



Explanatory Notes  
Annual General Meeting  
28 November 2020

## 1. Executive Summary

This document sets out background information in relation to a number of the resolutions to be put at the Annual General Meeting (“AGM”) of the Christian Camping Program Inc. trading as Cs Camps (referred to in this document as “the Camping Program”).

With the retirement of the organisation’s founders, Rob and Judi Hunter, the Board<sup>1</sup> has devoted care and planning to the transition of leadership within the organisation. The Board sought the assistance of a consultant to direct us regarding our organisational identity and strategic plan. The recommendations put forward in this document come from our need to facilitate continual growth and impact whilst maintaining the heart and values that have developed in the Camping Program this past 22 years.

In addition to reading these explanatory notes, you may wish to refer to a full copy of the Constitution which can be found at [cscamps.org.au/agm](http://cscamps.org.au/agm)

## 2. Summary of Resolutions

### A. Special Resolutions

1. Amend the Constitution of the Camping Program (referred to in this document as “the Constitution”) regarding eligibility of members; and
2. Change the incorporated and trading names and make corresponding changes to the Constitution.

### B. Ordinary Resolution

1. Agree the number of ordinary Board Members for the coming year.

## 3. Ability to Change Constitution

Clause 16 allows the Constitution to be amended by special resolution of a general meeting of the Association (ie at the AGM). A special resolution requires 75% of the members present to agree to the proposal.

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<sup>1</sup> At the Camping Program the Board is the same as a “Committee” referred to in the Constitution and relevant legislation



#### 4. Special Resolution One (Agenda Item 3)

The resolution is:

*That Appendix 1 of the Constitution of the Christian Camping Program Incorporated be amended so that the paragraph headed "Eligibility" includes an additional dot point as follows:*

- *The Board may give membership to a person who wishes to become a member, is over 18 and who agrees with the above-mentioned Vision statement to become a member of Cs Camps.*

##### A. Background

1. In Appendix 1 the Constitution outlines eligibility of members as follows:

###### *Eligibility*

- *Anyone over the age of 18, and who agrees with the above-mentioned Vision statement is encouraged to be an annual member of The Camping Program. Given the number of children who attend camps, their parents or guardians are encouraged to take up the membership offer on their children's behalf.*
  - *There are no joining or ongoing membership fees to be a part of The Camping Program.*
  - *Unless the opt-out check box is checked on the registration form, annual membership of The Camping Program will be assumed.*
  - *Annual Membership continues for 13 calendar months (to allow for fluctuations in the timing of camps), and will begin from the start of the camp that is registered for.*
  - *An individual, or family can only have one membership; if registration for more than one camp occurs in a calendar year, then the most recent registration will signify the start date of membership.*
2. It is proposed that an additional dot point be added to enable the Board to give membership to individuals on request.
  3. The vision statement referred to above is as follows:

*The Camping Program is called by God and enabled by His Spirit to share the love of Jesus to people through a camping program. The various camps within this program are open to all people. The guiding principle for each camp is to move each camper closer to a greater understanding of God's love and purpose for their lives, through an integrated approach of love, acceptance, support and Biblical teaching.*



*Members of The Camping Program will have the opportunity to help direct the ongoing mission and work of the program; to set future priorities for growth and development.*

## **B. Reason for Proposed Change**

1. As drafted the Constitution provides that membership is linked to camp registration. For a number of reasons this is problematic - particularly given the events of 2020.
2. Due to the restrictions imposed in response to the COVID-19 pandemic in 2020 we were unable to run (in any format) 2C's Camps, OTC's, Men's Muster (North and South), Nourish or Schoolies. We ran BTCs (Be Transformed Camp) via an online format.

Therefore, many people who would normally have been active members of the organisation, including some of our current Board members, do not meet the eligibility criteria as the camps they have regularly been involved in did not run this year.

3. The proposed amendment to the eligibility criteria will allow the Board to make a person a member if they want to become a member, are over 18 and agree with the organisation's vision statement.

All other dot points (eligibility criteria) will remain unchanged.

4. Should this amendment be approved the Board will extend membership to those present at this AGM who wish to become members (provided they are over 18 and agree to the Camping Program's vision statement). Those new members will be eligible to vote on each other resolution put to the AGM.

