

# ICF ASIA OCEANIA 2019 MALAYSIA

17-21 October 2019

## PROGRAM BOOK

Camping Sustainability : Nurturing Culture for Future Leaders



Federal Hotel Kuala Lumpur

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## WORKSHOP DESCRIPTION AND BIOGRAPHIES



**C7 : Improvising FORCamp Modules for Effective Learning Through Gamification Approach**  
Forestry Camp (FORCamp) is one of the course conducted by Faculty of Forestry, Universiti Putra Malaysia, participated annually by first year undergraduate students for two weeks in the forest. Unfortunately, lack of interest to fully participated in FORCamp were showed by most of the students since decade. Preliminary investigation revealed that the contents of modules were academically and experimentally oriented, which affected the students learning experiences.

*Dr Mohd Hafiz Ismail is a senior lecturer at Faculty of Forestry, Universiti Putra Malaysia*



**C8 : China Camping – Domestic and Imported**  
This presentation addresses a number of China Camping related topics. It outlines the acceptance of North American-style camping in China: development, program, locations, government, and more. From a private business perspective, Josh will discuss his own experiences setting up 'camp' in China, challenges and progress. In the course of outlining the current and emerging state of camping in China, this session presents some findings from the China Camp Education Alliance industry report.

*Josh Li is ICF ambassador to China and founder of YMCE Group, China's*



**D1 : The development and management model of Hong Kong Camps**

The session will cover a brief history of the development of Hong Kong camps, and share a camp management system, namely the Service Quality Standard (SQS) define the level of which, in terms of management and service provision, service units are expected to attain. Through an interactive discussion, other delegates of the Congress could also share their experience of the few highlighted areas in the standards.

*Edmond Yiu Yik Ming is the Vice Chairperson of Camping Association of Hong Kong, China.*



**D2 : SUSTAINABILITY BEGINS IN THE MIND: FROM THE USER TO THE DESIGNER**

Experiencing a place is as much about what we bring to the place, as it is about what the place has to offer. Collectively, our attitudes, awareness and actions towards a place can affect its sustainability. This session shares a personal experience of visiting camping sites, academic experience on ecotourism and observations of the changes and challenges faced by our society. As the act of achieving sustainability depends on the thought and actions of users, planners, designers, managers and the society at large, awareness, knowledge and commitment of all, directly and indirectly are of great importance in achieving the objective.

*Assoc. Prof. Dr. Khalilah Zakariya, Dept. of Landscape Architecture, Faculty of Architecture & Environmental Design International Islamic University Malaysia.*



**D3 : OLAE - Standards of Industry Practices**

In March 2018, OLAE (Outdoor Learning and Adventure Education) published its first edition of the Standards of Industry Practices. This document is a crucial step towards improving the professionalism of our industry. The presenters will share the 2-year journey leading up to the development and realization of this first outdoor standards document in Singapore, and how



respectful engagement, constructive debate and committed consensus contribute to this success. In addition, the presenters will also outline OLAE's first accreditation in June 2019.

*Speaker TBA*

**D4 : Millennials Have the Power! Training Camp Staff for Today's World**

Engaged staff is key for the success of any camp or outdoor education organization. This means traditional perks of camp work (being outdoors, meeting new friends and develop new skills) but includes more. Idealized influence, Individual consideration and intellectual stimulation are some of the tools to maintain a strong and healthy staff. During this session these concepts and different leadership tools will be presented and explored to help strengthen camp and outdoor professionals staff training programs.

*Dr. Simon Sambrano He is the owner director of Iguanas and an Outdoor Education is an Organizational Leadership Consultant/Trainer, as well as an ICF IDCC Lead Trainer.*



**D5 : Power of Data – Evolution of Marketplace**

Evolution of Incamp: from single sales to marketplace. What is it all about? We are internet aggregator for kids camps and holidays programs. We work with Big data, we know how to read and understand figures, we know how it can help to evaluate, analyze, develop your service or product! Evolution of marketplace. How data can influence on popularization of kids camps. Research. Practical cases. We like to share our knowledge.

*Elena Ryzhenkova is General Director of Incamp Ltd. She is based in Saint Petersburg, Russia.*



**D6 : Nurturing the Love for Nature through Camping Activities**

Recreational activities conducted in the forest can bring negative impacts on soil, water, flora and wildlife of the area. Hence, it is very important that activities are carefully programmed to inculcate the love for nature so that intentional or unintentional damage can be minimised. This presentation elaborates on impacts of recreational activities in the forests and how to mitigate them. Examples of environmental education programmes that helps to instill values in protecting natural ecosystems will be shared.

*Dr Noor Azlin Yahya Forest Research Institute Malaysia*



**D7 : Business Model of Camp Operation for the 365 Days a year**

Sharing experience on self-built campsite of camp naturejoy - plan & design, construction, operation and management, program design & staff training. Concept of 365-day Operation Management & Business Model covering Product, Customers, Service, Market & Brand – Outcome of Naturejoy Camp today.

