



# INTERNATIONAL CAMPING FELLOWSHIP

*Bringing Together A World of Outdoor Experience*

## GUIDELINES FOR PLANNING OF FUTURE INTERNATIONAL CAMPING CONGRESSES (ICCs)

The International Camping Fellowship encourages the creation and running of International Camping Congresses (ICC) in locations around the world on an approximate time frame of one every three years.

### **PURPOSE OF AN ICC**

- To provide a venue and opportunity professionals, semi-professionals, students, friends and retirees in camping to meet, network, discuss and exchange views.
- To provide education in current trends and training on camping practices, of interest to an international audience, and applicable in all regions.
- To enable the host country, through its local association and organizing committee, to present camping, camping practices and local culture that are of interest to visiting delegates and delegations.
- To raise the profile of camping, generally, and in the host country, in particular, by presenting camping in the best light to both the media and the general public.

The ICC should develop its own budget and run on a cost-recovery basis with the following additional expectations: A rebate to the ICF for each international delegate attending the ICC and a budget line to cover the expenses of a Congress committee representative to liaise with the ICF Steering Committee at each annual meeting in the three years prior to the Congress and one in the year following in locations to be determined by the ICF.

### **BENEFITS TO HOST REGION/COUNTRY**

The benefits vary from region to region depending upon the state of the camping community at the time of the Congress. Some of the observable benefits to date have been:

- Financial gain for the host association and sponsors
- Mobilization of the host association and camping community

- Enhanced profile for camping in the host region
- Increased tourism
- Increased awareness of camping in the region by the rest of the international community
- Exchanges and program development within and from the host region

#### PAST CONGRESSES

##### Pre-ICF

Minnesota, USA	“Northland Calling”	February 1979
Toronto, Canada	International Conference	February 1983
Washington, USA	‘Our Fragile World’	February 1987

##### Post-ICF

Toronto, Canada	‘KUMBAYAH’ Ontario Camping Association	March 1994
St, Petersburg, Russia	‘Nevsky Forum’ St Petersburg Camping Association	October 1997
Tokyo, Japan	‘Towards a New Camping Culture’ National Camping Association (Japan)	September 2000
Melbourne, Australia	‘Under the Southern Cross’ Camping Association of Victoria	January 2003
Mexico City, Mexico	‘Preserving Our Treasure’ Mexican Camping Association	October 2005
Quebec, Canada	‘In Living Colour’ Association des camps du Québec	October 2008

These guidelines are prepared for two purposes:

1. To provide background and a framework to assist future bidders for ICCs to address all the necessary aspects that should be considered and covered in any bid and bid document that seeks to partner with ICF.
2. To provide a framework to assist the ICF Steering Committee in the assessment and evaluation of future bids to host ICCs.

#### **1. DETAILS OF CONGRESS BIDDER**

- 1.1 **Who is the Congress bidder?** Give details of the person or organisation that is making the congress bid. Include the size, level of experience and expertise, financial strength and viability, and administrative capacity of the congress bidder. ICF expects that the bidder is sufficiently financially solvent to undertake the initial cash outlay able to sustain a loss in adverse circumstances.

- 1.2 **Associated Congress bidder(s)** Are there other entities within the camping fraternity associated with the bid? For example, is this a bid being made jointly by several camping associations, or by a State or Provincial Camping Association with the support of a National Association, or vice versa? Explain the administrative and financial underwriting responsibilities of the parties to the bid. Identify the volunteer and working groups that will carry the event.
- 1.3 **External Support to bidder.** Has support been offered for this bid, or is it likely to be available, from any level of Government - national, provincial or local - or from any other organisation? Explain the nature and level of any support that has been offered or is likely to be available and any major implications for the congress bid (e.g. time or location of ICC) which are seen as conditions of this support.

