

She Of The Sea – Driving Diversity

We recently had the pleasure of interviewing Jenny Matthews, Founder of [She of the Sea](#), and Anna Schroeder, Marketing Director of [Pantaenius Yacht Insurance](#), to discuss the similarities between the visions of both companies, how they found themselves in their current roles and how the future looks for eradicating bias across all sectors, including the yachting industry.

To begin, Jenny, where did the vision for She of the Sea come from?

I started She of the Sea after I passed the Officer Of the Watch 3000GT oral exam. I was met with enthusiastic congratulations from my peers, however, this was followed up by a startling statistic that stopped me in my tracks; “Congratulations, did you know there are fewer than 10 women in the industry with this ticket!”. At first I didn’t think it could be possible, but when I thought about it, in 8 years at sea, I had never seen another woman in either the deck OR engineering departments and only 2 other women in all the courses I had completed on my way to Officer.

I asked a simple question “*who else is out there?*” on social media, and after an overwhelming response from women all over the world, She of the Sea was born! Natasha Ambrose was one of the first other Officers to raise their hands to the question. Together, we are proud to be connecting with the many exciting sectors that make up the Yachting industry about this exciting and important conversation. Interestingly, what started as a desire to connect with other women at sea on the same career path has evolved into a powerful and universal vision that is resonating with all genders, both in the shore side community, and those at sea. That vision is realising a high performance, competency focused yachting industry, regardless of gender.

Anna, how was it that you came to work for Pantaenius? Did you always want to join the family business?

When you grow up with sailing, water sports and the whole industry around it, a certain interest is naturally pre-programmed. However, my decision to join Pantaenius was not always as clear as it seems. My father always left the choice open to me. It was my brother who finally convinced me. After school, I started working in the fashion industry but the culture there didn't suit me at all. So I gave the insurance industry a chance and started working for major carriers in London and Munich, in the marine underwriting sector. When Pantaenius was looking for a new marketing director – the division had traditionally been in my family's hands – I finally made the move and have never regretted it to this day. In marketing, I am able to combine my creativity and analytical skills with what I had learned during my studies and previous positions. In the end, this is where everything comes together, from product development to customer management.



Anna Schroeder with brother, Martin Baum.

Jenny, can you tell us a little more about your background?

As I joined yachting at 19 already determined to be a Captain, the majority of my adult life has been spent either at sea or in the classroom. Like most Kiwi's, my early years revolved around the ocean, and more specifically around rowing. I proudly represented the Silver Fern as part of the international pre-elite team as a coxswain at age 17. Considering the role of a coxswain is to facilitate the absolute highest performance of the team, it couldn't have been better training for my career in yachting, especially the psychology of crew synergy and performance.

Jenny, have you found equality to be an issue for you in your own career?

This is a really interesting point. Initially, I had no real concept of what impact going against gender norms had on my career. It wasn't until I started frequently hearing the same stories from other women, and then VERY different accounts from my male peers, that we started to see stark disparities between our experiences. We then started to look at the mountain of research into the subjects of diversity and inclusion from other industries and realised that this conversation was in no way a "yachting" one. There have been a few key factors identified that contribute to the current landscape, and as you can imagine, they are fascinating, complex and sometimes confronting.

For example, the difference in narrative delivered by those who fit the 'traditional' profile at the beginning of their careers, is very different from those who don't. Additionally, simple things like verbal and visual representation (or lack thereof) have an incredible impact on the perception we all hold about who can (and cannot) perform different roles. Outdated stigmas attached to a woman's ability to perform in these roles contribute to a very clear opportunity gap that has a huge impact on progression and promotion. These many different conscious, and unconscious, biases we all possess play significant roles in the current state of affairs.

Interestingly, there are also elements that can, in the end, be an advantage. Take for example the responsibility that many minorities feel to outperform their peers to “earn” their seat at the table. The feeling of having to be the absolute best just to be considered or respected drives many to ensure they top all their classes and maintain impeccable standards. Something that those who do not feel such pressure, may not necessarily feel the need to aspire to. These examples, of course, do not exclusively apply to women in deck and engineering departments, but can be seen to be present for any minority in any number of industries and professions.

Anna, the same question to you. Has equality been an issue for you in your own career?

The fashion industry, as I experienced it briefly, was much more colourful than the insurance or financial world, but it was also very homogeneous and not necessarily more open. What is clear, however, is that the insurance world in particular, as represented today by Lloyds in London, for example, is clearly a male domain. Women need a thick skin to assert themselves here. In one of my graduate programmes I was the only woman among thirty colleagues. At the same time, this exotic status gave me the chance to be seen, so to speak. Even though there are many negative clichés about so-called quota women in the industry, we should use this opportunity to make ourselves and others heard. Perhaps it also helped me growing up with two older brothers. That’s where you quickly learn to assert yourself.

Jenny, when you began the She of the Sea initiative did you find you had instant support or did you face opposition?

We were, and still do, find ourselves to be welcomed with great enthusiasm and engagement by both the shore and sea sectors! Of course, there will be those that are challenged by a change to the norm, however the feedback has overwhelmingly been “thank god, it was about time”. Interestingly this has come from all genders, with very strong support from the males

in the industry. It is clear that the men are championing the women in their lives, the ones working next to them, their partners and their daughters. Our analytics even show that of all the individuals visiting our website, 49% are male, reflecting the core ethos of diversity and inclusion and performance, as opposed to gender. The conversation is not about who does it better, but how we can all be better together, and that conversation is relevant to all of us, regardless of any other factors.



Jenny joins the panel at the maritime roadshow

Jenny, what changes would you like to see in the industry in say, the next 5 years?

I always say I don't want to see any more female Captains, only Captains. The best-case scenario is that there is no need for platforms like She of the Sea to exist. For us to all have a giggle that we needed an International Women's Day. For gender to disappear from the conversation completely. I believe that our industry will truly embody its position as

“cutting edge” when we are 100% focused on recruiting, cultivating and promoting the best people for the job, regardless of gender, age, nationality, sexuality... the list goes on. It's clear the industry is very much evolving from its wildest days, and as the fleet grows in size and number, the conversation of equality and diversity in our teams is part of that maturation.

Anna, do you think equality and diversity are an issue in the yachting industry, both onboard and ashore? If so, why do you think that is?

From my personal experience, the yachting industry has the same problems as many other industries. Of course, a lot is done for diversity and just because of the strong internationality of the industry, many and very different cultural and political influences have an impact on the industry, but leadership positions are still mainly held by men. In my opinion, this is due to the fact that even today, women generally still have to choose between family and career. If the balancing act is really to succeed, a lot of support from the family and professional environment is required.

