

# ANNUAL REPORT 2023



THE ENERGY BEHIND THE ENERGY



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# ABOUT



Enserva is a member-driven association advocating for the service, supply, and manufacturing sectors of the Canadian energy industry.

For over 43 years, we have been a consistent, accomplished, unified voice for the industry, which is now transforming to keep pace with, or ahead of, the rapidly shifting energy landscape. Our industry employs approximately 400,000 people in Canada and contributes nearly \$11 billion to Canada's GDP. Enserva is proud to lobby on behalf of our members to the federal and provincial governments to unlock capital, labour, and regulatory modernization.

We represent the energy sector's innovators and solution-finders. We unlock Canadian energy to make the world a better place by making connections, accessing resources, influencing policy and providing insights that accelerate the energy evolution. Our members provide the energy workforce that the world needs to thrive with the most responsible and carefully regulated practices in the world. They make the world a better place by reducing energy poverty, finding new ways to address impacts and creating economic growth and jobs.

**We are the energy behind the energy.**





# CEO'S MESSAGE

The past year at Enserva has been fast and furious and has required us all to adapt. It has been full of change. For some, change can mean challenges, but I know that Enserva members see change as an opportunity. When new technologies and solutions are needed, Enserva members are there to answer by developing or adopting them. Here at Enserva, we're innovating too.

Our ESG council has worked on putting the finishing touches on our ESG Portal that will take the ESG playbook and turn it into a baseline reporting tool for all service companies. The ESG portal will be launching in 2024.

Our members brought us a challenge of tackling the labour issues and we are rising to that challenge. Working alongside our HR Council, we are developing a new labour matching app, Working Energy, that will bring potential employees from postsecondary, high school, women, Indigenous communities and ethnic communities into a portal that can match them with jobs and prospective employers in the service supply and manufacturing sector. Working energy will be launching in 2024.

We will continue to champion our sector to all levels of government on behalf of our members. We have a world class energy services sector that will continue to play a vital role for decades to come. As we look to this next year, we remain committed to helping our members unlock Canadian energy to make the world a better place.

As always, please reach out to me and our knowledgeable team directly with ideas and solutions—we're stronger together as a collective voice.

A handwritten signature in black ink, appearing to read 'Gurpreet Lail', written in a cursive style.

**GURPREET LAIL**  
**ENSERVA**  
**PRESIDENT & CEO**

# A WORD FROM THE CHAIR

One year has passed since PSAC transformed into Enserva. More than just a change in name, it represents an evolution that our industry is collectively undergoing.

Leading the Board at Enserva for the past year has been a privilege and a source of pride. I'm grateful for the opportunity to represent Enserva as Chair of the Board.

Our unity, channeled through our Enserva, has proven to be our greatest asset. Enserva propels our members and our sector toward achieving shared goals. I extend my heartfelt gratitude to every member and their dedicated teams who actively engage with our initiatives, generously share knowledge, and exemplify best practices. Their tireless efforts in representing our sector through our Councils, Committees, and projects are invaluable.

Each member is a part of the voice that is shaping the world's energy landscape. We are blazing the trail and solving problems through our technology, innovations, and workforce. Through Enserva, we will continue to unlock Canadian energy while responding to the ever-changing needs of the world.

*Tyler Dahlseide*

**TYLER DAHLSEIDE**  
ENSERVA  
BOARD CHAIR



# ENSERVA BOARD OF DIRECTORS 2022 - 2023

## OFFICERS

Chair - Tyler Dahlseide, President, Ferus

Vice Chair - Mark O'Byrne, President, Palliser Production Management

Secretary - Gurpreet Lail, President & CEO, Enserva

## DIRECTORS

David McHattie - VP, Institutional Relations, Tenaris Global Services (Canada)

Kevin O'Brien - President & CEO, Bravo Target Safety

Sandy Jackson - Industry Relations/Business Development, Pimee Well Servicing LP

Steve Glanville - President & CEO, STEP Energy Services Ltd.

