

COMPASS MEMBER SUPPORT SERVICES AND SELF-SUSTAINABILITY STRATEGY

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The establishment of the Council of Marine Professional Associates (COMPASS) in Newfoundland and Labrador in 2008 provided an opportunity and a mechanism for marine transportation industries to act in concert to address issues affecting the sector as a whole.

As an industry catalyst in its infancy, COMPASS needed strong support from government to develop initiatives critical to demonstrating its commitment to addressing industry issues and establishing credibility as an organization that makes a valuable contribution to marine transportation as a whole. During the early years, COMPASS focused primarily on raising the profile of the marine transportation industry and creating awareness of marine career opportunities.

The industry-focused initiatives undertaken by COMPASS during its first eight years have contributed to an expanded recognition by industry of its importance as a forceful catalyst to promote the interests of the marine transportation industry. COMPASS membership has grown to include the majority of marine transportation stakeholders in Newfoundland and Labrador and expanded to include members in all three Maritime Provinces, Quebec, Ontario, Nunavut, and British Columbia. In addition to private-sector industries, COMPASS membership has also included seven public-sector and private-sector education and training institutions in Canada; and COMPASS has developed a close relationship with the World Maritime University in Malmo, Sweden.

As it matures, COMPASS will need to become less dependent on external support and to demonstrate self-sustainability by adding more value to member support services, enhancing communication with members and industry stakeholders, expanding its membership,

increasing industry commitment and involvement, and undertaking collaborative initiatives in partnership with other private-sector and public-sector associations and agencies.

COMPASS recognizes the need to develop, in consultation with industry and other marine transportation stakeholders, an effective strategy to enhance the value of its support services to members and to achieve self-sustainability.



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The following is a basic preliminary outline for the development, in consultation with industry and other marine transportation stakeholders, of an effective strategy to improve the value of services to COMPASS members, enhance communication, expand membership, increase industry involvement and commitment, and achieve self-sustainability.

1. Added Value to Member Companies
 - 1.1 Industry Needs Survey
 - 1.2 HR Development and Training Support
 - 1.3 Leadership Development Program
 - 1.4 Advocacy
2. Enhanced Communication
 - 2.1 Regular Newsletter
 - 2.2 Marine Transportation HR Professionals Network
 - 2.3 Marine Transportation Female Mentorship Network
3. Expanded Membership
 - 3.1 Membership Drive
 - 3.2 Membership Fee Restructuring
 - 3.3 Associate Membership Expansion
 - 3.3.1 Individual Membership
 - 3.3.2 Student/Trainee Membership
4. Increased Industry Involvement and Commitment
 - 4.1 COMPASS/Industry HR Strategy Funding
 - 4.2 COMPASS/Industry Career Promotion/HR Development Initiatives
 - 4.3 COMPASS/Industry Market Intelligence Initiatives
 - 4.4 COMPASS/Industry R & D Initiatives
5. Expanded Collaborative/Partnership Initiatives
 - 5.1 Industry Associations & NGOs
 - 5.2 Education and Training Institutions
 - 5.3 Governments and Government Agencies

While a comprehensive strategy has not yet been developed, COMPASS has already taken steps to address some of the identified needs. Through its partnership with Training Works, to be outlined in more detail at the 2016 AGM, COMPASS is adding value by providing a service to member companies that will save them approximately 50% on both mandatory and non-mandatory training coordinated through COMPASS. The partnership arrangement with Training Works also includes the creation of a Marine Transportation Leadership Development Program to enhance professionalization of the industry.

As a preliminary step toward a membership drive to grow COMPASS membership, the Board of Directors will also introduce at the AGM a constitutional amendment proposal to expand the associate membership base and also ask members to endorse a proposal to restructure membership fees in order to enable COMPASS to achieve its goals and fulfil its commitment to industry.