



# The Company of Master Mariners of Canada, Newfoundland Division

*Maritime Human Resource Solutions*

*Thursday, 2 October 2008*

## In the Same Boat: Implementing a Marine Careers Promotion Strategy

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Executive Manager, COMPASS



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# BIMCO/ISF & Related Studies 1990s



**Growing world-wide  
shortage of marine  
personnel (esp. ships'  
officers)**

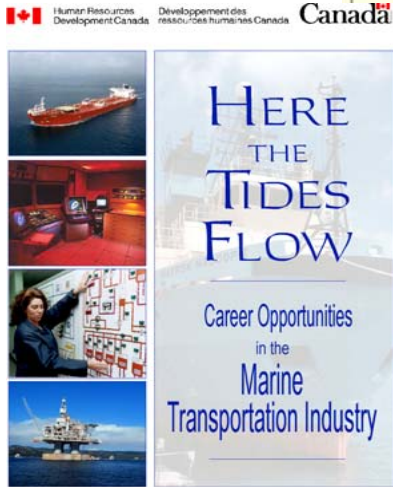
**Decrease in supply/training**

**Aging workforce in Eastern Canada**

**Serious gender disparities**



# Local Studies



## Industry Challenge

## Training Opportunity

## Economic Development Opportunity

## Community Sustainability Opportunity

## Opportunity to Grow Capability for the Developing Marine Sector



The logo for COMPASS, featuring a stylized wave icon to the left of the word 'COMPASS' in a bold, green, sans-serif font, with two small square icons to the right.

# Marine Careers Secretariat

IAS Initiative of Marine Institute & HRDC (Service Canada) under LMDA



May, 2002

Representative of industry, federal and provincial govt agencies, and education & training institutions



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# MCS Overriding Objective

Develop Marine Careers Promotion Strategy to:

- Enhance image and public awareness
- Support recruitment initiatives
- Promote access to training
- Profile the importance of the marine sector to economic development



# Marine Career Opportunities Study

- ~ Profile marine sector (Eastern Canada)
- ~ Current & projected HR supply/demand (national & international)
- ~ Opportunities/Challenges/Barriers



Strategic Directions, Inc.  
December, 2004



P. J. Gardiner Institute  
MUN School of Business  
December, 2004

## Public Perception Surveys

- ~ Students, Parents, Educators
- ~ Knowledge of Marine Careers
- ~ Perceptions of Marine Careers



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# Marine Career Opportunities/Challenges



Shortfall of 16,000 ships' officers (4% of the total workforce of the world fleet) in 2000

