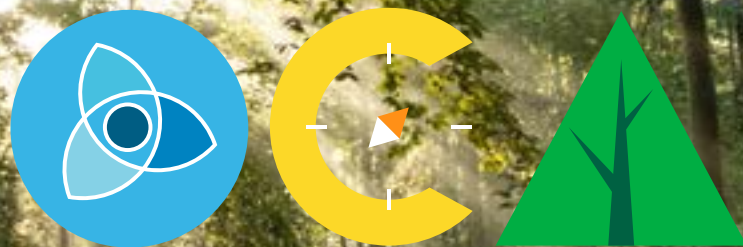


OCA Membership Inquiry Guide 2023-2024



**ONTARIO CAMPS
ASSOCIATION**

What is the Ontario Camps Association (OCA)?

The Ontario Camps Association (OCA) is a voluntary, non-profit membership organization founded in 1933 that works to make Ontario a premiere destination for camp and outdoor education. ***We aren't the government – we're an association of camp professionals committed to maintaining the highest standard of camp!*** Keeping the Ontario camp tradition alive is at the heart of everything we do. That's why our Members adhere to more than 600 Health and Safety Standards designed to ensure the safety of campers and staff.

Today, 400+ Member camps and outdoor education centres serving more than 357,000 participants are OCA Accredited! The OCA Accredited Member logo on a camp or outdoor education centre's promotional material tells parents, caregivers, and other stakeholders that your facility continuously meets and exceeds industry safety standards and provides participants with quality camp and outdoor education centre experiences.

You've taken a big step to invest in your facility's future by joining OCA, and we have the resources and support to help you on this journey! Your next step? Read this guide, which contains important information about OCA's resources, membership benefits, and education opportunities.

[Click to learn about our Mission, Vision, and Values](#)



A Message From The OCA President and Executive Director

Let me be the first to welcome you to the Ontario Camps Association (OCA). Our association of camp professionals is committed to maintaining the highest standard of camp! Keeping the Ontario camp tradition alive is at the heart of everything we do, from our Standards program to our resources, professional development opportunities and more!

The camp industry continues to be one of the hardest hit by this global pandemic and through it all, the OCA has been proud not only to support our Members but also advocate for the importance of camp and outdoor education in the lives of all those who are touched by it.

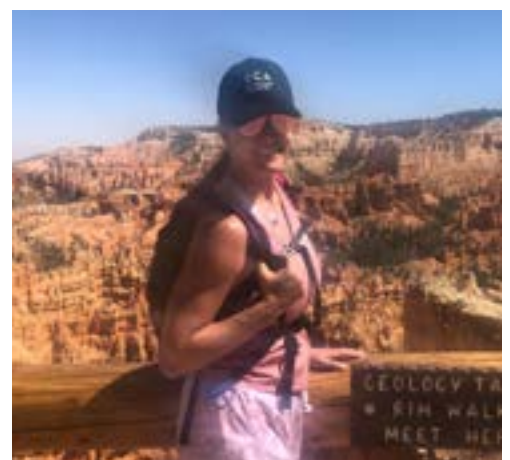
This inquiry guide has all of the information that you'll need to get you started on your OCA journey.

We are excited to share OCA with you.

Yours in camp,

Dave Newnham, OCA President

Joy Levy, OCA Executive Director



What type of membership is the best fit for me?

The OCA has many membership types to include all of the people who make the camp and outdoor education possible! This inquiry guide will help you learn more about each type so you can apply for the membership that is right for you, your organization, or your business!

Provisional One Membership - Camps and Outdoor Education Centres

If you are a camp or outdoor education centre(OEC) ready to start your journey to become an OCA Accredited Camp/OEC and gain all the benefits of being an OCA Member check out these pages:

- Provisional One Membership for Camps and Outdoor Education Centres (and Providers) - Page 5
- About OCA's Standards - Page 6

Individual Member

This membership type is for individual camp professionals who are looking to join our professional community, gaining access to OCA's resources, and getting involved as a volunteer - driving change in our industry! Check out these pages:

- Individual Membership - Page 7
- Resources for OCA Members (sidebar) - Page 5

You may also be also a Director, member of a board, or hold a senior leadership position at a camp/OEC that isn't an OCA Member (yet!), and wanting time with OCA's resources to begin the process of getting ready for your Accreditation journey. If this is the case, we recommend you review the information for Individual Members AND Provision One Membership.

