



The Canadian Centre for Energy Information has once again experienced a year of significant accomplishments and progress. During 2004, the Centre for Energy supported 42 energy-related conferences, presentations, trade shows and education-oriented events. We more than doubled the number of organizations serving as our partners in energy and recorded consistent growth in portal statistics. The number of visitor sessions increased 164 per cent to 165,451 and the number of page views jumped 70 per cent to 1,629,305 over the same period.

The consistent growth and development of the Canadian Centre for Energy Information remains impressive as it continues to expand and deepen its range of Canadian energy information services. More recently, the Centre for Energy has taken steps to broaden its reach to encompass energy end use in Canada.

Along with its commitment to excellence in its publications and portal content, the Centre for Energy continues to broaden opportunities for support and collaboration with other organizations, including government at the federal, provincial and territorial levels, with a vested interest in Canadian energy.

We look forward to continuing to build on this solid performance in the coming years.

Colleen Killingsworth
President

THE IMPORTANCE OF ENERGY

Energy is central to our economy and essential to our way of life. Energy represented 6.2 per cent of Canada's gross domestic product in 2002, and accounted for nearly \$50 billion of our exports as well as one fifth of all business investments. The energy sector in Canada plays an important role in both federal and provincial economies, contributing between \$44 billion and \$456 billion to the total national GDP between 1990 and 2001.

Energy impacts every business, job, home and Canadian. Despite steady efficiency gains, energy remains a significant element of the cost structure of many Canadian industries. While energy is a relatively modest part of the budget for most individuals, changes in energy prices reverberate through our political systems. Energy reliability is a critical aspect of national security.

Energy is also a critical aspect of environmental sustainability. Successfully addressing Canada's objectives respecting greenhouse gas emissions, air contaminants and impacts on land, water and habitat will depend critically on a sound understanding of energy.

Population, economic activity and technological change determine energy demand. Despite robust economic and population growth, increased energy efficiency has helped offset an even greater increase in demand. From 1990 to 2002, Canada's secondary energy demand grew 1.4 percent per year, while the economy grew by 2.9 percent and population by 1.0 percent. In its supply push scenario, the National Energy Board foresees that Canada's energy demand could increase by almost 35 per cent by 2020, equivalent to an annual increase of 1.5 percent per year.

Canada's energy context is rapidly changing, bringing with it many opportunities as well as many challenges. Canada is competing globally for investment dollars for supply and technology development. Energy investors are faced with choices to make between various energy fuels. Energy consumers are adapting to changing energy realities. And governments and regulators are steering a course among multiple competing options.

Industry initiatives and government policies in the next few years will have far reaching implications. They will affect our security, our prosperity and our environment for many decades to come.

With so much at stake, government and industry need to work together to ensure the sustainability of the energy economy in a manner that benefits all Canadians. If Canadians do not understand the issues related to maintaining a secure energy supply while at the same time meeting environmental and social objectives, then policy and regulation will lack the informed public and political support required.

We believe an informed and educated public better understands and supports necessary energy policy and regulatory choices, makes better business decisions related to energy, chooses careers in energy, invests in energy and uses energy more wisely.

Convenient access to reliable energy information, statistics and data from the Canadian Centre for Energy Information will play a critical role in the development of an informed public who support sound energy policy.

GOVERNANCE

We would like to recognize our Executive Board, our advisors and all of the individuals and organizations who have contributed so much to the ongoing development and success of the Canadian Centre for Energy Information.

Executive Board

During the Centre for Energy's first Annual General Meeting, which was held on April 27, 2004, the following individuals were elected to serve a two-year term on the Executive Board:

- **Hans Konow**, President
Canadian Electricity Association
- **Murray Elston**, President and CEO
Canadian Nuclear Association
- **Bob Nicolay**, Member-at-Large
- **David MacInnis**, President
Canadian Energy Pipeline Association
- **Michael Cleland**, President
Canadian Gas Association

These members join the founding Executive Board:

- **Pierre Alvarez**, President
Canadian Association of Petroleum Producers, Chair
- **Ross Douglas**, President and CEO
Mancal Energy Inc.
- **Paul Gagnon**, President
Joli Fou Petroleums Limited
- **Gerry Protti**, Executive Vice President
EnCana Corporation
- **Kathy Sendall**, Senior Vice President
Western Canada, Petro-Canada
- **Alan P. Hallman**
Alan Hallman & Associates, Inc.

Advisors

Centre for Energy advisors play a key role in ensuring that published information is factual, supported by research and reviewed by reputable, independent sources. Advisors are mid- to senior-level experts from the Canadian energy sector, educators, and others who review Centre for Energy content and provide advice regarding additional resources. We would like to thank our 59 advisors who helped us expand and refine our portal content and publications throughout 2004.