Forecast shortage of 46,000 by 2010

Aging Marine Workforce in Eastern Canada

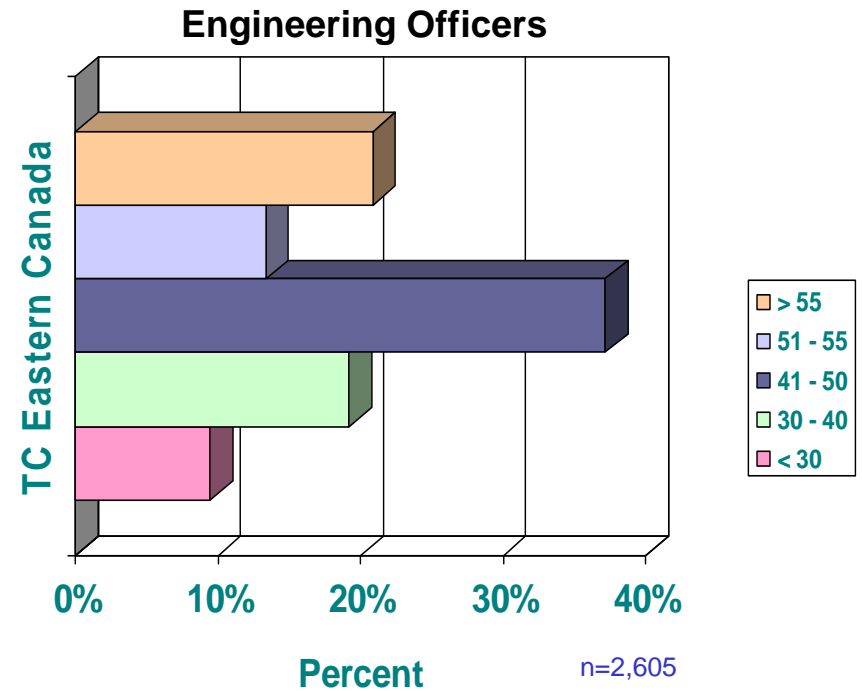
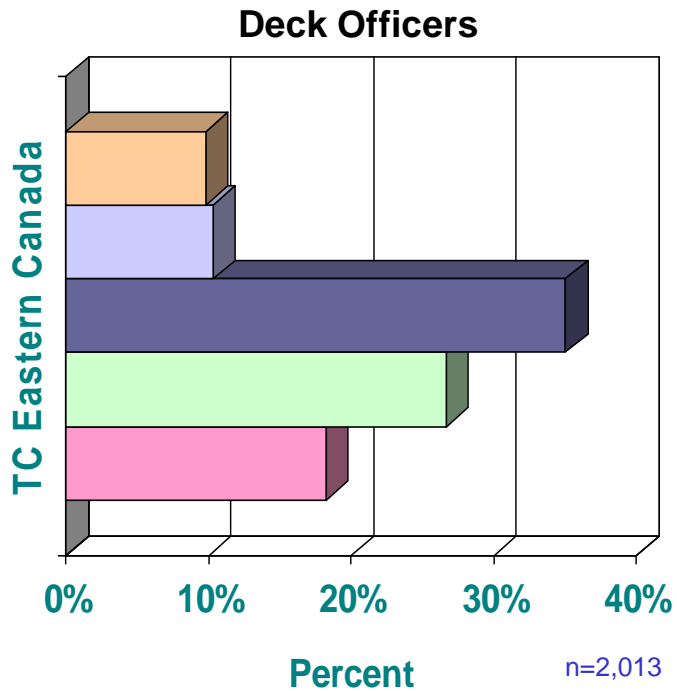
New Marine Transportation and Offshore Petroleum Developments



Serious Gender Inequities in Marine Careers



# Transport Canada Certificates: Eastern Canada



# **Ships' Officer Age Profile: Eastern Canada TC Certificates, 2003**



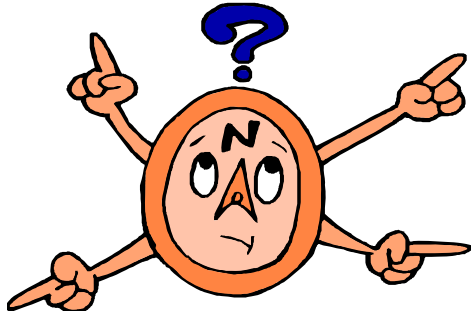
**10% of Deck Officers >55  
55% of Deck Officers >40  
25% of Master Mariners will be  
65 by 2013**

**21% of Engineering Officers >55  
72% of Engineering Officers >40**



# Public Perceptions

## Career Decision-Making:



Major Considerations: Salaries,  
Job Stability, Benefits

Primary Influencers: Parents, Friends

Little Awareness of/Interest in  
Marine Careers or Marine Training  
Influencers/Educators Lack Marine  
Career Information