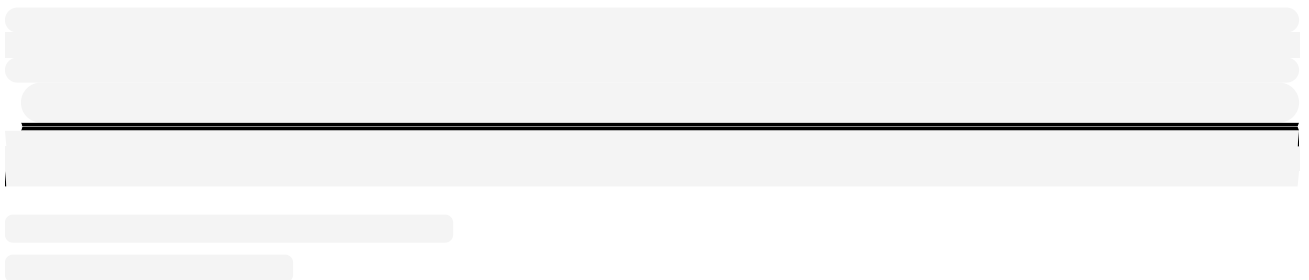
Anna, today, Pantaenius has a very diverse team. Was that always the case? And, if it wasn't, was there a conscious decision made to have a more balanced male/female team?

Indeed, Pantaenius has always been a very diverse company with many women in management positions. My father did not force this, but he distributed promotion opportunities equally and had the same expectations of all employees. Thus it happened that our branches in England, Spain, Sweden or Germany, for example, had female managers in areas from IT to sales and even female managing directors at an early age.

My father also never differentiated between me and my brothers; it was clear to him that if we wanted to join the company, we would all have the same rights and obligations. Today, my brothers and I naturally try to keep this recipe for

success alive and support and encourage women in the company.

[View this post on Instagram](#)



Jenny, what do you think the advantages are of having a

diverse team within a company? What are companies that still lack a proper strategy to diversify their staffing mix missing out on?

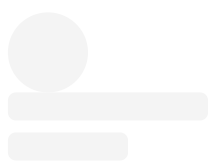
There is an incredible amount of data out there now that has shifted the conversation around diversity and inclusion from “is it good?” to “how best do we facilitate it within our organisations and harness the benefits”. Organisations such as McKinsey & Company, Credit Suisse and Morgan Stanley have released studies showing the many performance and economic benefits of diverse teams in all senses of the word, not just gender. The statistics clearly show the financial, performance and leadership advantages of diverse teams, that those organisations who do not actively work towards a diverse makeup, risk losing their competitive edge. This is so much so that Goldman and Sachs recently announced that it will no longer even take a company public unless there is at least one diverse board member, and VC firms are releasing statements essentially warning companies to heed the data and take action, lest they be left behind.

There isn't an industry or organisation out there that can afford to dismiss the advantage gained by creating diverse and inclusive teams. We are seeing huge funding and widely publicised campaigns from many global industries, including the likes of aviation and shipping, aimed at increasing their levels of diversity and inclusion (Google Captain Kate McCue). This is mirrored in sectors such as law and finance, as industries are no longer looking to see who is doing it, but who is doing it best and how.

We believe this is why She of the Sea is being received with so much enthusiasm by the Yachting industry. The global conversation has been happening for years. Those organisations that represent our industry leaders recognise this, and by uniting these change-makers, we will see significant progress across all sectors, ultimately benefiting the industry as a whole.

Anna, what do you see are the advantages of having a diverse team within a company?

Insurance and risk management is a balancing act. Many options and interests have to be weighed up in order to ultimately offer a meaningful, efficient, but of course, also economic service for all parties involved. So we can only benefit from the diversity among our decision-makers. However, this certainly does not only apply to the insurance industry. Teams that are too homogeneous quickly settle on a so-called “silver bullet”, and alternative opinions and approaches are easily neglected. Look at a sailing yacht on the regatta course: the crew works like clockwork but it can only do that because it is made up of people who have specific individual skills. There are simply no plausible reasons for companies to ignore what is actually incredibly obvious.



[View this post on Instagram](#)

A post shared by She of the Sea (@_sheofthesea_) on Feb 21, 2020 at 6:58am PST

Are there any similarities between She Of The Sea and Pantaenius?

Jenny: From the individuals I have had the pleasure of connecting with in person from Pantaenius, it is clear that the message of diversity resonates strongly. I was delighted to connect with the likes of Mike Wimbridge, who could not have been more enthusiastic about the message, and after connecting with others in the organisation, it is inspiring to see this already taking place within such a big industry player. I believe that both organisations are committed to doing their part from their own platforms to see this industry at its absolute best, and recognise that diversity and inclusion are a big part of that conversation

Anna: I think what unites She of the Sea and Pantaenius is first of all the way we both see people and our vision of how we work together. Both organisations are characterised by a strong hands-on approach. As different as they are, both organisations are born from personal experience and the desire to solve a problem. We believe in personal responsibility, in

the fact that we can all have a positive influence on our environment and fellow human beings, and that the best way to move forward is through partnership. Whether within the industry or with all those who use our services.

As a commercial enterprise, this is our driver of innovation. For She of the Sea this is the motivation to make the world a little better.

Apart from that, both organisations are of course about two things: a passion for yachting and girls who can handle saltwater.

What advice do you each have for women beginning a career in the yachting industry?

Jenny: I give the same advice I give to the young men joining the industry – that this is one of the most exciting careers you can have, and will be one of the most incredible opportunities for growth, but you have to be smart about it. A lot of crew entering the industry have no idea of the reality of day to day life on board. I was grateful to my mentor who shared the good along with the tough aspects, so I knew what may be ahead, and this level of preparedness is something I take care to pass on. My main advice to crew at the beginning of their career is to really get clear on their intentions and goals for their career and make a plan to achieve these. Additionally, as in life, surrounding yourself with like-minded and inspiring individuals is key.

Anna: It sounds like a cliché but follow your passion, then you will be good at what you do and ultimately successful. If you're unsure, get a mentor. I don't know why this concept is not lived out as strongly among women in the business world as among men. Of course, a little luck wouldn't hurt either. In addition, there is always something to learn, and until society really lives and breathes diversity, it does no harm to have a little extra expertise as a woman. There may be cases, where you have to be more ambitious than your male counterparts, so you should always be aware of your strengths

and continue to cultivate them. At the end of the day, however, you shouldn't overrate the issues and thus restrict yourself in your personality. The best advice we should all take to heart is to be a positive example for the next generation.

