



Comité sectoriel
de main-d'œuvre
de l'industrie maritime

Vol. 20 – bulletin n° 175 | JULY-AUGUST 2025

BULLETIN

PRENDRE LE LARGE

DON'T MISS THE BOAT!



DON'T MISS THE BOAT! CAMPAIGN

Launched in 2018, the **EMBARQUE** project was rebranded in August 2024. Based on a strategic positioning aimed at targeting young people in initial training and people undergoing professional reorientation, the **DON'T MISS THE BOAT!** campaign once again confirms the growing interest in maritime training and careers.

Now halfway through the campaign, the embarque.ca website has racked up 10,330 visits and 8,016 users, sparking particular interest in the deckhand profession and continuing education. The DVS in seamanship is the most viewed external link.

Advertisements have generated a dozen thousand clicks on Instagram and Facebook, with particularly high rates among 18–23-year-olds and 37–45-year-olds. Ads highlighting the deckhand position and technical professions such as welder and electrician, in addition to the video on land-based trades, have generated the most engagement.

Then, the YouTube and TikTok campaigns have generated 619,919 impressions thanks to our ambassadors from La Collab and Vikie Pedneault.

Thanks to a targeted strategy and engaging content, the **DON'T MISS THE BOAT!** campaign is generating real enthusiasm for the sector. The campaign is still ongoing—share it! It is inspiring a new generation and propelling the maritime future forward.

SALARY SURVEY

The CSMOIM is in the early stages of conducting a comprehensive **Survey on Compensation and Workplace Well-Being** in the maritime industry. We have assembled an advisory committee to help steer the work. The survey will provide an up-to-date picture of salaries, working conditions, and well-being at work, in addition to supporting the sector's competitiveness and providing employers with benchmarks to improve their compensation strategies. Organizations in the sector will be called upon to actively participate in this process, helping to paint an accurate and useful picture of the industry's future. By participating in the survey, you will ensure that you have access to the results and that your reality is heard!



www.csmoim.qc.ca



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MARITIME LEADERSHIP TRAINING

Boost your **Maritime Leadership** skills by registering for one of the two fall cohorts: Quebec City on November 18-19 (1 spot available) or Montreal on December 2-3, 2025 (5 spots available).

Developed in collaboration with the Cégep de Sainte-Foy's Continuing Education and Business Services Department, the training is aimed at foremen, port facility management employees, and superior officers on board ships, and explores key topics such as leadership development, mobilizing communication strategies, managerial courage, and the rigors of change.

Register via the CSMOIM's [calendar of activities and training courses](#).

PORT OF QUEBEC'S MARITIME FAMILY FAIR

On September 6, the CSMOIM will participate in the Port of Quebec's **Maritime Family Fair**. On the program: a rally and treasure hunt, prize draws, and fun activities that will entertain young and old alike while introducing them to the mysterious world of maritime and industrial port activities.

Those who will try their luck at getting a stamp at our booth will have to dress their captain... blindfolded! We won't say any more, but we'll see you on September 6 from 1:00 p.m. to 5:00 p.m. at L'Oasis at the Port of Quebec!

SODES' QUEBEC MARITIME DAY

On October 28, 2025, at the Quebec National Assembly, the SODES invites you to the 25th **Quebec Maritime Day**, a must-attend event bringing together key players in Quebec's maritime industry to discuss the socioeconomic, climate and commercial issues that will shape the future of our sector.

The theme: "The St. Lawrence River at the Heart of Our Economic and Commercial Security".

Organized in collaboration with Green Marine, the St. Lawrence Shipoperators, the CSMOIM and the Quebec government, the **QMD** is a unique opportunity to exchange ideas and network with decision-makers to raise awareness in the political sphere about the concerns and opportunities of the sector, and to build bridges between the maritime industry and government authorities.

Simultaneously, an introduction to the maritime sector will be offered to elementary and high school students, thanks to the collaboration of the CSMOIM and the IMQ.

Register today via the SODES' [website](#).



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ACTIVITÉ D'INFORMATION

Métiers maritimes



15 oct. 2025 En virtuel 9h à 12h Comité sectoriel de main-d'œuvre de l'industrie maritime

MARITIME CAREERS INFORMATION ACTIVITY

Career counselors: on October 15, 2025, from 9:00 a.m. to 12:00 p.m., take part in an information session dedicated to discovering maritime careers!

