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### **PETROLEUM HR COUNCIL AND PARTNERS LAUNCH PILOT PROJECT TO ATTRACT SKILLED WORKERS TO PEACE REGION**

(Calgary, AB) --- The Petroleum Human Resources Council of Canada (the Council), along with its regional partners, today launched the Peace Region pilot of its *Increasing the Talent* project. The purpose of this innovative project is to identify and implement collaborative ways to attract and retain the skilled workers needed in the Peace Region's petroleum industry, today and into the future.

In the pilot project, community and business organizations, government agencies, training institutes and petroleum industry companies are testing the Council's *Increasing the Talent* Toolkit. The 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.

Cheryl Knight, Executive Director and CEO of the Council, officially launched the pilot project today at the Peace Region Economic Development Alliance (PREDA) AGM. In her presentation, Ms. Knight said: "Our goal with this pilot project is to have our partners validate the *Increasing the Talent* Toolkit, so we can share it industry-wide with confidence."

PREDA is one of the Council's main partners in the pilot. Jack O'Toole, PREDA Chair, said: "I am very pleased that the Peace Country and PREDA were selected to host the *Increasing the Talent* pilot project. In the process of testing the Toolkit, we will have an excellent opportunity to build better relationships with the petroleum industry in the region and with organizations like the Council."

Northern Sunrise County is another key partner. Renee Bernier, Economic Development Officer, Northern Sunrise County, added: "The *Increasing the Talent* Toolkit makes available customized leadership training to employers and provides creative solutions that balance the needs of the organization and its workforce."

Ms. Knight further stated: "The whole concept behind *Increasing the Talent* is collaboration. As a result, the Council is very excited to be working closely with such a comprehensive and diverse group of enthusiastic partners in the Peace Region."

Other *Increasing the Talent* pilot project partners include:

- Economic Development for Northern Sunrise County and the City of Grande Prairie
- Municipal District of Fairview
- Grande Prairie & District Chamber of Commerce
- Grande Prairie Petroleum Association
- Community Futures
- Alberta Employment, Immigration and Industry
- Northern Alberta Development Council
- Training institutes, including Grande Prairie Regional College and Northern Alberta Institute of Technology (NAIT)
- Local petroleum industry companies, including Davco Solutions Inc., Devon Canada Corporation, Integrated Production Services Ltd. and Trican Well Service Ltd.

*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.*

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