January McKee - President, AMGAS Services Inc.

# ADVOCACY

During the 2023 fiscal year, Enserva met with officials from provincial governments as well as the federal government a total of 72 times. This includes 10 official meetings with provincial ministers and five meetings with federal ministers. We're proud to represent our members as we advocate to officials from both levels of government. When our work results in meaningful change in our industry, we are proud and grateful for the support of our members.

Enserva secured another victory concerning the Express Entry system for newcomers with experience in the trades. Advocating for an expansion of the qualified workforce, Enserva urged the federal government to address labor shortages in key sectors by enhancing the express entry system. The newly introduced streams encompass roles such as construction millwrights and industrial mechanics, carpenters, electricians, and transport truck drivers. Enserva is pleased to announce that we have ambitious plans for further labour-related initiatives in 2024.



In 2023, notable achievements were made on the advocacy and policy front, especially with regards to regulatory modernization. One example of this success was the revamped Oil Well Service Vehicle Cycle Exemption Permit and the modifications to the Exemption Policy. These accomplishments were the outcome of dedicated efforts from the Enserva team and our committed volunteer Council members. Collaborating with Alberta Transportation and its counterparts in British Columbia, Saskatchewan, Manitoba, The Yukon, and Northwest Territories, we successfully coordinated the alignment of updated permit conditions across Western Canada.

To provide further value to members, we launched the Enserva ESG Playbook, which helps members navigate the changing legal, regulatory, and social norms in the energy services, supply, and manufacturing sector. This work served as the catalyst to our upcoming initiative that will revolutionize ESG reporting.





As ESG is an evolving factor in our industry, Enserva remains at the forefront, ensuring that our members are not only informed, but have the tools needed to navigate ESG and its associated factors. Effective ESG management can increase a company's resilience, reputation, and risk management, among other things.

Enserva's ESG Council is dedicated to providing our members with a forum for the discussion of ESG data, metrics, measures and benchmarks affecting capital investment and debt markets for the energy service, supply and manufacturing sector and the energy industry as a whole.



The innovation and technologies developed by Canadian energy service, supply and manufacturing companies have been key factors in the safe and responsible development of energy in Canada and globally.

In addition to the ESG Council, Enserva is thankful to all members who sit on our Councils:

- Health & Safety
- Transportation Issues
- Human Resources
- Advocacy
- Innovation
- Special Events
- Closure
- Remote Workforce Lodgings
- Oilwell Perforators' Safety Training & Advisory



## INDIGENOUS RELATIONS

The Enserva team and our members are on a journey of Truth and Reconciliation with Indigenous peoples in Canada and to understand how to respectfully move forward. Through understanding, we can support economic reconciliation.

Enserva is incredibly grateful to our many Indigenous partners, including Indian Resource Council, the Circle For Aboriginal Relations Society, First Nations LNG Alliance, and National Coalition of Chiefs. Canada's energy services, supply and manufacturing sector is committed to building our relationships with Indigenous communities in the spirit of reconciliation, collaboration and healing. We join them in collectively coming together to reflect on past injustices and move forward together in reconciliation.

## OUR PLEDGE

Enserva's Remote Workforce Lodging (RWL) Industry - Community Commitment Roadmap outlines the RWL industry's responsibility to create workplace and community environments that are physically, emotionally and culturally safe for all. We will be visible, present and will take action.

The Roadmap is the pledge of the undersigned workforce lodgings companies to take action to build relationships with communities impacted by our business activities in the spirit of reconciliation, collaboration and shared benefits.

The Roadmap is a living document that will be continually developed as we deepen our understanding of concerns related to remote workforce lodgings, the co-created solutions required and ways to enhance shared value of our business.

## GUIDING PRINCIPLES

The following principles have provided guidance for the development of the Roadmap. We commit to continuing to adhere to them as we implement the actions required to achieve the Roadmap's strategic commitments and build our relationships with communities.