# Public Perceptions:

## Marine Career Salaries

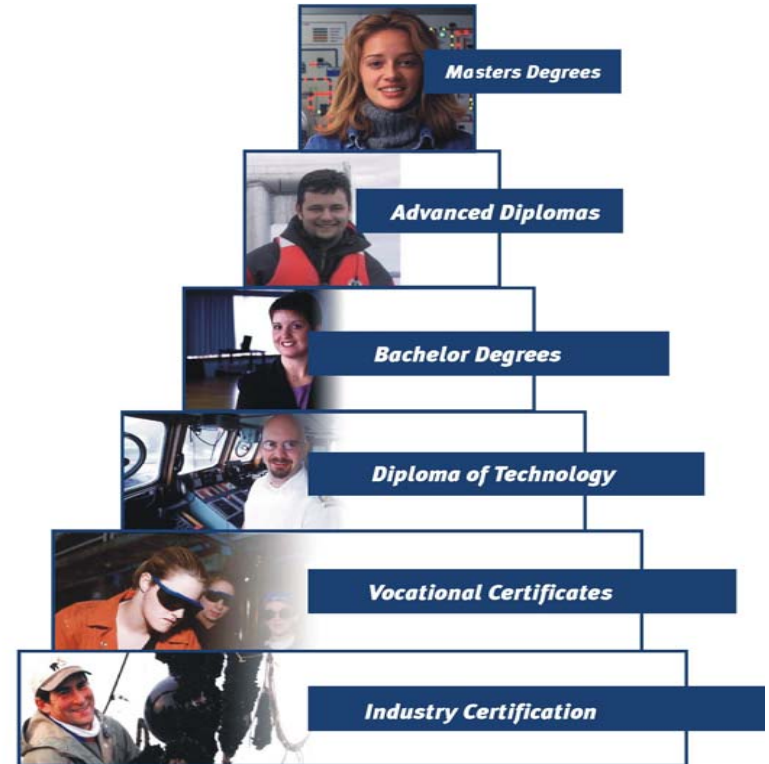
- Educators, parents consider marine sector salaries higher than average
- High school students unsure or unaware of salary comparisons



# Public Perceptions:

## Knowledge of Training Availability

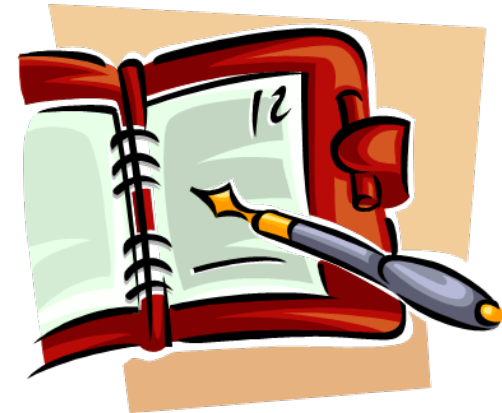
- Parents, educators aware of some MI programs
- Students largely unaware
- MI considered highly reputable (second to MUN)



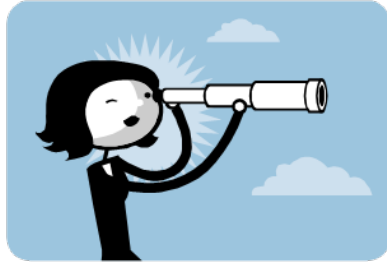
# Marine Careers Symposium (May 26, 2006)

## Key Issues Identified

- HR Shortages/Challenges
- Future Supply: Today's Students
- Gender Equity
- Education & Training



# Symposium Participant Discussion



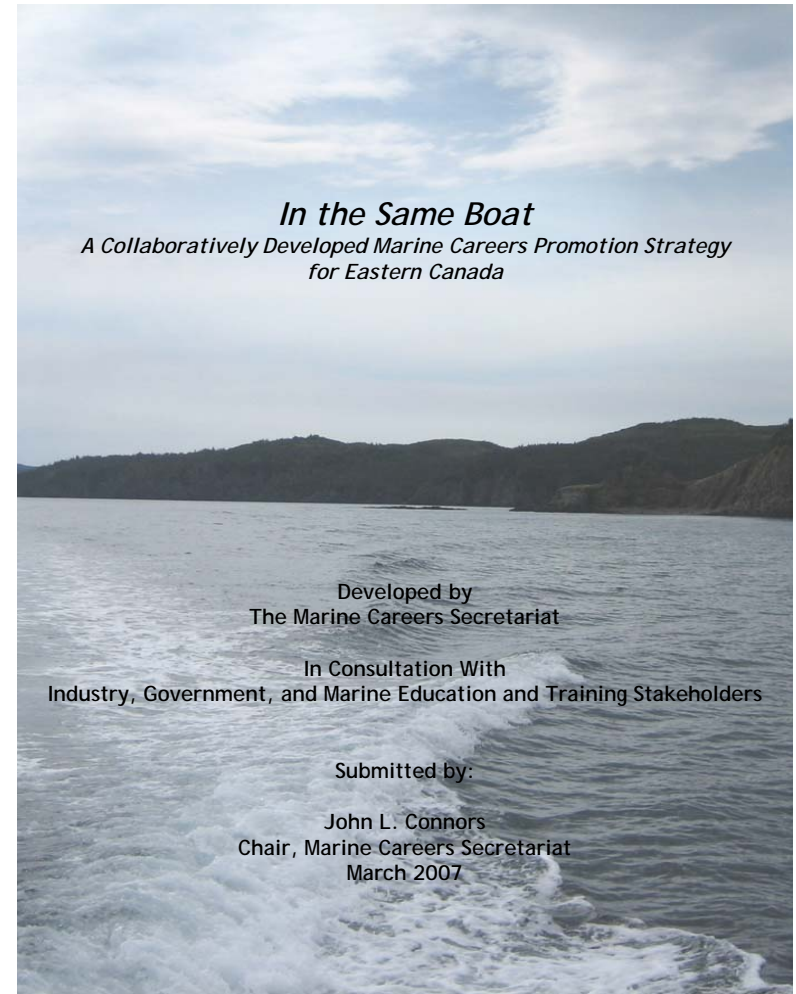
**What do we want  
the marine HR situation  
to look like in 10 years time?**

