

Sailors' Society's Wellness at Sea Maritime Cadet Report will answer the key questions that provide vital insight into shaping our future work in seafarer wellness and mental health.

- Why do cadets choose to become seafarers?
- In a highly competitive market coupled with a recruitment crisis, what are the things cadets are looking for from your company?
- How can you recruit the best?
- What do cadets think about the challenges faced at sea?
- How important is good welfare provision and training when it comes to choosing a company?
- What influence does access to connectivity play in the career choices cadets make?

"Companies have no choice other than to pay attention. If a recruitment drive does not genuinely show that a company cares for seafarers, the chances of attracting top talent are slim. Gone are the days when throwing money at the problem could make it disappear. Understanding Generation Z means companies should expect to be held responsible for their environmental impact and social justice issues."

Johan Smith, Sailors' Society Head of Wellness

"We need a holistic approach."

Participant

"Congratulations Sailors' Society for addressing this issue and organising this for our cadets who will be at the helm of the maritime industry in years to come."

Capt. Subroto Khan, Campus Director IMU

SAILORS' SOCIETY'S WELLNESS AT SEA MARITIME CADET REPORT WILL BE PUBLISHED IN JANUARY 2023.

To register for your copy of this must-have report, go to:

sailors-society.org/wellness-report



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CADETS: How to recruit and look after the next generation of seafarers

**IN-DEPTH INDUSTRY REPORT
LAUNCHING JANUARY 2023**

"Today's cadets are tomorrow's workforce and future leaders and we have a unique insight into their wants and needs, concerns and hopes."

"Our conferences and the data they generated are more than just a first; they are a proactive investment in young minds for the industry as a whole."

Sara Baade, Sailors' Society CEO



Wellness at Sea
FROM SAILORS' SOCIETY
MARITIME SCHOOLS' CONFERENCE **2022**

2022 saw a first for the maritime industry - Sailors' Society launched its global wellness and mental health conferences designed exclusively for maritime cadets.

The Wellness at Sea Maritime Schools' Conferences build on the charity's pioneering wellness training and support programme, the most comprehensive and long-running in the maritime industry.

With nearly 5,000 registrations across the conferences, cadets were polled before, during and after the events in India, Africa and the Philippines. This, along with a pilot launched in 2021, generated a wealth of unique analytical and subjective data.

Launching in January 2023, the Society's Wellness at Sea Maritime Cadet Report pulls together this exclusive and wide-reaching data, interpretation and commentary into one go-to reference for anyone employing crews across the world.

Number of cadets registered:

4,827

Countries reached through cadet conferences:

- South Africa
- Mozambique
- Namibia
- Angola
- Ghana
- Ethiopia
- Liberia
- Mauritius
- India
- Sri Lanka
- Philippines

"The challenge we face is not just getting our young people interested in a career at sea, but keeping those already at sea interested and ensuring long careers supporting them."

Ms Zamachonco Chonco, Acting Chief Executive Officer, South African Maritime Safety Authority

MAIN REASON I WANT TO BE A SEAFARER:

46.5%

TO TAKE CARE OF MY FAMILY

31.3%

TO MAKE LOTS OF MONEY

16.6%

TO TRAVEL THE WORLD

3%

NOT SURE

2.6%

FAMILY TRADITION AND EXPECTED OF ME

Cadets are family-focused.

Across the conferences, 46.5% stated that caring for family is their main reason for going to sea, but the regional differences are intriguing. In the Philippines, 63.3% placed family at the top, while just 30.7% of Indian cadets sighted this as their top motivation for entering the industry. In India 47.5% voted money as their priority in choosing seafaring as a career.

Second to family, 35.3% of African students chose travelling the world as important, something that does not seem to be a key driver in other regions.

THE MOST IMPORTANT FACTOR WHEN CHOOSING A SHIPPING COMPANY:

79.6%

HOW THEY TREAT SEAFARERS

18.3%

SALARY

2.1%

WHETHER THEY PROVIDE WI-FI

Cadets attending maritime schools today are part of Generation Z.

Understanding this generation in terms of their formative experiences with technological, economic and social changes can help companies shape their offer. Unlike generations before, they are actively focused on ESG (Environmental, Social and Governance). How they are treated - takes priority over how much they are paid. A massive 79.5% said they will base their choice of shipping company on how the company treats seafarers, while only 18.3% said salary is more important.