Preferred Vendor Member

If you are a business that provides a product that camp and outdoor education centres need to know about or a service that can help camps/oecs or any business meet their goals, check out these pages:

- Preferred Vendor Membership - Page 8
-

Affiliate

If you are an organization that is closely aligned with OCA's core values and don't offer a paid service - looking for a way to engage with a wider audience to support kids and participants of outdoor education, please contact us directly by emailing rose@ontariocamps.ca.

Provisional One Membership for Camps and Outdoor Education Centres (and Providers)

OCA Accredited Camps and Outdoor Education Centres (OECs) are special – they represent the highest level of camping in Ontario! Our camps and outdoor education centres' commitment to meeting the highest industry standards means that parents, caregivers, and educators can feel assured that their participants and campers are in safe hands. The OCA Accredited logo signals all they need to know: Your staff are committed to delivering safer and enriching programs for their campers/participants.

Joining OCA as a Provisional Member is your path to becoming OCA Accredited! You'll be mentored and supported through our Accreditation process, and gain access to all the membership benefits that make OCA membership a must for camps and outdoor education centres in Ontario!

Membership Benefits

Support

OCA has always been there to support our Members. With our government advocacy, OCA supports our whole industry, most recently, working around the clock to allow camps to re-open during the COVID-19 pandemic and gaining access to testing to keep campers, staff, and our community safer. OCA also supports camps/OECs through mentorship opportunities, support from OCA staff members, and through the efforts of our committees and Board of Directors.

Resources

Our weekly newsletter, the OCA Weekly, is full of resources, professional development events, and support opportunities. We also have a Members Portal on our website which houses our exclusive members-only resources. Collectively, our Board of Directors and wide network of camp industry professionals work with professional consultants including lobbyists, health experts, lawyers, policy advisors, social workers and more to provide OCA Members with up-to-date and accurate resources and support. Take a look in the sidebar (right) to learn about some of our stand-out resources.

Marketing

Once your camp/OEC is Accredited, it will be listed on our website directory, and available as a search result in our Find a Camp/OEC and Camp Rental searches! You'll be able to post jobs on the OCA Job Board. Accreditation also means that your camp/OEC will be allowed use of the OCA logo on your marketing materials including on your website.

Professional Development

OCA holds many professional development events throughout the membership year including our Annual Conference, the Health Conference, and other events like Campfire of Inclusion (Special Needs focused) and our Staff Summit (aimed at young staff). We also hold Town Halls and Webinars on timely topics.

Networking

The OCA provides many opportunities for camp and outdoor education industry professionals to build connections with their peers at other organizations.

Resources for OCA Members

The OCA Risk, Emergency, and Crisis Resource Guide

Risks are inherent in operating a camp or outdoor education centre (OEC). Understanding these risks and planning for emergencies and crises are necessary to ensure that your camp/OEC is safe. This resource guide helps prepare camps and OECs to be ready to respond to emergencies and crises.

Director's Resource E-Book

A guide created by the OCA to provide resources to camp/OEC directors, owners, operators and senior personnel that support camp/OEC operations, including HR resources and camp/OEC specific resources.

Communicable and Infectious Disease Best Practices

This guide provides recommendations on planning, assessing, and managing communicable and infectious diseases that are common in a camp/OEC environment.

Camp Safety Plan Template

Every year before opening or operating a recreational camp, the operators of the camp have to develop and submit a camp safety plan, in writing, to the medical officer of health or a public health inspector. This template helps OCA Camps write this document, and includes prompts for all mandatory content.

OCA's Support Programs: Mentorship Program

The OCA provides Generalist and Specialist mentorship connections for new directors, camps and OECs, camps/OECs in need of support, Preferred Vendors, and Individual Members who, in writing, commit to starting the Provisional One Application process at the next available opportunity.

About OCA's Standards

OCA requires Accredited Members to follow and maintain standards for operational excellence. More than 600 OCA Standards keep Members accountable and operating at a level of excellence. For parents and guardians, it means peace of mind that the facilities they send their children to are safe, accessible, and professionally operated. We also offer our Members on-going educational workshops, conferences, and other professional development opportunities.

We're a community of passionate people from all walks of life with one thing in common: our love for camp and outdoor education. Working together as a community, we make Ontario the very best place for people to go to camp.

