



# Canadian Centre for Energy Information

www.centreforenergy.com

*All about energy.  
All in one place.*

## Annual Review

April 2003 – April 2004

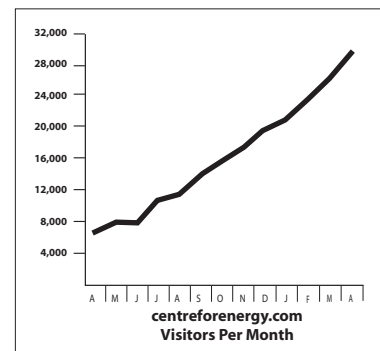
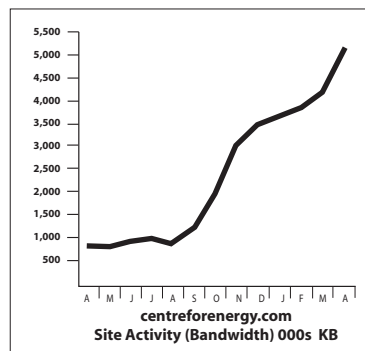
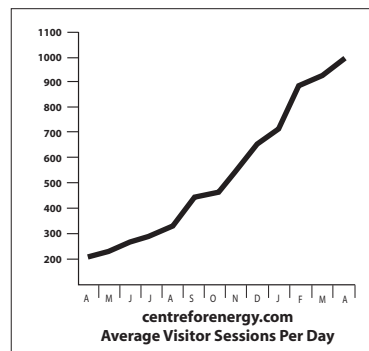
### PORTAL

- In March 2003, representatives from the U of C Haskayne School of Business, the Canada West Foundation, the International Institute for Sustainable Development, the Pembina Institute, the Macleod Institute and the Clean Air Strategic Alliance of Alberta participated in an ENGO workshop, contributing greatly to the Centre for Energy's beta test process. Additionally, more than 40 industry, association, government, education and non-government representatives participated in beta testing.
- On April 15, the Centre for Energy released its bilingual Web portal that features 55 live news, market and commodity feeds; encyclopedia-type information on all industries in the Canadian energy sector; educational resources; an energy events calendar; and links to relevant energy-related resources.

### Portal Statistics

Since its launch in April 2003, the Centre for Energy portal has:

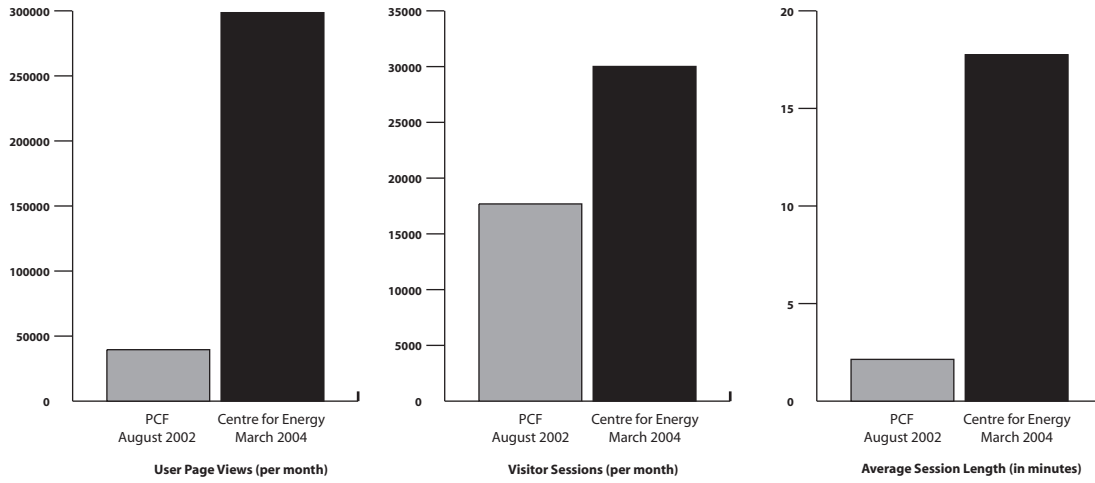
- Increased average visitor sessions by more than 350 per cent
- Logged more than 2.3 million page views
- More than quadrupled the number of portal hits (currently attracts more than 1 million hits per month)
- Increased downloads from the portal by more than 500 per cent
- Enjoyed more than 375 per cent growth in visitors
- Tracked an average of 41,700 portal document views each month
- Recorded an average 20 minutes per visitor session
- Received more than 20,000 visitor sessions per month during the first quarter of 2004



