

## Attract

### PERCEPTIONS

- Poor image of shipping
- Criminalisation
- Piracy
- Pollution
- Major passenger incidents
- 'Worse things happen at sea'

### REQUIRED EXPECTATION

- Responsible employer
- Company branding
- Happy & healthy lifestyle
- Safe & secure working environment
- Decent working and living conditions
- Fair terms of employment
- Quality of life
- Health protection
- Medical care
- Family support
- Contact with home
- High tech ships & systems
- Good career prospects
- Career development
- 'A job for life'
- 'A job worth doing' (respect for doing it and self-respect when working in this industry)

## Recruit

### PERCEPTIONS

- Poor education
- Lack of interest
- Unregulated manning agencies
- 'Scraping the barrel'/anyone with money for certificates

### REQUIRED EXPECTATION

- Good education
- Motivation
- Commitment
- Ability
- Self discipline
- Aspirations
- Professionalism and pride

## Induct

### PERCEPTIONS

- No interest in new recruits
- No sense of Company brand

### REQUIRED EXPECTATION

- Welcome into the Company
- Join the Team
- 'You're a sailor now'

## Train

### PERCEPTIONS

- Minimum training to comply with regulations
- No ship/system specific training
- No onboard continuation training
- No career development training

### REQUIRED EXPECTATION

- Competency
- Ship/system specific training
- Onboard continuation training
- Company seminars
- Career development
- Continuous Professional Development

## Retain

### PERCEPTIONS

- Bad employer
- Badly run ships
- Poor working and living conditions
- Poor pay & conditions
- No support
- No career prospects
- No career development

### REQUIRED EXPECTATION

- Company branding
- Happy & healthy lifestyle
- Safe & secure working environment
- Decent working and living conditions
- Fair terms of employment
- Quality of life
- Health protection
- Medical care
- Family support
- Contact with home
- High tech, usable ships & systems
- Good career prospects
- Career development
- 'A job for life' in the industry