

# *Career Awareness in the Petroleum Sector: Effective Practices for Promoting Career Paths*



Petroleum  
Human Resources  
Council of Canada

Conseil canadien des  
ressources humaines  
de l'industrie du pétrole

## *The Importance of Information*

Building and Educating Tomorrow's Workforce: Alberta's 10-Year Strategy

Edmonton, Alberta

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Petroleum Human Resources Council of Canada

# *Purpose of this Presentation*

- Describe the role of Sector Councils
- Introduce Petroleum HR Council
- Provide information on workforce supply and demand trends in upstream petroleum industry
- Explain the 7 Key Human Resource issues and *The Decade Ahead* study
- Highlight our strategies
- Offer input for enhancing career awareness in the upstream petroleum industry



# *Sector Councils*

- Bring together representatives from key stakeholder groups in an industrial sector
- Act on the most important skill needs as identified by a sector; including:
  - defining HR issues
  - recruiting and retaining workers
  - anticipating skills shortages
  - developing sector & career awareness strategies
  - developing occupational standards



[www.councils.org](http://www.councils.org)



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# *Collaborative Approach to Career Awareness*

- CCC (Canadian Career Consortium)
  - *Career Resources: Planning for Success*
  - Canada Career Week
  - Canada Prospects Magazine
  - Career Directions
  - Destination 2020
  - Work Handbook
  
  - Manages NIDS



[www.careerccc.org](http://www.careerccc.org)



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# Petroleum HR Council

## What is it?

- National, not-for-profit collaborative forum that addresses human resources issues within the petroleum industry



The screenshot shows the website of the Petroleum Human Resources Council of Canada in a Microsoft Internet Explorer browser window. The address bar shows <http://www.petrohrsc.ca/>. The page features a header with the organization's name in both English and French, and a navigation menu. The main content area is divided into two columns: "Welcome" in English and "Bienvenue" in French. The English column includes a brief description of the council as a national, not-for-profit collaborative forum. The French column provides the same information in French. To the right of these columns is a sidebar with three items: "The Decade Ahead study", "Update to The Decade Ahead study", and "Étude << Une perspective sur dix ans". At the bottom of the page, there is a footer with the Canada logo and the text "Funded by the Government of Canada's Sector Council Program." and "Financé par le gouvernement du Canada par le truchement du Programme des conseils sectoriels."



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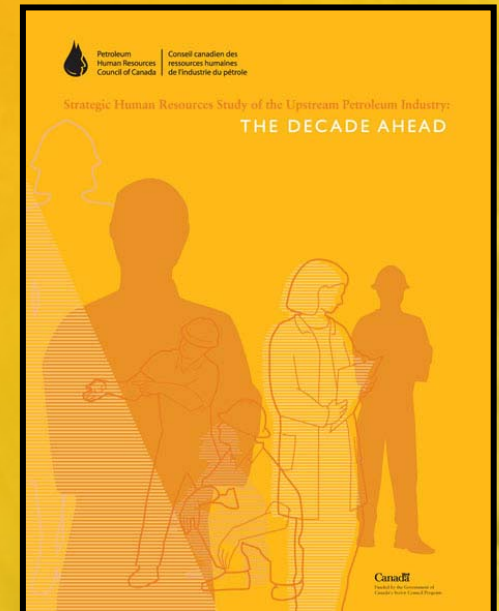
# *Factors Contributing to Demand in the Petroleum Industry*

- Innovation and technological change
- Aging workforce
- Industry growth (in many sectors)
- Economic conditions



# *7 Key Human Resources Issues*

- Promoting careers in the industry
- Access to an under-represented workforce
- Skills shortages
- Labour market information gaps
- Shifting skill requirements
- Mobility of workforce
- Creative human resources practices



# *Career Awareness Petroleum Outreach Project*

## What it is

- Understanding of effective methods to communicate with traditional and under-represented sources of supply (workers)

## What we've done

- Conducted qualitative and quantitative research to help us understand effective methods of communication with traditional and under-represented workers
- Gathered best and promising practices



