



STRATEGIES FOR CANADIAN SHIPPING

Forging the New Paradigm

Paradigm: The consensus of the scientific community; "Concrete problem solutions that the profession has come to accept." (Hoyningen-Huene, 1993, P.134)

The Paradigm is Forged, and it is Simple, We Are One Industry, with One Common Challenge: "To let Canadians know the significant and positive contribution that the shipping industry makes to their country"

Our ability to effectively meet this challenge will determine whether our industry thrives and prospers in the twenty-first century.

We can no longer afford to have a fragmented voice. Complaints about unfair foreign advantage, subsidized competition, lack of investment potential, and regional favouritism, are all outdated. We must focus on doing best what we do best: moving goods in the most efficient and environmentally sound manner possible. At the same time, we must use every available opportunity to promote our industry's many strengths and to publicize our accomplishments with pride and conviction.

We cannot expect government to lead the public into new ways of thinking. It is only after the public has come to its own understanding of the issue at hand, that politicians can respond with appropriate actions.

We must make every effort to increase public awareness of the vital role that the shipping industry plays in Canada's economy and prosperity. If we successfully accomplish that task, the existing barriers will fall and our industry will thrive.

Towards that end, The Company of Master Mariners of Canada endorses the following recommendations and pledges its ongoing support towards their achievement.

The Final Recommendations from the "Strategies for Canadian Shipping" Conference are:

I That a Marine Industry Council be created to speak for the entire industry. This council must be as inclusive and broadly-based as possible, comprising shipowners, shippers, brokers, regulators, personnel, and educators, from all geographic areas. The council will seek common ground and promote common goals, and it will speak with a single, united voice. Its underlying principle is simple and universally understood: United We Stand.

II That the Marine Industry concentrate on promoting itself to the general public. We have many saleable attributes such as economic and environmental efficiency that are not yet widely known. Public awareness and empathy makes the work of obtaining needed change and governmental support much more achievable.

III That the "Strategies for Canadian Shipping" Conference gives its unqualified support to the planning document "The Great Lakes St. Lawrence Waterway-a 20/20 Vision for the Future". The St Lawrence Waterway is vital to our national commerce. The vision document is the blueprint for a future waterway that we must jointly create with our American neighbours. Further, this regional visioning process must be used as a template for a new national 20/20 Vision of the Future. This could be the initial focus of the proposed Marine Industry Council.

IV That we focus on educating the public and government officials on the need to review and change our various taxation and regulatory regimes. We all need to understand the kinds of regimes that have been implemented in countries of similar socioeconomic status to allow shipowners, seafarers, and shippers, to play a more significant role in the development of those countries' prosperity. We must bring our maritime industry in line with Canada's position as a major trading nation. That the Marine Industry examine and change its methods for recruiting and developing newcomers to marine employment. Recruitment is served by increased public awareness of the industry in general, and by providing attractive working conditions, and improved living arrangements and relief systems on board ship. It must be complemented by the establishment of clearly recognized and educationally supported career paths from operations to management in all areas of the industry. Our national marine education system, including our universities, must offer training in all facets of the industry in order to develop a foundation of qualified personnel and ensure that they remain current with the development of the industry in all its aspects. This Conference recommends the development of a Marine Industry Sectoral Council, under the direction of the overall Marine Industry Council to promote the human resources issues pertaining to our industry.

The achievement of these five recommendations will build a strong future for Canadian shipping which in turn will serve the interests of all Canadians.