

Information, Education and Communication Program Agreement

Between:

Alberta Environment and Parks
(AEP)

-and-

Alberta Conservation Association
(ACA)

This agreement is made pursuant to the Wildlife Regulation, AR 143/97 and the Memorandum of Understanding between AEP and ACA dated Dec 9, 2021.

Program Description

The Ministry of Environment and Parks (AEP) has the responsibility to manage all aspects of Alberta's fish and wildlife resources on behalf of the Government of Alberta. In carrying out this responsibility, AEP requires both internal and external resources to support management decisions and programs. Alberta Conservation Association (ACA), as a delegated administrative organization (DAO) established under the Alberta *Wildlife Act* and *Wildlife Regulation*, undertakes projects and programs to address AEP High Priority Conservation Outcomes (HPCOs) with respect to fish and wildlife resources.

This Information, Education and Communication Program Agreement defines the scope of services delegated to ACA, the roles and responsibilities of the parties, the expected outcomes from this effort and other obligations related to operational conditions and performance measures.

The delegated Information, Education and Communication Program comprises a suite of approaches that help to address communications and education needs emerging from identified HPCOs. These approaches include informing stakeholders of conservation activities and emerging issues, developing retention, recruitment and reengagement initiatives, as well as developing educational materials to address HPCOs related to all program areas.

AEP values an adaptive process in managing Alberta's fisheries and wildlife resource. To ensure the delegated Information, Education and Communication program continues to provide mutually beneficial outcomes to both parties, this program agreement will be managed under the auspices of the AEP/ACA Joint Programs Committee (JPC). Through this committee, ongoing development, evaluation and adaptation will occur through a collaborative process, as defined in the Memorandum of Understanding between the parties.

Outcomes

Yearly outcomes will be determined based on the specific approaches developed between AEP and ACA (through the JPC process) that are derived from the HPCOs. However, the following outcomes form the overarching expectations of the delegated Information, Education and Communication Program. These outcomes play a vital role in supporting current and future fish and wildlife management activities and offer metrics to help ensure ongoing program success.

- Communications between AEP and ACA are effective in ensuring information, education and communication related HPCOs are discussed and clearly understood and appropriate approaches to address the HPCOs are developed.
- Increased awareness by the general public of fish, wildlife and habitat conservation issues within the province.
- Increased awareness by the general public of the diversity of conservation programs delegated to ACA and their conservation implications.
- Increased recognition of the role hunters, anglers and trappers play in the conservation of our fish and wildlife resources.
- Stakeholder groups are informed of the projects that are funded using levy funds
- Key messages arising from implementation of delegated programs are communicated to stakeholders in an effective manner.
- Increased involvement of youth in hunting, angling and trapping activities in Alberta.
- All data collected with levy funds is shared with stakeholders in a timely and accessible fashion
- Improved relationship between AEP, ACA and stakeholder groups, through on-going communication and specific partnership events.
- Promotion to the general public, of priority initiatives and/or projects undertaken by AEP and/or ACA, to improve public support for the initiatives or projects
- Grow the positive reputation of AEP and ACA to maintain relevance in today's society.
- On a yearly basis appropriate HPCOs are addressed within the program's activities.

Specific Program Activities

The following defines the specific roles and responsibilities of each party in carrying out activities under this program agreement. Strategic planning will occur through a collaborative process, through the JPC, defined in the MOU between the parties. AEP protocols and standards, required to ensure the relevance and effectiveness of some activities, will also be provided to the ACA through the JPC.

1. Recruitment, Retention and Reengagement of Hunters, Anglers and Trappers (An active and vibrant outdoors community is essential to the long-term sustainability of fish and wildlife populations and the biological communities they depend on)

AEP

- through the JPC, provides HPCOs related to retention, recruitment and reengagement of hunters, anglers and trappers;
- supports program delivery where appropriate; and
- supports promotion of specified events where appropriate (e.g. MyWildAlberta).

ACA

- develops and implements recruitment, retention and reengagement strategies based on agreed to approaches to support HPCOs;
- leads the organization and delivery of specified events (e.g. trade shows);
- leads promotion of events; and
- provides annual report to AEP.

2. Education and Outreach (The objective of this activity is to address communications needs emerging from the implementation of delegated programs. This includes informing stakeholders of conservation activities, project outcomes, and emerging issues as well as developing education initiatives to meet AEP outcomes.)

AEP

- through the JPC, provides HPCOs related to Education and Outreach;
- works with JPC to develop key messages arising from delegated programs and target audiences for their delivery; and
- provides topical experts and content.

ACA

- develops media campaigns using agreed to approaches to address HPCOs;
- monitors success of campaign and modify as required;
- produces TV, print, web and/or social media content;
- provides feedback to AEP where appropriate or requested;
- develops education and outreach projects; and
- provides annual report to AEP.

3. Partnership Opportunities Between AEP, ACA and Stakeholder Groups (The objective of this activity is to improve and strengthen relationships.)

AEP

- identifies opportunities to partner on promotional activities with ACA and stakeholder groups;
- identifies opportunities to partner on events with ACA and stakeholder groups; and
- assists in delivery of the partnership opportunity.

ACA

- identifies opportunities to partner on promotional activities with AEP and stakeholder groups;
- identifies opportunities to partner on events with AEP and stakeholder groups
- leads the delivery of the partnership opportunity; and
- provides annual report to AEP.

Information, Education and Communication Program Performance Measures

AEP requires an annual report from the ACA at the conclusion of each fiscal year. This report will be in the form of the ACA Annual Report, and will contain a synopsis of the Information, Education and Communication program implementation, including recommendations for improvement. This report will be reviewed by the JPC to help guide program refinement for the following years.

The following metrics will be used to track the success of this program:

- accounting of levy fund allocation by program area;
- awareness level of general public of fish, wildlife and habitat conservation issues;
- awareness level of general public of the diversity of conservation programs delegated to ACA and their conservation implications;
- recognition level of general public of the role hunters, anglers and trappers play in the conservation of our fish and wildlife resources;
- key messages arising from implementation of delegated programs are communicated to stakeholders in an effective manner;
- percentage of hunters, anglers and trappers and proportion of demographic corresponding to youth.
- identified hunting, angling and trapper retention, recruitment and engagement events are successfully delivered on a yearly basis;

- AEP and ACA have participated in identified partnership opportunities with stakeholder groups;
- over a 5 year period there is a measurable increase in the number of youth hunters in Alberta;
- over a 6 year period there is a measureable increase in the acceptance of hunting, angling and trapping as recreational activities by the general public; and
- Over a 5 year period the majority of related HPCOs have been addressed.

Program Term

This Agreement shall commence upon the date of signature and remain in effect until Dec 9, 2024.

This Agreement is subject to annual review and may be amended from time to time as outlined in the MOU signed Dec 9, 2021 between ACA and AEP.