*Vivian Zhao is Founder of Camp NatureJoy, China*



# ICF AO Congress 2019 - Malaysia

DAY	DATE	TIME	ACTIVITIES	
Thursday Day 1	17 <sup>th</sup> Oct	09:00-12:00 All Day 13:00-14:30 14:30-18:00 16:15-16:30 16:30-17:15 17:30-18:15 19:00	Conclusion of ICF Board Meeting Arrivals and Check-In LUNCH Congress Registration & Pre- and Post-Tour Registration Coffee Break Forum-F1: "ICF ASIA OCEANIA – Past, Present and Future" Workshops: Int1, Int2, Int3, Int4 (45 min) Free & Relax	Hotel Lobby  Skyroom  Ballroom See Description
Friday Day 2	18 <sup>th</sup> Oct	07:00-08:00 08:00-08:15 09:15-09:15 09:20-09:40  10:00-10:20 10:20-11:10  11:20-12:05 12:15-13:00 13:00-14:30 14:30-15:20  15:30-16:15 16:15-16:30 16:30-17:15 17:30-18:15 18:15-20:00  20:00-22:00 23:00	Breakfast Open Registration Congress Opening Remarks - <b>John Jorgenson, President ICF</b> Congress Opening Ceremonies; Guest of Honor Keynote Speech – <b>Tan Sri Datuk Indera Dr Abdul Aziz Abdul Rahman, MyLEAF Patron</b> Tea Break Keynote K1: "Importance of Recognized Standards in Camping Safety" by <b>Datuk Fadilah Baharin, Department of Standards Malaysia</b> Workshops: A1, A2, A3, A4 (45 min) Workshops: A5, A6, A7, A8 (45 min) LUNCH Keynote K2: "The Camp Experience - A View From Russia" by <b>Matvey Shparo, Adventurer, Russia</b> Forum-F2: "Camping Sustainability - Impacts On Mother Nature" Coffee Break Workshops: B1, B2, B3, B4 (45min) Workshops: B5, B6, B7, B8 (45min) Free And Relax - Prepare For Welcome Reception (Please join in the fun by bringing and wearing some traditional, cultural, or camping – related outfit or regalia) Welcome Reception and Cultural Night Session Ends	Ballroom Ballroom  Ballroom  See Description See Description  Ballroom  Ballroom  See Description See Description  Ballroom
Saturday Day 3	19 <sup>th</sup> Oct	07:00-08:15 07:30-12:00 08:15-09:00 09:00-10:00  10:00-10:20 10:20-11:10 11:20-12:10 12:30-13:00  13:00-13:30 13:30-14:30 14:30-16:15  14:30-22:00 23:00	Breakfast Open Registration Keynote K3: "Team Building/Warm Up To The Day" by <b>Dr Jim Cain</b> Keynote K4: "Why Camp is More Essential Than Ever Before in The 4th Industrial Age" by <b>Tom Rosenberg</b> Tea Break Workshops: C1, C2, C3, C4 (50 min) Workshops: C5, C6, C7, C8 (50 min) Keynote K5: "The Camp Experience: Glamping" by <b>Puan Sri To' Puan Datuk Shariffa Sabrina Syed Akil</b> Arrival/Presentation: <b>HRH Crown Prince of Perlis</b> LUNCH a. Special Ceremony with <b>HRH Crown Prince and Head of Country Representatives</b> b. <b>MOU Signing Ceremony witness by HRH Crown Prince of Perlis</b> c. <b>Press Conference</b> City Tours And Night On The Town In Kuala Lumpur Session Ends	Ballroom Ballroom  See Description See Description Ballroom  Ballroom  Ballroom
Sunday Day 4	20 <sup>th</sup> Oct	07:00-08:15 07:30-12:00 08:15-09:00 09:00-10:00 10:00-10:20 10:20-11:10 11:20-12:10 12:20-13:00 13:00-14:30 14:30-15:15 15:30-16:15 16:15-16:30 16:30-18:15 19:00-20:00 20:00-22:00  23:00	Breakfast Open Registration Keynote K6: "One World One Camp" by <b>Dr Aijun Nie, ICE, China</b> Tea Break Workshops: D1, D2, D3, D4 (50 min) Workshops: D5, D6, D7, D8 (50 min) Workshops: D9, D10, D11, D12 (50 min) LUNCH Forum-F3: <b>Nurturing Culture For Future Leaders</b> ICF Meetings (Ambassadors, Board Members & Association Reps) Coffee Break Closing Ceremonies Free And Relax Farewell Reception by <b>YB Muhammad Bakhtiar bin Wan Chik, Deputy Minister of Tourism, Arts and Culture, Malaysia</b> Session Ends	Ballroom See Description See Description See Description  Ballroom Ballroom  Ballroom  Ballroom
Monday Day 4	21 <sup>th</sup> Oct	All Day	Departures And Post Congress Tour	