

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

**Project Name:** Emerging Issues

**Information, Education, and Communications Program Manager:** Tara Holmwood

**Project Leader:** Tara Holmwood

**Primary ACA Staff on Project:** Charmaine Brunet, Colin Eyo, Amanda Gill, Aaron Groot, Cassandra Hewitt, and Tara Holmwood

**Partnerships**

Not applicable

**Key Findings**

- Responded to emerging needs in addition to work planned and in progress for communications support directly and/or coordinated out-of-house resources as required.

**Details**

The Information, Education, and Communications Program must be able to respond to communications needs that arise as Alberta Conservation Association (ACA) projects, partnerships, opportunities, or crises develop. This team provides services in design, copywriting, photography, editing, print production, and digital media to ACA's executive, Business Development and Human Resources teams, as well as our member groups. On-demand requests for communications support may include media releases, drone footage documentation, and member group website support.

In 2024/25, on-demand requests for communications support included, but were not limited to, helping with updating the Sherwood Park office's renovations (i.e., lobby decals and new wall art), event updates and cancellations, digital presentation editing, career postings online, and website support for member groups.