

65% of crew have suffered from work related stress



BLUE DUCKS

DO YOU GIVE A DUCK?

Proudly organised by



YACHTNEEDS
MARKETPLACE



ONSHORE
CELLARS
YOUR LOCAL WINE SUPPLIER

It's time to give a duck about mental health onboard.



THE STATE OF OUR INDUSTRY

Quay Crew took a survey and shockingly these were the results!

The superyacht sector is on the verge of a crew mental health crisis – that's according to the results of a recent survey which over 1,000 crew members from more than 50 countries took part in.

Sadly we all know someone who is or has been affected by mental health, and over half of superyacht crew say their mental health has deteriorated since working in the sector, with one in five currently suffering with poor mental health whilst onboard and a third having experienced this in the past.

Crew members across all departments (interior, galley, deck and engineering) suffer mostly from stress, anxiety and loneliness caused by burnout and fatigue, crew tension and politics, and poor sleep onboard.

As a result, almost 50% have considered leaving the yachting sector, but most choose not to because of the financial benefits. In terms of comparisons, mental health concerns are more prevalent among female crew and particularly common in the interior and galley departments. There also appears to be a correlation between the length of time someone has worked in the yachting industry, the amount of leave a crew member gets and their state of mind.

“A staggering 62% of crew claim they are not aware of any policies or practices to address mental health issues, but almost three quarters saying they would like access to dedicated support and resources, the superyacht industry needs to take urgent action.”



OUR GOAL:

TO RAISE AWARENESS BEFORE IT'S TOO LATE

Onshore Cellars and YACHTNEEDS marketplace's goal is simple. We want to raise funds and awareness and shed light on this silent killer before it is too late.

By setting up 'Blue Ducks,' we aim to encourage the industry to start giving a duck and help raise funds and awareness for any human affected by mental health within our industry, whether they work onboard or are shore-based.

Funds raised will go directly to ISWAN to assist with their helpline services.

In addition to the helpline, we will be establishing a crew mental health platform that will offer a comprehensive set of resources by health professionals, supporting and enhancing the mental well-being of individuals onboard.

At Blue Ducks Fundraising, our mission is to raise awareness of mental health challenges in the yachting industry by pioneering innovative fundraising initiatives. We are committed to raising awareness and generating financial support for charities that provide essential mental health services to yacht crew members as well as funding initiatives of our own, like free training. Through our efforts, we aim to create a supportive and resilient community where the well-being of every crew member is prioritized, and mental health resources are readily accessible. We believe in the power of unity, collaboration, and compassion, and are dedicated to steering a course towards a healthier, more supportive yachting industry.



OUR SUPPORTING PLATFORM

We don't want to just raise awareness and funds. We want to create a home where crew and industry professionals can find, help, support, courses, information and much more.

Features of our Crew Mental Health Platform:

1. Mental Health Resources:

- Access to articles, videos, and other educational materials on mental health topics.
- Information about common mental health issues and coping strategies.

2. Wellness Programs:

- Structured wellness programs focusing on stress management, resilience, and mindfulness.
- Regular challenges or activities that promote mental well-being.

3. Mental Health Assessments:

- Tools to help individuals gauge their mental health status.
- Surveys or questionnaires that can identify potential mental health concerns.

4. Supportive Communities:

- Forums or discussion groups where crew members can share experiences and support one another.
- Peer support networks or mentorship programs.

5. Crisis Intervention:

- Immediate access to crisis helplines or chat services.
- Emergency resources for individuals in acute distress.

6. Virtual Counseling Services:

- Access to licensed mental health professionals for virtual counseling sessions.
- Confidential and secure communication channels for seeking professional help.

7. Training Modules:

- Online or onboard training courses on stress management, emotional intelligence, and other relevant topics.
- Skill-building exercises for improving mental resilience.



CHOSEN CHARITY



The International Seafarers' Welfare and Assistance Network (ISWAN) is an international maritime charity which works to improve the lives of seafarers and their families with services, resources, strategies and advocacy.