Mike Wimbridge, Pantaenius' Operations Director and Global Underwriter, also commented: "I would say that the vision for change that Anna and Jenny have, mirrors the fundamental basis underpinning Pantaenius. Mr. Baum senior (Anna's Dad) was a pioneer of the field of yacht insurance. He had lots of friends who had boats to insure and the policy didn't exist, so he wrote it himself. He made that first step, many years ago, and not only did it make Pantaenius what it is today but it also paved the way for the whole yacht insurance market to evolve. Once you have taken that first step, the sky's the limit. Yes you want to make an immediate change but, what you really want is for the whole industry to start the same journey and make a lasting change."

We thank Anna and Jenny for taking the time to share their inspirational insights. It's a really thought-provoking conversation and one that we hope will lead to a change not just in yachting, but in life in general no matter who you are or where you are from.



SHE OF  THE SEA

Yacht Manufacturers Embrace the Latest Yacht Trends

The world of yachting is changing at a staggering pace, driven in part by a new generation of yacht owners. This new generation desires to not only embrace the latest technology, but to also travel in a more purposeful way. Yacht manufacturers are adapting to this new generation of yacht enthusiasts, creating vessels designed for a new era of travel.

Here we look at some of the latest yacht trends, and how yacht manufacturers are rising to the challenge.

Yacht Manufacturing: A Changing Landscape

Eco-conscious, responsible travel

Today's younger generation of yacht owners are more eco-conscious than ever before and seek more responsible ways to travel.

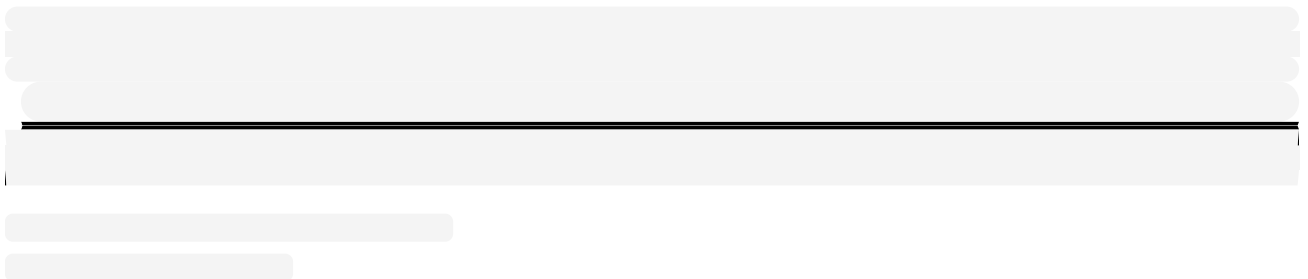
Yacht manufacturers are now developing yachts with a raft of sustainable features for low impact cruising. Just some of these forward-thinking sustainable features include state-of-the-art hybrid propulsion systems, solar sails, sophisticated wastewater recycling systems, and dynamic positioning which allows a yacht to maintain its position without dropping anchor, therefore minimising damage to the seabed.

Sailing Yacht A is the perfect example of a state-of-the-art yacht that embraces the very latest sustainable features. Built by yacht manufacturer Nobiskrug, this spectacular 142-metre yacht is one of the most advanced in the world, boasting features such as a state-of-the-art hybrid diesel-electric

engine and the tallest sail masts in the world, enabling her to harness the power of Mother Nature.



[View this post on Instagram](#)



A post shared by Nobiskrug Superyachts 🚢 (@nobiskrugsuperyachts) on May 4, 2019 at 10:52pm PDT

Six-star wellness treatments

Wellness is one of the latest trends being embraced on the world's most extravagant superyachts, with [yacht manufacturers](#) rising to the challenge to create ever more extravagant spas onboard. Some of the world's most decadent superyachts now boast spectacular wellness facilities that offer six-star treatments at sea, including indulgent facials, massages, body treatments, or even yoga and mediation sessions.

Yachts such as M/Y Legend, M/Y Solandge, and M/Y Beatrix boast some of the most spectacular onboard spas, enabling owners and their guests to relax and forget the stresses of day-to-day life.



Explorer yachts

Yacht manufacturers have seen an increase in demand for explorer yachts as a new generation of yacht owners seek more purposeful travel, whether it's discovering rare flora and fauna or visiting remote destinations to learn first-hand about the impact of climate change.

Built for thrill-seekers, explorer yachts are able to travel to the world's remotest locations, tapping into yacht owners' desire to travel to off-the-beaten-path destinations instead of traditional blue-water havens. Explorer yachts can travel further and chart more extreme waters, thanks to clever sophisticated design by yacht manufacturers, including larger fuel tanks.

M/Y La Datcha is the perfect example of a state-of-the-art explorer yacht, offering adventure without limits. Yacht manufacturers have expertly designed this yacht to cruise the planet's wildest natural regions, without sacrificing onboard comfort. Amongst M/Y La Datcha's many amenities there are two helicopters, snow scooters, a 3-person submersible, and a large selection of tenders to explore remote islands and icebergs.



Onboard state-of-the-art tech

Yacht owners are seeking the latest technology, with yacht manufacturers now building it into the very fabric of the ship. The Internet of Things allows for a more enhanced user-experience, with owners and guests able to customise everything from temperature, to music, or even art preferences

at a touch of a button. The use of disruptive technology such as artificial intelligence can also help onboard safety, security, and ensure operational efficiency.

There is no question that yacht manufacturers are pushing the boundaries of technology and sustainability, creating ever more elaborate yachts to match the expectations of today's discerning yacht owners.

Can't Get Onboard? Time to Get Online!

We've received many enquires from crew asking how they can continue progressing their careers and growing their skill sets during this difficult time. If you currently find yourself in a country-wide lockdown or held up in port until the Covid-19 emergency has passed, then take your learning online with Ocean Training.

Ocean Training has been offering online courses for everything from RYA Day Skipper to Celestial Navigation since 1998. Their 22-year experience in delivering distance learning has made them the number one resource for international mariners and yacht crew.



Ocean Training's high quality course manuals and content are RYA and MCA approved, and have been trusted by the likes of the RNLI, P&O Cruises, Jaguar Landrover and many RYA sailing schools.

Professionally qualified tutors support students throughout their study and course materials are supplied on a USB stick, together with any charts, almanacs or plotting sheets necessary.



Courses on offer include everything from RYA Day Skipper to Celestial Navigation, Officer of the Watch and all aspects of maritime theory. Both professional and leisure courses are available. Courses can be started at any time of year and completed at your own pace. Ocean Training also has a library of revision modules, for those simply wanting to revise and refresh their learning before returning to sea.

With more time on your hands than usual, this is a great opportunity to get some extra study in, arming you with a host of new certificates to return to the boat with.

Visit www.oceantraining.com for further details and to see the full list of courses available.

Inside View: How Covid-19 is Affecting this Summer's Crew Recruitment

It's not been the usual yacht recruitment season that's for sure, but some signs of movement are detected and slowly, tentatively, things are looking to be on the up.