**20 Most Requested Pages** (out of 4,000 plus dynamically generated pages within the portal, calculations based on top 20 pages only)

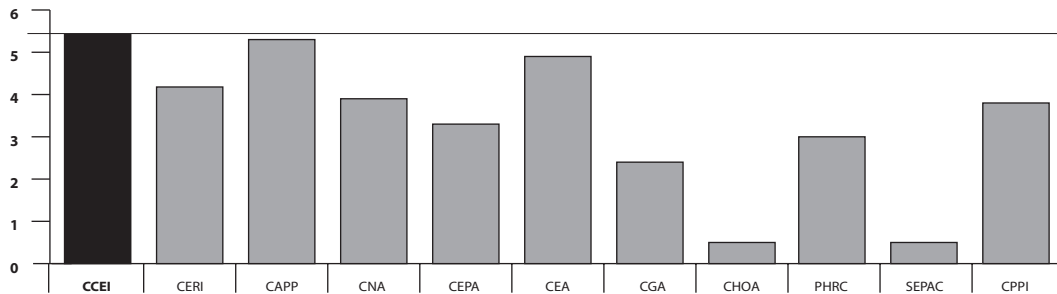
Home Page	38.4%		
News Landing Page	14.8%	New This Week Page	3.3%
Oil and Gas Landing Page	14.0%	Nuclear Landing Page	3.3%
Education/Careers Landing Page	7.8%	Wind Landing Page	3.3%
Sign-up Page	7.8%	Hydro Landing Page	3.3%
Our Partners Page	5.8%	Solar Landing Page	2.9%
Education Landing Page	5.3%	Fuel Cell Landing Page	2.9%
Energy Markets Landing Page	5.3%	Bioenergy Landing Page	2.4%
Bookstore Landing Page	4.9%	Thermal Landing Page	2.0%
Coal Landing Page	3.7%	Future Landing Page	2.0%
Commodities Landing Page	3.7%	BC Energy News Page	1.5%

**Performance Comparison of centreforenergy.com (March 2004) to pcf.ab.ca (August 2002)**



**Average Pages Viewed Per User Session  
centreforenergy.com vs. Canadian Energy Industry Association Web Sites**

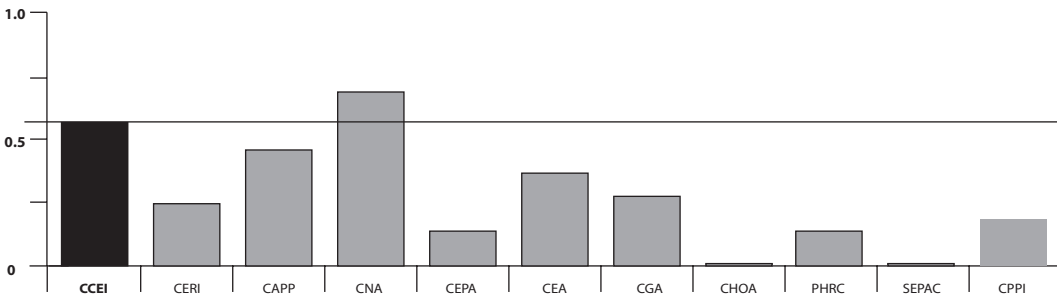
Sampled data provided by Web statistics organization Alexa.com



