

**Alberta Conservation Association
2022/23 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 project: Budd Erickson and Colin Eyo

Partnerships

Not applicable

Key Findings

- About 4,367 active Android app users in 2022/2023.
- About 3,150 iOS versions of the app were downloaded in 2022/2023.
- Advertising:
 - Use Respect, Ask First
 - Report A Poacher
 - Alberta Hunter Education Instructors' Association
 - Harvest Your Own

Abstract

The *Alberta Discover Guide* app was created so users of the *Alberta Discover Guide* have a convenient way of accessing information about conservation sites on their mobile device 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. In 2022/2023, around 4,367 active Android users and 3,150 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. 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 2022/2023, around 4,637 active Android users and 3,150 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. The codebase for the app has been updated to a more contemporary programming language allowing faster in-house updates and deployments, and future development.

Communications

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

Photos



Photo 1. *Alberta Discover Guide* app icon. Photo: ACA