# A Key Resource

## Careers in Oil and Gas: Rich with Potential Information Package



**ONSHORE**

**Key Job Family & Classification Sub-Category**

	Exploration Appraisal & Development	Seismic Surveying & Interpretation	Exploration Drilling	Project Evaluation	Development Drilling & Well Services	Production & Operations Maintenance	Oil & Gas Processing	Transportation & Storage
<b>Engineers (minimum undergraduate degree; many occupations also require professional designation)</b>								
Chemical								
Civil & Facilities								
Computer								
Cost Control								
Electrical/Instrumentation/Process Control								
Environmental								
Geological								
Geomatics								
Marine-related								
Materials & Metallurgical								
Mechanical								
Mining								
Petroleum								
Pipeline								
<b>Geosciences Professionals (minimum undergraduate degree; many occupations also require professional certification)</b>								
Geochemists								
Geologists								
Geophysicists								
<b>Helpers, Labourers &amp; Semi-skilled Workers (high school diploma preferred)</b>								
Drilling								
Pipeline Transportation								
Seismic								
Well Services								
<b>Maritime &amp; Nautical Services (qualifications regulated by Transport Canada)</b>								
Deck Crew								
Deck Officers								
Engineering Officers								
Engine Room Crew								
Offshore Specialties								
<b>Operators (high school diploma preferred; on-the-job training as well as technical &amp; safety courses)</b>								
Control Center								
Drilling Rig								
Field Production								
Heavy Equipment								
Plant & Facility								
Seismic								
Well Services (Cementing to Production Phases)								
Well Services (Production & Enhancement Phases)								

**Field Production Operators (NOC 8222, 9252)**

Jobs within the Field Production Operator classification inspect, maintain and make minor repairs to wellsites and equipment, production facilities, trucks, etc. to ensure safety, environmental and operational compliance. These individuals also operate specialized pumping-related equipment, collect and record all vital statistical information (e.g. chart and meter and pressure readings), and ensure facilities and roads are well-maintained.

- Battery Operator
- Field Operator
- Production Operator
- Production Coordinator
- Steam Assisted Gravity Drainage (SAGD) Operator

**Plant & Facility Operators (NOC 9252)**

Plant & Facility Operator jobs within this classification typically operate, control and monitor vital process control systems in areas such as plant settings (e.g. heavy oil upgraders and bitumen processing facilities located in the oil sands), onshore and offshore natural gas processing facilities, pumping stations and other pipeline facilities, distribution terminals, storage facilities, and offshore production facilities.

- Bitumen Plant Operator (Extraction & Upgrading)
- Bulk Plant Operator
- Drilling Fluids Bulk Plant Operator
- Cementing Plant Operator
- Gas Compressor Operator
- Gas Plant Operator
- Gas Processing Compressor Operator
- Gas Recovery Operator
- Gauger/Measurement Technician
- Panel Operator
- Pipeline Operator
- Process Control Systems Operator
- Tank Farm/Terminal Operator

**Heavy Equipment Operators (NOC 7411, 7421)**

Jobs in this classification typically operate large, heavy, complex equipment used to build and maintain facilities and pipelines, both in oil sands surface mining operations and in commodity transportation.

- Back-hoe & Bulldozer Operators
- Bed Truck Driver
- Dragline & Bucket Wheel Operators (Surface Mining)
- Front-end Loader Operator
- Grader Operator
- Heavy Hauler Drivers (240 – 400 ton trucks)
- Hydraulic/Cable Shovel Operator (Surface Mining)
- Mobile Equipment Operator
- Power Shovel Operator
- Scraper Operator (Surface Mining)
- Tank Truck & Wagon Driver
- Winch Tractor Operator

**Seismic Operators (NOC 7372, 8615)**

Jobs within the Seismic Operator classification are typically involved in the layout, placement, shooting, recording and clean up of seismic-related onshore or offshore operations. These operators assist in identifying the location of oil and gas deposits.

- Gun Mechanic
- Line Truck Driver
- Seismic Navigator
- Seismic Driller
- Seismic Shooter
- Vibrator Operator
- Vibrator Technician
- Vibroseis Truck Operators



# *Career Committees*

- Canadian Association of Petroleum Producers
  - Career sub-committee
  
- Petroleum Industry Student Outreach
  - K-12
  - Near-term job seekers and career planners
  - General Public



# *Effective Practices for Providing Information about Career Paths in the Industry*

- Encourage job seekers and employers to do their research
- Encourage enrollment in courses required for desired positions
- Emphasize benefits of the industry (travel, benefits, generous bonus and vacation, accommodation of family and personal needs, work-life balance)
- Communicate that the petroleum industry is a safe, viable, and rewarding place to work
- Communicate that companies are committed to providing a diverse and welcoming work environment, and are committed to employee development



*Thank You*

**For more information:**

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