The Standards Accreditation Process

The First Visit

Once a Provisional 1 (P1) application has been approved, the camp/outdoor centre will have a Standards Visit in the upcoming summer. In the fall, the Standards Accreditation Committee will review the answer sheets from the visit and make a recommendation to the Board. Then, the camp/outdoor centre will be informed of the Board's decision as to whether they will advance to P2 or remain at P1 status.

The Second Visit

The next summer, a second visit will take place. If both the first and second visits are successful, the camp/outdoor centre will become accredited for either one or four years and will be informed of their status in the fall.

Unsuccessful Visits

If a Provisional Applicant is unable to become accredited after three summers of visits, the applicant will lose the opportunity to become accredited. However, after a one-year lapse, they may re-apply to restart the process as a Provisional Applicant.

Maintaining Accreditation

Once a camp/outdoor centre becomes accredited, they are revisited either the next year or in four years. The Board will re-accredit the camp/outdoor centre if they meet 100% of the applicable Mandatory Standards and 90% of the applicable Recommended Standards in each section. If a camp/outdoor centre does not meet these requirements, the Standards Accreditation Committee will conduct a review. Once completed, the committee will make a recommendation to the Board.

Possible Visit Recommendations

- The camp/outdoor centre is accredited for four years.
- The Board requires a letter of response or undertaking from the camp/OEC to comply with the Standards before a four year accreditation is given.
- The Board requires the camp/OEC to be re-visited the following year and requires a letter of response from the camp/OEC to comply with the Standards before a one year accreditation is given.
- The camp/OEC is not accredited and remains a Provisional Applicant.
- The Board may revoke the membership of any camp/OEC if, in their opinion, the camp/OEC does not adhere to the objectives, goals or standards of the OCA.

The Board's decision may be appealed. For more information, see the Introduction section in the OCA Standards.

Ordering Standards Books

Our Standards are available as a PDF on OCA's Website, however, we recommend that all Provisional Members purchase a hard copy of our Standards books to make the Accreditation process easier.

Ordering 2024 Standards Books

2024 Standards books will be available for order in the Fall - stay tuned for more information.

\$99.99 + HST - Member Rate

\$145.99 + HST Non-Member Rate

You can access OCA's Standards any time online!

Do you have questions about the Standards Process?

The OCA Team will invite you to join us for a meeting at the OCA office (or virtual meeting) to discuss OCA's Standards and your operation to ensure that the OCA Accreditation process is feasible for your operation.

Individual Membership

If you are a camp or outdoor education professional who is at a non-OCA Member camp, learn more about OCA through participation, or to gain access to all of our membership benefits, Individual membership is for you! You'll be joining our community of camp and outdoor industry professionals, dedicated to advancing our industry to be safer and better for campers, participants and staff.

Membership Benefits

Support

OCA has always been there to support our Members. With our government advocacy, OCA supports our whole industry, most recently, working around the clock to allow camps to re-open during the COVID-19 pandemic and gaining access to testing to keep campers, staff, and our community safer.

Resources

Our weekly newsletter, the OCA Weekly, is full of resources, professional development events, and support opportunities. We also have a Members Portal on our website which houses our exclusive members-only resources. Collectively, our Board of Directors and wide network of camp industry professionals work with professional consultants including lobbyists, health experts, lawyers, policy advisors, social workers and more to provide OCA Members with up-to-date and accurate resources and support. See the sidebar on page 5 to learn about some of our stand-out resources.

Professional Development

OCA holds many professional development events throughout the membership year including our Annual Conference, the Health Conference, and other events like Campfire of Inclusion (Special Needs focused) and our Staff Summit (aimed at young staff). We also hold Town Halls and Webinars on timely topics.

Networking

The OCA provides many opportunities for camp and outdoor education industry professionals to build connections with their peers at other organizations.

Preferred Vendors

OCA Preferred Vendors are vetted businesses that provide goods and services, supporting the camps industry! They offer products and services that are great for families, cottage owners, and other businesses.

How does the application work?

You head to our “Join Now” page on our website, and complete the application. Please note that we ask for a reference letter to demonstrate that your business aligns with OCA’s Mission, Vision and Values. Upon reviewing your references, OCA will inform you if your application has been successful and send you your welcome package which includes the Camp Contact Lists and your OCA Preferred Vendor Logo!

Advertising Opportunities

The OCA is always working hard to create advertising opportunities for our Preferred Vendors. Please see the Advertising Opportunities 2023-24 document for more details!