## **2. LOCATION AND TIMING OF CONGRESSES**

- 2.1 **Location of the proposed Congress.** Does the proposed location allow access and travel from most parts of the World? What other benefits does the proposed location offer? Consistent with the need to have a strong and successful conference ICF seeks to locate ICCs in as wide a range of countries and regions as possible. The selection of a particular location should be based on the potential the ICC has to benefit camping worldwide; camping in the country and location of the ICC, as well as the conference delegates.
- 2.2 **Time.** When is it proposed to hold the Conference? ICF seeks to have an ICC run approximately every three years, at a time of year that suits the hosts and the maximum number of the camping fraternity around the World. Times of year to be considered include the Northern Hemisphere summer camp period; major Christian festivals (Christmas and Easter); the major festivals of other major religions (Jewish, Buddhist, Muslim, Hindu), and major national holidays (e.g. Thanksgiving in USA, New Years). While these dates may not preclude holding a Congress, the implications of same should be carefully considered. ICF asks Steering Committee regional representatives to comment on the suitability of proposed dates for their region. Potential bidders are welcome to seek the advice of ICF regional representatives as to the suitability of proposed dates prior to submitting a bid.

## **3. PROGRAMME CONTENT.**

*The programme content of ICCs has been quite varied. It may include some component of "traditional" conference sessions; some aspects that showcase camping in the host country or region; and some active sessions (to be relevant for younger conference participants.) Include in this section any special attractions, events or activities that make the staging of an ICC in your country or region particularly attractive. ICF is keen to encourage the participation of younger campers and camp leaders in ICCs. To achieve this we feel two things are necessary. The first is a "budget" cost option (see section 5 below) perhaps involving camp or home stay accommodation with local camp leaders rather than hotel accommodation. The second is a more active and participatory programme for young camp professionals. Perhaps this could involve them in participating in the running or presenting of some full conference events in return for receiving a cheaper conference fee.*

- 3.1 **Theme** Give some idea of the major components of the conference programme that will be presented. Would there be a special theme to the Conference?
- 3.2 **Keynote** Give any details of the sorts of keynote speakers who might be sought to contribute to the conference. Do you need ICF help in seeking suitable keynote speakers?
- 3.3 **ICF Support** Are you likely to seek ICF support to provide speakers and session presenters from other parts of the World? Provide details.
- 3.4 **Youth Leader Support** is there to be a programme of events that will support the participation of younger camping professionals? Give details.
- 3.5 **Partners** Is there be a partners' programme? Give details.
- 3.6 **Local Flavour** Are there any special components of the programme that will serve to highlight camping locally, or highlight special local attractions? Give details.

#### 4. ACCOMMODATION AND FACILITIES

**4.1 Conference Venue.** Describe the proposed Conference venue - location, facilities, cost etc. Is accommodation offered in the Conference venue? If so describe the accommodation and cost. Are there alternative "budget" or "upmarket" accommodations available? If accommodation is not provided in the conference venue, describe the range and location of proposed accommodation. Successful ICCs have been run both in International Hotel type venues with associated upmarket accommodation, and alternative budget accommodation options; and also in university type venues with associated dormitory type accommodation, and alternative upmarket accommodation options. While most conference delegates have been prepared to go along with the level of accommodation offered at the Conference venue, a significant minority require either budget or upmarket accommodation if it is not provided at the conference venue.

#### 5. FINANCE AND FEE STRUCTURE

- 5.1 **Conference Fees.** Describe the proposed fee structure for delegates. The fee structure should:
  - a. Have regard for the contribution to ICF for overseas/international/non-regional delegates (*The ICF relies upon a contribution from the running of ICCs to fund a significant portion of its operations. To this end conference organisers are expected to build into their fee structure an allowance to pay ICF \$US50 per international/non-regional congress participant. This payment is not sought in relation to the participation of representatives from the host country (or perhaps region)*) In exchange, ICF promises to be the active promoter and coordinator to encourage international delegates to participate in the Congress. Further, ICF will hold its AGM within or attached to the Congress event and assist in the program development as advisors.
  - b. Have an early payment discount option
  - c. Offer a discount to ICF members
  - d. Encompass partners if a partners' programme is offered.

