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### **PETROLEUM HR COUNCIL AND PEACE REGION PARTNERS WRAP UP PILOT PROJECT TO INCREASE ATTRACTION AND RETENTION OF SKILLED WORKERS**

(Calgary, AB) --- The Petroleum Human Resources Council of Canada (Petroleum HR Council), along with a dedicated local working group, recently wrapped up a six-month pilot of the *Increasing the Talent* Toolkit in the Peace Region. The purpose of this innovative Petroleum HR Council project was to identify and implement collaborative ways to attract and retain the skilled workers needed in the Peace Region's petroleum industry, now and into the future.

Key members of the local working group included the Peace Region Economic Development Alliance (PREDA), Northern Sunrise County, local Chambers of Commerce, Grande Prairie Regional College, Alberta Employment, Immigration and Industry, and Davco Solutions Inc.

Ray Skrepnek, PREDA Workforce Committee Chair stated: "Although the oil and gas industry in the Peace Country has slowed to a normal business activity level, issues surrounding retention of employees still remain a concern. The *Increasing the Talent* pilot has provided an excellent opportunity for PREDA, Chambers of Commerce and industry representatives to address these critical HR issues."

Renee Bernier, Economic Development Officer, Northern Sunrise County, said: "Retention was the key focus of the pilot. Because of the *Increasing the Talent* project, local employers are recognizing that investment in their employees pays dividends in increased productivity."

The *Increasing the Talent* Toolkit includes a conceptual model that provides a framework for attraction and retention initiatives, as well as practical information including best and promising practices and an inventory of tools and resources. As part of the pilot project, Davco Solutions helped develop a new tool to help supervisors manage performance.

Another way the pilot working group addressed retention issues is with a series of 'Did You Know' cards that educate employers about retention and the key role supervisors play in retaining good people. Jack O'Toole, PREDA Chair, said: "The *Increasing the Talent* 'Did You Know' cards are a good promotional tool to help businesses understand what they can do to retain employees and where they can find more information".

Cheryl Knight, Executive Director and CEO of the Petroleum HR Council, summarized: "We thank the Peace Region working group for their dedication to this pilot project. Their hard work will be instrumental in enhancing the *Increasing the Talent* Toolkit. In 2008, we will make the ideas, tools and best practices identified in the Peace Region available to the rest of the oil and gas industry, further underscoring the value of collaboration in addressing shared HR issues."

*The Petroleum HR Council, established in 2001, is supported by 11 oil and gas national and regional industry organizations, including one union. It represents the primary sectors of the upstream petroleum industry in Canada: exploration and production, service industries, pipeline transmission, natural gas processing, and mining, extracting and upgrading of heavy oil and bitumen. This project was funded by Human Resources and Social Development Canada.*

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