

Women in Maritime

#WomenInMaritime

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- Owner for over 30 years of Image Line Communications specialist PR and Marketing agency in maritime, ports, logistics and maritime security sectors
- Fellow of the Chartered Institute of Logistics
 - Chair of their Ports, Maritime and Waterways sector
- Chair of Maritime UK's Women's Taskforce
- President of WISTA UK

I am not a feminist – I am an equalist

The maritime sector

- Both offshore and onshore – it is traditionally a male-dominated sector.
- At sea, 1% of seafarers are women¹. The International Transport Workers' Federation estimates that only 2% of the world's maritime workforce is made up of women. (Some say 3%)
- 2015 survey by International Seafarers' Welfare and Assistance Network (ISWAN) showed that 60% of all women working at sea are on cargo vessels and 40% within the cruise sector.
- **Onshore**, women hold **55%** of global maritime **junior-level** positions, compared with **9%** of executive-level positions.¹
- By promoting the employment of women, maritime businesses may not only help overcome shortages in labour supply, but are more than likely to achieve higher business profitability.

It makes business sense

¹Source: Unctad Maritime Report 2017

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UK Population split

- Female approximately 51%
- Males 49%
- Why ignore 51% of the potential workforce?

**You can't guarantee to appoint the best person
if the selection process is looking for a man!**

It makes business sense

More diverse companies, are better able to attract top talent and improve their customer and employee satisfaction, better decision making, and all this leads to a virtuous cycle of increasing returns.

- It makes sense in purely business terms. In the UK, greater gender diversity of the senior-executive team corresponded to the highest performance uplift in our data set*: **for every 10 percent increase in gender diversity, EBIT rose by 3.5 percent**
- McKinsey's further recent research into over 1000 companies across 12 countries found **the top quartile for gender diversity are 21% more likely to enjoy above-average profitability** than those in the bottom quartile

(*McKenzie Why diversity matters report).

What are we going to do?

- Maritime UK has established a Taskforce to address fairness, equality and inclusion within the maritime sector.
- The Taskforce brings together leaders from across the maritime sector to identify practical steps to increase the number of women in maritime, and crucially within senior roles across its shipping, ports, marine and business services industries.
- Government are represented on the Taskforce.
- WISTA UK establishing mentoring program, running seminars and conferences addressing key issues

Why?

- The need for fairness, equality and inclusion is clearer than ever and the maritime sector must embrace diversity because it's the right thing to do.
- Equally there is a strong business case for action.
- The OECD has estimated that equalising the role of men and women in the labour market could increase GDP by 10% by 2030.
- There are women of all ages and abilities wanting to be a part of our maritime future and we must make sure we don't waste any more time in not addressing this issue.

At Sea

- Just looking at the Merchant Navy, the ITF estimates that women make up only 2% of the world's maritime workforce, and those figures are replicated here in the UK too.
- Of the **14,350 officers in our country, only 3% are women**. Only **4% of our technical officers are women**. Of the **6,500 engine officers, only 1% are women**. It means that talented women could be missing out on careers in which they could best use those talents.

Task force work streams

- The Taskforce will make a series of recommendations for both industry and government.
- The Taskforce will initiate a cross-sector survey to create a robust data foundation to monitor progress annually.
- Subgroups are being established to explore:
Recruitment; Total Package; Progression and Retention.
- Commission a full inclusive survey

Pledge and Charter

- The Taskforce has agreed to create a Women in Maritime Charter – based upon shared experience provided by other sectors, such as Women in Finance.
- The Women in Maritime pledge is the forerunner to the launch of the Women in Maritime Charter and signals industry intent early.
- Signatories to the pledge will be making clear their support for creating positive change within their respective organisations, and collectively, across the UK maritime sector.
- Companies signing up to the pledge - a headline statement of intent - will be invited to engage with the detailed development of the Charter, which is due to be launched early 2019.

The Pledge

"We are committed to building an employment culture that actively supports and celebrates gender diversity, at all levels, throughout our organisation and our industry"

The Pledge

- The first wave of companies to commit to the pledge announced at Seawork International in Southampton by the Maritime Minister, Nusrat Ghani MP.
- Over 80 companies have signed up so far – we want 100 by the end of the year.

The Charter

Individual company '**action plans**' – comprising reaffirmation of the pledge with core targets and a number of additional targets or commitments relevant to the company and its context.

Targets within action plans will be a balance of short and medium term, with a continual cycle of reassessment and challenge.



Toolkits

The Taskforce will provide 'toolkits' or resources in the form of signposting to existing resources or the delivery of workshops, provision of mentoring or similar initiatives to aid individual companies meeting their commitments through participation in cross-sector activity.

Commitments

Each company will identify a member of senior management responsible for their individual action plan.

Distribute a survey produced by the Taskforce on workplace culture to help: a) individual companies identify remedial action, and, b) the Taskforce identify sector-wide issues that should be considered for collective action or recommendations as appropriate.

The Charter

Performance will be self-assessed via an online portal.

Biennial industry-government report on Charter performance, identification of future focus and recommendations from the Taskforce and its subgroups.

Progress will be highlighted and celebrated via Maritime UK.

Solutions to attracting the best – one language

Advertisements posted for employment associated with male-dominated fields contained **more masculine wording** than advertisements posted for employment associated with female-dominated fields.

Source: “Evidence That Gendered Wording in Job Advertisements Exists and Sustains Gender Inequality”. Danielle Gaucher and Justin Friesen., University of Waterloo, Canada., Aaron C. Kay. Duke University, Canada. Journal of Personality and Social Psychology, 2011, Vol. 101, No. 1, 109–128. American Psychological Association

Masculine vocabulary

- Leads women to sense a low diversity environment
- Leads women to anticipate they will not 'fit in'
- Risks well qualified women not applying

**You can't appoint the best person
if she doesn't apply!**

Example of language

Company description:

- We are a community of engineers who have effective relationships with many satisfied clients.
- We are committed to understanding the maritime sector intimately.

Against

- We are a dominant maritime firm that boasts many leading clients.
- We are determined to stand apart from the competition.

Source Professor Averil Macdonald OBE

Secondly - Unconscious bias

The point isn't to get people to accept that they have biases, but to get them to see [for themselves] that those biases have negative consequences for others

- Bias in the hiring process is prevalent and hard to eradicate:
 - The job has always been done by a man
 - Job descriptions not changed over time to working practices today
 - Hiring in self-image
 - University/education bias

**You can't get the best person if you
only recruit from 49%**

Thirdly - Promotions

- KPMG, crunching the numbers on internal promotions revealed that proportionately more men than women were being promoted to senior roles. This produced a gender imbalance that worsened with each step up.
- However, this was not simply a matter of male bosses appointing men in their own image. There was also a gender dynamic. **“Where the men would apply for a role if they had 80 per cent of the [required] skills, women would think they were missing 20 per cent and not bother,”** says Martin Blackburn, people director at KPMG UK.

Next steps

Sign up as a Charter 'pilot' via
charter.womeninmaritime.uk

Volunteer to support toolkit development via
toolkits.womeninmaritime.uk

Thank you
Questions?

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