

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

**Project Name:** Strategic Business Plan

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

**Project Leader:** Tara Holmwood

**Primary ACA Staff on Project:** Charmaine Brunes, Amanda Gill, Tara Holmwood, and Todd Zimmerling

**Partnerships**

Not applicable

**Key Findings**

- A summarized 2022–2024 scorecard and an update were provided based on the 2019–2029 Strategic Business Plan’s goals, objectives, and results.
- In all, 12 of the 19 objectives set in the 2019–2029 *Strategic Business Plan* were completed.
- The long- and short-term business objectives were re-established for 2025–2028 aimed at meeting ACA mission and vision statements, with core values incorporated.

**Details**

Our *Strategic Business Plan* provides employees, stakeholders, and partners with a clear understanding of the future direction of ACA. In 2024/25, ACA provided a scorecard and update for the first three years (2022–2024) of the 2019–2029 *Strategic Business Plan*. All strategic goals and objectives are aimed at meeting our mission and vision statements and all activities are undertaken with our core values in mind.

Of the 19 objectives identified in the 2019–2029 *Strategic Business Plan*, ACA achieved 12 objectives.

## Photos



Photo 1. Cover of the 2019–2029 Strategic Business Plan: 2022 – 2024 Update. Photo: ACA