



BRO CAMP

@PROJECT180

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men today.

An initiative of
THE
BUILDING BETTER HUMANS PROJECT



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We hear people say “be a man” all the time, but what does that really mean? The definition varies around the world and from person to person. For some, it relates to your athletic ability. For others, it's showing maturity, responsibility, and love for others. Or maybe it's a combination of all of that!

While you may have a ways to go before you're an adult, it's never too early to start becoming the man you want to be. To get you started we've designed Bro Camp an opportunity to surround yourself with people raising their standards and learning better ways to think, talk, move and act.

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Bro Camp are a series of camps that aim to physically and mentally challenge boys and young men to realise their full potential by increasing motivation and self-belief. We aim to build strength, resilience, confidence, self-respect and respect for others.

We aim to raise the standard that young men hold themselves and each other to. Bro Camp is a series of steps in that direction.

What is Bro Chat?

Bro Chat is a positive mentoring program for young men aged 11-17 years. The program is a personal development program aimed at empowering and strengthening participants by giving them a better understanding of themselves and what it takes to achieve their goals and dreams.

There are multi-facets to this program that allow the young men to participate in any of the pieces as a one off or the entire program.

Stage one is a series of Two Hour Seminars/Workshops often presented at schools. If your school hasn't participated in one of these then please ask them to get in touch and we would be happy to come and present to them.



The Bro Chat series is structured in three phases:

- 1. Young People (11-17yo)**
- 2. Parents, teachers, coaches – anyone who is involved in day to day interactions and guidance of Young People.**
- 3. Joining young people and parents, teachers coaches etc together.**

This sets some great groundwork for everyone on a personal development and basic introductions to the concepts of the Building Better Humans Project. These standalone but also add immense value to the next phases which are the getaways and camps.

The next phase then is the Bro Camp series ranging from two days through to weekly camps.

Bro Camps:

Our Bro Camps are also structured in three phases.

- 1** Bro Camp Foundations
- 2** Bro Camp Level 2
- 3** Bro Camp Level 3 Extended Camps

Level 1

BRO CAMP Foundations.

This camp is a prerequisite for all participants before they can be accepted on any future camps. Bro Camp Foundations is a 2 day camp that will set the standards for the boys to continually push to attain in order that they can achieve their biggest goals and dreams in life.

We focus on introducing some strong base concepts around Personal Development such as communication, goal setting, raising our personal standards and being aware of who you surround yourself with and the energy you bring into any situation.

This camp and in fact all of our camps are built on three pillars – Fitness, Mindset and Adventure. This program is for all boys whether they lean towards sports & athletic pursuits or academics, music, arts or perhaps they don't know where they sit right now. It's for people from stable family homes and good backgrounds through to vulnerable and at-risk young people because the program does not focus on anything in the past but rather how they can best influence their future.

This is a High Performance Program but don't be scared off by those words, it's not an elitist program. We believe anyone has the ability to be a high performer when empowered with the right tools, given some direction and surrounded by the right environment; an environment that believes in them because every child deserves a champion.

Our team are all performance focused individuals who work together as a team to ensure the boys have a positive and uplifting experience in a safe environment that is designed to bring the best out of them.





Level 2

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Once they've completed the foundations program the boys will have access to any or all of the Level 2 programs.

Level 2 programs aim to reinforce the key learnings and messages from the first camp and will vary in location, duration and activities which allows the boys to attend a variety of Level 2 events and have a different experience each time yet always with the opportunity to expand themselves, extend their learnings and continually increase their self-belief, self confidence and further take charge of their lives in a positive and inspired way.