Nicola Morgan, Director of recruitment firm Wilsonhalligan, has answered your questions about whether what remains of the season will go ahead, and what type of global yacht industry may emerge post Covid-19.

Q: Will a 2020 summer season in northern Europe happen?

This is still very uncertain – sadly, we are hearing that many yacht owners are holding-off on all plans for the summer but equally, we also have clients who are continuing to recruit, which suggests that they may be expecting at least some sort of season. No doubt, it won't be the usual Med yachting season, but I'm hopeful that things can start later and run later into Autumn.



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A post shared by wilsonhalligan (@wilsonhalliganrecruit) on Apr 24, 2020 at 3:58am PDT

Q: What is the current state of the job market?

Many of our positions were put on hold when the Covid-19 pandemic became serious in Europe. I think there was initial shock to what was happening, and most of our positions were cancelled very quickly. However, as time has gone on, we now have clients going through the recruitment process, it's just that most cannot give a definite start date or want to

quarantine crew prior to them joining the boat. It's not like any other pre-season we have experienced in recruitment, but there is definitely some movement going on.

Q: What are the biggest obstacles faced by crew?

Travel is a huge obstacle – even if we have jobs available, depending on where candidates are, it may be very difficult or impossible for them to travel. It is also having a big impact to those on rotation: in many cases crew changeovers have been stopped, meaning crew are staying on board longer than they should be (according to their rotation pattern). Unfortunately, we are also dealing with crew who have been made redundant or seeing a reduction in salary, which has a big impact on crewmembers who have mortgages, families, and other financial commitments.



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A post shared by wilsonhalligan (@wilsonhalliganrecruit) on Feb 28, 2020 at 3:09am PST

Q: Are Owners and Captains having to make difficult decisions?

Sadly, as with many other industries and businesses, Owners and Captains are having to look at any cost savings, which can result in crew being made redundant or having to take a reduction in their salary. There are also lots of logistical issues and decisions having to be made – this time of year, many yachts will usually be heading back from the Caribbean/United States to the Med, but with many ports in Europe closed this is resulting in yachts having to look at other places, like the UK.

Q: How will this pandemic affect the future of the yachting industry and crew recruitment?

I am hopeful that this won't have a long lasting effect on the industry, even if it does feel very uncertain at the moment. I think many people (including myself) will feel that this situation has certainly put a lot of things into perspective and I wonder if yachts (and businesses) will put contingency plans into place so they can better deal with similar

situations in the future.



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52.1m GRAVITAS ▯ Looking for a new position? Be sure to get in touch as not all of our positions are shown online. #Bestjobs #Bestcrew

A post shared by [wilsonhalligan](#) (@wilsonhalliganrecruit) on Nov 19, 2019 at 5:54am PST

If you're looking for a new position, you'll find

wilsonhalligan's current listings on [our jobs board](#). For further advice, resources, and to submit your CV for consideration, visit www.wilsonhalligan.com

Superyacht Toys for Serious Fun

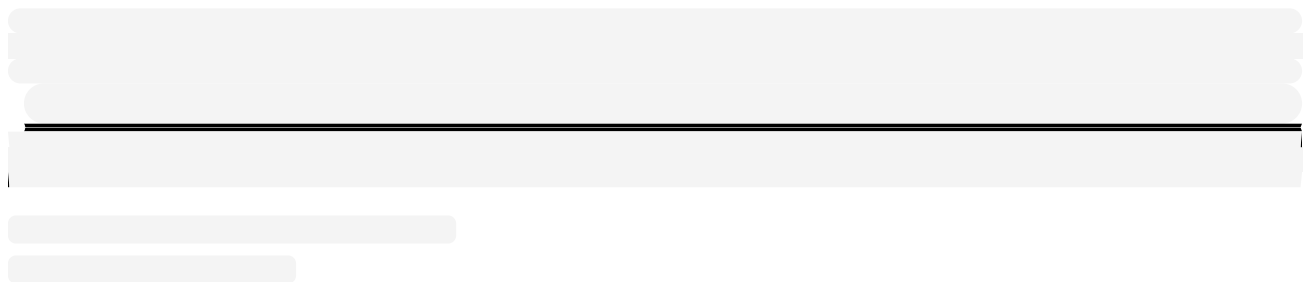
No self-respecting superyacht is complete without a stellar selection of water toys. If, like us, you're at home (or in the crew mess) enjoying a little more online shopping than usual at present, why not give the toy chest an update and take the fun levels up a notch with these top recommendations from [Ocean Independence](#).

FunAir Climbing Wall

Makers of a wide range of inflatables, FunAir have created a climbing wall specifically for superyachts. Providing a very realistic experience, but with a safer fall down onto the inflatable or the sea, this is a great yacht accessory for charterers of any age. The wall features handholds, climbing ropes, and courses to suit differing abilities and conditions. Conquer the climb!



[View this post on Instagram](#)



