

# Council

## David Brander



**Please give details of all diving industry related interests, whether remunerated or not, and any other potential conflicts of interest**

None

**What do you think are the key challenges facing BSAC, and what should we be doing to address them?**

Some of the key challenges BSAC face are the most obvious ones like covid-19, lockdown, reduced travel, these all have an impact on, not just diving itself, but the recruitment of new members and the financial health of BSAC, however the strategic direction that BSAC chooses to take will change how BSAC faces these challenges.

Addressing these issues is difficult, BSAC is many things to many different people and while a focus on diver training may suit some people, others may just want to go diving, and some may prefer BSAC to focus on the environment. To address this BSAC must set a strong strategy and engage with members to deliver that strategy.

Despite a positive jump in member numbers a couple of years ago, BSAC has seen a continual decline of members over a long period which has recently been exacerbated by the global pandemic, with fewer people able to go out this has meant lower engagement with branches and a lower number of new members and as current members lapse or leave BSAC, our membership numbers have taken a dip.

To address this challenge BSAC needs to ensure it continues to provide NGB guidance to its members about how to dive safely and factor in issues relating to covid-19 to members/branches risk planning and mitigation. The safety of our members is incredibly important and encouraging members to restart training and diving safely will include multiple avenues, in-person training will always be a part of that but also improving BSACs digital training offering to allow more courses to have access to e-learning is important.

**We have identified that the Board would benefit from the following areas of knowledge, skills and experience:**

- Legal Expertise
- Commercial / contract management
- Human resources / Organisational transformation
- Business development and product development
- Finance
- Numerical or analytical skills
- Strategy and Risk Management
- IT, especially IT-enabled business change and programme management
- Policy development
- Marketing and Branding
- Communications and Social Media

**Please describe how you would contribute to any / all of these areas**

As a current member of BSAC Council I have been working on IT for the last four years with HQ, from website development to internal processes/IT architecture to the recently announced BSAC app. I would like to continue to work with HQ on our IT strategy.

In my day job I work in commercial management for a Tier 1 global ISP as a Senior Pricing Manager, working closely with our pre-sales function, Legal team, Commercial Director, and have a broad experience of contract negotiation/commercial clauses and bid management.

#### **Personal statement**

Since joining Council six years ago, I have learnt what is important for members and tried to turned that into results. I have taken a proactive role on Council leading the IT strategy with HQ to ensure we have a strong digital offering through our website and recently through the development of a BSAC app. Previously I worked to get student members a vote in elections, giving them a voice at AGMs and continue to support other Council members who have taken over our student member work.

In the last few years I have been working on our IT infrastructure, helping to plan out what divers want and need from BSACs digital offerings, such as online instructor materials and managing memberships, and helped BSAC deliver a website of which we can all be proud. I have worked with HQ and the IT team to push for eLearning and improvements to our digital shop for which we have made significant changes to backend processes and systems to make our members' lives easier.

I want to continue to push our digital offering forward with new developments and tools for BSAC divers. Recently BSAC has announced the BSAC App, a facility for members to manage their details, check qualifications among other features. There is a roadmap for functionality such as instructor lesson sign off and I want to see that through.

I am a passionate and committed BSAC diver that loves to get stuck in, BSAC has seen its fair share of challenges recently, covid-19 being an obvious issue, but I want to continue to help BSAC to grow and improve itself, giving divers more facilities to deliver training, make easy changes to personal information and join events.

Contact me [fb.com/CouncilDavs](https://www.facebook.com/CouncilDavs)