

Alberta Conservation Association 2016/17 Project Summary Report

Project Name: Archery Days

Information, Education and Communications Program Manager: Don Myhre

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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
Lamont Fish & Game Club
Magrath Rod & Gun Club
University of Alberta

Key Findings

- In 2016/17, nearly 500 people were introduced to archery at three Archery Days events involving seven key community and corporate partners, in particular Alberta Hunter Education Instructors' Association and Cabela's Edmonton north and south stores.

Introduction

Alberta Conservation Association (ACA) supports 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 is to foster an interest in archery as a gateway to hunting. The Alberta Bowhunters Association, Cabela's, and Alberta Hunter Education Instructors' Association (AHEIA) provide key resources toward successful events. Each local event is made possible by fish and game and archery club volunteers in Lamont and Magrath, 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, Magrath and Edmonton. Each event was led by a local organization, with Lamont and Magrath Archery Days part of their annual Kids Can Catch events. ACA provided promotion and registration support, and helped connect local organizers with equipment, sponsors and

volunteers. For example, ACA connected the University of Alberta with Cabela’s and AHEIA for an Archery Days event in conjunction with the Campus Intramurals’ Archery Clinic and Competition. At all Archery Days events, trained instructors and volunteers introduced participants to archery and taught the basics of equipment, technique and safety.

Results

In 2016/17, nearly 500 children, youth and adults were introduced to archery at three Archery Days events, as follows:

Community	Event date	Participants
Lamont	July 9, 2016	213
Magrath	June 18, 2016	175
Edmonton (University of Alberta)	September 11, 2016	110
Total		498

Conclusions

Archery Days events introduce children, youth and adults to archery. We will continue to support local organizations interested in making it possible for Albertans to give archery a try.

Communications

We shared the story of Archery Days events through ACA communication channels, including:

- Promoted the event on our website (www.ab-conservation.com).
- Created one web page for each event to promote the event and its sponsors, register participants, and share the story of each event.
- Created posters and news releases for organizers to distribute locally.



- Promoted and shared stories about the events on Facebook and Twitter.

 **Alberta Conservation** @ConserveAlberta · 8 Sep 2016

Learn archery for free this Sunday in Edmonton at the U of A. #YEG
ab-conservation.com/events/archery...



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 **Alberta Conservation** @ConserveAlberta · 13 Sep 2016

Over 100 people came to Archery Days last weekend!
Thanks to U of A, Capital Region Archery Club and @AHEIAofficial



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