Our Annual Conference Exhibit Hall

Our Annual Conference is the host of Canada’s Largest Camp Industry Tradeshow! This is a HUGE opportunity to get your products and services in front of hundreds of decision makers from camps, outdoor education centres, and other businesses. OCA Preferred Vendors have first access to registration and priority booth placement (over non-preferred vendors).

The Camp Contact Lists

Preferred Vendors are sent and permitted use of the annually updated Camp and Outdoor Education Centre and Preferred Vendor Contact Lists, for the duration of their membership. This resource is your direct line to camp directors and senior staff with purchasing power!

Support and Training

The Preferred Vendors Committee meets a few times each year in person or virtually to discuss current industry trends, how to be successful in marketing to camps and outdoor education providers and Exhibit Hall tips from the pros to help Preferred Vendors get the most out of their membership!

OCA Preferred Vendors also receive the Understanding Camps document to help them understand how to pitch their business to camps and outdoor education centres for best results.

Membership Benefits

Here are the key membership benefits for Preferred Vendors. Head to page XYZ to learn more!

- Use of OCA Preferred Vendor Logo and Signage
- OCA Website Listing
- Job Board Access
- Member rates for OCA Events
- Understanding Camp document
- Camp Contact Lists
- Advertising Opportunities

OCA Preferred Vendors - Opportunity Alert!

Be sure to check out the OCA Advertising Opportunities document found in your membership renewal email for information about the opportunities available for advertising on the OCA Website and in the OCA Weekly, as well as information about other upcoming opportunities!



Your Next Steps: If Your Camp/OEC Wants to Apply for Provisional Membership

The minimum criteria to join the OCA as a Provisional One Applicant are as follows:

- Camp/OEC has operated for a minimum of one fiscal year
- Camp/OEC has operated for a minimum of 100 in-person participant days (# of participants x # of days = 100)

If your Camp/OEC meets the above criteria, head to <https://ontariocampsassociation.ca/application-camps-and-oecs/> to complete the forms and references required to apply.

Our Membership Associate will set up a meeting with you to talk about your Camp/OEC to ensure that you will be able to successfully navigate the accreditation process.

If Your Business Wants to Apply for Preferred Vendor Membership

Head to <https://ontariocampsassociation.ca/oca-member-application/> to start your application!

Applicants for Preferred Vendor Membership are required to include a current and dated reference letter from a client/associate outside your operations. References are to indicate the relationship with your services. Online reviews and testimonials will not be accepted.

Once the OCA team has reviewed your application and reference letter, you will be informed if you have been accepted as an OCA Preferred Vendor.

If You Want to Apply for Individual Membership

Head to <https://ontariocampsassociation.ca/oca-member-application/> to fill out your membership information. Once payment is received, you'll receive our Welcome Guide which contains more information you'll need to make the most of your OCA membership.

OCA Events

OCA is always working to provide opportunities for learning, professional development, and networking for our Members. These events are delivered as either part of your membership, or at a discounted members-only rate. This year, please stay tuned for more information coming to your inbox and on social media, as well as the OCA website about our upcoming events! **Save the dates for these upcoming events:**

OCA New and Emerging Camp Professionals!

Calling all New and Emerging Camp Professionals! Does it sometimes feel like you're on your own little/medium/big camp island? Sometimes there are times when you may feel isolated, but you're not alone - we are here for you! We are excited to start our own 'emerging camp pro' network within the OCA. Our hope is to create some opportunities for our Members to get to know other people who can relate to the joys and challenges you experience in your day-to-day.

Wednesday, October 18, 2023 – 12:30 pm - 1:30 pm (VIRTUAL)

How to Use Your OCA Risk, Emergency and Crisis Resource Guide Webinar

The guide is a more comprehensive and user-friendly guide to setting your operation up for success when it comes to emergency and crisis management. We'll be hosting a webinar to help you make the most of this important resource.

Thursday, October 26th - 12:30 PM - 1:30 PM (VIRTUAL)

OCA Marketing Lunch and Learn - FREE

An opportunity for camps to discuss marketing trends, marketing 101, targeting the right staff for your camp, and marketing in a post - pandemic world.

DATE - TBD (VIRTUAL)

Creating Community for Trans and Gender Diverse Staff, Campers and Families - FREE Workshop Series

A 3 part series, taking place over a number of weeks with a goal to educate, enlighten and create conversation on how camps and camp leadership can create community and safer spaces for trans and gender diverse staff, campers and families. Each part of the series will have its own theme and focus.

