

Alberta Conservation Association (ACA)

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Project name: Family Fishing Weekends

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Partnerships: Alberta Environment and Sustainable Resource Development

Key Findings

Alberta Environment and Sustainable Resource Development (ESRD) promotes two family fishing weekends in Alberta each year. In 2014/15, ACA provided online promotion of these initiatives to help increase awareness and involvement by the general public.

Introduction

To engage youth and foster interest and involvement in fishing, ACA helps ESRD promote special fishing initiatives in Alberta each year. As described by ESRD, "Fishing is an easy and enjoyable way for family and friends to connect with some of Alberta's greatest natural resources – our lakes, rivers, streams and the fish that live in them. Family Fishing Weekends, no licence required, occurs twice a year. Albertans and visitors are invited to give fishing a try on water bodies with open fishing seasons (not in national parks). Keep in mind that fishing regulations still apply."

There are two Family Fishing Weekends in Alberta each year, one during the Family Day long weekend in February and the other in the second weekend in July. These opportunities are made available by ESRD and are intended to encourage youth and families to get outdoors and enjoy our angling heritage. Not needing a licence for the weekend makes it easy to introduce someone new to the pastime. More details are available on www.mywildalberta.com.

Methods

Family Fishing Weekends were held February 15-17, 2014 and July 12-13, 2014. We promoted them on ACA's website, through ACA's social media, and in ACA's e-newsletter and hoped our efforts helped foster an interest in outdoor activities related to fishing.

Results

Over the past year, our promotional activities were providing basic awareness and information to our followers at the time of these initiatives. In the coming years, our intent is to substantially increase the scope of our promotional activities across a wider variety of media available to us as well expand the timeline of our promotion in order to build momentum and provide youth and families with sufficient time to plan activities.

Conclusions

Creating fishing and mentorship opportunities for Albertans is very important to ACA. We are committed to helping ESRD promote Family Fishing Weekends in the 2015/16 fiscal year.