoyed sweeping views across the city from the top of Melbourne Skydeck and a river cruise before gathering for a night-in to watch a movie at Urban Camp.

Natalie Talbot, teacher at Sunshine Primary School reflected, "Many of our children have experienced financial hardship and trauma, and were impacted by the 2-year period of remote learning. So to be able to take our 5/6 students to have three glorious days of fun, learning and enjoyment was such a privilege.

Removing the financial cost of camp enabled every student to have the opportunity to participate and build relationships with their peers and teachers.

Our children (and their families) have a full understanding how fortunate they are to have this amazing opportunity and were genuinely thrilled. Their appreciation and gratitude was lovely to see.

For many it was their first camp. For others, first time away from Mum and Dad and for one new arrival, his first trip into Melbourne!

The camp staff were so professional and helpful. They could not have done more to support and organise the camp.

To have three sun-filled days, exploring this amazing city of ours, which for too many of our students is a world beyond their usual experiences; it was such an incredible experience and one that we are truly thankful for. We made memories that will last a lifetime."





“ We loved the smooth process of how you booked us into all our activities. Our staff group loved the cleanliness of Urban Camp and how helpful and caring the staff were. We felt very safe at Urban Camp. The kitchen staff did their very best to ensure any dietary needs were met. Organising the public transport tickets was so convenient, and the pick-up/drop off with our luggage. These things made it so much easier when moving around the city with nearly 60 students! Along with this, bringing our lunch to us and being flexible around the venue and time was terrific.

**Feedback from a regional school
from our post-camp survey**



Industry Recognition

We were delighted to be recognised at the Victorian Tourism Awards and nationally, at the Qantas Australian Tourism Awards for the quality of accommodation and catering at Urban Camp and the attention given to creating memorable Melbourne experiences from our unique location.

Camps play a vitally important role in the development of student's, independence, growth and education. Our small hard-working team strive to create memorable camps linked to the curriculum which provide a raft of city experiences from our purpose-built facility to explore Melbourne.

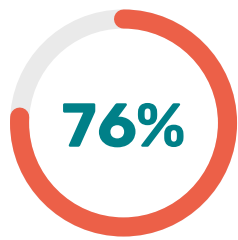
Our recent success would not have been possible without the incredible venues across Melbourne which provide exciting experiences for school groups while off-site.



We were delighted to welcome The Hon. Steve Dimopoulos MP, Minister for Tourism, Sport and Major Events and Minister for Creative Industries to Urban Camp following our success at the Qantas Australian Tourism Awards.

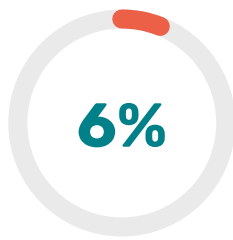
The Minister toured our site with Chair Nicole Bradshaw and CEO Daniel Whykes to experience where 10,000 students eat, sleep and play at Urban Camp each year. During the visit 75 students from St Peter's Primary School, fresh from exploring SEA LIFE Melbourne and the NGV, met Minister Dimopoulos. Asked what was most enjoyed in the city one student reflected they loved all the lights on in the city, but then you can't see the stars. The Minister replied that is regrettably something he cannot fix.

Our Visitor Reach

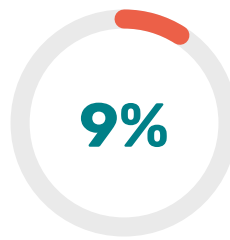


schools

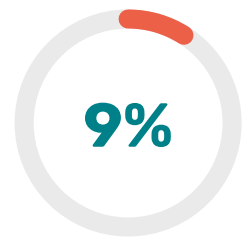
On weekends and school holidays Urban Camp is available for non-school groups.



groups with disabilities

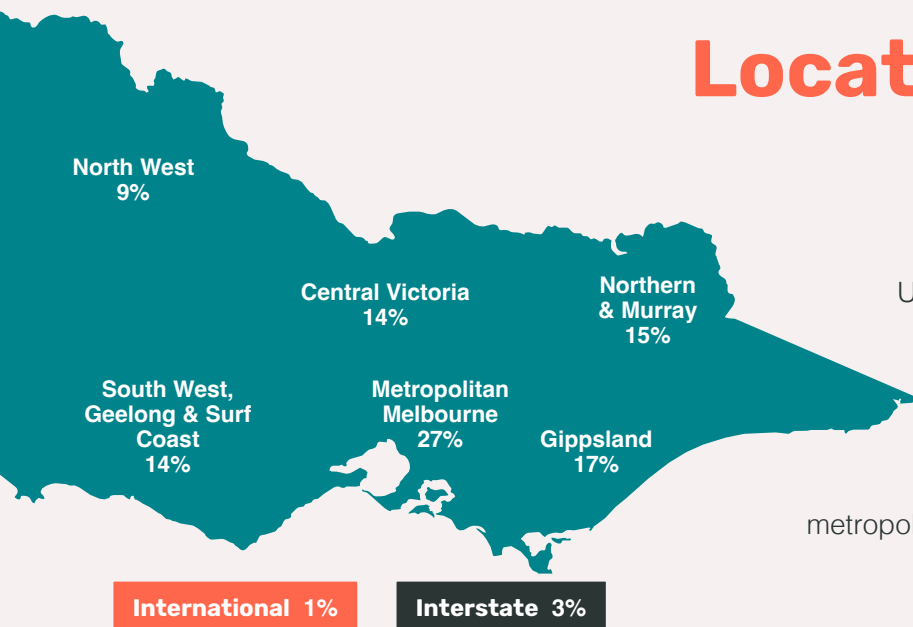


community groups



sporting groups

Location of Schools



School camps are a formative experience in a young person's life.

