knowledge as he possibly can to the clients with whom he works.

As well, there is the element of objectivity. Being from outside an organization, the energy conservation consultant is free to find and express the best solutions to the energy problem without deference to long established opinions, company politics or ingrained management philosophies. To consultant, to be effective, must be diplomatic and must consider the feelings of other people.

The next element is credibility. If an expert is paid a few to come in, look at a problem and give a solution, his solution will be believed far more readily than an identical solution expressed by a long-time employee.

The next criterion is the question of concentration of effort. With the possible exception of a plant energy manager, no plant employees are free to devote their full, undivided attention and efforts exclusively to energy conservation for an extended period of time. Both the individual consultants and the firm with which they are associated should be dedicated to the concept of true professionalism. Professionals are dedicated to providing a necessary specialized service and will place the proper and effective conduct of their work ahead of all other considerations. Also, there are the elements of reputation and record, understanding of clients' problems, soundness and credibility of proposals.

Some organizations have offered free or very low-cost energy studies. After they gain access to the plant, it is found that they are really sales people promoting the application of an energy related product or service. This type of survey or plant study can be legitimate and be of benefit to the plant or facilities if the firm offering the service clearly states the purpose and limitations of the work to be performed.

It is entirely possible that the momentum provided by CHIP and COSP, but CHIP in particular, will now give a consciousness to the people of Canada, plant managers and owners, as well as householders, to turn to private energy conservation consultants who efficiently, thoroughly and honourably can now tackle the conservation challenge before us. It is a substantial challenge. I submit that this is an area in which a tremendous number of jobs can be generated. I have had a study done as to what a $1 million investment could do over a period of six years. The returns over a six-year period, starting in 1985 and carrying through to 1990, on a $1 million investment would be in excess of $3 million. The value of exporting our products, the value of expenditure avoidance and the tremendous value of all the energy saved or consumption avoidance, translate to more energy and resources for the future. Such a program could remove 48 people from UIC or the welfare rolls, and to train them would cost approximately $1,680,000, plus the cost of finding employment. I submit that this would be a wise investment.

I should like to return for a moment to the question of COSP and whether it in fact achieved its objectives. Results among the provinces vary greatly. Some provinces show an extraordinary success rate due to such factors as aggressive marketing by the utilities. For example, Manitoba achieved 147 per cent of its three-year target. On the other hand, Nova Scotia reached only 59 per cent of its three-year target because the natural gas pipeline expected in the Maritimes had not been built. The Provinces of Newfoundland and Prince Edward Island, as well as Yukon and the Northwest Territories, were allowed special provisions because of the lack of alternatives to oil heating. In those areas, conservation measures such as insulation, draught proofing and the improvement of existing oil systems were eligible for grants under COSP. As a result, Newfoundland achieved 115 per cent of its three-year target, P.E.I. achieved 90 per cent, and the Territories achieved 100 per cent. All together, conservation measures account for approximately 5 per cent of national COSP activity.

The rate of conversion to the various alternative energy sources has changed throughout the program. In 1981-82, gas conversions represented 48 per cent of that year's COSP activity, electricity was 36 per cent, while wood represented 14 per cent. In 1983-84, gas conversions had decreased to 25 per cent of all activity, and electricity had risen to 55 per cent. This decline in gas conversion is partly accounted for by a decline in conversions in the Province of Ontario. In 1981-82, conversions in Ontario accounted for 43 per cent of all conversions done in that year. By 1983-84, Ontario's share had declined to 20 per cent. Furthermore, within the province, gas conversions accounted for 63 per cent of activity in 1981-82, but it dropped to 43 per cent in 1983-84. Interestingly enough, nationally wood has accounted for 22 per cent of all COSP activity. A great majority of those conversions were made in rural areas by householders with access to cheap wood fuel and with a lifestyle that accepted the extra tasks involved in heating with wood.

As has been said earlier in the debate, the key thrust of the amendments in this Bill is to wind up programs which seem to have achieved their initial objectives and which have given momentum to other initiatives that could be done by the private sector in years to come. Beyond that and overriding that consideration, the vital contribution of this Bill is to assist in reducing the greatest burden upon, as my hon. friend said, our children and our children's children, in other words, relieving the deficit which besets our nation.

Mr. Baker: Mr. Speaker, I congratulate the Hon. Member on his speech and I want to ask him a specific question about Alberta, since he took interest in another subject matter before the House concerning Newfoundland and expressed his support for the proposal which the Hon. Member for Bonavista-Trinity-Conception (Mr. Johnson) and myself were proposing as far as the CBC cuts were concerned.

● (1650)

Being from Alberta, the Hon. Member is obviously very concerned about the future of that province and the number of jobs in that province as they relate to the oil industry. When we look at the total output of refineries in the Province of Alberta, we see a steady decline over the last several years. That decline has led to conversions within those oil refineries