- **Ongoing listening and learning:** our journey does not end with the development of this Roadmap.
- **Collaboration:** no single entity can achieve the outcome and pace of change desired. Implementing this Roadmap requires remote workforce lodging companies and the energy industry as a whole to work closely with our Indigenous and non-Indigenous communities, leaders and partners to impact meaningful change.
- **Respect “nothing about us; without us”:** the ongoing development and implementation of this Roadmap must be done with robust consultation and meaningful participation from the communities impacted by our work.
- **Alignment with calls to action and justice that have preceded our work:** the Roadmap forms a portion of Enserva's and individual member company's commitment to reconciliation and sets a framework for our sector's activities involving Indigenous peoples and their lands and resources.



## STRATEGIC COMMITMENTS

The Roadmap includes three overlapping strategic commitments. Each commitment is informed by important work that came before us and requires a series of actions to move it forward.

### COMMITMENT TO ACTION

**The Remote Workforce Lodgings (RWL) Council is committed to the following actions:**

ACTION	OBJECTIVE	TIMELINE
Continue our listening and learning journey.	Build meaningful relationships with communities impacted by our business activities in the spirit of reconciliation, collaboration and shared benefits.	2023 - 2024
Compile a toolkit outlining the foundation required to build RWL environments that are physically, emotionally, and culturally safe for all genders.	Provide guidance to RWL owners and operators on foundational policies, protocols and programs required to build safe workplace and community environments.	Q3 2023
Host learning opportunities to build the capacity of the RWL industry.	RWL industry has the knowledge and skills required to adopt and effectively implement the toolkit and promote positive change.	Launch Q4 2023
Be a catalyst for integrating positive change in our industry's culture.	Incorporate industry-wide standards for establishing and operating remote workforce lodgings that are safe for all.	2023 - 2024

### FOUNDING MEMBERS OF THE REMOTE WORKFORCE LODGING COUNCIL:



# BY THE NUMBERS

## ENSERVA'S 2023 OUTPUT

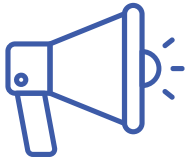
# 190

### MEMBER COMPANIES



### EVENTS

Our events ranged from the STARS Spurs Gala and Live Industry Auction, to member information sessions. Total attendees: **1,423**



### 231 MEDIA STORIES

Our national public relations and media efforts resulted in hundreds of stories, including twelve television stories, two print, 215 online, and two radio stories. The outcome of these stories was a 100% overall positive tone and an organic reach of **17,308,358** impressions.



### MEMBERSHIP AND BENEFITS

Our membership has seen **10%** growth over the 2022 fiscal year. Our membership structure has been streamlined to better meet our members' needs and our benefits package has been overhauled to include additional tangible benefits and value.



### 72 GOVERNMENT MEETINGS

One publication was quoted as saying, "...the busiest lobbyist in the industry in November: **Enserva**". These meetings strengthened our relationships with public officials, influencing policy and informing what Enserva and our members do.



### OVER \$1.3 MILLION RAISED

Together with our members and supporters, we raised over **\$1.3 million** for worthy causes. Our STARS & Spurs gala continues to hold the title of Alberta's largest and longest-running fundraiser, while our Enserva Classic golf tournament keeps growing, making meaningful contributions.



## ENSERVA EVENTS

A big part of our industry collaboration is reflected in our events. Together, we show leadership by raising funds for meaningful causes that drive change.

Our events touch on two of our strategic pillars: Provide our members with meaningful value to help them thrive and Lead industry advocacy collaboration to drive stronger results. These events are as much about promoting collaboration with and among our members, as they are about providing value and giving back to the communities in which we work.

On April 15, 2023, we set another record by raising \$1.3 million at our Enserva STARS & Spurs Gala. Alberta's largest and longest-running fundraiser, the Gala is truly our marquee event and continues to grow, providing a key source of funding for STARS. Our members are integral to the massive success of this event.

