



# Shipping, Shortages and Generation Y

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# Shortages in shipping

- No shortage of seafarers
- Shortage of experienced and officer levels
  - 10,000 – 27,000
  - Skills
  - Knowledge
- The rising challenge
  - Generation Y





# Challenges facing shipping

- Ageing workforce nearing retirement
- Difficulties in recruitment
- Life at sea no longer attractive
- Current seafarers plan for work onshore
- Life-time career at sea is not wanted





## Some reasons

- Shipping industry usually invisible
  - Magically appears
- Shipping often portrayed negatively
  - Sinking ships, piracy
  - Fatigue and accidents
  - Criminalisation of seafarers
  - Ships of shame





# Changing onboard environment

- Isolated micro-community
  - Less crew, more international, fatigue
- Dumbing down of skills
  - Paradox
  - Less challenging = more challenging
- Where's the romance?
  - Port efficiency
- Loss of inter-connectivity with society





## Ask yourself...

Do you as a parent want your sons or daughters to work at sea?

Why yes?

Why no?





# The outcome for the industry

- Less job satisfaction and retention
- Seafarers not remaining at sea
  - This needs to be accepted
- Previous research focuses on:
  - Employer of choice
    - Kokoszko and Cahoon (2007)
  - Industry of choice
    - Wilkinson and Cahoon (2008)





**The new challenge...**

# Generation Y





# Demographic change

- Baby boomers
  - Beginning to retire
  - Loss of corporate knowledge
  - Opportunity to retain as mentors
- Generation X
  - Seeking greater work/life balance
- Generation Y
  - Born between 1978-1994





# Gen Y – the me generation

- Accustomed to healthy economy and prosperity
- More likely to be an only child
- Cheque book parenting
- Use to and expect immediate feedback
- Well-educated
- Ambitious, intl view, high expectations
- Impatient, arrogant, disrespectful





# Why we need to accommodate Gen Y

- Workforce growth
  - 2008 = 170,000
  - 2012 = 105,000
  - 2022 = 12,000
- Next 5 years
  - Over 20% of senior execs reach 65





# Shipping and Gen Y

- All industries facing pressures
- Shipping already challenged by image
- Competition for quality recruits
  - Relationships with universities
  - Industry efforts to increase image





# Shipping and Gen Y – the interconnected generation

- 80 % using YouTube (200M users)
- 88% using Wikipedia
- 66% download podcasts
- 90% read blogs
- 86 % use social network media
  - 60% use Facebook (60M users)
  - 44% use MySpace
  - visit – 4 times per day





# Shipping and Gen Y – the on-demand generation

*If the web was once an enormous library, it is now a vast conversation. Transmitting information from one person to another has never been easier. Everyone can now participate.*

*Young people now communicate more through social networking website than through email. Instead of keeping diaries, they keep blogs, instead of photo albums they have Flickr.*





# Shipping and Gen Y – the MySpace generation

*While older adults go online to find information, the younger crowd go online to live.*

*The boundaries between private and public and between offline and online are blurring, and there is a widening generation gap between adolescents growing up with social technology and adults who find it unsettling. Welcome to the MySpace generation (Gefter 2006).*





# Shipping and Gen Y challenges

- Interconnected Gen Y at sea?
  - Lost at sea
- Job promiscuity
  - 63% leave in first 2 years
  - 29 jobs in 5 industries in career
- How attractive is seafaring?
  - Gen Y will move on
  - Not interested in career for life





# Attracting and retaining Gen Y

- Become inter-connected
- Introduce flexibility
- Provide job satisfaction
- Replace authoritarian mgmt style
- Market the transferable skills
  - Provide further education at sea
  - Distance ed studies





# Conclusions...

- Look beyond seafaring as a life-time career
  - Career choice based on most opportunities
  - Career options
  - Keep Gen Y in the wider industry
  - Extend career onshore via transferable skills





# Thank you

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