DATE - TBD (VIRTUAL)

OCA Holiday Mix and Mingle Party

An opportunity to connect face to face and enjoy an evening together before the holidays. Stay tuned for information on how we'd like to give back to our community during the holiday season.

DATE & LOCATION - TBD (IN PERSON)

Mental Health First Aid Certificate Course

Provide you and your staff with the tools to interact confidently about mental health with the young people in your camp setting. In the MHFA course, you will gain a solid understanding of the 5 basic actions of ALGEE: learn more here - <https://mentalhealthcommission.ca/training/mhfa/youth/>

DATE & LOCATION - TBD (IN PERSON)

OCA Health Conference

Our Health Conference is an essential event for directors and healthcare teams - whether you're starting out at your first healthcare centre as a first-aid, student nurse, or a seasoned pro, there's a session for you!

DATE & LOCATION - TBD (IN PERSON)

OCA CONNECTS 2024

OCA Connects 2024 Conference

The OCA Connects 2024 Conference will be at BMO IFL in Toronto, ON from February 14-15, 2024. With numerous professional development workshops, OCA Banquet, our OCA Exhibit Hall and networking opportunities, you don't want to miss our two-day conference. Stay tuned for information such as speaker proposals, ticket pricing and accommodations and much more!

OCA Annual Conference Exhibit Show

This is Canada's LARGEST Camp-Industry Tradeshow, and your biggest opportunity for face-to-face time with OCA Members and other camp professionals looking for products and services for their Camp, Outdoor Education Centre, cottage, home, or business! Stay tuned to the OCA Weekly for more information.

OCA Preferred Vendors - Conference Sponsorship

Sponsoring the OCA Connects 2024 Conference is a great opportunity to create brand awareness and connect with our members! Please see the OCA Connects 2024 Sponsorship Opportunities for more details!



OCA Membership Benefits At a Glance

Being an OCA Member comes with benefits! Reference the chart below to learn about our benefits at a glance, and then continue to the next pages to learn more in-depth information about our benefits and how to make the most of OCA Membership!

Benefit Category:	Accredited Camps/OECs	Provisional Camps/OECs	Preferred Vendors	Affiliates	Honorary Life Members	Individual Members
OCA Logo	✓		✓	✓		
Lobbying + Government Relations	✓	✓	✓			✓
Mentoring	✓	✓	✓			✓
Marketing: OCA Website Listing & Logo Signage	✓		✓	✓		
Marketing: OCA Job Board Access	✓		✓			
Marketing: Member Communications and Resources	✓	✓	✓	✓	✓	✓
Marketing: Social Media	✓		✓	✓		
Marketing: Contact Lists and Advertising			✓			
Members Portal Access	✓	✓	✓	✓	✓	✓
Professional Development and Networking Events	✓	✓	✓	✓	✓	✓
Request for Proposal			✓			
Research	✓	✓	✓			✓
Savings	✓	✓	✓	✓	✓	✓
Voting	✓				✓	✓



OCA Logo Use

We've created this handy guide to make it easier than ever to know if your business/organization has permission to use the OCA Logo. If you have questions about using the OCA Logo, please reach out to Lea Randall, Marketing & Events Associate, at lea@ontariocamps.ca.



The OCA Accredited Member logo identifies to families, staff, and campers/participants that a camp/OEC meets the highest standards — only Accredited Camps and OECs (who have completed their two-year accreditation process, followed by Standards Visits every four years) are permitted to use the OCA Accredited Member logo.



Affiliates are provided the OCA Affiliate Member logo to use on their marketing materials. These organization are aligned with OCA's Mission, Vision and Values but do not operate camp or summer programs.



Preferred Vendors are provided the OCA Preferred Vendor logo to use on their marketing materials. This logo is only for use for current OCA Preferred Vendors in good standing.

OCA Membership Benefits - Marketing

OCA is always working to promote our Association and our Members. Through our work in lobbying and work with the government during COVID-19, OCA has never been more visible as a professional organization – we plan to continue to build on this momentum to continue to market our Accredited Camps/OECs as safer, positive experiences for campers and staff, especially as the camp industry recovers from the affects of COVID-19 on camper enrollment and staffing.

How does OCA support Members with marketing?

