

Information, Education and Communication Program Agreement

Between:

Alberta Environment and Sustainable Resource Development
(ESRD)

-and-

Alberta Conservation Association
(ACA)

This agreement is made pursuant to the Wildlife Regulation, AR 143/97 and the Memorandum of Understanding between ESRD and ACA dated May 26, 2014.

Program Description

The department of Environment and Sustainable Resources Development (ESRD) 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, ESRD 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 ESRD priorities with respect to fisheries 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 activities that help to address communications and education needs emerging from the implementation of delegated programs. These activities include informing stakeholders of conservation activities and emerging issues, as well as developing education initiatives to meet ESRD desired outcomes.

ESRD 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 ESRD/ACA Joint Program Committee. 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

The following outcomes are expected by ESRD through the implementation 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.

- Increased awareness by the general public of fish and wildlife 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 ESRD, 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 ESRD and/or ACA, to improve public support for the initiatives or projects
- Grow the positive reputation of ESRD and ACA to maintain relevance in today's society.

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. ESRD 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 and Retention 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)

ESRD

- through the JPC, provides input to development of recruitment and retention strategies and programs;
- supports program delivery where appropriate; and
- supports promotion of specified events where appropriate (e.g. MyWildAlberta).

ACA

- develops and implements recruitment and retention strategies and programs;
- leads the organization and delivery of specified events (e.g. trade shows);
- leads promotion of events; and
- provides annual report to ESRD.

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 ESRD outcomes.)

ESRD

- provides suite of desired issues and activities for engagement to JPC;
- 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 at target audience;
- monitors success of campaign and modify as required;
- produces TV, print, web and/or social media content;
- provides feedback to ESRD where appropriate or requested;
- develops education and outreach projects; and
- provides annual report to ESRD.

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

ESRD

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

Information, Education and Communication Program Performance Measures

ESRD 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 project selection and implementation 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 and wildlife 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 and recruitment events are successfully delivered on a yearly basis;
- ESRD 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 5 year period the total number of knowledgeable hunters and anglers in Alberta has increased; and

- over a 5 year period there is a measureable increase in the acceptance of hunting, angling and trapping as recreational activities by the general public.

Program Term

This Agreement shall commence upon the date of signature and remain in effect until May 20, 2016.

This Agreement is subject to annual review and may be amended from time to time as outlined in the MOU signed May 20, 2014 between ACA and ESRD.