

Eugene Farrell



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?

Sport England reports that sports participation has returned to pre-pandemic levels, and shows growth. Overall, the trend of BSAC membership is declining and ageing. We need to urgently reverse this.

Cost of living is challenging as we compete with other sports. We may not be able to change cost of a boat hire, but we can manage our costs to minimise membership increases.

BSAC clubs should be provided direct support at many levels including management, recruitment of members, social media and cross cooperation. It needs a new development team, and centrally organised resources.

Mass participation is a growing sector, as a Club of clubs we could look toward more mass events that bring members together.

BSAC should use its membership data to better target and reach all members, to personalise marketing messages, promotions, and member experiences and development. This is essential in driving engagement, loyalty, and personal development.

Training can be confusing, and not terribly personalised. We need to see clear pathways for development and training, with a more flexible approach.

Younger generations engage with sports differently, we must adapt and deliver offerings to appeal to a range of demographics. Addressing the needs of all younger people whilst maintaining our current member's base. Gen Z and Alpha prefer shorter, more dynamic approaches that we must meet through inclusion and consultation in development.

As an organisation that remains 75% male we have not done enough to attract and retain women into our sport. The significant growth of professional women's sport is an example of how things are changing, we need to change also.

Over 5000 direct members who are not within a club, are getting a rough deal, and deserve more. Unattached instructors should be able to teach at all levels, in any place, be it club or nationally. We have to resolve this.

Sports, attention continues to be drawn towards long-term player welfare, assuming a more influential role in health and wellbeing. We need a specific group to work on this with our stakeholder members.

The sports industry contributes and is damaged by climate change, our members expect us to move from talking about, to achieving sustainability.

Younger generations, in particular, are demanding organisations reflect their values on key societal issues, such as DE&I. We must embrace this to further inclusivity, driving and improving the DE&I of our own workforce, whilst creating a publicly purpose-driven role as catalysts of change.

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

I will contribute a significant level of experience and achievements' to BSAC across a number of areas. Having previously held roles on BSAC council (9 years), Vice-Chair and Chair, this gives me a significant level of experience in contributing and managing BSAC, combined with years of diving experience. I developed strategy at BSAC, led safeguarding, led NDC Safety, and represented NDC Coaching to Council increasing its representation and recognition from the coaching teams to Council and beyond. I've also been an Area Coach and Regional Coach in the West Midlands. In my time we moved from paper booking to online booking and payment, that led the way to centralised booking. I bring very strong board management and governance experience from more than 20 years in board leadership in a professional body, in the UK, Europe and globally, including USA, Europe, Japan, China and Africa. I am currently a board member of both a UK and a global professional membership body and working to increase governance levels, proposition development and global standards. As a trustee of a major UK charity, I have an in-depth knowledge of policy development that affects supporting funds distribution, and significant financial responsibility in the tens of millions of pounds. In my day to day work I am an established and trusted expert in my field, working with global organisations, as well as Government, Charities, Professional Bodies, Premier League football team, as well as organisations such as CBI, World Health Organisation and UK Chamber of Commerce.

Over many years I have gained experience in PR and social media as a commentator and content developer. Being an approved PR representative of a global business, I am trusted to comment to the media, respond to questions and develop new content. I act as a thought leader in my field bringing new thinking that helps to

shape work and employment as well as policy. I have contributed to many papers and research projects, commissioned significant research and authored global reports and book chapters.

I have a direct involvement in the development of leaders through skills and knowledge development delivering training to mid and senior leadership teams. My work involves working with other representative groups such as disability forums, inclusion and belonging as well as diversity, gender equality and identity, working families and carers. I am currently working on the development to increase the representation of older men in the workplace.

Personal statement

I hope members take the time to read the responses that candidates have provided. BSAC needs to move forward to meet not only current challenges, but also the demands of the future. Doing more of the same is really not going to develop BSAC in a meaningful way. I would seek to overhaul the current structures of operation to create more focussed roles that add value.

You the members need to have a bigger say in how we develop, I propose to change that. Your voices need to be a major part of how we are as a Club, and how we provide training. Involving member groups in the development and delivery of training seems an obvious thing to do.

I think we can create more flexible and personal pathways to diving training and development, whilst maintaining our safety. The needs of younger people are different from the past, we have to address this in how training is offered, perhaps shorter, perhaps more modular or bite size. Technology can play a part in this and I need members to get involved.

The very way we develop training is slow and cumbersome, you probably never think about this because you only see the output, which takes an age to deliver. It needs to be more agile and innovative, above all quicker. I'd propose to overhaul this. Instructors need more support and development, we can and should look at this. Our clubs need instructors and we can look at how to use technology better to coach and develop them. We need to help them to avoid the burn-out of over use. It seems to me that social groups or communities can play a part, providing a place to talk, to get information and support.

I see clubs struggling and we must help them to grow and retain members, part of that is our product (training) and part is how we as a big Club support and develop clubs. These seems to be a new role here.

We have to address the needs of the whole diverse range of membership in how we have a relationship with all diverse groups. A focus on this could bring new energy, ideas and contributions. Were a great organisation that is capable of embracing change to make us stronger and more relevant.

These last few years have been slow with little energy or visibility, that's not me.