Website

In March 2021, OCA launched our new OCA website! With the new site and our rebranded messaging, our website is the first point of contact for members of the public and interested stakeholders to learn about OCA and our Members.

Our website contains information about:

- Our Association: With our mission, vision, values and public statements, staff and Board bios, and information about our Standards, our site is a one-stop shop for members of the public to learn about all that OCA has to offer!
- Resources for camps and members of the public: With information about our Standards, our camp rental listing and search, information about our other open resources including our Risk, Emergency and Crisis Resource Guide (coming soon) and, our Preferred Vendors Directory, camps and interested members of the public have the information they need to connect with an OCA Accredited Camp/OEC about site rental, or to an OCA Preferred Vendor for a product or service!
- Information for parents and caregivers: Our website provides important information on why parents and caregivers should choose OCA Accredited Camps and Outdoor Education Centres, with resources on how to select a camp, information about subsidies and FAQs about camp in Ontario. This leads parents and caregivers to our tools – our Find A Camp/OEC search, and our Camp/OEC Directory!

We have increased our focus on driving traffic to our website via social media and other communication tools and will continue to expand and grow our audience!

OCA's Job Board

Our Job Board is constantly promoted on OCA's social media channels, to post-secondary co-op placement officers, in relevant media interviews, and recently, featured on a Billboard!

Billboard and External Advertising

Thanks to our connection with our local Business Improvement Area organization (BIA), OCA was provided with billboard space at no cost at a busy Toronto intersection (Dufferin/Finch). The OCA team continues to leverage open opportunities to further support our Members with marketing!

Contact Lists (Preferred Vendors)

Preferred Vendors are sent and permitted use of the annually updated Camp and Outdoor Education Centre and Preferred Vendor Contact Lists, for the duration of their membership. This resource is your direct line to camp directors and senior staff with purchasing power!

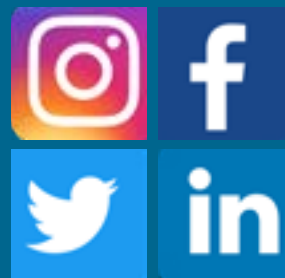
OCA is focused on building on our momentum – OCA is more visible than ever, and we want to share with Ontario why the OCA is so important!

OCA's Social Media

Our social media channels are growing! We're working hard to build our reach to continue to promote who we are, what we represent, and why OCA Accredited Camps/OECs are at the highest level of camping in Ontario! Our social media also promotes and brings awareness of the benefits of camp, celebrates and supports OCA Members, and shares and cheers on the successes of our membership.

Join us on LinkedIn!

OCA is a Professional Association – join us as we share updates on professional development opportunities, shareable resources, and promotion of our Job Board and Preferred Vendor Directory!



Click on the icons above to head to our social media channels and follow us today!

OCA Membership Benefits - Support and Resources

The OCA is here to support our Members. Collectively, our Board of Directors and wide network of camp industry professionals work with professional consultants including lobbyists, health experts, lawyers, policy advisors, social workers and more to provide OCA Members with up-to-date and accurate resources and support. **This support includes:**

The OCA Weekly and other communications

The OCA sends the OCA Weekly every Thursday – it contains updates from the OCA office about important dates and programs, and resources that help support OCA Members and information from OCA Committees. OCA also sends emails about time-sensitive opportunities, information about our professional development events and MORE!

Members Portal

Our Members Portal is a resource for all OCA Members, and your first location to find what you're looking for! You'll find:

- Standards Information (Ongoing Updates, Standards Review Critical Path, Answer Sheets, Standards Training, Standards Visits Resources, and The Sunday Standard)
- Recruit (OCA Job Board access for job-posters)
- OCA Communications (Back issues of the OCA Weekly, Statements, and Important Updates)
- Resources (COVID-19 Resources, Helpful resources for Standards and government regulations, OCA Camp Operations Resources, OCA Mentorship Information, OCA's Programs, Non-OCA Publications, and more resources on a variety of topics)
- AGM (Information for the Annual General Meeting)
- Preferred Vendors (OCA Weekly Banner Ad availability and event information specific for OCA Preferred Vendors)
- Get Involved (Volunteer information and sign up)
- Events – General outline of events, reminder about PV events

Slack

OCA Members and members of the Board of Directors

Slack, our peer-to-peer online community designed for OCA Members to share challenges, solutions, and hear any “in the moment” updates!