A post shared by FunAir (@funairfun) on Mar 27, 2020 at 5:05am PDT

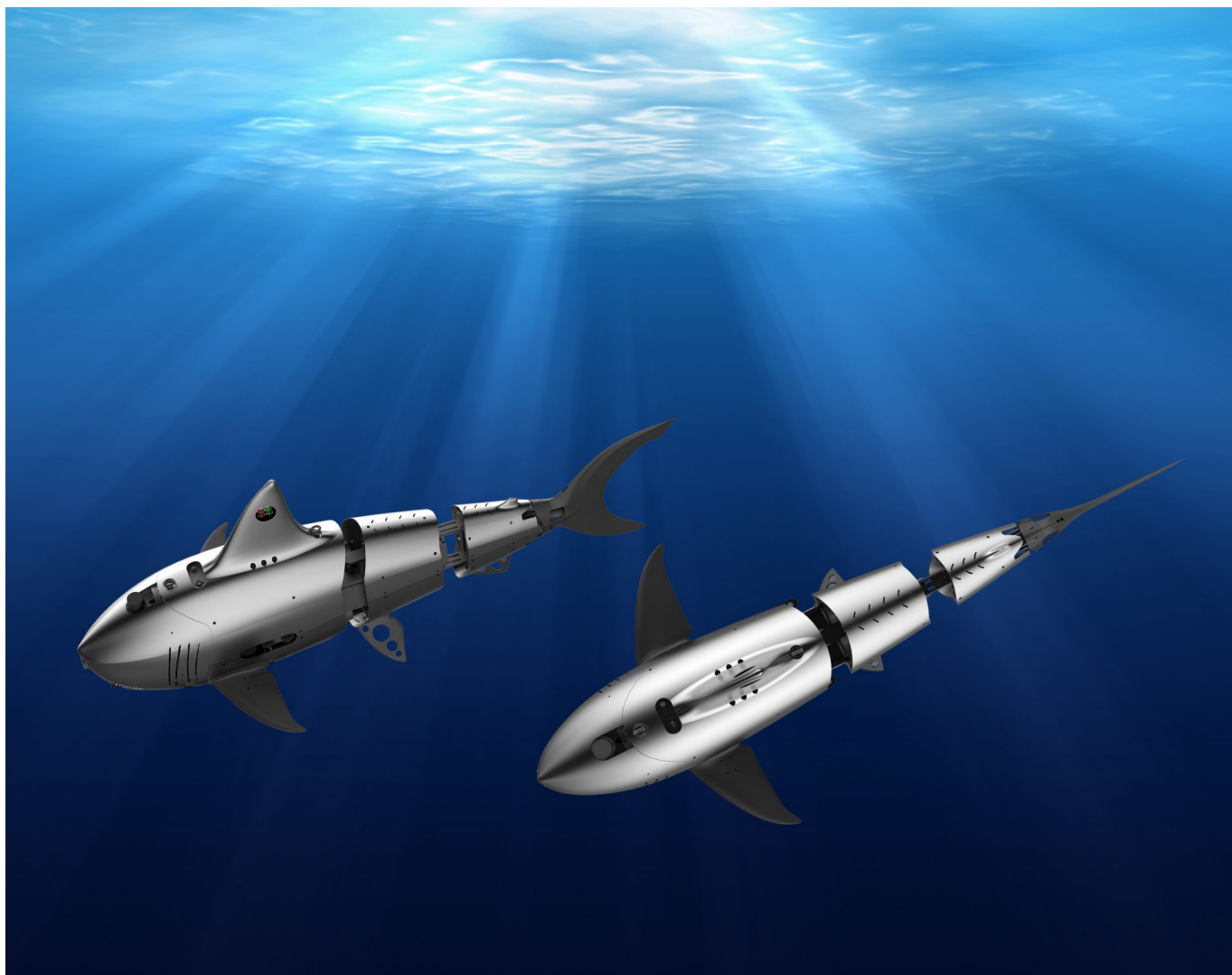
Bixpy Jet

Versatile and easy to use, the Bixpy Jet is an electric water-jet propulsion system, cleverly designed for use kayaks, canoes, inflatables and stand-up paddleboards to offer a motorised boost in the water. Light, efficient and surprisingly powerful, this innovative add-on allows you to explore further without relying on currents, winds or your own muscle power.



Robo-Shark

The six-foot-long Robo-Shark has been created by RoboSea, specialists in the creation of exceptional underwater robots. Robo-Shark can travel underwater at 10 knots and just like its namesake, with a shell constructed from sound-absorbing material, can silently sneak up on marine life to bring you those close encounters! With a battery life of two hours and the ability to travel down to 300m, this is a versatile, fascinating and innovative way to explore the underwater world from the comfort of the aft deck.



Wasp Foil Racing Boat

Up the adrenaline levels with a foiling Wasp. These foil-assisted flyers are great for racing around the bay, enabling you to fly above the water whilst harnessing the power of the wind. While some experience is required for safe operation, anyone with sailing experience should be able to pick it up without taking too many nose dives. Strong, stiff and practical, this well-designed and carefully constructed foiler is easier to sail than similar products on the market and easy to stow on board.



Tandem Jetovator

Created by Jetavation, the Tandem Jetovator is a ridiculously fun yacht toy that can lift a combined body weight of up to 400lbs. Fly above the water together, taking it in turns on the twin controls to show off your acrobatic ability at heights of up to 30 feet, with all the simplicity of riding a bike. You heard it hear first!



Recycled. Reusable. And to the Rescue.

Rashr have been making clothing from reclaimed ocean waste since 2016. The innovative brand has become well known for its customised and eco-friendly clothing, kitting-out superyacht crew, luxury resorts and sports teams all around the world.

With the outbreak of Covid-19, the team have turned their talents for designing sustainable clothing solutions, to the creation and production of reusable face masks.

REUSABLE PROTECTION MASK

with replacement activated carbon filters PM 2.5



Mask is made from breathable, quick drying recycled polyester with **OCEAN BALANCE** technology

The ingenious masks contain an activated carbon filter (rated PM2.5 – N95), protecting the wearer from any particles they may ingest through the nose or mouth, as well as helping to protect any spread to those around them.

Face masks have shown to be effective in capturing droplets, the main route of transmission for the virus, and some studies have indicated a fivefold protection level versus no barrier at all.

In many countries, it has become standard practice for a mask to be worn by anyone serving the general public, when travelling on public transport or when leaving the home to make an essential journey such as to the doctor, hospital or supermarket. If contact with others is unavoidable then, undeniably, wearing a mask cuts the chance of the virus being passed on.

With an international shortage of such vital Personal Protective Equipment, this reusable solution is a welcome addition to the market place.

Each mask comes with five disposable replacement filters and the mask itself, made from breathable and quick-drying recycled polyester, can be washed in your home machine.

Replacement activated carbon filters PM 2.5



The Rashr masks can be custom-designed, ideal for a company wanting to better protect its workforce, but masks are also available for purchase individually in a wide selection of designs.

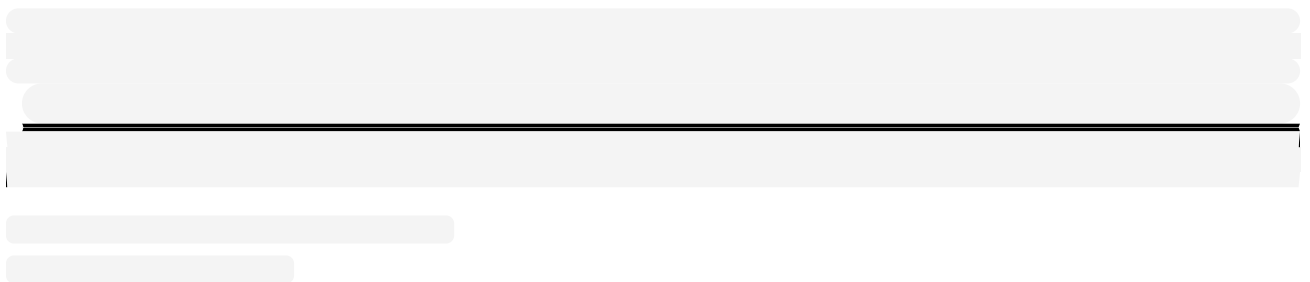
On an order of x100 custom masks, the pricing works out at €14.50 each (and that includes the x5 filters). For custom designs, there's a minimum order quantity of 50 and the masks are available in two sizes, adult or child.

