



Petroleum
Human Resources
Council of Canada

Conseil canadien des
ressources humaines
de l'industrie du pétrole

PETROLEUM HR COUNCIL OF CANADA – PROMOTING CAREERS IN OIL & GAS

Think back. When you were in high school, how much did you know about the vast number of career options that were open to you? Here's an even tougher question: How much did you know about careers in the oil and gas industry? If you were like most young people, you likely never heard of well testing or snubbing, you never knew you could analyze core samples for a living and you never thought about becoming a production accountant, seismic surveyor or landman. And you certainly didn't know you could work in this industry as a welder, pilot, nurse or environmental scientist.

Fast forward to today and not much has changed. Young people are still not aware of the hundreds of diverse careers just waiting for them in the evolving petroleum industry. Most of the career counsellors, teacher, parents and community members – those who influence career decision making – don't know much about oil and gas careers either. The problem is, people can't pursue a career in something they know nothing about. Over the long term, this awareness gap could easily leave our industry with an even tighter labour squeeze than we faced in the last couple of years.

The Petroleum Human Resources Council of Canada is concerned that our industry could slip under the radar of thousands of potential workers. So they are doing something about it.

The Petroleum HR Council's multi-faceted initiative, *Careers in Oil and Gas*, is an integrated collection of information resources targeted at young, unemployed, under-employed and under-represented people. The *Careers in Oil and Gas* resources include:

www.careersinoilandgas.com

This website is designed to create awareness of and build interest in oil and gas industry careers within the target audiences of youth, skilled immigrants, Aboriginal peoples and people who are under-employed or in mid-career transfers. The site was collaboratively developed and funded by six industry associations – CAPP, PSAC, CAODC, SEPAC, CEPA and CAGC – and Enform.

The overall goal of the website is to provide coordinated and centralized online access to a comprehensive, current and credible source of Canadian petroleum industry, career and training information. More specifically, the website:

- Explains how the oil and gas industry works and what benefits it offers Canadians
- Allows users to explore career options in the industry, provides descriptions of compensation and introduces Canada's major oil and gas communities
- Describes the skills, training and education required for specific roles and provides links to training providers
- Leads users to job search websites with current job listings specific to the oil and gas industry

The site will continue to evolve to keep the content current and interesting. Watch it grow at www.careersinoilandgas.com!

Careers in Oil and Gas: Rich with Potential

This comprehensive brochure shows in detail all the interesting oil and gas careers that people can choose from. Information in the brochure, developed and vetted by industry experts, provided the basis for the career data on www.careersinoilandgas.com. In *Careers in Oil and Gas: Rich with Potential* and on the website, careers are broken down into categories, such as operators, engineers, trades, technicians and geosciences. Within each category, the type of work, training needed and advancement opportunities are explained, and specific careers are described.

Career Fairs

Every year, representatives of the Petroleum HR Council participate in a number of career fairs in British Columbia, Alberta and Saskatchewan to introduce people to careers in the oil and gas industry. At the popular Petroleum HR Council booth, visitors can have their petroleum industry and career questions answered, browse the careers website and pick up printed information and promotional items to take home.

Workshops for Key Influencers

Research conducted for the Petroleum HR Council found that career practitioners, counsellors, teachers, community members, cultural leaders and parents are 'key influencers' when it comes to career decisions. To help them talk to potential employees about options for working in this industry, the Petroleum HR Council developed a workshop to present at professional conferences and other events. A team of facilitators provides the workshops in various locations across western Canada, often in collaboration with local and provincial organizations.

With a website, brochure, career fair participation, promotional giveaways and key influencer workshops, the Petroleum HR Council is working hard to help potential employees learn about the many and varied career opportunities available in the oil and gas industry. By using these integrated resources to close the awareness gap, the Petroleum HR Council is helping companies attract the skilled workers they need to remain competitive over the long term.

For more information on this and other Petroleum HR Council initiatives, please visit:
www.petrohrsc.ca.