PARTNERS IN ENERGY

We would like express our sincere appreciation to our partners in energy and other organizations in the energy sector who contributed current, factual and timely publications for our online library and photographs for several key projects undertaken in 2004. Their contributions and willingness to share resources enabled us to expand our online document library and vividly illustrate two new publications, several areas of the portal and our 2005 Energy Calendar.

In the past year, the Centre for Energy more than doubled the number of organizations serving as its partners in energy, from 24 to 51. The following new partnerships were established:

- Alberta Energy Research Institute
- Aubrey Kerr (author)
- Canadian Association of Oilwell Drilling Contractors
- Canadian Energy Research Institute*
- Canadian Gas Association
- Canadian Hydropower Association
- Canadian Petroleum Hall of Fame Society
- Canadian Securities Institute
- Canadian Society for Unconventional Gas
- Canadian Society of Petroleum Geologists
- Climate Change Central
- Coal Association of Canada
- Energy Educators Group*
- Environment-Economy Education Society of Ontario*
- Foreign Affairs Canada
- Industry Canada
- Institute for Sustainable Energy, Environment and Economy
- JuneWarren Publishing
- Nova Scotia Community College (Energy Education)*
- Offshore/Onshore Technologies Association of Nova Scotia
- Pacific NorthWest Economic Region
- Petroleum Industry Training Service
- Petroleum Research Atlantic Canada
- Petroleum Technology Alliance Canada
- Shad Valley*
- Southern Alberta Institute of Technology*
- The Washington Center

* EDUCATION PARTNERS

These organizations joined a growing group of partners from across Canada with diverse operations and vast experience in the energy sector. For a complete listing of our partners in energy, go to www.centreforenergy.com.

Several of our partners in energy provided funding support to the Centre for Energy in 2004, making the Centre for Energy a true public-private partnership. We would like to thank Alberta Energy, the British Columbia Ministry of Energy and Mines, the Canadian Association of Petroleum Producers, Foreign Affairs Canada, Natural Resources Canada, the Small Explorers and Producers Association of Canada, and representatives of the Canadian business community for their generous support.

PRESENCE

The Centre for Energy conducted a Canadian and U.S. marketing information campaign that included:

- Meeting with and presenting to more than 50 industry and government organizations regarding energy related issues
- Placing over 15 advertisements in relevant energy publications and conference participant binders
- Supporting over 42 energy-related events through sponsorship, participation, or other means
- Issuing a news release to launch *Our Petroleum Challenge - Sustainability into the 21st Century*
- E-mailing monthly *News Updates* to approximately 6,500 contacts
- Distributing 5,000 energy desk calendars and informational CD-ROMs to various organizations and events

The Centre for Energy's speakers bureau was established with funding support from Foreign Affairs Canada. As a result, six speakers were engaged for high profile opportunities in the United States prior to March 31, 2005. Murray Smith, Alberta's representative in Washington, D.C., kicked off the Centre for Energy's speakers bureau with a presentation at the December 9, 2004 Integrating North American Energy Conference in Washington, D.C. sponsored by the Council of the Americas. Participants at this trilateral conference included industry and government representatives from Canada, the United States and Mexico. Smith spoke about energy needs in the Americas, securing efficient and affordable energy for the region and developing unconventional resources such as the oilsands.

Monthly *News Updates* e-mailed to partners in energy, site registrants and other contacts continued to generate interest, support and inquiries from energy-related organizations interested in Canadian energy.

AWARDS

The Centre for Energy received an Excellence in Communications, Honourable Mention, in Communications Management from the Canadian Public Relations Society during its June 2004 national conference in Quebec City.

SATELLITE VENUES

The Centre for Energy unveiled its first information kiosk-style satellite venue as part of the Calgary Chamber of Commerce's new business centre. Media coverage of the kiosk, which is equipped with a computer that provides direct access to the online world of energy through www.centreforenergy.com, appeared in both the *Calgary Herald* and *Calgary Inc.* magazine.

COMMUNITY

The Centre for Energy and the Southern Alberta Institute of Technology (SAIT) negotiated an agreement to donate a pipeline display model to the Samson Cree band in central Alberta. The Samson band works closely with SAIT to provide oil and gas education to aboriginal communities. The Centre for Energy received the pipeline display model as a donation from TransCanada Pipelines.



Check out our flagship publication
Our Petroleum Challenge: Sustainability into the 21st Century

Highlights of the publication include:

- A 136 page overview of the nation's crude oil and natural gas resources and the role they play in modern society
- Industry statistics, maps and graphs
- Colourful technical illustrations

"Our Petroleum Challenge: Sustainability into the 21st Century is an excellent resource for people who want to learn how the Canadian energy industry works. Whether you are involved with the oil industry, or just an average citizen who is keen to understand what makes our country tick, the information in this new edition is invaluable."
Deborah Jaremkia, staff reporter, Oilweek

Order your copy of *Our Petroleum Challenge*, 7th edition for \$34.95 by calling 1-877-606-4638 toll-free or visiting the bookstore at www.centreforenergy.com.