Contact Kristina.m@rashr.com with all enquiries or visit www.rashr.com

The Rashr Marine Balance custom clothing range, which utilises lightweight fabrics made from 100% recycled polyester and reclaimed ocean waste, offers excellent UV protection and is perfect for superyachts and beachfront resorts. The soft feel fabric with two-way stretch can be used for all standard items of crew uniform as well as fitness wear, rash vests for water sports, towels and even buoyancy covers.



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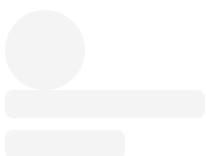
A post shared by Rash'R ~ The Rash Vest Company (@teamrashr) on Feb 12, 2020
at 4:16am PST

Fail To Prepare, Prepare To Fail

In the past few years, more remote and off-the-beaten-track destinations have grown significantly in popularity, with superyacht owners wanting to cruise uncharted waters far from the madding crowds of the Mediterranean and Caribbean hotspots. The most remote corners of the world are more accessible than ever before, with huge technological advancements and specialist companies in place to aid such expeditions, but there is still a need for careful preparation, especially from crew. Check out our top tips for far-flung crew heading for remote destinations.

Fail to prepare, prepare to fail

Planning really is key when it comes to stepping away from the normal milk runs. Gone are the safety nets of the Mediterranean where accessible land with near enough all of the services you need is only a stone's throw away. Crew need to be ready for any potential eventuality; whether that be having the boss's favourite soft drink stored away in excess, up-to-date charts of new areas at hand, permits applied for and gained in advance or enough spares onboard for absolutely anything that can break. Make sure each department draws up a plan of what they will need to do before leaving for the more remote destinations, including time scales. Having maintenance schedules in place will give you an idea of what you need to stock up on and the jobs that will still need to be done, even whilst away from the comfort of those big, well stocked, marinas.



[View this post on Instagram](#)



Every island in Indonesia is unique especially Tual with their colourful huts on the water #wonderfulindonesia #colors #indonesia #photography

A post shared by [Michael Stuart \(@theflyingyachtsman\)](#) on Mar 31, 2020 at 3:38pm PDT

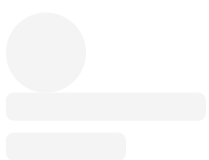
Stay connected

We all crave a little ‘off the grid’ time occasionally and enjoy the excuse of having no 4G – turning off those endless Instagram stories and WhatsApp groups can calm the mind and give you a mini digital detox! But if you’re about to venture off the beaten track, you could find yourself out of touch for far longer than an overnight crossing. Check your yacht’s

satellite communication connections and, if only simply for emergency communication and weather updates, ensure any black spots are foreseen. Technology and global connections have advanced in leaps and bounds in recent years. On arrival, identify where a local SIM card can be acquired and where you might be able to get access to Wi-Fi.

Soak up all the knowledge

When it comes to travelling, no matter how you are doing it, there is nothing better than the value of local knowledge – having a local contact can really make a trip and help you see the best of a destination. The same is true for superyacht cruising, local agents are somewhat of gold dust to Captains, and they can help sort everything from cruising permits and provisioning to helping you navigate changing legislation and advise on itineraries. Aside from agents, there is also that old fashioned method of talking to people! As yacht crew, you are likely to have a worldwide circle so make use of your connections and ask around. If you know people who have ventured into the unknown before, ask for their tips, advice and recommendations. Finally, don't underestimate the power of Google; get online and get researching. At the very least, with research under your belt, you will be able to enjoy that day off without wondering what to do and where to go.



[View this post on Instagram](#)



Using a wide-ranging network of uniquely qualified experts, including researchers, conservation scientists and anti-poaching units, experience the heartland of Africa – the Mara and the Serengeti – through the lens of the crucial conservation efforts being undertaken. [📷](#) [📷](#) Get in contact with our Private Adventures team to find out more.

A post shared by [PELORUS](#) (@pelorusx) on Feb 23, 2020 at 10:02am PST

Safety first

Safety is non-negotiable on a superyacht. As well as your fellow crewmembers, you also have the responsibility of owners, guests and charterers. Making sure you have the appropriate equipment on board is important but even more so

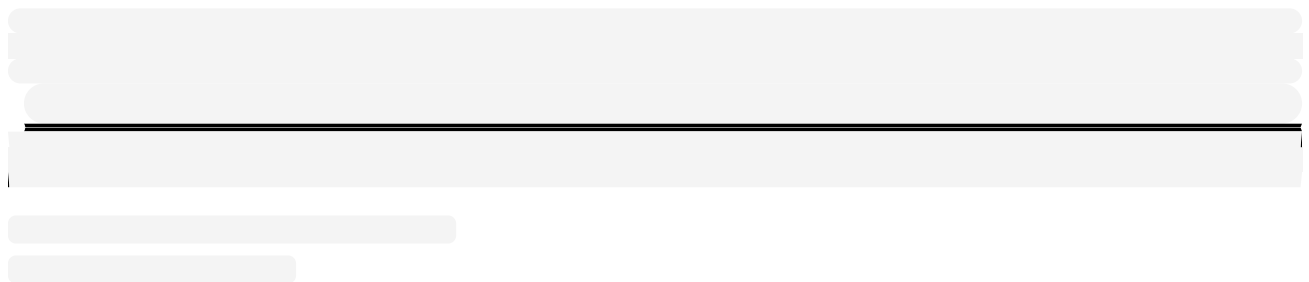
is knowing how to use it: ensure that as crew you have regular safety drills and checks in place. When it comes to medical kits for off-the-beaten-track cruising, they need to be extensive. In the remote corners of our oceans, access to hospitals is a fantasy. Having qualified crew onboard who are able to deal with emergencies as well as seek external support, from companies such as MedAire, is vital. For day-to-day medical kits, stock up on brands that you are familiar with and make sure you have enough for the duration of the trip.

Shop till you drop

Imagine a whole season without the boss's favourite snacks or, god forbid, the crew's favourite snacks...! When you travel off-the-beaten-track, the provisioning game gets a whole lot harder. What you will be able to access in the food department will largely depend on where you're going. If you have the space (if you don't, make some!) then it is vital to stock up on things that you know you will use over the course of the season. Ensure you have good galley storage for dried goods and keep tight inventories on everything. When it comes to menu planning, get in touch with local agents to find out what will be available and get your hands on any local fresh produce that you can – it's a great opportunity for the Chef to get inventive as well! In terms of drink, ensure that your inventories and information are up-to-date, as some areas require that you pay tax levies.



[View this post on Instagram](#)



A post shared by VSF Group (@vsfgroup) on Jun 21, 2018 at 2:58am PDT

And...enjoy!

It's not everyday your job could take you from the tropical spots of Bora Bora to the most remote anchorages off Alaska, so follow the above advice and then get snap happy, make memories to share and enjoy.

