Camp Quality

WHY CANCER EDUCATION MATTERS

ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the Wurundjeri Woi-wurrung and Bunurong / Boon Wurrung peoples of the Eastern Kulin Nation as the Traditional Custodians of the Land we are visiting today. We recognise their continuing connection to the land and waters and thank them for protecting the forests, rivers and their ecosystems since the beginning of time. We pay our respects to Elders past and present and extend that respect to all First Nations people today.

ARTWORK: "River of Light: Camp Quality's Journey of Healing and Connection" by Natalie L. Simmons.

HAVE YOU BEEN IMPACTED BY CANCER?

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CAMP QUALITY BRINGS

POSITIVITY,

FUN AND LAUGHTER

BACK INTO THE LIVES

OF KIDS FACING CANCER.

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ABOUT CAMP QUALITY

OUR VISION

Supporting every child and family at every step of the cancer journey.

- Supporting children and families impacted by cancer for over 40 years.
- Supporting families with a child aged 0–15 diagnosed with cancer, as well as families where a parent or caregiver is diagnosed.

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OUR PROGRAM & SERVICES

RECREATION PROGRAMS

Including camps, family retreats and fun days.

HOSPITAL PROGRAMS

Including puppet bedside visits and Child Life Therapy support.

EDUCATION PROGRAMS

Building understanding of cancer for children and young people.

TODAY'S FOCUS!

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SO WHY DOES CANCER EDUCATION MATTER?

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1 IN 2 AUSTRALIANS WILL BE DIAGNOSED WITH CANCER BY THE AGE OF 85*

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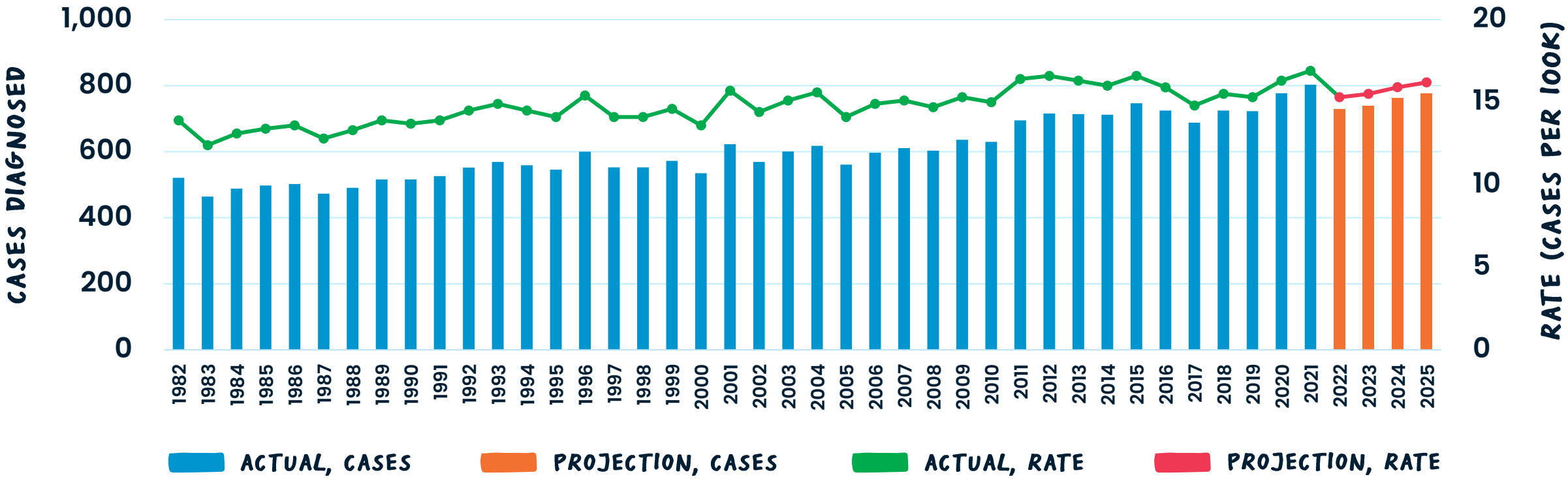
*SOURCE: Cancer Council Australia. *What is cancer?*.