The Enserva Classic Golf Tournament was held in early September at The Hamptons Golf Club in Calgary. Over 100 golfers came together for a day of fun on the links and fundraising. Over \$45,000 was raised for post-secondary institution scholarships.



## INDUSTRY EVENTS & MEDIA

Enserva President & CEO, Gurpreet Lail represented Enserva at many industry events this year. From hosting a panel at the Global Energy Show to speaking at dozens of events, Enserva was highly visible.

Growing our voice is one of the strategic pillars that guides everything we do. Engaging with media to ensure our message is heard more broadly supports this pillar. A total of 231 news stories helped increase Enserva's profile in 2023, situating us as a trusted voice when it comes to issues in the energy industry.

# HEALTH AND SAFETY

The last year has been extremely active for Enserva advocacy related to health and safety. Our team and dedicated Councils continue to engage with government and stakeholders on regulatory change and advocacy work in the areas of transportation, worker safety, oilwell perforating, workers' compensation, and Industry Recommended Practices (IRPs). These efforts have resulted in several successes over the last year such as:

- The modernization of the Alberta Oil Well Service Vehicle Cycle Exemption Permit to clarify the language of the permit conditions and expand language on services allowed under the permit to create efficiencies for the industry while maintaining a focus on public interest and safety.
- The establishment of a subcommittee to address current issues with the Saskatchewan and Alberta Workers' Compensation Board administrations. This led to productive discussions with the CEO of the Saskatchewan Workers' Compensation Board where they are looking to modernize their compliance approach and committed to maintaining dialogue and taking our feedback into consideration.



- Commitments from the Canadian Council of Motor Transport Administrators (CCMTA) and Transport Canada for the development of guidance for how Electronic Logging Device (ELD) malfunctions and data diagnostic issues will be audited.
- Natural Resources Canada's Explosives Regulatory Division approval of an Enserva standard to be met for the barricading of Walker Gun Loading Facilities with cement blocks.
- Bringing together Enserva members along with other key industry players to develop a set of common Standard Operating Procedures for choke manifold operations that will be incorporated into Industry Recommended Practice (IRP) 4: Well Testing in fall 2023.

Other relevant Enserva health and safety related initiatives over the last year include:

- Consultations with Natural Resources Canada (NRCan) on the multi-year regulatory review of the Explosives Regulations, 2013.
- Active engagement with Alberta Labour and Immigration on proposed changes to the Alberta OHS Code, Part 37 – Oil and Gas and Part 33 – Explosives.
- Continued engagement with Transport Canada on proposed amendments to Part 6 – Training of the federal Transportation of Dangerous Goods (TDG) Regulations.
- Development of a guidance document for the BC Energy Regulator that demonstrates to inspectors what proper oilwell explosives staging should look like at the worksite.
- Enserva staff and member participation in the development and revisions of standards with the American Petroleum Institute (API), Bureau de normalisation du Québec (BNQ), Canadian General Standards Board (CGSB) and Industry Recommended Practices (IRPs).

# ENSERVA BRAND UPDATE

In September 2022, we transformed from Petroleum Services Association of Canada (PSAC) to Enserva. This evolution has continued as we build on over 40 years of commitment to the energy services sector.

The moniker Enserva embraces a forward-thinking approach to the dynamic aspects of our industry. The term “energy” conveys so much more than it did even two decades ago. Our transition to Enserva has brought with it a renewal which is conveyed in everything that we do. The brand also reinforces our commitment to be ‘in service of’ members and the sector we serve. This sense of service puts our members at the forefront, leading collaboration, growing our collective voice, and providing member value.

We’ve seen the emergence of new technologies that have revolutionized and expanded the energy industry, leading to both opportunities and challenges. The Enserva brand has seized on both, expanding membership while growing our voice.

A significant aspect of the rebrand was building a modern website that meets both our needs and those of our members. The responsive, robust website has allowed us to integrate event listings, member information, and policy updates. In addition to the website, our social media strategy has shifted to better showcase content relevant to our members.



# CONNECT WITH ENSERVA



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