**What specific initiatives (research,  
legislative, marketing, funding) will  
be needed to achieve this?**



# *In the Same Boat: A Collaboratively Developed Marine Careers Promotion Strategy for Eastern Canada*

- ~ Marine Careers Promotion Strategy
- ~ Short-Term Action Plan (3 Yrs)
- ~ Implementation Process



**“The development of this promotion strategy has been a collaborative initiative: its implementation will also require the same kind of collaboration. ...**

**Crucial to the success of the strategic initiatives developed as a result of marine stakeholders’ proactive leadership is a catalytic organization representative of all stakeholders and acting on behalf of the industry as a whole, to coordinate, administer, and oversee implementation of those initiatives.”**



# The Council of Marine Professional Associates (COMPASS)

Established April, 2008 by marine stakeholders in NL and the Maritimes representing industry, Coast Guard, Marine Atlantic, NL Department of Transportation and Works, and education and training institutions to promote the development of the marine transportation sector and facilitate the participation of COMPASS members in marine transportation industries



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# Compass Objectives

- **Create effective dialogue and information-sharing**
- **Advocate COMPASS interests to decision-makers**
- **Contribute to development of the MT sector**
- **Enhance public perception of the MT sector and its contribution to social and economic development and community sustainability**
- **Develop & implement strategies to address HR issues in marine transportation industries**



# COMPASS

## Board of Directors



- President:** Gerry Puddister, Puddister Trading
- Vice President:** Rick Strong, Seabase/Maersk
- Secretary:** Larry Moore, Canship-Uglund
- Treasurer:** Gerry Puglisevich, Puglisevich Group
- Directors:** Joe Murphy, NSCC  
Edouard Nadeau, Great Circle Marine  
Walter Pumphrey, NL DWST  
Jeff Simms, Newfound Resources



# COMPASS Activity



- ~ **Application for LMP funding to implement 1<sup>st</sup> Year of Marine Careers Promotion Strategy (08/07); Approved 08/08**
- ~ **Appointment of Executive Manager (08/09)**
- ~ **Letter to Government requesting meetings to pursue provincial MT initiatives (08/09)**
- ~ **Promotion Strategy Implementation (08/10)**
  - ~ **Membership Drive (Ongoing)**



# COMPASS 2008-09 IAS Project

- ~ Marine careers website
- ~ Collaborative arrangements  
with youth-driven, community  
development, and government  
agencies
- ~ More effective use of secondary school curricula
- ~ Enhanced access to MET
- ~ Promotional materials – general and female-specific
- ~ Women's marine career and marine training targets
- ~ National marine sector council



# Training More Ships' Officers Cost or Investment?

**Incremental cost to  
the Province to train  
one ships' officer... \$32,400**



**Projected lifetime earnings for  
one ships' officer (30 years)  
based on current dollars... \$3M**



# Training More Ships' Officers Cost or Investment?

96 intake per year  
for 30 years.... \$93 M



Projected lifetime earnings  
(96 officers per year for 30 years)... \$8 B





*THANK YOU*



*COMPASS*