

CANADIAN
MARINE
CAREERS
FOUNDATION

**2022
WE
DELIVERED**

- **Algoma Central Corporation**
- **Canadian Association of Marine Training Institutes**
- **Canadian Coast Guard**
- **Canadian Institute of Marine Engineering**
- **Canadian Marine Pilots' Association**
- **Canadian Merchant Service Guild**
- **Centre for Marine Training and Research, Georgian College**
- **Chamber of Marine Commerce**
- **Hamilton-Oshawa Port Authority**
- **Institut Maritime du Québec**
- **Lower Lakes Towing**
- **Master Mariners of Canada**
- **McAsphalt Marine**
- **McKeil Marine**
- **Montreal Gateway Terminal Partnership**
- **QSL**
- **Seafarers' International Union of Canada**
- **Sterling Fuels**
- **St. Lawrence Seaway Management Corporation**
- **The CSL Group Inc.**
- **Transport Canada**
- **Transport Desgagnés**
- **Transportation Safety Board of Canada**

Thank you to our partners!

23

**marine sector organizations from across
Canada**

Published 10 "Day in the Life" career
videos with

150000

views





www.imagine-marine.ca

**Expanded the Imagine Marine
careers resource center with
new content and blog**

35000

page views



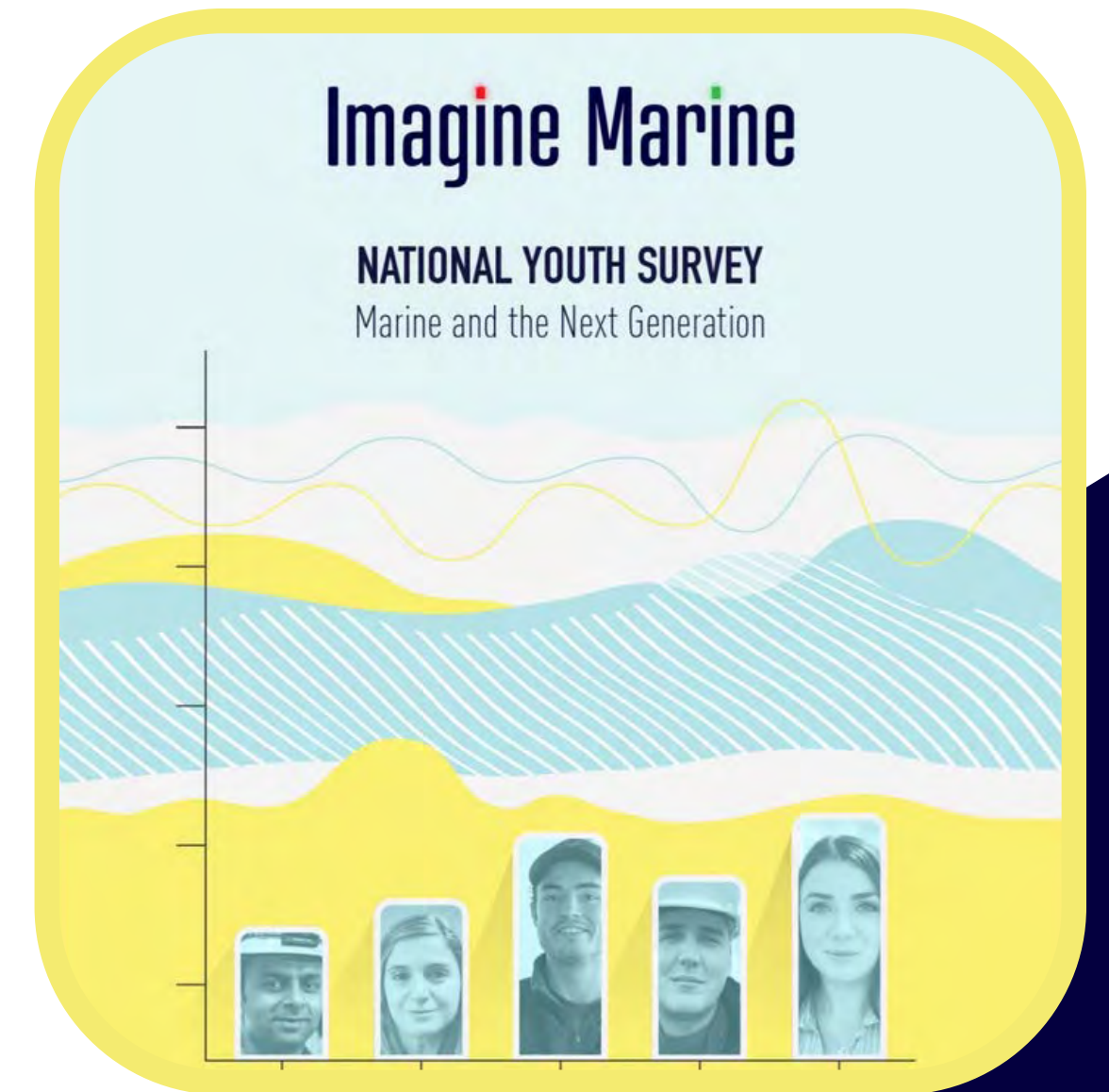
**Launched Imagine Marine career awareness campaign on social media
aimed at youth and second career seekers**

seen **1.5** million times

Qualified for Google for Nonprofits Ad Grant worth

\$100000 per month

**Produced first-ever National Youth
Report on young Canadians'
perceptions on marine careers and
job search priorities/tactics**



551

social media posts across all channels

25

media articles raising awareness about
marine labour shortages
and job opportunities



Monthly newsletter to

550+ subscribers

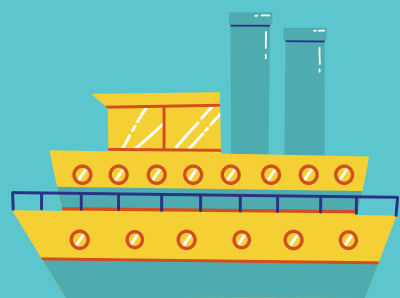
Partnered with University of Dalhousie, the National Film Board, CMC, CSL, and the St. Lawrence Seaway to produce a virtual reality and educational experience aimed at 11-15 year-olds

Started developing new marine careers materials for schools and educational outreach

Career quiz, digital infographics, posters, brochures, video in development!

Let's not forget that the CMCF also:

- **Established a dedicated team of 4 professionals, including a full-time Executive Director**
- **Partnered with marine colleges to submit an application for government funding to increase career awareness, data and training options**
- **Provided a written report to the House of Commons Standing Committee on Transport, Infrastructure and Communities on the reasons behind marine labour shortages and recommended solutions**
- **Produced a 3-year Strategic Business plan and 2023 Communications plan**





STRATEGIC PLAN 2023-2025

Imagine Marine

[Check out where we're going for the next 3 years!](#)



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