

**Alberta Conservation Association
2019/20 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 1,700 Android versions of the app were downloaded in 2019/20.
- About 2,810 Apple versions of the app were downloaded in 2019/20.
- Advertising:
 - Use Respect, Ask First
 - RAP (Online 24/7)
 - Alberta RELM
 - AHEIA (App)
 - Shell Canada CPIC
 - Harvesnt Yoru Own Promotions

Abstract

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 ACA with a platform for advertising content from ACA's stakeholders and other organizations and businesses focused on fishing, hunting, and conservation. A new feature was added which provides users the ability to favourite a site so it

can be easily referenced in future sessions. In 2019/20, around 1,700 Android users and 2,810 iOS users downloaded the app.

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. A new feature was added which provides users the ability to favourite a site so it can be easily referenced in future sessions.

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 2019/20, around 1,700 Android users and 2,810 iOS users downloaded the app.

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*

