

ALR300

Research findings for Camp Quality

02/08/19



laughter is the best medicine.

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PART 1) DEFINE AND DESCRIBE THE RESEARCH

Methodology

For this paper I utilised formative, secondary and archival research methods. Formative Research was crucial to underline the basis of how us to develop a future campaign for our chosen organisation. To analyse the organisation, I used mostly secondary research and archival research within the internal sources, such as their very useful <IR> reports, homepage information and talks with our organisation's contact.

I did also investigate external sources such as blogs, media news coverage, job reviews of the organisation and awards given by Charity Reputation Index. Other secondary archival research on the external section I used was investigating other non for profits that help children with cancer in Australia and view how they behave differently than my organisation and apply some of this info into graphs and tables. I tried finding books and peer reviewed articles on the organisation but with no results. To research deeper into the organisation, I also scheduled a face to face interview with the organisation but due to their full schedule, me and my group will not be meeting with them before the 7 of August.

The readings of Smith's Strategic Planning for Public Relations (2017) were heavily used to write this research, by borrowing phrases and wordings.

PART 2

A) PUBLIC RELATIONS SITUATION

i) **The situation facing the organisation**

Projects such as Peer to Peer(P2P) fundraising is currently in focus for Camp Quality (Kendra, interview 2019). This is an opportunity for Camp Quality to reach target public known to participate in P2P activities and influence them to provide awareness and funding from families and friends towards Camp Quality.

ii) **The background of the situation**

P2P funding such as people running a marathon to gather money for a cause or organisation is widely popular and efficient than before in the non-for-profit sector (Hessekiel, 2018) but Camp Quality has not been successful in this arena (Kendra, 2019)

Camp Quality has had a few P2P activities, with a volunteer running the London Marathon for Camp Quality in April (Camp Quality, 2019), helping the organisation with \$1,530 dollars. The lack of P2P campaigning is according to Camp Quality's State manager Kendra Overall, the lack of PR focus in this area, and other situations demanding more attention.

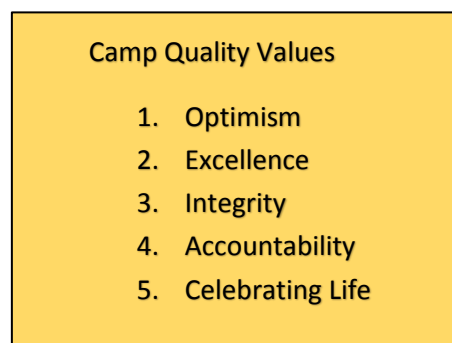
iii) **The significance of the situation**

P2P foundations are a big opportunity for the organisation to grow their public outreach, gain awareness for their cause, and increase their yearly revenue (Kain, 2019, para. 5). This aligns with Camp Quality mission stated in their company annual report (2018) to get enough funds to help all children with cancer in Australia. The Melbourne marathon in October is a good time and place to plan a campaign involving increasing the number of volunteers who runs to fund money for Camp Quality.

PART B) ORGANISATION BACKGROUND ANALYSIS

i) Background

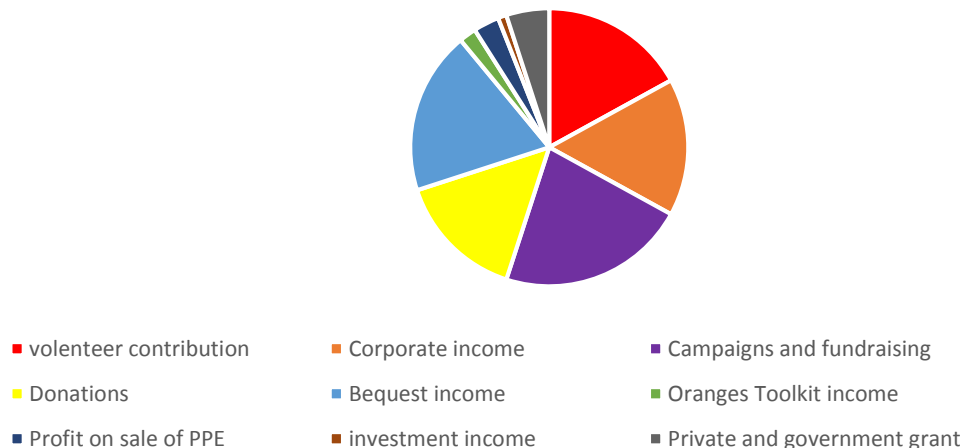
Camp Quality is one of the largest non-for-profit organisations in Australia that provide children from the age of 0-13 with cancer the chance to be children again. Their services include Hospital therapy for the children, Apps to help the family at home, education show at schools, and camps for the children and families to retreat to, as well as other experiences for the family (Camp Quality, 2019).