In virtual mode, immerse yourself in the fascinating world of maritime careers both on land and at sea, and explore the training programs that will open the doors to this dynamic industry for your students.

You will have the opportunity to attend captivating presentations by passionate professionals, hear inspiring testimonials from prominent figures in the field, and gain a better understanding of the educational paths that lead to rewarding maritime careers.

By participating in this event, you will be better equipped to guide your clientele towards this vibrant sector, which offers endless possibilities.

Take the chance to broaden your horizons and those of your students by registering today via the CSOIM's [calendar of activities and training courses](#).

MARITIME JOBS INFO

The **Maritime Jobs Info** is an essential tool that allows you to post your job offers while benefiting from increased visibility within our vast network of industry professionals.

Become a member by filling out the [membership form](#) and enjoy two free postings until March 31, 2026! Already a member? Fill out the [posting form](#).

SURVEY : NON-REGULATED TRAINING NEEDS SURVEY

Following the **Survey on Training Needs in the Maritime Sector** published in 2024, you will soon receive a questionnaire in preparation for a survey on non-regulated training needs. Your participation will help guide future actions in the area of skills development.

REMINDER: FUNDING FOR TRAINING OF SEAFARING PERSONNEL

Financial Assistance for Regulated Training

Services Québec offers financial assistance to candidates who must complete regulated maritime training offered at the CFMU. Financial assistance is granted to companies that endorse the training of individuals they intend to hire as seafaring personnel. Eligible candidates have 100% of their regulated training costs covered. Only candidates who are clients of Services Québec (recipients of unemployment insurance or other income support programs, or unemployed) are eligible.

You must complete the annual **Regulated Training Needs Survey**, which falls under the responsibility of the CSOIM.

Financial Assistance for Professional Development of Seafarers

The MTMD also offers financial assistance dedicated to the skills development of seafaring personnel. This funding is available to individuals and covers various percentages based on established criteria and training costs.

Please refer to the [Funding Available for Seafaring Personnel](#) section on the CSOIM's website.

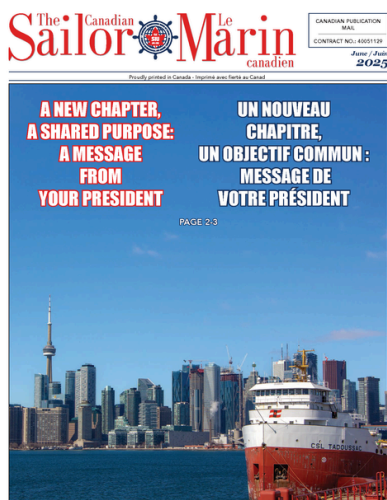




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FEATURED IN THE CANADIAN SAILOR BY THE SIUC



On June 29, 2025, the SIUC published an article about the CSMOIM in **The Canadian Sailor** magazine, highlighting the work being done to improve training in shipboard cooking. This project responds to a need expressed by the maritime industry and aims to offer specific training for this profession on board ships.

The SIUC also gave a nod to our **DON'T MISS THE BOAT!** career promotion campaign, pointing out the sector's pressing needs for skilled workers. Too many positions on board remain vacant, and retirements are on the rise. To address this challenge, the SIUC invites workers in the maritime community to become ambassadors for the campaign, to spread the word about embarque.ca, and to raise awareness of maritime professions among the younger generation.

The CSMOIM thanks the SIUC for this wonderful recognition and for their commitment to the next generation of maritime workers!



SODES' THE RIVER UNITES US CAMPAIGN

Quebec has a unique asset: its river. Quebec's maritime industry is a driver of growth and pride, and plays a strategic role in our economic, environmental and commercial development.

By leveraging the river's potential, we are strengthening our local economy, reducing our ecological footprint, and connecting our businesses to international trade.

It is in this context that the SODES, with the support of the MTMD, launched **The River Unites Us** campaign in June 2024, which aims to promote the entire maritime industry.

The campaign is based on four pillars:

- The river at the heart of your business strategies
- The river at the heart of sustainable supply
- The river at the heart of celebrating local products
- The river at the heart of your technological competitiveness

Discover **The River Unites Us** campaign and the facts, numbers and concrete benefits of the maritime industry on the SODES' [website](http://www.sodes.ca).

