

**Alberta Conservation Association
2024/25 Project Summary Report**

Project Name: Alberta Discover Guide

Information, Education, and Communications Program Manager: Tara Holmwood

Project Leader: Tara Holmwood

Primary ACA Staff on Project: Charmaine Brunes, Colin Eyo, Amanda Gill, Cassandra Hewitt, Tara Holmwood, Ken Kranrod, and Roy Schmelzeisen

Partnerships (advertisers)

AlbertaRELM

Alberta Hunter Education Instructors' Association (AHEIA)

Canadian Tire – Lethbridge

Ducks Unlimited Canada

Native Trout Recovery Collaborative

Key Findings

- Printed 34,000 copies of the 2025 issue, distributed January 2025.
- There were 160,956 page views of www.albertadiscoverguide.com between April 1, 2024, and March 31, 2025.
- About 3,483 active Android app users in 2024/25.
- About 3,190 iOS versions of the app were downloaded in 2024/25.

Details

The *Alberta Discover Guide* is a free, annual publication that provides outdoor enthusiasts with a list of conservation sites that can be accessed primarily for hunting, fishing, and hiking. The sites are private land owned by ACA or its conservation partners, or public land that is managed by ACA on behalf of the Crown. All sites are available for public use and have been made available through conservation efforts by ACA and its partners.

This is an ongoing project within the Communications and Land Management programs. Together, we coordinate site details, directions and make updates to the list of sites to ensure information is current across the published guide and online web application. Improved online workflow has streamlined the time needed to generate the publication. Last-minute changes to partner sites are accommodated to provide users with the most accurate information possible.

The publication is a major project for the Communications Program. Advertising is coordinated and produced for free for ACA member groups. Editorial content is developed and written in-house. The Communications team coordinates print production and updates and maintains the subscription database. For 2024/25, we printed 34,000 copies of the guide to mail out to subscribers and distribute to hunting and fishing licence retailers across Alberta in January 2025. The guide is also available online and as an app. There were 160,965 page views of www.albertadiscoverguide.com between April 1, 2024, and March 31, 2025.

The *Alberta Discover Guide* app was created so users have a convenient way of accessing information about conservation sites on their mobile device in pursuit of hunting or angling opportunities. The app provides ACA with a platform for advertising content from ACA's stakeholders and other organizations and businesses focused on fishing, hunting, and conservation, including AHEIA, Harvest Your Own, Report A Poacher, and Use Respect. In 2024/25, around 3,483 active Android users and 3,190 iOS users downloaded the app.

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. The in-app notifications let users know about ACA events and updates regarding hunting and fishing. The free app 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.

Photos

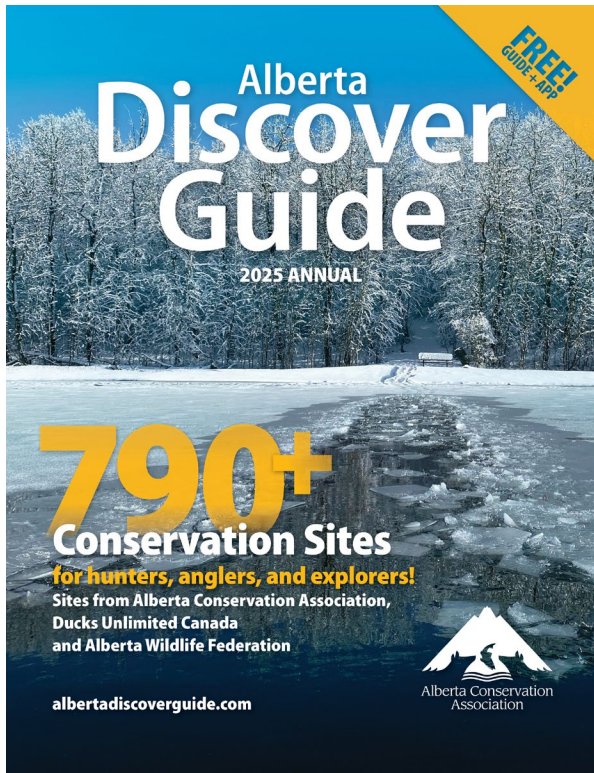


Photo 1. Front cover of the 2025 Annual *Alberta Discover Guide*. Photo: ACA



Photo 2. *Alberta Discover Guide* app icon. Photo: ACA