

Alberta Conservation Association (ACA)

Date: 2014-2015

Project name: Annual Report

Information, Education and Communications Program Manager: Ken Kranrod

Project Leader: Don Myhre

Primary ACA staff on this project: Don Myhre, Elize Uniat

Partnerships: N/A

Key Findings

The Annual Report is ACA's business and resources program report on the activities and achievements of the reporting fiscal year, providing information for member groups, stakeholders and staff.

Introduction

The Annual Report lets stakeholders know how ACA has used funding, what conservation outcomes has been achieved, and how ACA has performed relative to its stated goals.

Methods

The Communications team's role is to coordinate content from the various other program areas and make sure it is provided in time so that ACA can meet its deadlines. We edit, design, proof, print copies as required and post the Annual Report on our website in September each year once the ACA Board of Directors has approved it. We also coordinate the editing of 45 resource program (Wildlife, Fisheries, Land) annual summaries to show how each project has done. They are posted online by April each year.

Results

The 2013/14 Annual Report was provided to the Board in a timely fashion for approval, and posted by September 2014. The Annual Report contains our audited financial statements for stakeholders to see. The annual summaries were successfully coordinated and posted online by April 30, 2015.

Conclusions

The Annual Report is a valuable tool for ACA and our stakeholders. It is one of the ways we make sure our yearly projects are on-time, on-budget, done to the highest quality, and done safely, which is a long-term goal set out in our Strategic Business Plan. The Annual Report is also important for stakeholders and the public because it provides them with information about our work and how we are spending the money we receive each year from levies, partnerships, and donations, as well as providing them with audited financial statements. It is one of the business reports that demonstrates that ACA is accountable and transparent.

Communications

Annual Report 2013/14 (print and electronic)