Urban Camp uniquely enables young regional people to thrive through Melbourne city experiences while providing safe and comfortable facilities, accommodation, and nutritious meals.

This map shows where the 160 regional and metropolitan schools visited from in the 2022/23 year.

Feedback From Schools

Feedback from schools is essential for our planning and growth. Schools hosted in 2022/23 provided the following insights into their motivation to book a city-based camp:

"Most of our students have never been to the city. We wanted to give our students a taste of Melbourne life; of the universities and the city landscape."

"We are on the edge of Melbourne. Not quite far enough to be labelled rural but many of our students don't experience all the city has to offer them. We also live in a bubble in the hills. To be able to see and experience different cultures and socio economic realities is eye opening. Many of our students will take public transport to high school, so this is a great introduction."

"We like country students to have a city experience. Very hard to organise city excursions when we are 4 hours away."

Board & Staff

Staff

Chief Executive Officer

Daniel Whykes

Finance Manager

Julie Poloni

Operations Manager

Marina Pratten

Program Coordinator

Marcus Scuotto to April 2023

Jenny Ball from May 2023

Program Assistant

Lucy Mulqueeny

Communications Coordinator

Belinda Johnston

Thank you to our valued catering staff contracted through **Chartwells** led by Winnie Chen for providing groups with 49,000 nutritious homestyle meals during their stay and to **OCS Australia** cleaning professionals for maintaining a fresh and welcoming environment at Urban Camp.

Directors

Chair

Glyn Williams (to November 2022)

Nicole Bradshaw (from November 2022)

Treasurer

Nicole Bradshaw (to November 2022)

Jarrold Guiney (from November 2022)

Board members

Jodie Blake

Evan Dukas

Julie McCormack

Teresa Smith

Jane Sydenham-Clarke

Kane Treloar (from November 2022)

Finance & Risk Committee

Nicole Bradshaw

Evan Dukas

Jarrold Guiney (from November 2022)

Kane Treloar

Daniel Whykes (CEO)

Julie Poloni (Finance Manager)

People & Governance Committee

Jodie Blake

Julie McCormack

Teresa Smith

Daniel Whykes (CEO)



FROM THE STUDENTS

"I loved going into an area of the MCG I would never go in again."

"On the first night I could not sleep because I was too busy giggling with my friends."

"Waking up my friends in the morning was the best."

Financial Report

URBAN CAMP MELBOURNE CO-OPERATIVE LIMITED
ABN 97 558 964 893

INCOME STATEMENT FOR THE YEAR ENDED 30 JUNE 2023

	2023 \$	2022 \$
REVENUE	2,066,924	688,153
EXPENSES		
Administration expenses	(64,290)	(52,724)
Camp program expenses	(343,064)	(12,774)
Catering costs	(373,173)	(131,800)
Cleaning	(77,671)	(33,336)
Depreciation and amortisation expenses	(38,560)	(19,897)
Employee benefits expense	(506,598)	(364,379)
Insurance	(15,411)	(12,856)
Motor vehicle expenses	(13,288)	(2,267)
Property expenses	(26,167)	(10,419)
Repairs and maintenance	(29,848)	(16,372)
TOTAL EXPENSES	(1,488,070)	(656,824)
Net surplus/(deficit) attributable to the Co-operative	578,854	31,329

Financial Position

STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2023

ASSETS	2023 \$	2022 \$
CURRENT ASSETS		
Cash and cash equivalents	881,907	1,096,597
Trade and other receivables	183,449	130,259
Other financial assets	1,302,077	472,077
Kitchen Inventory	6,989	4,043
Prepayments	26,846	24,028
TOTAL CURRENT ASSETS	2,401,268	1,727,004
NON-CURRENT ASSETS		
Property, plant and equipment	139,768	75,341
TOTAL NON-CURRENT ASSETS	139,768	75,341
TOTAL ASSETS	2,541,036	1,802,345
LIABILITIES		
CURRENT LIABILITIES		
Trade and other payables	190,101	106,815
Amounts received in advance	325,397	285,111
Employee entitlements	68,905	39,296
TOTAL CURRENT LIABILITIES	584,403	431,222
NON-CURRENT LIABILITIES		
Employee entitlements	7,276	220
TOTAL NON-CURRENT LIABILITIES	7,276	220
TOTAL LIABILITIES	591,679	431,442
NET ASSETS	1,949,357	1,370,903
EQUITY		
Accumulated funds	1,946,637	1,367,783
Paid up capital	2,720	3,120
TOTAL EQUITY	1,949,357	1,370,903



**Urban
Camp**

7 Brens Drive (PO Box 51) Parkville VIC 3052
P 03 9328 2818
E enquiries@urbancamp.org.au
ABN 975 589 648 93
urbancamp.org.au