Discover the Business of Energy

The Canadian Centre for Energy Information (Centre for Energy) is a non-profit organization created to meet an urgent need for information about all parts of the Canadian energy sector. Through its print publications and web portal – www.centreforenergy.com – the Centre for Energy provides fact-based, stakeholder-reviewed information, statistics, news, market feeds and educational learning resources to increase awareness and understanding of energy-related issues among North American audiences.

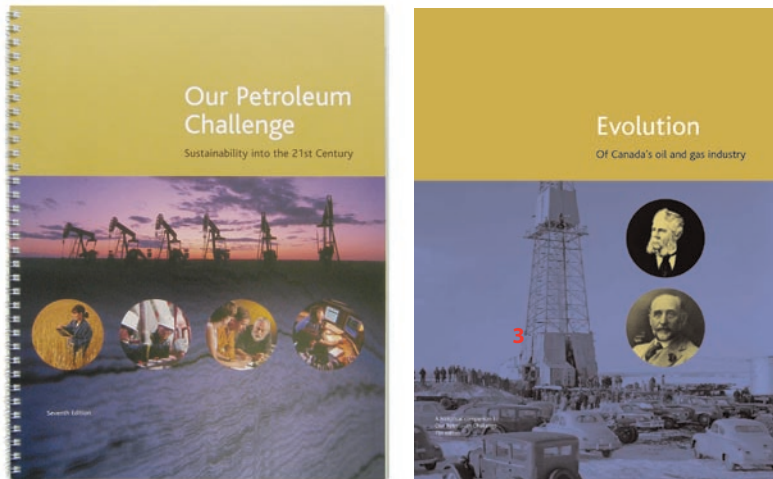
www.centreforenergy.com **Bookmark us today!**

 **Canadian Centre for Energy Information**
All about energy. All in one place.

PUBLICATIONS

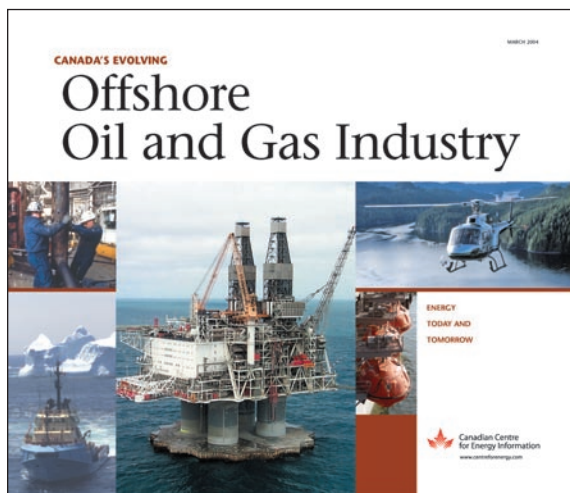
The Centre for Energy updated and published three major publications in 2004:

Our Petroleum Challenge - Sustainability into the 21st Century offers a fact-based overview of Canada's crude oil and natural gas resources as well as industry statistics, maps and graphics that reflect the most up-to-date information available.



Evolution of Canada's oil and gas industry describes the petroleum industry's evolution from its trial-and-error pioneering start in the 1850s to the advanced science and technology of the 21st century.

Canada's Evolving Offshore Oil and Gas Industry, provides updated statistics and general information about East Coast offshore activity as well as recent developments in British Columbia and the Arctic.



All publications are available from the bookstore at www.centreforenergy.com

PORTAL DEVELOPMENT

The Centre for Energy web portal grew continuously over the past year. With updated energy statistics, new content and the introduction of an online version of *News Update*, the Centre for Energy attracted a steadily growing stream of visitors to the web portal. The changes on the portal include:

- Redesigned landing pages
- Streamlined navigation to frequently used pages
- News Update replaced the 'What's New?' page
- New oilsands and heavy oil section
- New coal environment section
- New library index
- New categorized links section

