

## **Alberta Conservation Association 2015/16 Project Summary Report**

**Project Name:** Archery Days

**Information, Education and Communications Program Manager:** Don Myhre

**Project Leader:** Sheila Campbell

**Primary ACA staff on this project:**

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### **Partnerships**

Alberta Bowhunters Association  
Alberta Hunter Education Instructors' Association  
Aux Sable  
Cabela's Edmonton North  
Cabela's Edmonton South  
Galahad Archery Club  
Lamont Fish & Game Club  
Magrath Rod and Gun Club  
University of Alberta

### **Key Findings**

- 390 people tried archery at four Archery Days events.
- Nine community and corporate partners were involved in this project, in particular Alberta Hunter Education Instructors' Association and Cabela's Edmonton north and south stores.
- Public participation in the events demonstrates that there is interest among Albertans to try archery.

### **Introduction**

Alberta Conservation Association (ACA) supported the efforts of local organizers to plan and host archery events that provide youth and first-time archers with the opportunity to learn the basics of archery. The goal of each event was to foster an interest in archery as a gateway to hunting. The Alberta Bowhunters Association, Cabela's, and Alberta Hunter Education Instructors' Association (AHEIA) provided key resources to help this project succeed. Each local event was led by fish and game and archery club volunteers in Lamont, Magrath and Galahad, as well as staff and volunteers at University of Alberta's Campus Recreation.

## Methods

ACA provided support to local organizers who planned and hosted Archery Days events in Lamont, Galahad (Battle River), Magrath and Edmonton. Each event was led by a local organization. We promoted the events online and provided online registration for the events. We also helped connect local organizers with equipment, sponsors and volunteers. For example, we connected the University of Alberta with Cabela's and AHEIA to access archery equipment and instruction for an Archery Days event on campus. At all Archery Days events, trained instructors and volunteers introduced participants to archery and taught the basics of equipment, technique and safety.

## Results

In 2015/16, 390 children, youth and adults tried archery at four Archery Days events (Table 1) supported by nine community and corporate partners.

Table 1. Archery Days events in 2015/16.

<b>Community</b>	<b>Event date</b>	<b>Participants</b>
Battle River (Galahad)	June 20, 2015	30
Lamont	July 4–5, 2015	120
Magrath	June 6, 2015	100
Edmonton (University of Alberta)	September 13, 2015	140
<b>Total</b>		<b>390</b>

## Conclusions

Archery Days succeeded in its goal to introduce Albertans to archery in a fun and accessible way. We will continue to work with local organizers interested in offering Archery Days events in their communities.

## Communications

We shared information on Archery Days events through several communication channels:

- Posted information on our website ([www.ab-conservation.com](http://www.ab-conservation.com)).
- Created one webpage for each event to promote the event and its sponsors, register participants, and share the story of each event.



- Posted information on Facebook and Twitter to promote the events and share stories from the events.