Source: Camp Quality 2018 annual report.

In 2018, their annual reports states that around 55% of all children diagnosed with cancer got support from Camp quality in Australia, Camp Quality's goal is to reach them all. In 2014, they also expended their services to be the first Australian charity to help children when their parents or sibling has cancer (Nunn, 2019). The below statistic is sourced from Camp Quality's Integrated 2018 Report. In 2018 their overall revenue was \$18,303,640 AUD.

Sources of 2018 revenue for Camp Quality



ii)

Internal environmental

By examining Camp Quality's <IR> reports from the year 2016, 2017 and 2018, the organisation has since 2017, employed more than 85 staff members across the country. Since 2017, staff engagement was a big key focus of Camp Quality. The report in 2018 however shows a lack of employment engaging feedback to the organisation, and staff having an end of the year 25% completion rate. The number of volunteers were 1,600 in 2018, a decrease from 2000 in 2017.

Camp Quality's PR and communication structure from within appears to be strong, having three <IR> reports, and having a strong and structured webpage. The organisation is also active in the social media sphere. In the reports the organisation is open about their struggles, accomplishments and visions for the future, and as stated in their 2017 report, they first charity in Australia to release <IR> Report, in hopes to provide transparency to their stakeholders.

iii) How the public view them

Info about Camp Quality reputation and public opinion have been gathered from places such as:

- News outlets
 - Camp Quality have a strong presence in the news, with 23 news articles from 2018 being featured on their webpage (Camp Quality, 2019).
- Camp Quality's Facebook page.
 - According to the 2018 report, their social media follower growth has had a growth of 27.5% across all channels credited to cooperation with social media influencers during campaign periods.
 - Was rated 5 stars out of 5, reviews of 37 people, they were positive from families who were helped by the organisation, or from employee and volunteers.
- Blogs and reviews from former employs and volunteers
 - Blog posts about volunteering were positive, (Coehlo, 2014)
 - Job searching pages such as Seek.com.au had given more negative responses (Seek, 2019). this aspect is being worked on by the organisation with implementing better future staff and volunteering engagement protocols

- Australian charities and non-for-profit reviews, such as The Charity reputation index
 - Camp Quality has been ranked as one of the most reputable children's cancer charity in Australia. (Camp Quality 2019)
 - in 2017 they were number 5, and the top-rated children charity and cancer charity In Australia (Blacher, 2017)
 - In 2018 according to their annual report, they fell from top 10 to 12 but they remain the most trusted children cancer charity in Australia.

iv) External

Australia has a huge number of cancer charities that Camp Quality competes with. The organisations listed by Childhood Cancer Australia are all doing non-for-profit work for children with cancer and there are as many as 90 different organisations spread across Australia.

Camp Quality is the only organisation to offer camping as a service to the children. However Camp Quality does not, unlike for instance Children's Cancer Foundation and Kids Cancer Project, who both help children with cancer, donate to clinical research or help fund clinical trial treatments. Medical cancer research and drug trials depend almost completely on philanthropy. (Children's cancer foundation, 2018)

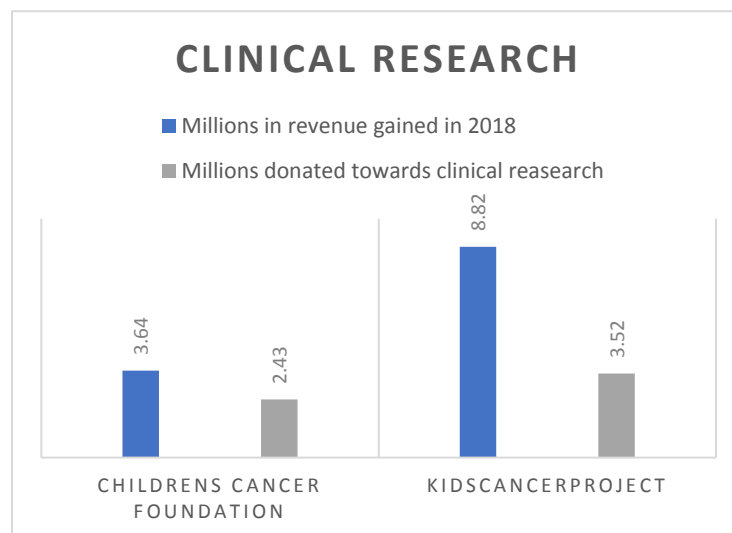


Table 2: info sourced from: Children's cancer foundation (2019), Kids Cancer Project (2019).

