

Skills, Education and Training Initiatives in the Upstream Petroleum industry

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- **Who is CAPP?**
 - **Labour Market Development and the Petroleum Industry**
 - **Challenges related to skills, education and training**
 - **Overcoming the challenges**
 - **Industry initiatives and involvement**
 - **Conclusion**
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- A large, complex offshore oil rig is shown in the background, partially obscured by a light grey overlay. The rig features multiple towers, cranes, and a dense network of steel structures, situated on a platform in the middle of the ocean.

Who is CAPP ?



- **We are the voice of Canada's Upstream Oil and Gas Industry**
 - To enhance the well being and sustainability of the upstream Canadian oil and gas industry in a socially, environmentally and technically responsible and safe manner
- **150 producer member companies**
 - Explore for, develop and produce natural gas, natural gas liquids, crude oil, synthetic crude oil, bitumen and elemental sulphur throughout Canada
 - Members produce more than 95 per cent of Canada's natural gas and crude oil
- **130 associate members provide a wide range of services that support the upstream crude oil and natural gas industry**
- **Head office located in Calgary and a regional office located in St. John's**

Why is labour market development important to the petroleum industry in NL?




- **Availability of skilled workers directly affects industry's ability to be competitive**
 - NL is not immune from skilled labour shortages being experienced in other jurisdictions
 - If the petroleum industry grows the demand for skilled labour and professionals will increase
 - We are competing with other jurisdictions and other industries for workers
 - Employers in Western Canada are actively recruiting from Atlantic Canada
- **Recognize the need to retain and further develop the labour market to meet industry's needs in the future**

- **Increasing the supply and skill of the labour force**
 - **Recruiting/retaining workers**
 - **Difficult to recruit positions for the offshore**
 - Over 70 identified in a 2002 study
 - **Attracting/retaining indirect employees**
 - Jobs are often project-based/not full-time permanent opportunities
 - **Industry relies on experience**
 - **Demographics**
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- A large offshore oil rig is visible in the background, partially obscured by a light grey semi-transparent overlay. The rig is a complex structure of metal platforms and cranes, situated on a dark sea.

- **The approach must be collaborative (between gov't, industry, educational institutions, etc...)**
- **CAPP members are involved in a number of initiatives**
- **CAPP participates in several working groups related to skills, education and training issues:**
 - CAPP's Human Resources Committee and CEO Task Group
 - Petroleum Human Resources Council of Canada
 - NL Petroleum Industry Human Resources Committee
- **Offering input to federal and provincial governments on issues and initiatives related to skills, education and training**

- **Provide work term placement for students and work practicum**
- **Work closely with contractor companies to encourage development of local skilled tradespersons through apprenticeship opportunities and work placements**
- **Contribute to the capability of local training institutions by**
 - Establishing research chairs
 - Supporting scholarships
 - Participating in industry advisory committees
- **Work to maximize the participation of under-represented groups by implementing diversity plans, supporting Techsploration and other community programs and working with governments and other community-stakeholders to eliminate barriers and provide career information**
- **Participate on a number of national/regional government committees**

- **National committee comprised of senior-level executives**
 - **Provides leadership and strategic direction related to the skills shortage and other HR issues affecting Canada's oil and gas industry**
 - **Focus right now is on skills and training issues in Western Canada**
 - **Four focus areas identified: Labour demand modeling, immigration, worker mobility and promotion**
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- A large, complex offshore oil rig is visible in the background, situated in the middle of the ocean. The rig has multiple levels, cranes, and various structures. The water is a light blue-grey color, and the sky is a pale, hazy blue.

- **Labour Demand Modeling:**
 - Build on AB Government work
 - “Industry owned” quantification of labour shortage
 - Developing pilot project forecasting 15 year demand of occupations not in oilsands
 - **Immigration and Integration:**
 - Focus on making immigration programs work for industry
 - Workshop to educate members on immigration policies and programs
 - Recommending improvements of federal and provincial programs
 - **Worker Mobility**
 - Address barriers to inter-provincial mobility
 - Examine apprenticeship programs for opportunities for improvements
 - **Industry Promotion**
 - Developing an industry website to provide “one window” for those seeking information on careers
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- A large, semi-transparent image of an offshore oil rig is visible in the background, extending across the middle and right portions of the slide. The rig is a complex structure of metal platforms and cranes, situated on the ocean surface.

- **A national sector council supported by industry and Human Resources and Social Development Canada.**
- **Assists industry in meeting workforce supply needs by:**
 - Building partnerships with education and training institutions
 - Creating awareness of career opportunities
 - Communicating the need for industry to better integrate under-represented groups into the workforce
- **The Council provides:**
 - A national, strategic focus
 - Programs and projects aligned with industry needs
 - Timely information on HR and labour market issues
 - Promotion of careers in the petroleum industry
- **2006-07 Initiatives**
 - “Increasing the Talent” Toolkit (for small businesses)
 - Youth Career Awareness Outreach Plan
 - Certifying more occupations and classifying them
 - Hiring a career coordinator

- **Established in December 1998 by federal, provincial and petroleum industry stakeholders**
- **Early work focused on**
 - Acquiring demand and supply information
 - Identifying labour market gaps
 - Providing information that accurately reflects the province's petroleum labour market to national research and information projects through the Petroleum HR Council of Canada (PHRCC)
- **Recent activities/focus on promoting the petroleum industry to NL youth as an attractive, rewarding career option.**

- **Labour Market Assessment Study (Oct. 2003)**
- **Update of Strategic Human Resources Study of the Upstream Petroleum Industry: The Decade Ahead (2004)**
 - After the publication of the original study, PIHRC was able to provide updated East Coast information to the Petroleum Council, which prompted revised and more accurate study for the national audience.
- **School Presentation (Apr. 2005)**
 - Available in three versions and downloadable for use in the classroom – all made available on the PIHRC website, housed by NOIA
- **“Come Work With Us” DVD (2004)**
 - Distributed to high schools in NL Highlights the benefits of working in oil and gas by profiling young people working in a range of careers in the industry (including non-traditional)

- **Educators Forums' (2005/06)**
 - Objective: Provide petroleum career-related information to teachers, guidance counsellors and other influencers of high-school students
 - Information delivered through presentations and roundtable Q&A sessions by industry and educational experts with direct experience in the petroleum industry and relevant education and training programs
 - Two very successful forums have been conducted (St. John's and Stephenville)
 - Planning underway to hold workshops in Grand Falls and Goose Bay in 2007
- **2007 Work Plan:**
 - Educators' Forums in Grand Falls and Goose Bay
 - Update materials including website, petroleum careers presentation and other promotional materials
 - Develop tool for use in new high school career development course
 - Provide support to relevant Petroleum HR Council of Canada initiatives

- **CAPP made a submission to the Skills Task Force in October 2006**
- **Submission identified key recruitment and retention issues for the upstream petroleum industry and provided recommendations, including:**
 - Focusing on growing the industry/the impact of declining production on the current labour force
 - Developing and retaining industry's workforce
 - Promoting the petroleum industry as an "Industry of Choice"
 - Targeting underrepresented groups
- **Petroleum industry representative on the Task Force**
- **We strongly support this initiative and look forward to working with the Task Force in the future**

- **Industry recognizes the challenges which lay ahead related to skills, education and training**
- **We are committed to working with government and other stakeholders through PIHRC, the NL Skills Task Force and through other initiatives to overcome these challenge**





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