## **5. Special Resolution Two (Agenda Item 6)**

The resolution is:

*That the incorporated name and trading name be changed from "The Camping Program Inc" trading as "Cs Camps" to "Life Camps Australia Incorporated" trading as "Life Camps Australia".*

### **A. Background**

1. We currently operate as "The Christian Camping Program Incorporated" trading as "Cs Camps". We were formerly known as "The Camping Program" (1998 – 2018).



2. It is proposed that we change both the incorporated and trading names to “Life Camps Australia Incorporated” and “Life Camps Australia” respectively and that the Constitution be amended to reflect this change.

## **B. Reason for Proposed Change**

1. In or about July 2020 Priscilla Mellado was engaged by the Board to assist in development of the Cs Camps brand and marketing. This was considered particularly timely given the retirement of the Hunters.

Priscilla quickly identified that the change of name from “the Camping Program” to “Cs Camps” was not made with finality. She noted an element of confusion in our marketing materials and suggested this might impact our ability to place ourselves in the market. Priscilla indicated that having a clear sense of identity is essential to any entity facing organisational change.

It was Priscilla’s strong recommendation that we consider a change of name and development of a new and clearly defined brand.

2. The Board gave very careful consideration to Priscilla’s comments and recommendations. They reviewed where the organisation has come from and its underlying purpose and vision. The Board also considered its strategic plan to ensure the viability of the organisation in the coming years.

The Board gave due consideration to the impact rebranding might have on the organisation’s ongoing role of serving the church and wider Christian community. The Board determined that while there might be some disruption, overall the organisation will benefit from rebranding.

Benefits identified include:

- A chance to refresh the brand given the changing environment within the organisation.

The retirement of the Hunters has had a significant impact on the organisation including but are not limited to the creation of an incorporated entity, appointment of a new Manager and Program Director and changes at Board level. While the Board will ensure that the heart and values of the organisation carry forward, changes are inevitable.

- A chance to refresh the brand given the changing environment outside the organisation.

The impact of the COVID 19 pandemic is still with us. We have the opportunity to present a fresh, new looking entity to people who are weary after a difficult year.



- A clear statement of who we are and what we do.  
It is possible that those with little knowledge of the Camping Program are not clear what “Cs Camps” means or stands for.
  - Ownership of the new brand by the new managers.  
A new name presents an opportunity for a new start by those who are taking up the reigns. There is no intention to shake off the past or to change the values of the organisation. However, there may be some freedom in operating under a new name.
3. The Board proposes that the organisation be renamed “Life Camps Australia”.
  4. This is the ideal time to change the name of the organisation.
    - With the retirement of the Hunters, this is necessarily a time of change.
    - The rebrand will coincide with the launching of Aventri, our computer data base which enables us to connect with campers in a new and on-going way.
    - We are preparing for camps to return in 2021. The launch of the name will accompany an assurance that camps will resume as soon as possible but under the new name.
  5. If adopted, the name of the incorporated entity will be changed from “The Christian Camping Program Inc” to “Life Camps Australia Inc” and the trading name from “Cs Camps” to “Life Camps Australia”. The change will take effect in January 2021 and a transition period (likely 12 months) will be carefully managed by our employees.
  6. Given the proposed timeline we have completed some work around a new logo, in the event the change of name is adopted.

## **6. Ordinary Resolution (Agenda Item 7)**

The resolution (in accordance with clause 12.6.iv of the Constitution) is:

*That in addition to the office bearers there may be up to eight ordinary Board Members until the Annual General Meeting in 2021.*

### **A. Background**

The Constitution provides that in addition to the office bearers (being the President, Vice President, Secretary and Treasurer) there must be two ordinary Board Members (clause 12.2). It also provides that this number can be varied



(clause 12.6.iv). Between one AGM and the next the Board can fill casual vacancies (clause 12.11) but cannot add additional Board Members.

**B. Reason for Proposed Resolution**

There is a lot happening behind the scenes for the Camping Program. The Board would like the flexibility of being able to invite new members with appropriate skills to become part of the Board as and if required during the course of the year.

We consider that two ordinary Board Members is not enough to provide a diverse range of skills. Further, if we elect a full Board at this AGM there is no scope to add new members. However, if there are vacancies, those vacancies can be filled by the Board as needed.

Being able to have up to eight Board Members will provide the Board with sufficient flexibility to meet the needs of the organisation in the coming year.