CANCER INCIDENCE BY 0-14 AGE GROUP*

All cancers combined, persons, incidence counts and age-specific rates, 1982–2025



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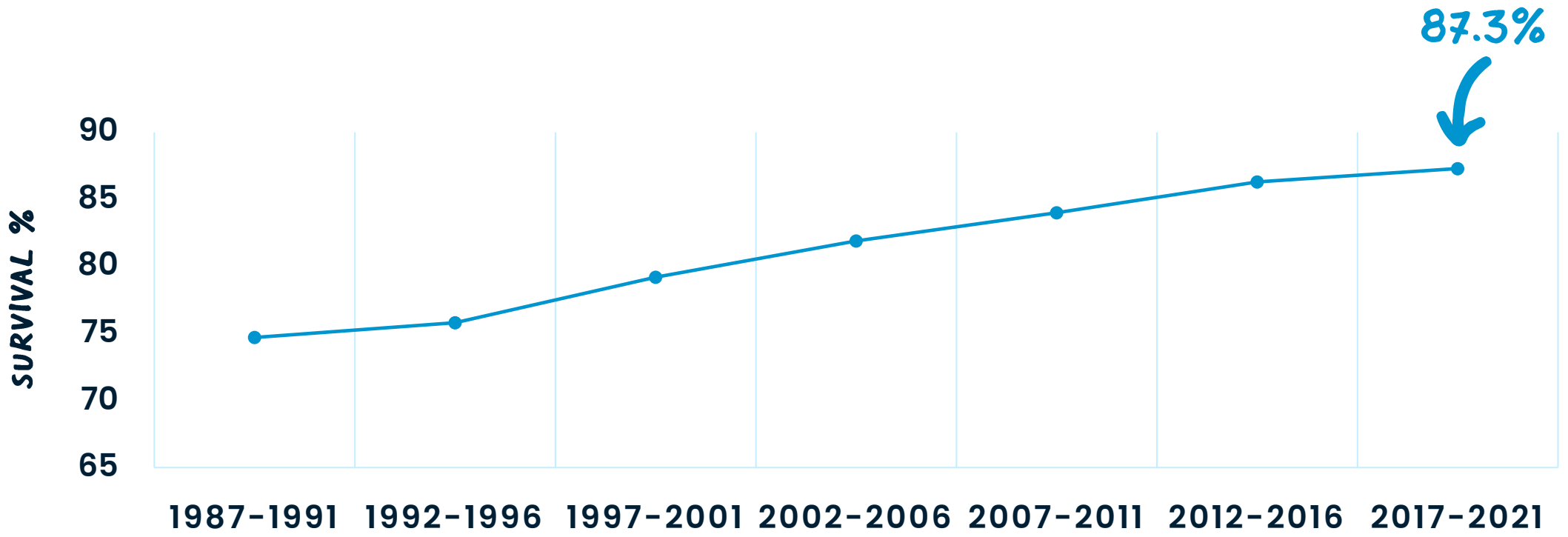
*SOURCE: Australian Institute of Health and Welfare (AIHW). *Cancer incidence by age visualisation.*

5-YEAR RELATIVE SURVIVAL FOR ALL CANCERS COMBINED*

Persons, various age groups, 1987–1991 to 2017–2021



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*SOURCE: Australian Institute of Health and Welfare (AIHW). *Cancer survival by age visualisation.*

CANCER IS BECOMING MORE COMMONLY DIAGNOSED IN PEOPLE IN THEIR 30s AND 40s*

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*SOURCE: Australian Institute of Health and Welfare (AIHW). *Cancer data in Australia: Overview.*

EACH YEAR **18,000** CHILDREN AGED 0-15 ARE IMPACTED BY THE DIAGNOSIS OF A PARENT OR PRIMARY CARER*

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*SOURCE: Australian Institute of Health and Welfare (AIHW). *Cancer data in Australia: Overview.*

THE CHALLENGES FAMILIES FACE

- Returning to school can mean bullying, isolation and misunderstanding.
- Children affected by cancer can miss additional days of school because of emotional wellbeing, bullying and treatment-related challenges.
- 43% of children with cancer require mental health support.*
- Childhood cancer has lasting consequences, affecting confidence, education and future employment.

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*SOURCE: KPMG. (2020). Final Report on the Camp Quality Costing Study: Primary School Cancer Education Program.

