



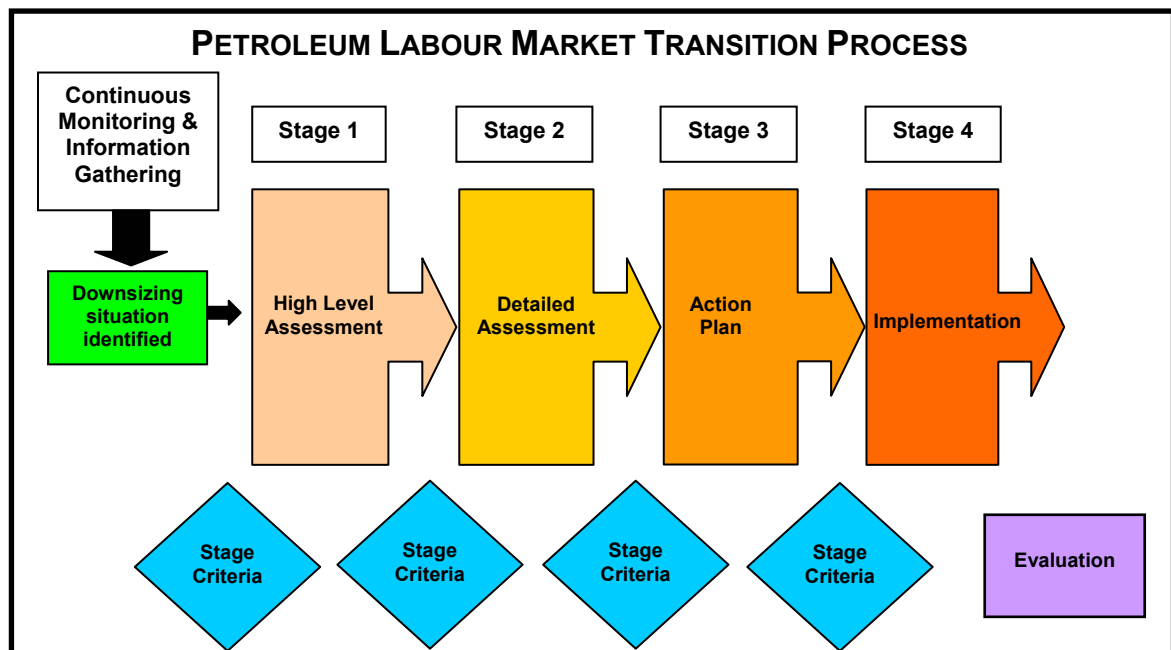
PETROLEUM LABOUR MARKET TRANSITION PHASE II: PROJECT OVERVIEW

BACKGROUND

Several stakeholders within the upstream petroleum industry have voiced the need for a more strategic and coordinated approach to accessing a variety of labour supply sources to address labour shortages within the industry. In 2007, the Petroleum HR Council undertook a project entitled the “**Petroleum Labour Market Transition**” to better understand the opportunities, barriers and feasibility of easing labour demands within the upstream petroleum industry with the available pool of downsized workers from declining industries. While some of the larger petroleum companies indicated some success in transitioning these workers into the oil and gas industry, they acknowledged that accessing these workers was an adhoc recruiting activity. Industry and other key stakeholders expressed a solid interest in participating in a process that would allow for effective attraction and transition of this labour supply pool into in-demand jobs in the upstream petroleum industry.

The project proposed a Petroleum Labour Market Transition (or PLMT) stagegate process as a service delivery model, with step-by-step procedures and “go/no-go” decision-making points at critical stages. Decisions are guided by pre-set criteria to continuously qualify the opportunity prior to additional investment of resources. The main activities of the PLMT process are:

- Gathering information and proactively identifying opportunities to match in-demand occupations within the upstream petroleum industry with the labour supply from a downsized industry/company.
- Assessing the transferability and readiness of workers from a downsizing situation into in-demand jobs in the upstream petroleum industry; and
- If needed, develop and oversee the implementation of an action plan to facilitate the transition of these workers.



The most effective approach to testing the value and effectiveness of the PLMT process as a service is a **pilot project**. Significantly, a trial run will evaluate the viability of addressing the industry's labour shortages with downsized workers, as well as determine the requirements for sustaining such a service.

OBJECTIVE

The **Petroleum Labour Market Transition Phase II** project aims to develop and pilot the delivery of a **Petroleum Labour Market Transition service** (utilizing the proposed PLMT process as a service delivery model).

Key phases of the project include:

- Develop and implement a Rapid Response Strategy, designed to assist petroleum companies with their recruitment efforts by promoting the industry and its careers to HR, unions and labour adjustment personnel working directly with downsized forestry or petroleum workers.
- Develop and pilot the delivery of the PLMT service. The components of the service (e.g. supporting tools and resources, relationships/partnerships integral to the success of the service, etc.) will be developed and 2 pilots will be conducted on a staggered basis. Learnings from the pilots will be the basis for enhancing the PLMT service.
- Build a business plan for sustainability, expansion and ongoing promotion of the PLMT service.

OUTCOMES/EXPECTED RESULTS

The outcome of the project will be enhanced efficiency in the labour market through effective transitional support to workers to move from downsizing sectors into the work in the petroleum sector.

The primary outcomes will include:

- Through the creation and implementation of the PLMT service, a strategic and coordinated approach for the upstream petroleum industry to transition downsized workers that could address current, short- and medium-term labour demand.
- Improved understanding of indicators of potential industry downsizing and potential labour supply/demand match with the upstream petroleum industry
- Increased access for the upstream petroleum industry to supply of skilled and experienced workers.
- Increased understanding of the industry's in-demand jobs and their skill and education requirements.
- Increased awareness of the Petroleum HR Council and its Petroleum Labour Market Transition service, including the coordinator as a central "go to" source for information and/or direction to enable the transitioning of workers into the upstream petroleum industry.
- Increased efficiency in the petroleum sector through ability to transition workers from new sources.