Above graph depicts the amount of revenue the organisation mentioned receives and its donations to clinical drug testing. Competition in the same sector offer services outlined in the table below that Camp Quality does not provide. This could make public targets such as fundraisers choose to not give money to Camp Quality, but to its competitors instead.

| <i>Organisations</i> | <i>Children Cancer Foundation</i> | <i>Kids with Cancer Foundation Australia</i> | <i>Childhood Cancer</i> |
|----------------------|---|--|-----------------------------|
| <i>Service</i> | Clinical cancer research and drug trial testing | Clinical cancer research | |
| | Counselling for the parents | Counselling for the parents | Counselling for the parents |
| | Funding Hospital staff | School tutoring | |

Table 3: info sourced from Children cancer foundation (2019), Kids with Cancer Foundation (2019) and Childhood Cancer (2019)

As Camp Quality is a non-for-profit cancer charity it does not have any direct opposition to mention.

Camp Quality has many supporters and business partners, and separates them into corporate family members, corporate friends and local corporate friends. In 2018 they wrote in their report about a setback when they lost two important partners; NAB and Lorraine Lea, and consequently saw a loss of \$2 million dollars.

PART C) PUBLIC RESEARCH

- i) The public of Camp Quality are divided into named categories taken from Smith's Strategic Planning for Public Relations (2017)

Customer

- Children and their families effected by cancer in Australia. As Camp Quality is a non for profit, this public target does not pay, but is still in a way a "customer", as they need and benefit from products and services that the organisation provides. It's a focus target public as the organisation wishes to reach and help 100% of all children with cancer.

Producer

- The regular people and groups that donate to the organisation, usually between 30-50 years of age, living in all places in Australia, most likely have had family members or children effected by cancer.
- Employee/volunteer, with a big focus on gaining more potential volunteers and grow the volunteer engagement protocols in the future, as started in their annual reports.
- Supporters and corporate business partners. After experiencing loss of two big partners and revenue, the organisation will place even bigger focus on making sure future partners align with their core beliefs so that they don't revoke their partnership with camp quality.

Enablers

- Other smaller publics would be other community organisations to team up with and help each other.
- News media.
- Social media influencers, as commented of their success working with influencers in camp quality's 2018 report.

Limiters are Competitors in the same sector and giving the same services.

- ii) The key publics for the situation analysis campaign for Camp Quality are
- Young active adults from the ages of 20-40 and want to help charities.
 - Adults who on a personal level seen how terrible cancer is for children and wish to do something to help.
 - Big opinion leaders, celebrities or social media influencers who genially care to help and can get a lot of funding for a P2P campaign.

PART D) PROBLEM AND OPPORTUNITY STATEMENTS

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| OPPORTUNITY STATEMENT |
| THAT YOUNG, ACTIVE AND CARING PEOPLE WANTING TO HELP A CHARITY CAN FIND OUT ABOUT CAMP QUALITY AND PARTICIPATE IN P2P FUNDRAISING SUCH AS RUNNING THE MELBOURNE MARATHON TO GET DONATIONS FROM FAMILY AND FRIENDS |
| THAT ADULTS WHO HAVE SEEN HOW CANCER HAS AFFECTED THEIR CHILD OR ANOTHER CHILD WISHES TO PARTICIPATE IN P2P FUNDRAISING, SUCH AS THE MELBOURNE MARATHON, TO GET DONATIONS FROM FAMILY AND FRIENDS |
| THAT BIG OPINION LEADERS, FAMOUS PEOPLE, SOCIAL MEDIA INFLUENCERS WANT TO HELP CHILDREN WITH CANCER AND CAN PARTICIPATE IN P2P FUNDRAISING, RUNNING A MARATHON AND GET AWARENESS TOWARDS CAMP QUALITY BUT ALSO A BIG AMOUNT OF DONATIONS. |

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