Their vision:

Better lives for all seafarers and their families

For seafarers and their families:

For professional yacht crew, they operate the free, 24-hour helpline Yacht Crew Help.

+44 203 713 7273

THEIR IMPACT:

In 2022, ISWAN assisted over 13,600 seafarers and their families of 94 different nationalities around the world. Over \$450,000 was awarded to seafarers and their families in need by the relief funds administered by ISWAN.

International Seafarers' Welfare and Assistance Network in 2022:



Over 13,600 seafarers assisted by our team



94 different nationalities of seafarers contacted us



Over US \$450,000 awarded to seafarers by our relief funds



BLACK TIE EVENT - MAY 2024

IN PARTNERSHIP WITH...



Our first event will be the official introduction of Blue Ducks to the super yacht industry at Villa Djunah gardens in Juan Les Pins. We will be running a silent auction with incredible prizes donated by companies within the industry one month prior to the event. The formal black tie event will be where we announce the winners and raise further funds for ISWAN.

WHEN - Friday May 3rd

WHERE - Villa Djunah - A beautiful neo-mauresque architectural gem located on the sea front in between the centre of Cannes and the old town of Antibes

TIME - 19.00 - 23.00

DETAILS - Champagne and canapé reception, live music, speakers from various mental health organisations and industry professionals, announcement of prize winners, DJ.





HOW CAN YOU SUPPORT?

Benefits for Sponsors

Demonstrate that you support the need for mental health awareness within our industry and that you give a duck!

1. Sponsor the Black Tie Event - *in partnership with* **Gold Package €5000 - Up to 4 gold sponsors**

- Prime branding on all event materials and communications
- 12 month visibility on the foundations website.
- Unique URL to push yourselves on social media linkedin to Blue Ducks
- Social media coverage including curated promo video.
- Physical exposure - Each sponsor will have space for promotional material at the event.
- Photo wall - logo printed on large welcome photo wall.
- Professional photography and videography of the event.
- 2 representatives to attend the black tie event.

Silver €2000 - Up to 5 silver sponsors - with support from

- 6 month visibility on the foundations website.
- Social media coverage including curated promo video.
- Physical exposure - Each sponsor will have space for promotional material at the event.
- Photo wall - logo printed on large welcome photo wall at the IYCA.
- Professional photography and videography of the event.
- 1 representative to attend the black tie event.

2. Donate a raffle prize

Another way you can support is donating a prize for our silent auction. We are looking for **10** exciting prizes or experiences with a min value of **€500** to donated for a silent auction that is online and open to anyone around the world. **100% of the winning bids will be donated directly to ISWAN.**

- Online exposure - Your company logo, details of your prize, link to website and contact details on the foundations website for 1 month. (removed after the announcement of winners)
- Social media coverage including introductory interview.
- Photo wall - logo printed on large welcome photo wall.
- 1 representative to attend the black tie event.



WHO WE ARE?

FIRST AND FOREMOST, WE ARE EX-CREW



Founded by former yacht crew members, Ed and Jess Dunnett, Onshore Cellars has quickly become recognised for its superior service, extensive knowledge and the ability to deliver the impossible. As a result, the company has grown into the most respected wine supplier to yachts around the world.

Onshore Cellars has an award-winning selection of wines and spirits, which has garnered praise from yacht owners and crew alike. Over the past few years, the company has expanded through its online store, offering its exceptional list of wines and spirits throughout Europe.



YACHTNEEDS
MARKETPLACE

YACHTNEEDS Marketplace, the largest marketplace for yachting and maritime products, stands as the number one online platform meticulously crafted to support superyacht crews, pleasure boat owners, and key industry stakeholders in product procurement. Offering a sophisticated interface, users can effortlessly navigate through over 200,000 industry-specific products, utilizing search criteria such as part code, EAN, manufacturer, and brands. With precision and convenience, users can place specially sourced orders, ensuring swift delivery directly from a vast network of sellers to their address or to the back of their yacht.