



Petroleum
Human Resources
Council of Canada

Conseil canadien des
ressources humaines
de l'industrie du pétrole



Petroleum Human Resources Council of Canada

E-NEWSLETTER

WELCOME FROM THE EXECUTIVE DIRECTOR & CEO

Dear Readers,

Keeping in line with the Council's position as an industry leader in researching and developing effective, long-term HR strategies for the petroleum industry, we have many new developments to share with you on our current initiatives.

Our focus is on creating value by developing strategies, solutions, products and services in response to an issue that unites and affects us all: building the workforce for one of Canada's primary industries - the petroleum industry.

Collaboration has been a common theme in all of the Council's initiatives and having input from our stakeholders has been invaluable. We are so pleased to have our partners - industry; provinces, territories and federal governments; and educational and training institutions - enthusiastically work with us in facilitating the exchange of ideas, information and outreach coordination efforts.

We would like to keep you regularly updated on Council initiatives. To help you stay up-to-date with all of the Council's activities, please ensure you provide us with updates to your contact information and don't forget to visit our website at: www.petrohrsc.ca.

I hope you enjoy reading this issue and learning about the Council's new ventures, recent accomplishments and coming events.

Wishing you all warm greetings for 2007.

Regards,

February 2007

IN THIS ISSUE

- Welcome
- Snubbing Services Becomes a Designated Occupation
- New Council Initiatives
- Update on Ongoing Initiatives
- Council Articles and Presentations
- Coming Events
- Contacting Us





E-NEWSLETTER PAGE 2

SNUBBING SERVICES BECOMES A DESIGNATED OCCUPATION

The Council, along with our partners Alberta Advanced Education and the Petroleum Services Association of Canada (PSAC), is pleased to announce the latest Designated Occupation, Snubbing Services, which took effect January 1, 2007. Snubbing Services is one of the three occupations that are a part of the Petroleum Competency Program.

Assistant Operator, Snubbing Operator and Snubbing Supervisor are all positions that now qualify as part of the occupations that are officially “designated” by Alberta Advanced Education, Apprenticeship and Industry Training. Designated Occupation status means that positions within a field, like Snubbing, have:

- Defined tasks needed to do each job
- Set standards for performing those tasks
- Worker assessment of performance while doing the tasks

Snubbing Services are specialized functions of oil and gas well life-cycle maintenance that require working with a well while it is under pressure. Safety is a critical component of these occupations and is given primary importance at each level for Snubbing Operators and Supervisors. Workers conduct snubbing services 24 hours a day, 365 days a year.

For more information, please follow the link:
www.petrohrsc.ca/pdf/pdf_en/Snubbing.pdf

See the Initiative Update on the Petroleum Competency Program, provided on page 4 of this newsletter.

NEW COUNCIL INITIATIVES

The Council would like to acknowledge funding support for Council projects and initiatives through the Sector Council Program, Human Resources & Social Development Canada, and the petroleum industry.

Promotion of the Petroleum Industry and Career Opportunities in Western Canada

The Council has partnered with Enform, CAPP and five other industry associations (PSAC, CAGC, CEPA, SEPAC and CAODC) on an initiative that will attract new entrants to the petroleum industry by providing key information to make career choices. A Steering Committee, representing all partners, has been formed to guide the development process of this industry-wide effort to promote petroleum careers.

Using a collaborative approach, our program goals are to:

- Raise the profile and level of public awareness of the petroleum industry and its many career opportunities
- Use communication channels specifically targeted to youth, skilled immigrants, Aboriginals, influencers, and job seekers considering mid-career changes
- Provide assistance in accessing pre-requisite training and education

Our first step will be the launch of an industry website, designed to be a coordinated and central access point for information. The website will include information on Western Canadian upstream/midstream industry and careers.

As the site is being developed, a multi-level marketing plan will be created to generate awareness of the website and identify strategies to reach our targeted audiences. The marketing plan will include evaluation components to enable us to measure the impact of our promotional activities.

The promotional website will be a handy and comprehensive recruitment resource for companies and industry representatives. With specific information about the realities of working in the petroleum industry in western Canada, this website will increase potential employees' awareness of potential careers and improve their understanding of how to enter and progress in the industry.

Our goal is to provide a comprehensive resource for job seekers and employers. To ensure we meet industry needs, we welcome your ideas for developing a useful, accurate, informative, content-rich website. To provide suggestions or comments, please email us at info@petrohrsc.ca

We would like to welcome Gerry Baron, Project Manager, and Jen Hogan, Project Coordinator for the initiative. Gerry and Jen can be reached at: (403) 537-1230, ext. 243 (Gerry) and ext. 241 (Jen).





E-NEWSLETTER PAGE 3

NEW COUNCIL INITIATIVES

Awareness of Petroleum Industry Careers Among Youth and Key Influencers

Along with our partner Enform, we are pleased to announce a new initiative designed to increase exposure to industry careers for one of our key audiences: youth.

This awareness program will focus solely on working with youth and intermediary groups such as educators and counsellors, to help them learn more about our industry. With this new knowledge, career influencers will have the tools they need to project a positive view of our industry as one with a wide array of career opportunities that are rich with potential.

