

PRESS RELEASE

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THE OIL SANDS DEVELOPERS GROUP CHANGES NAME AS IT ALIGNS FOCUS ON SOCIO-ECONOMIC ISSUES

Fort McMurray, AB – The regional issues management association for the oil sands industry has a new name and a new focus.

The Oil Sands Developers Group (OSDG) is now the Oil Sands Community Alliance (OSCA). In addition to changing the name, the organization has adopted a new mandate that is focused on collaboratively addressing the socio-economic issues in the region's communities.

“With oil sands production predicted to reach 5.2 million barrels per day by 2030, that economic growth brings both challenges and opportunities,” said Lee Funke, OSCA's interim executive director. “Our job is to help our members and local communities fully realize the benefits of this economic growth.

“Over the last 15 years, the OSDG had assumed a number of roles from issues management to influencing environmental policies and promoting the industry across North America,” he added. “Now the organization is narrowing its mandate and will focus on the socio-economic issues of communities located in the entire Athabasca oil sands region.”

The organization is also aligning its scope of work with other advocacy groups that operate under the Canadian Association of Petroleum Producers (CAPP). The OSCA will have its own mandate, strategic plan, budget and employees devoted to socio-economic issues. CAPP will provide additional organizational capacity and administrative resources that the organization has not had previously.

Going forward, the OSCA's focus will be in four key areas: aboriginal, community well-being, infrastructure and workforce. These areas were chosen because they represent the most significant socio-economic issues where our industry members can have the greatest impact.

“The increasing investment by in-situ operations means that growth is occurring much further south and to the west in the Athabasca oil sands area,” continued Funke. “As we have witnessed here in Fort McMurray, it is important that we act now with our regional stakeholders to proactively plan and manage the growth so that we can maximize the benefits to communities where our members operate.”

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