

2015 – 2017 Enform Strategic Plan

Three Year Service Plan*

EDITION » #1.0

REVISED » August 2014

RELEASE DATE » August 2014

* Submission of Enform's Strategic Plan in fulfillment of the "Three Year Service Plan" requirement for the Industry Funding Application.

Mission

Enform is the upstream oil and gas industry's advocate and leading resource for the continuous improvement of safety performance. Our mission is to help companies achieve their safety goals by providing practices, assessment, training, support, metrics and communication.

Vision

No work-related incidents or injuries in the Canadian upstream oil and gas industry.

Enform Strategic Areas

Key Area A: Practices and Assessment

- Strategic Directive:
 - Help companies improve their safety performance with practices and assessment tools.
- Objectives:
 - Engage industry and government to identify and develop practices that improve safety performance, such as voluntary standards, industry recommended practices, best practices, guidelines and audits.
 - Develop practices in structured, consistent formats that allow for various levels of stringency, depending on the specific safety issued being addressed.
 - Validate practices to current legislation and key benchmarks, monitoring and updating as required.
 - Ensure assessment tools are widely available and linked to training and support for companies to use them effectively.

Key Area B: Performance Reporting

- Strategic Directive:
 - Gather, analyze, report and use industry safety performance data.
- Objectives:
 - Collect self-reported industry data and externally reported data from sources such as the WCB.
 - Analyze data to identify trends and opportunities to improve safety performance.
 - Report key performance findings to industry stakeholders.
 - Working with industry, use data to develop measurable interventions.

Key Area C: Training and Support

- Strategic Directive:
 - Provide training, guidance and other support to help companies adopt and apply practices to improve safety performance.
- Objectives:
 - Develop and deliver training and guidance linked to practices and assessment tools.
 - Identify and implement support strategies to build companies' safety capacity.
 - Apply quality standards to maximize the value of training, guidance and support.
 - Foster the development and continuous improvement of auditors, instructors and assessors.
 - Improve professional development for industry safety personnel.

Key Area D: Communications and Advocacy

- Strategic Direction:
 - Foster and promote a strong industry safety culture with timely and targeted communications and advocacy.
- Objectives:
 - Champion a safety culture within industry and promote implementation of safety initiatives.
 - Proactively engage government and regulators to improve industry safety performance.
 - Promote industry safety successes to governments, media, and the public.
 - Empower and engage staff with timely and inclusive communications.

Mark Salkeld, Acting Chairman, Board of Directors, Enform

Date

Appendix

Enform Strategic Framework 2014



Vision

No work-related incidents or injuries in the Canadian upstream oil and gas industry.

Mission

Enform is the upstream oil and gas industry's advocate and leading resource for the continuous improvement of safety performance. Our mission is to help companies achieve their safety goals by providing practices, assessment, training, support, metrics and communication.

External Corporate Priorities

PROCESS SAFETY

SAFETY CULTURE

PERFORMANCE MEASUREMENT

COMMUNICATIONS & ADVOCACY

Pillars (Departments)

Practices & Assessment

Performance Reporting

Training & Support

Communications & Advocacy

Business Support

Accounting • Business Analysis • Building Services • Communications • Human Resources
Information Technology • Legal • Petroleum Human Resources Council

**ENFORM
CALGARY**

5055 - 11th St. NE
Calgary, Alberta
T2E 8N4
Phone: 403.516.8000
Toll free: 1.800.667.5557
Fax: 403.516.8166

ENFORM BC

#1240, 9600 - 93rd Ave.
Fort St. John, BC
V1J 5Z2
Phone: 250.785.6009
Toll free: 1.855.436.3676
Fax: 250.785.6013

**ENFORM
NISKU**

1020 - 20th Ave.
Nisku, Alberta
T9E 7Z6
Phone: 780.955.7770
Toll free: 1.800.667.5557
Fax: 780.955.2454

**ENFORM
SASKATCHEWAN**

1912 Prince of Wales Dr.
Regina, Saskatchewan
S4Z 1A4
Phone: 306.337.9600
Toll free: 1.877.336.3676
Fax: 306.337.9610



The Safety Association for Canada's
Upstream Oil and Gas Industry

info@enform.ca
www.enform.ca
Enrolment Services and Certificate of Recognition: 1.800.667.5557