

## **Alberta Conservation Association 2017/18 Project Summary Report**

**Project Name:** *Alberta Discover Guide* app

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

**Project Leader:** Colin Eyo

**Primary ACA staff on this project:** Budd Erickson and Colin Eyo

**Partnerships:** N/A

### **Key Findings**

- About 2,329 Android versions of the app were downloaded in 2017/18.
- About 5,860 Apple versions of the app were downloaded in 2017/18.

### **Introduction**

The *Alberta Discover Guide* app was created so users of the *Alberta Discover Guide* could have another way to access information about conservation sites in pursuit of hunting or angling opportunities. The app also provides Alberta Conservation Association (ACA) with a platform for advertising content from ACA's stakeholders and other organizations and businesses focused on fishing, hunting, and conservation.

### **Methods**

The *Alberta Discover Guide* app is an ongoing project within the Information, Education, and Communications Program. Conservation Site information is made current and consistent across print and web formats. Timely notifications of events or alerts provide added value for users and strengthen the relationships between our hunting and angling stakeholders and ACA and our partners.

### **Results**

In 2017/18, the app was downloaded by 8,189 individual users.

### **Conclusions**

The *Alberta Discover Guide* app is a convenient way to access and carry the *Alberta Discover Guide*. The in-app notifications let users know about ACA events like Kids Can Catch and updates regarding hunting and fishing. The free app also provides ACA with another opportunity to engage our stakeholders and promote hunting and fishing as part of a contemporary lifestyle.

## **Communications**

- *Alberta Discover Guide*
- *Alberta Discover Guide app*