**Average reach per million users\*  
centreforenergy.com vs. Canadian Energy Industry Association Web Sites**

Sampled data provided by Web statistics organization Alexa.com

\* Number of people who use the portal per one million Alexa.com Internet users



**Top Entry Pages** (the first page visited after the Centre for Energy home page)

Home page  
News  
Search  
Commodities  
Signup  
Events  
PCF redirect page  
Glossary  
Centre Updates

**Top Bookmarked Pages** (pages people store for easy access in their web browser)

News  
Events  
Home page  
Commodities

## PRESENCE

- The Centre for Energy announced its alliance partners in an advertisement in the 2004 *Alberta Oil and Gas Report*. The ad was distributed through the *Edmonton Journal* and the *National Post* in Toronto, Ottawa, Calgary and Edmonton, with overrun distribution at the Offshore Technology Show in Houston and the Global Petroleum Show in Calgary.
- The Centre for Energy became a Friend-level sponsor of CLEER, the Centre for Legislative Energy and Environmental Research, a U.S.-based organization and a research affiliate of the Energy Council. CLEER supports dialogue and research in concert with the Energy Council Chairman's Strategic Plan.

The 2004 Canadian energy desk calendar and CD ROM provides an in-depth overview of the Canadian Centre for Energy Information. Complementary copies of more than 3,000 calendars were provided to various organizations and events during the first quarter of 2004.

- Newfoundland Ocean Industries Association Oil and Gas week.
- City of St. John's and Calgary Chamber of Commerce satellite venues.
- Canadian Association of Petroleum Producers, St. John's.
- Canadian Energy Research Institute-sponsored natural gas marketing courses.
- Woodrow Wilson Forum (included in participant packages), March 2.
- Media (included with an update sent to more than 200 energy, business and trade publications).
- Energy Council Lake Louise and Washington, D.C. conference participants.
- Provincial and federal energy ministers, and all MPs in Canada (in addition to Centre for Energy update letter).
- FirstEnergy's annual East Coast Energy Conference in New York (included in welcome packages to conference guests), February 25 – 27.
- Canadian consulates throughout the United States (through the Department of Foreign Affairs).
- Centre for Legislative Energy and Environmental Research (all advisors).
- The Society of Petroleum Engineers Seventh International Conference on Health, Safety and Environment in Oil and Gas Exploration (1,000 CD's included in participant packages), March 29 -31.
- Forging North American Energy Security Conference.
- Western Governors' Association North American Energy Summit.

- The Centre for Energy supported the following energy-related events through sponsorship, participation, speaking, exhibiting or other means:
  - Western Governors' Association North American Energy Summit and Energy Futures Expo, Albuquerque, New Mexico, April 14-16, 2004.
  - Forging North American Energy Security Conference, North American Forum on Integration, Monterrey, Mexico, April 1-2, 2004.
  - The Seventh SPE International Conference on Health, Safety and Environment in Oil and Gas Exploration and Production in Calgary, March 29-31, 2004.
  - The Federal Energy and Environmental Matters Conference, The Energy Council, Washington, D.C., March 11-13, 2004.
  - The Woodrow Wilson Forum in Calgary on March 2, 2004. The forum brought together leading North American business minds to present and discuss their views on how the Canadian energy sector can address the information gaps that impede cross-border business.
  - The Newfoundland Offshore Industries Association Oil and Gas Week in St. John's, Newfoundland, February 22-28, 2004.
  - The Energy Council meeting in Lake Louise, December 11-14, 2003.
  - Alberta's Science & Technology week October 17-24, 2003.
  - Society for Petroleum Engineers Education Committee meeting, Denver, Colorado, October 2003.
  - Onshore/Offshore Technology Association of Nova Scotia's annual conference in October 2003.
  - Energy Educators Group spring and fall 2003 teachers' conferences in Nova Scotia.
  - On September 30, 2003, the Centre for Energy received the Prosperity Award for Communication at the 2003 Oil and Gas Conference held in Dawson Creek, B.C.
  - The Sunde Petroleum Operators Group's annual Neighbours Day conference in September 2003.
  - Provincial Energy Ministers Conference in Halifax in September 2003.
  - Pacific Northwest Region 2003 Energy Summit in July 2003.
  - Energy in Canada symposium sponsored by the Canadian Embassy in Washington, D.C., June 2003.
  - Centre for Legislative Energy and Environmental Research 2003 Energy Education Forum, Biloxi, Mississippi, June 26, 2003. CLEER is part of the Energy Council.