Curriculum-linked Educational Materials

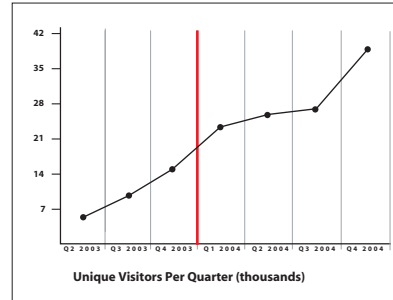
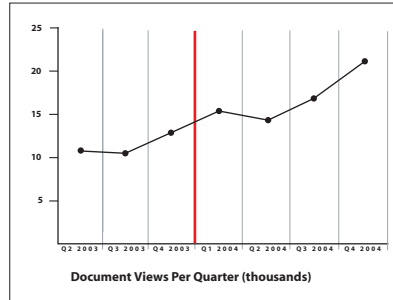
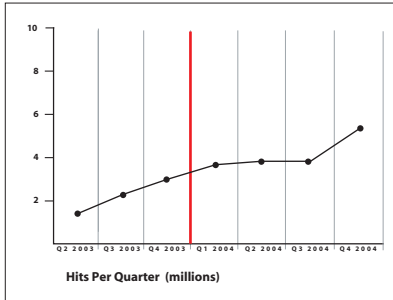
The Centre for Energy strives to promote inquiry and informed discussion regarding the Canadian energy sector and energy-related issues. This year we offered the following materials and funding to assist organizations, teachers, students and interested parties in achieving their learning objectives as they pertain to energy with regard to science, technology, society, environment and economy curricula:

- Provided funding to the SEEDS Foundation to continue development of the Energy Literacy Series, an online learning resource intended for secondary students. When completed, this series will consist of 10 interactive modules that explain energy and related technology.
- Provided funding to Inside Education to deliver petroleum and oilsands poster kits in both Alberta and Ontario, as well as to develop an electricity poster kit.
- Served as a sponsor of the Energy Education Institute hosted by Inside Education.
- Updated the former Petroleum Communication Foundation learning resources, curriculum-linked publications, teacher resource links and interactive online activities, and submitted them to Alberta Learning for review and certification.
- Refreshed the education section on the web portal, including advisor-reviewed curriculum-based links, activities and resources.
- Provided funding to the Heritage Community Foundation for the development of educational materials relating to Alberta's petroleum heritage.

Portal Statistics

Our portal statistics continue to grow, month over month, and quarter over quarter.

The following statistics reflect portal usage for 2004 compared to 2003.



1) Since launch (2nd quarter 2003 to 4th quarter 2004)

2) Past year (4th quarter 2003 to 4th quarter 2004)

Hits (per quarter)

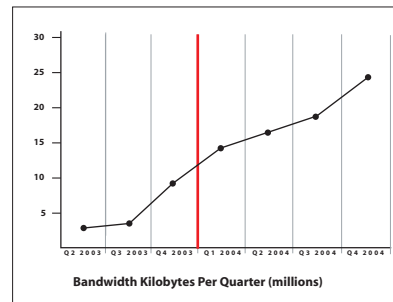
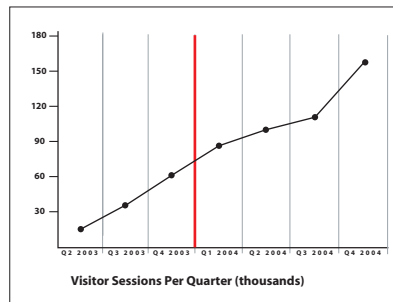
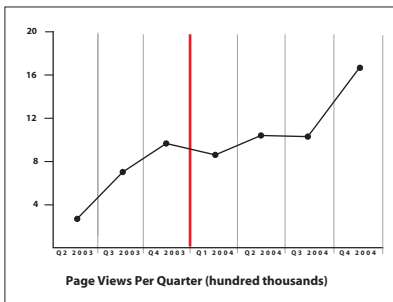
Since launch	Q2/2003 = 1,632,508	Q4/2004 = 5,439,977	= 233% increase
Q4/2003 - Q4/2004	Q4/2003 = 3,144,178	Q4/2004 = 5,439,977	= 73% increase

Document Views (per quarter)

Since launch	Q2/2003 = 108,138	Q4/2004 = 209,669	= 94% increase
Q4/2003 - Q4/2004	Q4/2003 = 139,503	Q4/2004 = 209,669	= 50% increase

Unique Visitors (per quarter)

Since launch	Q2/2003 = 5,483	Q4/2004 = 38,132	= 595% increase
Q4/2003 - Q4/2004	Q4/2003 = 15,511	Q4/2004 = 38,132	= 146% increase



Page Views (per quarter)

Since launch	Q2/2003 = 321,696	Q4/2004 = 1,629,305	= 406% increase
Q4/2003 - Q4/2004	Q4/2003 = 960,259	Q4/2004 = 1,629,305	= 70% increase

Visitor Sessions (per quarter)

Since launch	Q2/2003 = 22,541	Q4/2004 = 165,451	= 634% increase
Q4/2003 - Q4/2004	Q4/2003 = 62,675	Q4/2004 = 165,451	= 164% increase

Bandwidth Utilized (system load and downloads) (per quarter)

Since launch	Q2/2003 = 2,466,447 KB	Q4/2004 = 24,651,048	= 899% increase
Q4/2003 - Q4/2004	Q4/2003 = 8,870,557 KB	Q4/2004 = 24,651,048	= 178% increase



Canadian Centre
for Energy Information