- e. Other items which may be considered for inclusion in the fee structure include part time or day attendance; a contribution to the local or regional camping association; a discount for members of other camping associations; a quantity discount (for several participants from the one camp); a discount for ICF steering committee members. It is generally more successful to separate the accommodation costs from the conference fees in the fee structure.
- 5.2 **Budget Attendance** Is there a “Budget” option being offered for participation in the conference? ICF is keen to encourage participation in ICCs by younger camp leaders. To achieve this, cheaper options will need to be offered. Perhaps a budget hotel or hostel accommodation can be offered; or even camp or home stay accommodation with local young leaders could be arranged. It may be possible to involve them in a more active, but less expensive alternative programme for some part of the conference duration.
- 5.3 **Scholarships** Do you expect to be able to offer any free or subsidised places for attendance at the conference as a result of donations or independent sponsorship sources? ICF has a fund (The Bill Bowker Scholarship Fund) that it has used to pay for and to subsidise the cost of participation at ICCs and other major camping congresses for those from countries without full camping organizations and whose attendance would be valuable, but who could not otherwise afford to attend. Conference organisers can either coordinate with the ICF Bill Bowker Scholarship Fund committee in relation to the provision of such assistance; or can independently offer scholarship places.

## **6. ADMINISTRATION, MARKETING AND PROMOTION**

- 6.1 **Visa, customs and entry implications.** Will all members of the worldwide fraternity of camping be able to attend the conference? What visa and entry restrictions apply to the host country? Is entry to the host country prevented or severely restricted for the nationals of any country? Is the Government of the host country aware that this bid is being made and of the nationalities of those likely to be seeking entry should the ICC be staged? Has the Government indicated a preparedness to facilitate entry for those seeking to attend the ICC? Are there any customs or quarantine regulations which are likely to inhibit the staging of an ICC? Are there any diseases endemic to the area in which the conference is planned, that are likely to discourage attendance?

In the past some potential conference participants have been prevented from attending because of visa complications. It will help your bid if you can confirm that your Government is aware of and supports your bid, and that the relevant government department will use every endeavour to allow entry to your country for all who would seek to participate. Your ICF regional representative in the first instance can provide information and advice for an initial approach to Government.

- 6.2 **Proposed Conference Timeline.** Give an indication of the significant dates on the proposed conference timeline. For example - application forms available; early payment discount date; deadline for submissions to be included in conference programme; closing date for applications. Are there any dates or deadlines for commitment to any aspects of the conference (e.g. hotel or conference venue reservations)?

It is important that application forms are available well before the conference – ideally at least a year before. It is also important that as much detail as possible about the content of the ICC is available with the application form. This will enable potential conference delegates to consider the value of, and if necessary seek approval for their attendance. In this respect it is most important that a detailed description of the conference programme is made available at least a month before the closing date for early payment discount conference registration.

## **7. OTHER MATTERS**

**7.1 Conference Break-Even Numbers.** What is the number of overseas delegates sought for this conference? What number of local delegates is expected to attend? Is the strategy of the conference dependent upon achieving a certain minimum response? Give details.

The numbers attending previous ICCs have varied between about 200 and 1300, with the major variable being the number of local participants. Whilst the stature of ICCs is growing it would be unwise to plan and budget for overseas attendance significantly greater than 200.

**7.2 Conference Agreement.** Should your bid be successful are you prepared to sign a conference agreement with ICF binding you to the aspects of running the ICC as outlined in your bid? ICF considers all bids and expects to be able to announce the successful bidder at its steering committee meeting approximately one year prior to the running of the preceding ICC. At this stage ICF will draw up an agreement to be signed by ICF and the successful bidder binding both to the major aspects of the bid document and to any subsequent agreements. The timetable should allow the successful bidder to formally announce details of the ICC and to commence promotion of the ICC at the preceding ICC.

**7.3 Communication with ICF.** A portion of the Budget should provide for regular reporting and communication with the ICF Steering Committee. Both the Congress Committee and the ICF shall appoint a liaison officer (usually a Congress Chair or Program Chair from the Congress and a Regional Rep or other member of the Steering Committee from ICF) to attend, where practical any meetings held by either organization. Further, the Congress will keep regular minutes of planning meetings and provide such copies as can provide an ongoing picture of progress as well as a summary report that provides full overview of the event. These minutes and reports may be in the language of the host committee or in English. Any translation of these documents are an ICF expense and will be undertaken by ICF, if necessary.

