

## Catherine Haworth



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

I do not have any diving industry related conflicts of interests. I am solely a member of BSAC.

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

Despite BSAC being founded 70 years ago, the decline in numbers of members can suggest a range of different issues.

One is competition from PADI. Marketing and comparisons between what PADI and BSAC offer should be considered to ensure BSAC's popularity in the UK.

Connections with other companies offering courses, could be a great way to get the BSAC name out there, as well as boosting the BSAC brand.

Another issue is likely to be target audience. With the peak of BSAC memberships being in the 1990s, it seems likely that there is a decline in young members, as this is key to maintaining membership figures over time. Having a focus on introductory classes or discounts for students or children (in addition to lower membership fees), and marketing on social media is likely to boost membership from this demographic.

Finally, with the cost of living crisis affecting the UK and the wider international economy, it may be difficult for people to maintain and afford memberships.

Considering options and possibilities for people from low economic backgrounds, and further levels of membership may not only help membership figures but also the diversity and accessibility of the club.

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

As a lawyer with specialism in intellectual property, I am used to helping and advising companies on brand development as well as reputation management. With experience in greenwashing considerations from the Advertising Standards Authority, and use of trade marks and copyright materials, I would be able to bring a wealth of knowledge to BSAC. I currently work in-house at a start up company, helping them with the development of their brand and internal contracts and terms and conditions. Ensuring up to date information for BSAC from a legal and branding perspective is key for development of the club and boosting memberships. I am also very passionate about working on the implementation of EDI in any organisation. Having been part of equality and diversity groups in different firms I have worked at, and also completing a course in Mental Health First Aid, I would be very interested in helping with this area of the club.

### **Personal statement**

I only joined BSAC in 2023, needing to gain a qualification in order to complete a long-held bucket list dream of diving with sharks! But joining the club has given me much more than that, as I see that I have joined a community. Everyone is so positive and helpful, all connected by a passion for diving. As a young female, there are not as many of us in the diving community as there could be, and so I believe I could bring a different insight and perspective to the club, and hopefully help to boost this demographic of membership. Having been a part of different societies throughout my life, and in different locations around the UK, I know what can influence or deter people from joining groups. From dance to boxing, and from orchestras to creative writing, all clubs need to consider who they want as their members and how to make that happen. As a part of this new community, I am excited about the opportunity to help build on the decades of reputation of BSAC, and share it with more people in the years to come.