Gin. With A Twist.

In 2012, Ben Maguire set out to establish a gin brand with a modern and indeed nautical twist. What ensued was a true voyage of discovery; lead by a love for the sea, a sense of adventure and a passion for distilled alcoholic tipples that derive their flavour from juniper berries, Ben founded The HMS Spirits Company in 2016.

“When I set out to establish my gin brand, there was already a huge selection of gins on the shelf, but I knew there was space for something with specific appeal to people like me. Deep down I’m a bit of a stickler for tradition but as a young entrepreneur, I love trying out new things and seeing where that takes me.”



Ben invested in a 35-litre copper still and installed it in his home garage. Over the next few years, Ben worked hard (oh so hard!) trialling new recipes, different blends and botanical mixes to get the perfect flavour – a gin that respected the art of the London Dry method, but also delivered a fresh and unexpected twist.

The naval background of Ben's family and his close proximity to the sea inspired the brand name, and HMS Spirits quickly launched a whole fleet of products – including the Mary Rose, the Dreadnought and the Elizabeth Gin.

The Mary Rose Gin is the company's flagship. Offering a well balanced and juniper-heavy London Dry Gin, the Mary Rose also pulls in notes of grapefruit with a soft rosemary finish. Testing this one out for myself, I recommend a chunky slice of pink grapefruit and a blueberry or two.



The Dreadnought is a Navy-strength gin, packing a powerful 57.5% proof. Following the same flavours as the Mary Rose,

this is for those with a more developed relationship with alcohol!



Taking its name from the HMS Queen Elizabeth, the Elizabeth Gin is a delicate number with a natural elderflower distillate. It's light, bright and slices through a hot summer afternoon like a speedboat on the Cote d'Azur. The Elizabeth Gin is perfect in a zesty cocktail – ice, tonic and a twist of orange. Yum.



HMS Spirits is distilled in small batches using a traditional copper pot and Ben sources only the finest ingredients, in order to keep his gin delectable to even the most discerning of palates. The range has won an impressive array of awards and with something else already in the still, standby for a new flavour soon.

Travel, adventure and a progressive approach to the boundaries of one's own comfort zone, are values that remain at the core of the brand's philosophy.

Follow their journey at www.hmsspirits.com or stalk them on social media, search for [@hmsspirits](https://www.instagram.com/hmsspirits).

...Do we need to remind you to drink responsibly? ☺

Superyachts and Their Mini-Me's

Compass Tenders have been building custom tenders since 2004, however, it was orders made for some of the most iconic superyachts in the industry between 2012 and 2019 which has seen the boat building and design team reach international acclaim.

Recent deliveries include: two tenders styled by Raymond Langton Design, two tenders for a Luca Dini Design, two 10m custom tenders for 110m MY Anna (Feadship – the yard's largest superyacht to date), plus a semi-custom Latitude Limousine and an Open Tender for Oceanco's 90m DreAMBoat.



The 10.9m Limousine for a 90m OceanCo

Particularly notable amongst Compass' past constructions are the 11m limousine and 11m sport tender for Feadship's 99m Madame Gu, an 11.6m limousine tender for Lurssen's 91m Lady Lara, and four tenders for Lurssen's 123m Al Lusail – including two 11.2m limousines.



11m Limousine tender for Madame Gu

Company Founder and CEO, Richard Faulkner, attributes the company's success to its ability, and indeed flexibility, when it comes to working with other exterior designers and the exacting standards of their clients.

"We often work with the exterior stylist of the mother ship on the design of the tender. Ensuring that design characteristics of the larger superyacht are echoed in the tender, the result is a completely unique vessel that, quite literally, operates in perfect partnership. We pride ourselves in our versatility and capability to fulfil an owner's requirements. In some cases, it's a small fleet of tenders required to match various requirements, but our approach is the same – create a united aesthetic whilst ensuring optimum performance and usability."

Compass encourages owners, captains and project managers to start thinking about their tender requirements at the earlier stages of the design process. By identifying in advance what space is available and type of craft that is going to be required, bespoke designs can be developed which can not only be stowed aboard with space optimised down to the millimetre, but be delivered without delay; ready to serve the owner on their first ventures out to sea.

Throughout the process, Compass work closely with the project manager to identify the necessary design elements and features, and will also liaise with the client's yard team to ensure continuity of finish, quality and integration within the tender garages.



Made to measure – the 11.2m Limousine tenders for 123m Al Lusail

Richard goes on to explain Compass Tender's award-winning design process:

"Following the client's initial enquiry, our highly skilled and experienced design team assesses the client's requirements to identify the best starting point for design and styling."

The first decision to be made is to see if we can offer one of Compass Tenders' existing 'platform packages' or if we should propose a fully custom solution.

Our clients expect to see fully rendered images of what we

propose and, therefore, the next stage is to complete a 3D exterior design, and this is used to achieve the renderings. At this stage, we would ask for images of the mothership so that we can take the necessary styling cues and include them in the tender's design.

Once an overall design and rendering package is achieved to our satisfaction, it goes to the client for review and comment, ready to move forward to the contract design stage.

It is also important to consider the engineering package and overall specification at this stage. At Compass Tenders, we work exceptionally hard to not just meet the requirements but exceed them – it is always better to over-deliver!”



Interior view of an 11.2m Limousine, with an innovative open aft bulwark

Upon delivery, Compass provide their clients with a thorough handover procedure full training and familiarisation is offered to the crew. The company also boasts a robust aftercare service, attending to any warranty requirements and supporting the Captain with an on-going maintenance programme

with technological and performance enhancements when appropriate.

The Compass Tenders shipyard and design offices are located on the River Hamble in the UK – perfectly positioned for sea trials on the Solent – and the workshops span in excess of 25,000 square feet, enabling the construction of several vessels side by side.

Visit www.compasstenders.com for further details.

BEACH SETUPS – DONE SUPERYACHT STYLE

A superyacht charter provides many advantages, luxuries and delights that are rarely found on any other kind of vacation. The superyacht-style beach setup, amongst others, is a fine example of how yachting's superior panache can make your holiday that extra bit more special.

With a trip to the beach, the only thing a charter guest need consider is the theme. When it comes to a superyacht beach setup, the experts at [Camper & Nicholsons](#) suggest a romantic candlelit dinner as you watch the sun disappear over the horizon then, by night, a luxurious beach lounge whilst you gaze at the stars. They also recommend an afternoon family barbecue with beach games and recreation on the shoreline, or setting-up for your own private cinema screening on the sand with an inflatable TV frame and projector!



