

INTERVIEW OF THE MONTH



MANOU BERNARD

EXECUTIVE DIRECTOR

HUMAN RESOURCES SECTORIAL COMMITTEE OF THE MARITIME INDUSTRY (CSMOIM)



Manou Bernard graduated from the Institut maritime du Québec with a degree in Navigation. She has extensive experience in the maritime sector, having worked as a Navigation Officer, Crew and Operations Manager, and Coordinator of the Navigating Personnel Training and Maritime Expertise Department in a major Québec maritime company.

She also studied Intermodal Transport Logistics and Management. She is currently the Executive Director of the Human Resources Sectorial Committee of the Maritime Industry.

Question 1: Who is Manou Bernard?

Answer 1: I was born in Québec City and, more than anything, have always loved all things maritime, even if no one in my family worked specifically in this sector. First, I was interested in a career with the Canadian Coast Guard. After meeting with a friend of my father's, who loved his job, I decided, instead, to attend the Institut maritime du Québec, in Rimouski, which, until then, I had never heard of. This was the beginning of my great adventure in the maritime industry!

As a Navigator, what fascinated me most was the sense of solidarity and closeness we developed on board ship, like a big, blended family. Here, I met people who were just as passionate as me, who shared the same values, including dedication,

team spirit, cooperation, excellence and open-mindedness.

I was also lucky enough to be able to discover numerous regions of the world. Then, I decided to work in a private organization in various management positions "on land". So, I'm already very familiar with the maritime industry and its partners. I'm also very familiar with the Sectorial Committee, since I sat on its Board of Directors for almost four years, including a year as Vice-President on the Executive Committee.

Question 2: What motivates you in your new professional duties?

Answer 2: What motivates me most in this new challenge is to be able to use my past experience



and ideas in an organization whose initiatives focus on human resources. Heading an organization that can make a difference to better support the industry will be a privilege for me. Among other things, I'm thinking of the many human resources-related issues that are ongoing and that are significant cause for concern.

Also, working to promote very diverse high-quality trades and occupations, both on land and at sea, is especially exciting. Many of these trades and occupations are still not well known. We need to reach a new audience, including young people who aren't familiar with the sector, to ensure a new generation of maritime industry workers. This will be essential in order to support this sector, which contributes significantly to Québec's economic development.

Question 3: Since you worked alongside the Sectorial Committee in your previous job, what do you consider your organization's greatest asset?

Answer 3: The Sectorial Committee is an essential partner for the industry and its workers. Over the years, the Sectorial Committee has positioned itself by identifying the issues and needs linked to human resources development. It proposes possible solutions and develops innovative projects in conjunction with the industry and its collaborators.

I believe the two elements constituting the Sectorial Committee's greatest strengths are: the productive exchanges with its collaborators and

the support of the organization's members for its different projects and working groups. The broad range of diverse qualifications marking its Board of Directors fuels discussions, which can be lively, but which, consequently, result in the sector being very well represented.

Question 4: What is your vision of human resources development and of the next generation of workers in the maritime industry?

Answer 4: An activity sector's strength depends, above all, on the quality of its human resources and their availability for the industry. The maritime industry groups together organizations working both on land and at sea. In them, we find numerous types of trades and occupations whose practice, in some cases, requires very specialized technical knowledge or certification in accordance with legislation.

In 2020, the Sectorial Committee published a study whose finding regarding human resources needs for the coming years was very worrisome. The sector's employers foresee hiring almost 4000 people over the next three years in a market that is already limited. We regularly hear that other activity sectors also suffer from this human resources shortage.

So, we have to continue our efforts to promote all of our trades and occupations to make our sector known and to make it as attractive as possible for this long-awaited next generation of workers.



Training to obtain higher certification, for navigating personnel, for example, must also be more accessible and diversified. However, to do this, training institutes will need support and investments.

Hiring internationally is also a potential solution. We need to improve the time required to integrate immigrants with maritime skills and continue to sign reciprocity agreements to reduce the discrepancy between the industry's needs and the pool of available workers, while working hand-in-hand with our partners.

To my mind, combining our collective efforts in order to contribute to developing maritime human resources and the industry's next generation of workers means creating human capital for the present and the future. It means laying the foundations for solidly underpinning a sector that makes a considerable contribution to our economy. Let's not miss the boat!