A Career Coordinator has been hired to coordinate this project. In this new role, Kim Jacques will be attending career fairs, developing workshops and information sessions, and identifying opportunities to maximize career promotion efforts directed to youth. Welcome Kim!

Kim can be reached at: (403) 537-1230 ext. 222.

Enform has been instrumental in helping us to move forward on this initiative. We look forward to working closely with them as we build tools to attract young people to the industry.



Occupational Tools

The Council is very excited to announce our newest initiative, "Occupational Tools." Within this program, we will develop a set of tools to enhance recruitment, retention, professional development, educational alignment and recognition of proficiency in various occupations within the upstream petroleum industry.

The key activities for the Occupational Tools initiative are the development of:

- Occupational standards
- Job classification profiles and tools
- Educational partnerships

Our objectives for the project are to:

- Increase the recognition that industry occupations represent long-term career and development opportunities (by clearly communicating career paths for job seekers)
- Enhance the connection and relationships between the Petroleum HR Council, industry and educational institutions to substantially impact the delivery of qualified workers to the industry;

Through this multi-channelled strategy, our aim is to continue developing occupational standards that recognize worker competency; build awareness of positions in the industry by profiling occupations and career options; and work closely with educational institutions to promote the industry.

By reaching out to our targeted audiences – career development organizations, career counsellors, health & safety organizations, and educational institutions – we will raise the profile and participation rates in the many job families in the industry.

We would like to welcome Connie Covey, Project Manager, and Claudine Vidallo, Project Coordinator, for the Petroleum Industry Occupational Tools project. Connie can be reached at: (403) 537-1230 ext. 242 (Connie) and ext. 248 (Claudine).





E-NEWSLETTER PAGE 4

UPDATE ON ONGOING INITIATIVES

Petroleum Competency Program

The Petroleum Competency Program (PCP) is an industry-led program managed by the Council. In collaboration with the Council, Enform provides PCP assessment, certification and record management services.

Since October 2004, the PCP has developed 16 occupational competency standards within three occupations selected by industry. A standard of competence lists the tasks and skills involved in doing a job, describes their safe and effective application in typical working conditions, and specifies the criteria that should be used to judge a worker's application of them. The PCP ensures that employees who attain the standard of competence have work and safety skills that are in line with the rest of the industry. With competency standards, workers - and their employers - can be confident they have the skills needed to meet industry-wide safety expectations.

The PCP benefits employers by:

- Enhancing competitive advantage by providing a mechanism for regulatory compliance
- Increases staff recruitment and hiring efficiency by defining tasks and skills so qualifications can be easily matched and gaps identified
- Facilitating identification of training gaps and provides the necessary skills development training to ensure continued competence and facilitate career promotion
- Raising safety levels by emphasizing safety as part of competency
- Enhancing corporate profitability with more productive and efficient workers

We are pleased to announce that in 2006, a total of 36 certifications (for both employee and assessors) under the Petroleum Competency Program were awarded.

A number of competencies have also been officially recognized as Designated Occupations by our partner, Alberta Advanced Education. As of February 1, 2007, a total of 21 Designated Occupations certificates have been issued under the Alberta Apprenticeship and Industry Training program.

For more information on the PCP, please visit: www.petrohrsc.ca/pcp/index.htm. For more information on Designated Occupation Certification, visit <http://tradesecrets.org/>

Increasing the Talent Toolkit

Over 80 representatives from industry, post-secondary training institutions, municipal and provincial governments, employment agencies, agencies that work with under-represented groups, chambers of commerce and regional economic development groups participated in the six *Increasing the Talent* validation and engagement sessions, held in Fort St. John and Chetwynd, BC and Fort McMurray, Grande Prairie and Calgary, AB.

Excellent feedback was generated at the sessions. That feedback was used to enhance one of the Council's much anticipated new products: the *Increasing the Talent Toolkit* in preparation for its launch as a web-enabled tool.

The toolkit, which includes the *Attraction, Retention & Workforce Development* model, best practices and inventory, provides a conceptual framework, as well as practical examples for addressing attraction, retention and workforce development issues. The model focuses on key points for employers to consider when attracting new workers, retaining existing ones and developing workforces in hard-to-recruit locations.

The Increasing the Talent Toolkit includes 15 best practices, information on existing tools, resources and promising practices. The toolkit is now web-enabled and posted at www.petrohrsc.ca/english/projects_recruit.html.

We would like to extend our thanks to Deanna Almdal, Project Manager, for all her efforts in heading the *Increasing the Talent* project thus far.

We now have a new team on board to manage the next phase of the project. We welcome Lynn Merrithew, Project Manager and Laura Owen, Project Coordinator. In 2007, Lynn and Laura will be coordinating the Steering Committee, launching the pilot phase of the project and managing interim activities of the project.

Lynn and Laura can be reached at: (403) 537-1230, ext. 238 (Lynn) and ext. 239 (Laura).