Photo courtesy of Camper & Nicholsons

A crafty crew will arrange a beach setup that equals, if not surpasses, the greatest efforts of any leading event coordinator. The Chief Stew will complete all requirements with creativity and care, the Chef will prepare a gourmet barbecue or fill your plate with exquisite dishes that are all the more enjoyable with sand under foot, and the Deck Crew will facilitate all of this into reality – usually, without you even noticing they’ve been gone.

Imagine a gourmet dinner surrounded by Tiki torches and fairy lights – your own al fresco restaurant. Exclusivity is guaranteed at this establishment.

These barefoot luxury experiences are all part of a superyacht charter experience. From superyacht to shore, make memories that will last a lifetime.



Photo courtesy of Camper & Nicholsons

The Growth of Disruptive Technology in the Yachting World

Exciting new technology is seeping into the yachting industry, changing the way yachts operate and enhancing the experience of owners and their guests. This disruptive technology, coupled with cutting-edge design and a raft of sustainable features, is changing the yachting world for the better. Driving this change has been the ongoing trend for hybrid yachts and explorer yachts, which combine the very best of this disruptive technology.

Disruptive technology at the forefront

The trend for hybrid yachts, which naturally embrace the latest in disruptive technology, also shows no sign of abating. Utilising advanced hybrid technologies that boast fuel-efficient performance for low-impact cruising, hybrid yachts also boast a raft of sustainable features, including wastewater recycling, cutting-edge dynamic positioning systems, and solar panels, to name just a few of their innovative features.

Technology such as the Internet of Things, which allows for a more enhanced user experience, coupled with state-of-the-art integrated technology built into the very fabric of the yacht, is increasingly becoming the norm on the world's most innovative vessels. This is driven, in part, by ultra-high-net-worth millennials who wish to embrace the latest in disruptive technology.

Efficiency, optimisation, and enhanced communications are also the focus of some of the latest disruptive technologies. This includes the use of artificial intelligence, which can enhance on-board safety, security, and a yacht's operational efficiency.

Crew training is also being enhanced thanks to the latest technological advances, including the increasing use of virtual reality, allowing training to take place whenever, and wherever in the world.

Cutting-edge custom yacht design

[Sailing Yacht A](#), launched by leading German shipbuilder Nobiskrug, is a perfect example of a yacht that embraces the very latest in disruptive technology.

Boasting a custom yacht design, this striking ocean-going vessel marries technological innovation alongside a host of sustainable features, born out of the desire of her owner to push the boundaries of engineering.



A_PeterSeyfferth

One of the largest and most advanced yachts in the world, Sailing Yacht A boasts a state-of-the-art diesel-electric propulsion system alongside cutting-edge navigation systems, while her three masts are the tallest and most highly loaded freestanding composite structures in the world, giving her sailing potential.

Designed by world-renowned architectural yacht designer, Philippe Starck, her custom yacht design is one of the most innovative in the world, with her unconventional design and lustrous silver-metallic surfaces challenging traditional aesthetics. Constructed of steel and incorporating carbon fibre and composite to keep her weight down, everything about

her design is extraordinary, from the completely clutter free deck, to her striking seamless lines and underwater viewing pod.

Another leading yacht is M/Y Artefact, a high-tech environmentally-conscious 80-metre hybrid yacht that expertly marries green technology alongside the latest disruptive technology to help minimise its environmental footprint.

Boasting an innovative custom yacht design, her many features include solar panels, a DC-bus diesel-electric Azipod propulsion system, dynamic positioning system, and a wastewater recycling system. Her striking looks are enhanced by a floor-to-ceiling glass central section, made up of 740 square metres of glasswork weighing in at a staggering 60 tons.

There is no question that disruptive technology is changing the yachting world, including the way in which people not only use yachts, but their experience onboard them too, for the better.



How To Do A Car Show, Superyacht Style.

We met with Compass Tenders and superyacht PR and marketing firm Hillier & Hughes at Goodwood Motor Circuit today, to learn more about this year's plans for The Superyacht Suite at Goodwood Festival of Speed.

The Superyacht Suite is now in its third year and for this year's edition the capacity has been doubled. Compass Tenders and Hillier & Hughes have collaborated on the organisation of The Suite to expand the hospitality and networking opportunities and heighten the event's profile.



Companies represented at the 2019 edition included Baltic Yachts, YC0, H2 Yacht Design, Pendennis Shipyard, Malcolm McKeon Yacht Design, Clyde & Co Law, Breed Media, Southern Spars, Compass Tenders and Benetti.

“We’ve attended the Goodwood Revival in a corporate capacity for the last seven years and in 2018 we started taking a hospitality package at Goodwood Festival of Speed as well. Always unique and fantastically run events, we identified how well the day facilitates client networking,” comments Richard Faulkner, Founder and CEO Compass Tenders.

“We wanted to bring like-minded people together in a relaxed and enjoyable atmosphere to talk superyachts and admire the design and engineering of some the world’s most notable cars.”



[View this post on Instagram](#)

A post shared by Goodwood Festival of Speed (@fosgoodwood) on Dec 21, 2019
at 3:16am PST

The Goodwood Estate encompasses some 12,000 acres of organic farmland and runs a wide array of annual events across the site, utilising the estate's motor racing track, racecourse and numerous properties. The estate also boasts two championship golf courses, one of England's oldest cricket grounds and an aerodrome. Sporting event highlights include the Festival of Speed, Goodwood Revival and Qatar Goodwood

Festival (formerly Glorious Goodwood).

I asked Caroline Butler, Goodwood's Senior Business Development Manager, what makes hospitality at Goodwood so special, "We pride ourselves on bringing a contemporary and innovative twist to centuries of tradition. What makes the hospitality packages at Goodwood so unique compared to other sporting events is the variety of things to see and be enjoyed throughout the course of the day, and that it is a full day as opposed to a couple of hours at a sports game or similar. We position guests trackside; right in the heart of the action, to give them the greatest experience possible."

The 2020 edition of the Goodwood Festival of Speed is the event's 26th year and over the course of the four-day showcase is expected to attract in excess of 220,000 people.



On Thursday July 9th, the organisers of The Superyacht Suite invite you to skip the queues and take a front-row seat to some serious motor power. The Suite is a private room in the Hill Pavilion, located on the first bend of Goodwood's notorious Hill Climb – offering one of the best viewing

locations in the park and easy access to the other static displays. The exclusive and air-conditioned space has an exterior balcony and adjacent private car park.

Table applications are now open, allocated on a first-come, first-served basis with limited places remaining.

The package includes:

- General admission to Goodwood Festival of Speed on Thursday 9th July
- Breakfast
- Lunch
- Traditional afternoon tea
- Unlimited house wine, beer and soft drinks throughout the day
- Event programmes, race cards and ear-piece radios
- Superyacht Suite goodie-bag

Please contact Roxanne@hillierandhughes.com for prices and further details.