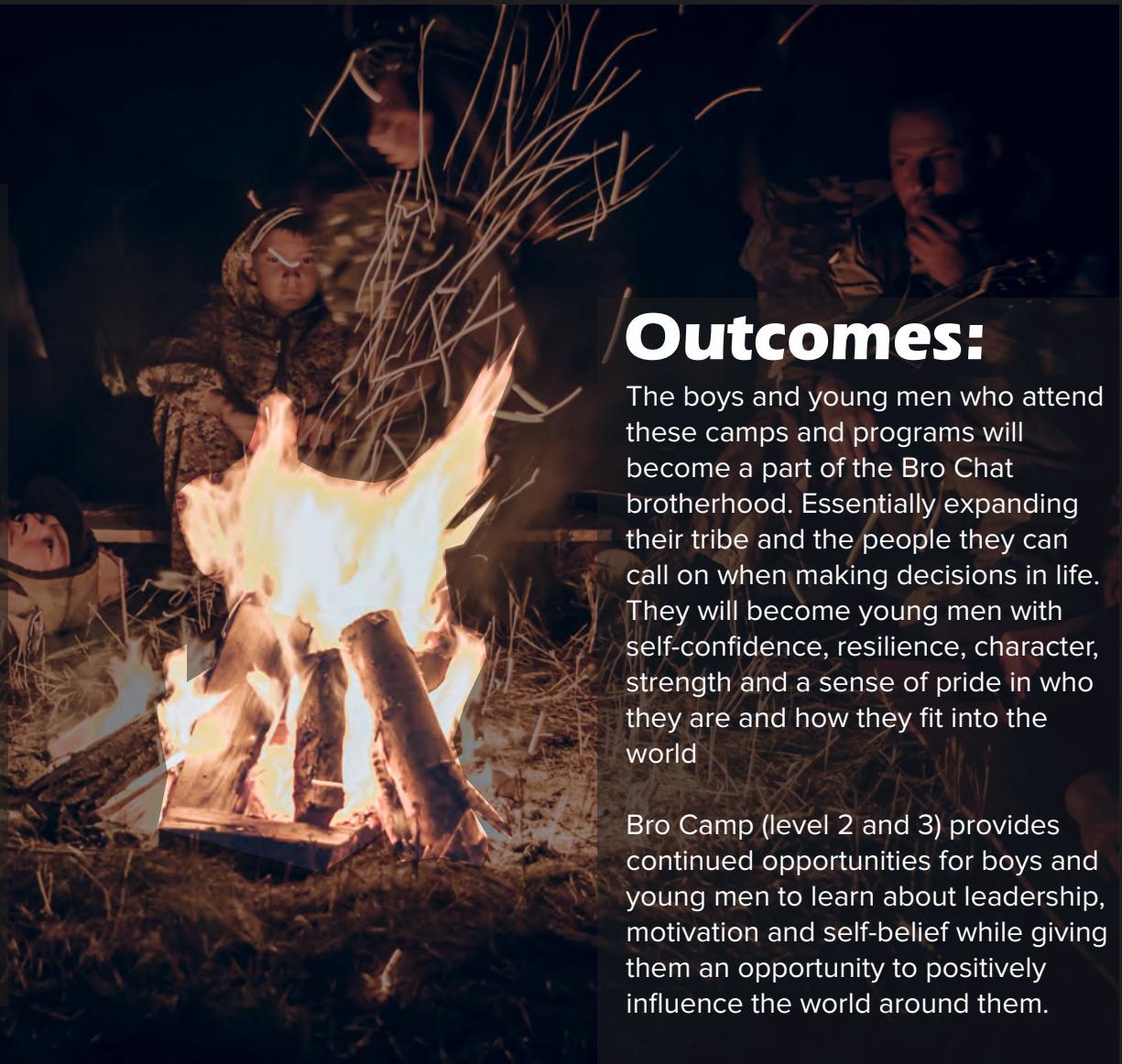
Level 3

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This is where we extend the experience to something more challenging. These will be longer camps with a minimum of 5 days and will be run in Australia or overseas. These can include things like the Kokoda Track (PNG), Mt Kilimanjaro (Africa), Everest Base Camp (Nepal), Dog Sledding in the Yukon (Canada) or building homes for those in need in countries like Cambodia, Vietnam and other places abroad.

Once again we will be expanding on lessons learnt in previous camps whilst still utilising the foundational pillars of Fitness, Mindset and Adventure.

It is recommended that boys complete a Level 2 before attending Level 3 however each applicant will be assessed on his merits before a decision is made for attendance.



Outcomes:

The boys and young men who attend these camps and programs will become a part of the Bro Chat brotherhood. Essentially expanding their tribe and the people they can call on when making decisions in life. They will become young men with self-confidence, resilience, character, strength and a sense of pride in who they are and how they fit into the world

Bro Camp (level 2 and 3) provides continued opportunities for boys and young men to learn about leadership, motivation and self-belief while giving them an opportunity to positively influence the world around them.

History

Bro Chat and Bro Camp is an initiative of the Building Better Humans Project which was founded by Glenn Azar

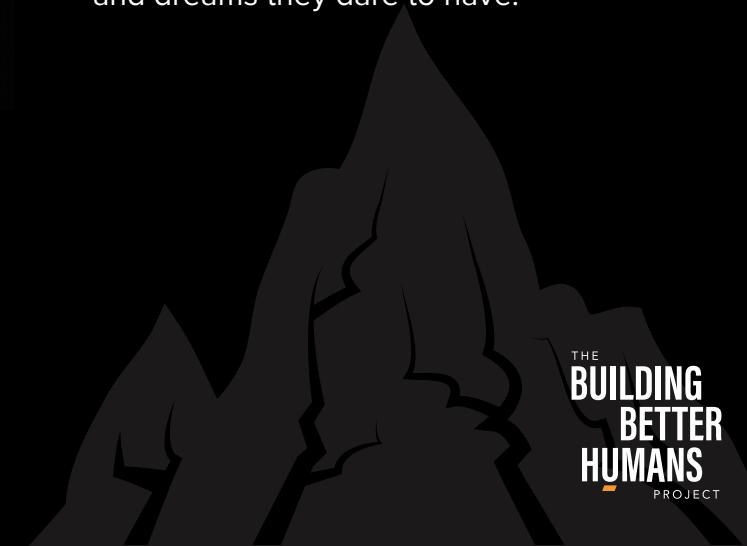
Glenn spent 17 years in the Australian Army where he was qualified as an Aviation Evacuation specialist as a Paramedic and later as a Registered Nurse after completing his degree at the University of Southern Queensland in Toowoomba.

