

Robin Kirkpatrick



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

I occasionally provide pro bono support to the commercial diving industry aimed at better understanding industry incidents, learning from same and generally promoting safer diving practice. I can categorically state that I have no conflicts of interest.

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

Some of the challenges facing BSAC are outlined in the election pack issued to all council position applicants. So too is the current process of review and adaptation of the operating and strategy models. Having been co-opted to Council last year I have been privileged to see at first hand the effort and commitment that is going into this process and this needs to continue.

BSAC is all about its members, no matter where they are based, whether direct, via branches or centres, nationally and internationally. It is about supporting their diving and interest in the underwater world. It is about giving members more control through system visibility and usability as well as updating training and experiential flow to meet or preferably exceed expectations.

Society recognises the importance and significance of diversity and BSAC needs to continue and indeed build upon its already significant efforts in this area. Society has also seen a lot of change in recent years with quite a marked generational trend towards, and acceptance of, digital training media aligned to progression through standards and onwards to certification. Peer agencies are moving rapidly to tap into this which means this is a threat to BSAC membership levels that should be

mitigated mainly through continually effective engagement and delivery of tangible benefit to members.

Diving and the underwater world have always been and will always be of fascination to many. This fascination almost always starts at an early age. Engagement during these early years coupled with meaningful involvement through developing years will likely lead to retention of interest and continued alignment with the club. BSAC's action in promoting snorkelling, creating the 'Discovery Diver' grade and expansion of scope into shore based activity has already started to generate interest from new members and very likely retention of existing members. This open-minded approach and ability to carefully manage and execute change is what will shape BSAC in the future.

Along with the next development phases of the BSAC App and its training, coaching and overall visibility benefit to members, as the club brings its new Management System into service, this will significantly improve the ability to respond, rather than react, to changes in member need and indeed expectations. It will enable more effective measurement of what defines 'success' and contribute significantly to the establishment of genuine continuous improvement.

In summary. Keep improving member engagement. Follow the strategic plan. Embrace change.

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

Having stood once before for Council membership and been unsuccessful I felt that I had let down the many members who voted for me at the time. Reflecting on that outcome, I think that at the time my knowledge of BSAC fell short of what it should or could have been and this may well have impacted voting.

Since that time, my external background and interests have not changed other than I have a few more years of experience and learning! My working life has involved and still does cover a broad scope of interest including but not limited to; Brand Development and Marketing; PR, Media, Comms and Reputation Management; Strategy Definition, Development and Implementation; International Business Development and Partnering and also playing a small role supporting the commercial diving community in its efforts to improve diver safety. My maritime background as a former ship master has never left me and I maintain an active interest in the maritime world as executive and non-executive director in various companies.

My business tag line is, “Transforming People, Businesses and the Marine Environment.” I do so nationally and internationally using my knowledge, networks, experience and commitment to improvement. This will be my contribution to BSAC.

In my initial attempt to stand for Council I commented that I was going to ensure that I developed greater knowledge of BSAC, develop my understanding of member views and make a greater contribution to training and coaching. I am pleased to say that I have done just that. My own training in diving spanned many agencies such as PADI, TDI, IANTD, PSAI and ScotSac and now as a BSAC OWI (as well as a technical open and closed circuit diver) I’m continuing my BSAC training and learning journey this year developing my own teaching credentials through ADP and Advanced Instructor. My personal goal is to become an instructor trainer. As my own journey continues, so too does my deeper understanding of BSAC threats and opportunities, training content, standards compliance and of course member engagement. What better place to talk to other divers than on training courses?

Personal statement

Co-opted to Council last year, I now have a wonderful insight into what makes our club ‘tick’. I see the areas of progress, the aspects which are presenting challenges and the key opportunities.

I really want to stay associated with Council, adding value to club activity and most importantly to all the members who are collectively ‘BSAC’. Please consider voting for me. I won’t let you down.