CANCER EDUCATION PROGRAM

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LIVE PUPPET SHOWS

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MEET THE FAMILY

For more than 30 years, the Camp Quality Puppets have helped children understand cancer through engaging, age-appropriate storytelling.

- Building understanding and empathy in schools.
- Reducing fear, stigma and bullying.
- Supporting educators with curriculum-aligned resources.

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MEET ARIEL AND COACH GRIMBLE!

2025 CANCER EDUCATION PROGRAM REACH

76,616

Children experienced the Program

585

Schools and Education Centres were visited

27%

Regional and remote delivery

EDUCATOR FEEDBACK

93+

Net Promoter Score

99%

of educators believed the program helped build optimism and resilience

99%

of educators believed the program helped students combat and reduce incidences of bullying

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PROGRAM IMPACT & RESPONSE

1. MENTAL HEALTH

Improvements in mental health outcomes include:

- Reduced visits to healthcare providers for mental health concerns related to a cancer diagnosis.

2. SCHOOL ABSENTEEISM

A cancer diagnosis disrupts school attendance. Schools who have experienced the Program have reported:

- A 23% reduction in school absenteeism in children impacted by cancer.

3. BULLYING

The Program has been proven to:

- Reduce targeted and verbal bullying of children experiencing the physical side effects of cancer treatment.

4. ACADEMIC AND PRODUCTIVITY OUTCOMES

Transitioning back to school is a key step of the cancer journey. The Program has been shown to:

- Boost academic performance among children who are experiencing cancer.

DID YOU KNOW?

An independent KPMG study found that for every $1 invested in Camp Quality's Primary School Cancer Education Program, approximately $5 in social and economic benefit was generated.

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PROGRAM IMPACT & RESPONSE

EDUCATOR RESPONSE

"The program helps children understand what cancer is (and what it isn't!), how treatment works, that cancer isn't contagious and how to be a good friend through challenging times. These lessons are so important in fostering empathy, resilience and inclusion.

PARENT RESPONSE

"At the beginning of the show, they asked the kids to put up their hand if they thought they could 'catch' cancer. My heart sank a little when more than half of them put up their hands. At the end of the show, they asked the same question. No one put their hand up and everyone yelled out no!

KIDS' GUIDE TO CANCER

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KIDS' GUIDE TO CANCER

- Reinforces the key messages of the puppet shows beyond the performance.
- Supports educators and families to continue conversations about cancer at school and at home.
- Provides clear, child-friendly answers to common questions about cancer and treatment.
- Available in multiple languages to improve access for culturally and linguistically diverse communities.
- Helping children build understanding, empathy and confidence when someone they know is affected by cancer.

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BLOOM WEB SERIES

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CO-DESIGN PROCESS

Bloom was developed through a collaborative co-design process, ensuring the stories, themes and educational value reflect real experiences and professional expertise.

Young People with Lived Experience

Parents & Caregivers with Lived Experience

Healthcare Professionals
Including psychologists, paediatric oncologists

Educators & Curriculum Specialists

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BLOOM OUTCOMES ARE FOCUSED ON

The series, together with the classroom resources, helps students and teachers:

- Understand what cancer is and how it affects young people.
- Recognise how relationships, confidence, and wellbeing can change after a diagnosis.
- Talk about cancer openly, respectfully and with greater confidence.
- Create a more inclusive, supportive and empathetic school environment.

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AUDIENCE REACH & RESPONSE

CURRENT REACH

Trailer Views
102,315

Estimated Audience
18,119

CX Score
9.7

NPS Score
+89

FILM FESTIVALS & AWARDS

BEST WEB SERIES WINNER

- 2025 South Australian Screen Awards

OFFICIAL FESTIVAL SELECTIONS

- Sydney Web Fest 2025
- Melbourne Web Fest 2025
- New York Web Fest 2025

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AUDIENCE REACH & RESPONSE

STUDENT RESPONSE

“

You helped by showing me what it feels like from all sides of the equation and how everyone feels at the time.

EDUCATOR RESPONSE

“

Balanced all the stories and showed empathy to each person’s experience.

PARENT RESPONSE

“

Just BRAVO! Absolutely brilliant and thank you for making such a beautiful, heartwarming and education film for the next generation.

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THANK YOU!

ANY QUESTIONS?