In 2009 he discharged from the military and opened an adventure business – Adventure Professionals where he leads people on adventure tours across the Kokoda Track (PNG), Mt Everest Base Camp (Nepal), Mt Kilimanjaro (Africa), Mt Elbrus (Russia), Mt Aconcagua (South America), Yukon Dog Sledding (Canada) and local tours around Australia.



Glenn's focus whilst in the military and then outside of it has been around personal and professional development to the point that he started a podcast in 2016 called the Building Better Humans Project available on itunes and spotify. He has worked with sporting teams, major companies, and individuals to improve and optimise their performance. This journey started in the Army and manifested through the years that followed, clearly evident when his daughter Alyssa became the youngest Australian to climb Mt Everest at just 19 years old.

These same mindset tips, belief systems and training can be used by anyone to achieve whatever goals and dreams they dare to have.



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Project 180

In 2019 Glenn opened a gym called Project 180. It's a gym with a difference. There is a strong focus on mindset and personal development as important pieces in our overall journey and something that compliments our physical health.



Project 180 is about taking you from where you are to where you want to be. Whether it's an improvement in your health and fitness or to climb Mt Everest, to get better grades at school or make a serious career in sports or art. Every successful journey starts with the right mindset and this is what Project 180 is all about.

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Personal Development for Adults

For a number of years Glenn and his team have run a range of Personal Development opportunities for adults in the form of one off events and seminars to the popular two day **Mindset & Motivation Summit** and the four day **High Performance Getaway**.

As well as specialised camps and events for companies and sporting teams.

In recent years Glenn started to look at the potential of teaching young people the same principles of Personal Development in what he calls 'Upstream' Programs based off the analogy of '**rather than sitting down river and pulling people out who have fallen in what if we went upstream and found out why they were falling in in the first place?**'

Bro Camp and Aella were born of this idea.

What can your son expect when attending **BRO CAMP**?



He can expect to be pushed outside his comfort zone. This will differ for everyone but it could be physically, it could be emotionally with public speaking or critical decision making, it could be a mix of these things. What one person finds uncomfortable someone else won't and that's the magic of these programs.

Every piece of Bro Camp is designed to offer opportunities for growth. There will be nothing asked of the boys without first explaining the purpose or intention behind the activity. In other words, why are we doing this and what we would like you take away from it?

This is an important step in building independence in emerging adults. This is where we differ from a school camp or any other style of camp. We are not simply telling the boys what to do and when to do it. We are explaining what they can expect to gain by having a go at something even if they feel nervous about doing it or if it's totally new to them.

The boys can expect a supportive environment and safe space to explore who they are and what they're capable of but this doesn't mean they will be spoon fed. They will be treated like the emerging adults they are and this means there will be standards and expectations placed on them for the overall energy, effort and performance of themselves and the team they will work within.

All Bro Camps will have elements of:

- 1. Fitness** – We do not expect everyone to be an athlete but we will teach the foundation of our physical capacity being an asset or limitation in all our life's endeavours or intended achievements.
- 2. Mindset** – A heavy focus on a positive mindset and a solutions focused, team before self philosophy. This is based off the Zulu concept of Ubuntu – in order for me to succeed I also need to help you succeed.
- 3. Adventure** – Adventure is the best form of personal development because nature is always the unknown. No matter what she throws at us we still must complete our planned mission. We learn flexibility, adaptability and resilience as a result. Great skills for everyday life.

What to bring:

There will be a specific outline for each camp depending on the activities but all camps will have a minimum requirement of:

1. Athletic Clothing (weather dependant for time of year) x 2 pairs
2. Toiletries
3. Hat / Sun Protection
4. Torch / head torch
5. Clothing suitable for night time (track pants, pyjamas etc) Keeping in mind that we almost always have an element of at least one night camping out.



What we supply:

1. Food (please let us know of dietary requirements as soon as practicable).
2. All camping equipment (tents, sleeping bags, back packs and water bottles).
3. Camp Staff (minimum of 1 staff member per 9 participants as well as Camp Leader and Camp 2IC)
4. Medical Kit and qualified medic
5. Emergency procedures and communications



Our Team.

All members that work within the Aella, Bro Camp and Building Better Humans Project are hand picked by Glenn Azar and constantly developed personally to ensure they deliver to the level expected of our programs.

They are teachers, athletes, coaches, former soldiers, adventure leaders and business owners. They are people who are highly motivated, inspired and successful in their own right and we feel uphold the standards and expectations that we would expect of anyone who represents our brand and the importance of the work we do with children and emerging adults.

Inspired people inspire people and we have 100% confidence in our team to inspire anyone who attends our programs.



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I invite you to allow the significant boys and young men in your life to participate in this ground breaking program of personal development. My team and I are passionate about the growth of young people and we can promise he will leave with a sense of achievement, increased self-belief and self-confidence as well as having built the foundations of personal success which will allow him to make better decisions as he moves through the phases into adulthood.

If you have any questions about the Bro Camp program please don't hesitate to contact me directly. E: glennazaz.com of 07 3180 2211

Thanks.



Glenn Azar
Founder
The Building Better Humans Project