### **Satellite Venues**

- In February 2003, the Centre for Energy announced its first satellite venue in St. John's, Newfoundland in addition to featuring a display booth at the Newfoundland Oil and Gas Week celebration.
- The Centre for Energy unveiled its first information kiosk-style satellite venue as part of the Calgary Chamber of Commerce's new Business Centre in January 2004. 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](http://www.centreforenergy.com), appeared in both the *Calgary Herald* and *Calgary Inc.* magazine. News of the kiosk also generated interest in opening similar satellite venues in Halifax and Hamilton.
- The Petroleum Hall of Fame and the Centre for Energy agreed to collaborate on a new satellite venue site at the Calgary Tower.

## **Community**

- The Centre for Energy and the Southern Alberta Institute of Technology (SAIT) have 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.

## **Our Alliance Partners**

The Centre for Energy values its partners and seeks to develop long-term relationships that benefit its stakeholders. Currently, the Centre for Energy has established alliance partnerships with the following organizations:

- Natural Resources Canada
- Alberta Energy
- British Columbia Ministry of Energy and Mines
- Canadian Association of Petroleum Producers
- Small Explorers and Producers Association of Canada
- Canadian Electricity Association
- Canadian Energy Pipeline Association
- Canadian Solar Industries Association
- canadian association for renewable energies
- Canadian Wind Energy Association
- EnCana Corporation
- Canadian Heavy Oil Association
- Canadian Gas Association
- Canadian Hydropower Association
- Fuel Cells Canada
- Energy Council of Canada
- Canadian Nuclear Association
- City of St. John's
- SEEDS (Society Environment & Energy Development Studies)
- Inside Education of Alberta (formerly FEESA, An Environmental Education Society)
- Petroleum Human Resources Council of Canada
- Canadian Petroleum Products Institute
- Petroleum Services Association of Canada
- Athabasca Oil Sands Developers (RIWG)
- Heritage Community Foundation
- SciQ

Monthly News Updates, e-mailed to alliance partners and 5,600 site registrants and contacts, continue to generate interest, support and inquiries from energy-related organizations interested in pursuing alliance partnerships with the Centre for Energy.

## 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.

Hans Konow, President, Canadian Electricity Association

Murray Elston, President and CEO, Canadian Nuclear Association

Bob Nicolay, President and CEO, ENMAX Corporation

David MacInnis, President, Canadian Energy Pipelines Association

Michael Cleland, President, Canadian Gas Association

## PUBLICATIONS

- A proof of Our Petroleum Challenge, seventh edition, was circulated to 32 expert reviewers representing industry, government, community and environmental interests. The publication is scheduled for printing in late spring 2004.
- The Centre for Energy updated and expanded the offshore publication, originally published by the former Petroleum Communication Foundation, to include the evolving offshore industry in British Columbia and the Arctic in addition to the East Coast offshore industry. Fourteen expert reviewers representing industry, government and environmental interests reviewed the updated publication. *Canada's Offshore Oil and Gas Industry* will be published and available for sale through the Centre for Energy bookstore ([www.centreforenergy.com](http://www.centreforenergy.com)) in April 2004.
- Industry experts and potential sponsors were consulted regarding possible content updates for the *Sour Gas*, *Flaring* and *Benzene* brochures as well as an expanded *Did You Know?* series that will be relevant to all energy sources and all provinces.

## FUNDING

- The Governments of Alberta and British Columbia provided funding for the Centre for Energy's 2004 fiscal year, making the Centre for Energy a truly private-public partnership committed to delivering accurate, factual and current information about Canadian energy.



Canadian Centre  
for Energy Information

[www.centreforenergy.com](http://www.centreforenergy.com)

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