

## Yasmine Thorn



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

I am a BSAC Advanced Diver and Open water Instructor.  
I originally trained with PADI in 2012  
I am BSAC Universities Coordinator

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

BSAC is in an exciting time of change. With change comes challenges. It is noticeable that the way divers engage in the sport within the UK is different to how they did traditionally and BSAC is adapting its ways of working to match this. This is evident in the implementation of the BSAC app, online learning DTP courses and the addition of the new Advanced Ocean Diver course. I would look to create a clear framework of monitoring and feedback to ensure that more data is gathered from our membership, as well as the broader diving community. This, supplemented by market research on our competitors, will help to ensure that our organisation is able to see these changing trends quickly and develop targeted responses to them. After all, BSAC is a membership-based organisation. We should be acting for our members interests. This is even more important in the cost-of-living crisis as we want to ensure that we have a valued and high-quality offering for our existing and new members.

Some of the ways in which the sport is evolving is the increased participation of women in scuba. This, along with our club's commitment to supporting diversity makes the need for a focus and targeted approach to ED&I evermore important. The challenge with this is that it harbours a need for a cultural shift. Better reporting and governance frameworks are needed to better shed the light on areas we could improve in our organisation and to ensure we are meeting our obligations as a national governing body. As noble as these intentions are, we must also ensure that

we are able to act and be accountable when we are falling short. I feel that our disciplinary, grievance and misconduct reporting policies need to be updated to both clarify and streamline. It should be easier and clearer as to how we deal with grievances and potential cases of misconduct and policies in place should allow for fairness (for all involved) in how they are dealt with, measures to safeguard vulnerable members and clear options for resolution of conflict.

Another challenge facing the organisation is growth. Growth is great and it will help our organisation to flourish but it does require an evolution. We need to adjust the infrastructure around our organisation and ensure our technology, policies, processes, and products are adequately able to support the growth in membership.

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

I have a background in governance and work in HR, business management and crisis solutions. I have professional experience in managing large scale projects that aim to shift the view and culture of an organisation. My experiences within the diving industry are limited to those from my current positions within BSAC. Having sat on council since May 2022 I have been involved in various projects and identified organisational strategy as a keen area of my interest. This combined with my knowledge of project management and change implementation as well as propensity for installing clear governance will continue to be valuable to BSAC council.

My knowledge of HR principles is also something I want to bring to the council. As much as BSAC operates and acts for members, we value our staff at HQ and I feel that support must be in place for them to be able to carry out their vital functions. I would look to review the policies we have in place around HR and ensure they are fit for the growing and changing organisation and serve to ensure success, good wellbeing, and satisfaction for our HQ staff.

My current and previous professional experiences have all been in global companies and I am very familiar with international business concepts and the minutiae that can come with operating across multiple continents and under many different legislations. BSAC international is a growing division of our organisation and something that is strategically important to focus on if we want to achieve our goals.

### **Personal statement**

I consider myself to be a highly motivated, influential, and organised facilitator. I have a natural inclination toward roles with strong elements of communication, leadership and working with all types of people. As an experienced project manager and business analyst I feel I am both able and ready to utilise my skills as Vice Chair of BSAC. So far, I have enjoyed acting as a member of BSAC council and volunteering on various committees to support the efforts of council. I have the

balance of solid technical knowledge with soft skills that I feel will complement the extensive capabilities of the existing council members and new ones to join. In previous roles within BSAC and professionally I have shown my ability to manage, mentor and coach. I will translate these skills to support the Chair of BSAC in his aims of ensuring fairness, cooperation, and representation of all members of the Council and Board. In addition to this I will seek to create new avenues for obtaining and utilising members' feedback and incorporating the results into strategic objectives, aligning our goals with the asks of our members. I have a particular interest in processes and policy and in ensuring these meet business goals, meaning that I will greatly enjoy taking on a more responsibility for BSAC's strategy.

I would like to use my strengths in the streamlining processes to drive positive change within an organisation that is close to my heart. I joined BSAC when I was 18 and it is the community in which I have built much of my adult life. I see the value in not just the sport we all love but in the organisation that allows us to carry out the sport in such a social and connected way. I am glad to have seen first-hand how BSAC embraces innovation and change, while allowing for focus on challenges and issues. I wish to further contribute to the institution that is BSAC.