

**Alberta Conservation Association  
2020/21 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 2,425 Android versions of the app were downloaded in 2020/2021.
- About 3,937 Apple versions of the app were downloaded in 2020/2021.
- Advertising:
  - Use Respect, Ask First
  - RAP (Online 24/7)
  - Alberta RELM
  - AHEIA (App)
  - Harvest Your 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 2020/2021, around 2,425 Android users and 3,937 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.

## **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. A new feature was added this year which provides users the ability to favourite a site so it can be easily referenced in future sessions. 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 2020/2021, around 2,425 Android users and 3,937 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. Regular updates ensure app information and functionality remains current and relevant to users. 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