**7.4 Correspondence and Contact.** All questions, correspondence may be directed through the ICF website: [www.campingfellowship.org](http://www.campingfellowship.org) or by mail to ICF Headquarters, 1844 Ravenscliffe Road, Huntsville, ON, Canada, P1H 2N2

# PROPOSED TIMELINE

## for International Camping Congress

MONTHS BEFORE CONGRESS	<b>ICF ACTIVITY</b>	<b>ICC ACTIVITY</b>
-60	<ul style="list-style-type: none"> <li>• Call for interest in bidding for a future ICC Congress</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
-57	<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Host countries or Regions express interest</li> <li>• Host countries advise national/regional authorities of desire to host and seek support in principle</li> </ul>
-54	<ul style="list-style-type: none"> <li>• Bid Documents/Proposals received at ICF</li> <li>• Invitation to represent bid at the next ICF Steering Committee Meeting</li> <li>• ICF reviews and evaluates bids</li> </ul>	<ul style="list-style-type: none"> <li>• Bid Document/Proposal sent to ICF</li> <li>•</li> </ul>
-48	<ul style="list-style-type: none"> <li>• Bid is selected and announced</li> <li>• Background notes and reports are made available to ICC Committee</li> <li>• Congress Agreement is drafted and signed</li> </ul>	<ul style="list-style-type: none"> <li>• ICF liaison is appointed</li> <li>•</li> </ul>
-39	<ul style="list-style-type: none"> <li>• Strategies for promotion and communication beyond the host region are established</li> </ul>	<ul style="list-style-type: none"> <li>• Broad framework of Congress is established (key speakers, major events, highlights)</li> </ul>
-36 (ICC)	<ul style="list-style-type: none"> <li>• Presentation and promotion of next congress takes place at current congress</li> </ul>	<ul style="list-style-type: none"> <li>• Presentation and promotion of next congress takes place at current congress</li> <li>• Congress website is made active</li> </ul>
-33	<ul style="list-style-type: none"> <li>• Newsletter/website promotion</li> </ul>	<ul style="list-style-type: none"> <li>• ICC Organizing Committee is established</li> </ul>
-30	<ul style="list-style-type: none"> <li>• Newsletter/website promotion</li> </ul>	<ul style="list-style-type: none"> <li>• ICC Business Plan and Budget</li> </ul>
-27	<ul style="list-style-type: none"> <li>• Newsletter/website promotion</li> <li>• Promotion at Regional/National Conferences</li> <li>• Pre-Congress Tour organization begins</li> </ul>	<ul style="list-style-type: none"> <li>• ICC Fee Structure</li> <li>• Calls for Presenters</li> </ul>
-24	<ul style="list-style-type: none"> <li>• Newsletter/website promotion</li> <li>• Promotion at Regional/National Conferences</li> <li>• Pre-Congress Tour organization begins</li> </ul>	<ul style="list-style-type: none"> <li>• Detailed Congress Program</li> </ul>
-18	<ul style="list-style-type: none"> <li>• Newsletter/website promotion</li> <li>• Promotion at Regional/National Conferences</li> <li>• Pre-Congress Tour organization begins</li> </ul>	<ul style="list-style-type: none"> <li>• Registration Forms available</li> </ul>
-12	<ul style="list-style-type: none"> <li>• Newsletter/website promotion</li> <li>• Promotion at Regional/National Conferences</li> <li>• Pre-Congress Tour organization begins</li> </ul>	<ul style="list-style-type: none"> <li>• Full Program Details published</li> </ul>
-6	<ul style="list-style-type: none"> <li>• Newsletter/website promotion</li> <li>• Promotion at Regional/National Conferences</li> <li>• Pre-Congress Tour organization begins</li> </ul>	<ul style="list-style-type: none"> <li>• Early Bird Deadline</li> </ul>
-2	<ul style="list-style-type: none"> <li>• Steering Committee Meeting organized</li> </ul>	<ul style="list-style-type: none"> <li>• Registration Deadline (if necessary)</li> </ul>
0	<ul style="list-style-type: none"> <li>• ICF Steering Committee Meeting</li> <li>• ICF Promotion</li> <li>• Associated Meetings</li> <li>• Thank Organizing Committee</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
+12	<ul style="list-style-type: none"> <li>• Congress Report received from ICC</li> </ul>	<ul style="list-style-type: none"> <li>• Congress Report presented to ICF</li> </ul>