UPDATE ON ONGOING INITIATIVES

Outreach Strategy to Raise Career Awareness

In 2006, we conducted research to gather existing and best practices of outreach activities in the petroleum industry directed at the traditional and under-represented workforce. The Outreach Strategy study was conducted with the recognition that a better understanding of target audiences and how to reach them will significantly increase the impact of outreach activities.

A comprehensive research report detailed “what works best and what doesn’t work at all” when targeting traditional sources of labour as well as with under-represented groups - including youth, immigrants, visible minorities, women and Aboriginals - about the many career opportunities in the petroleum industry.

The Outreach Strategy research generated important data and identified successful strategies that will be of exceptional value to industry members. In recognition of this value and in response to multiple requests, the Council plans to convert the content of the Outreach Strategy into an information package for industry use. The package will include information about under-represented groups and ways to better integrate this highly untapped labour resource into the petroleum industry. We expect to have this information resource available for industry stakeholders and media in mid-2007. Watch for updates in the spring.

As the research phase of the Project has now come to an end, the Council would like to thank Sandra Murray, Project Manager, for all of her efforts in guiding the Career Awareness Petroleum Outreach Project.

CAREER FAIRS

The Council participated in two very successful career awareness events which enabled us to interact with youth and job seekers to provide information about the industry and its wide array of career opportunities.



Calgary Career Show – October 2006
Calgary Roundup Centre



Career Leap 2006 – November 2006
North Cariboo Community College
Quesnel, BC

COUNCIL ARTICLES

To keep our industry stakeholders up-to-date on the latest workforce issues, as well as the steps the Council is taking to help build the workforce, we are publishing full-page articles in the three most well-read petroleum industry magazines: *Oilweek*, *Oil & Gas Inquirer* and *Oilsands Review*, all produced and distributed by JuneWarren Publishing. Thanks to JuneWarren Publishing for working in partnership with us to ensure readers are updated on labour issues and strategies for the petroleum industry.

Every month we cover a current human resources issue in the upstream petroleum sector, highlighting the Council’s strategies, solutions and insights. Our 2006 articles covered: identifying the most critical labour issues, increasing skills training, closing the gap between training and industry needs. Beginning in fall 2006, we wrote on using safety programs – like Safety Stand Down Week – to facilitate recruitment and retention, and on how industry can use the Council’s *Increasing the Talent* model and best practices to help them build a workforce in “hard-to-recruit” locations.

Another article, published in the *Occupational Health & Safety* magazine in September 2006, explained how industry can ease its labour shortage by tapping into the under-represented workforce, including women, youth, Aboriginals, immigrants and visible minorities.

To view Council articles published to date, please visit: www.petrohrsc.ca/english/news.html#pub_art.





E-NEWSLETTER PAGE 6

PRESENTATIONS

The Council had a very active year sharing our strategies and key initiatives with stakeholders at industry conferences. In 2006, we made a total of 32 presentations. Here are some highlights from those presentations:

CEPA – 1st Annual Suppliers' Conference

(November 21, 2006)

Cheryl made a presentation on workforce demands in hard-to-recruit locations, highlighting the Council's strategy *Attraction, Retention and Workforce Development for Hard-to-Recruit Locations*.

College of the North Atlantic Strategy Session

(October 11, 2006)

This session, attended by government, stakeholders and industry representatives, focused on aligning educational institution programs with industry needs. Cheryl presented on the Council's *Educational Alignment Strategy*, emphasizing the importance of improving industry's connection with educational institutions.

CAGC – Annual Geophysical Seminar

(September 26, 2006)

Cheryl presented the *Attraction, Retention and Workforce Development Model for Hard-to-Recruit Locations* at this seminar, which covered various topics in recruitment, safety and new practices in the seismic industry.

Building and Educating Tomorrow's Workforce Symposium

(September 19, 2006)

This symposium was organized by Alberta Human Resources and Employment to share information about what is being done to ensure Alberta has the workforce it needs today and in the future. Cheryl provided an overview of the Council and strategies for effectively informing youth about careers in the petroleum sector.

In 2007, the Council plans to keep on sharing with industry and our stakeholders how our strategic approaches help build a growing, sustainable workforce for the petroleum industry.

COMING EVENTS

Olds, AB February 28, 2007

Central Alberta Career Prep Professional Development Day, SMORG 2007

Prince George, BC March 13 - 14, 2007

Northworks Career Fair

Saskatoon, SK March 14 - 15, 2007

Building Labour Market Buzz – A National Sector Council, Provincial Association and Employer Connection Conference

Kemptville, ON April 18, 2007

CASTLE (Career and Skilled Trades Learning Experience) Career Fair

Lac du Bonnet, MB May 7 - 8, 2007

2007 Eastern Manitoba Career Symposium



CONTACT US

We welcome your input and questions. Please contact us at:

Petroleum Human Resources Council of Canada

Web: www.petrohrsc.ca

Email: info@petrohrsc.ca

Tel: (403) 537-1230

Fax: (403) 537-1232

Mail: 410, 800 – 6th Avenue SW
Calgary, Alberta T2P 3G3

