

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

Project Name: Native Trout Recovery (Communications)

Information, Education, and Communications Program Manager: Tara Holmwood

Project Leader: Tara Holmwood

Primary ACA Staff on Project: Charmaine Brunes, Cassandra Hewitt, and Tara Holmwood

Partnerships

Canadian Parks and Wilderness Society Southern Alberta Chapter

Cows and Fish (Riparian Management Society)

Foothills Research Institute

Freshwater Conservation Canada

Government of Alberta

Key Findings

- Participated in Native Trout Communications Committee meetings and facilitated support for project media as required.
- Placed print advertising in publications related to sport fishing:
 - *Alberta Discover Guide*
 - *Alberta Guide to Sportfishing Regulations*
 - *Barry Mitchell's Alberta Fishing Guide*

Details

The Native Trout Collaborative (NTC) is a group of partner organizations working to advance native trout recovery in Alberta via habitat restoration, restoration stocking, land use planning, watershed assessments, public education and more. It is a comprehensive, long-term fish conservation initiative aimed at recovering populations of native trout in the Eastern Slopes of Alberta. Multiple organizations in Alberta are collaborating in this joint application to implement actions to mitigate threats and promote recovery of native trout at risk in the province. These

partners include Alberta Conservation Association (ACA), Canadian Parks and Wilderness Society Southern Alberta Chapter, Cows and Fish (Alberta Riparian Habitat Management Society), Foothills Research Institute, the Government of Alberta, and Freshwater Conservation Canada. These groups all have a role in recovery of native trout including management, monitoring and science, conservation and restoration measures, reporting, and education or outreach.

The ACA Information, Education, and Communications Resource Program actively participates on the communications committee focusing on education outreach and media. We provide communications services in cross media support to strengthen public awareness and education outreach. We also provide ongoing investment and opportunities in brand recognition through advertising and visual communications in the *Alberta Discover Guide*, *Alberta Guide to Sportfishing Regulations*, and *Barry Mitchell's Alberta Fishing Guide*. Advertising is key to increasing public awareness of native trout recovery. We also place NTC information pamphlets, brochures, and stickers in participants' bags at Kids Can Catch events.

To help NTC grow their new online audience, ACA provided collaborative support to takeover content creation in their social media platforms twice in 2024/25 to promote responsible angling while educating audiences about Alberta's native trout.

Photos



Photo 1. Barry Mitchell's Alberta Fishing Guide advertising. Photo: NTC



Photo 2. 2025 Alberta Guide to Sportfishing Regulations and the 2025 Annual Alberta Discover Guide. Photo: NTC