

Michelle Kim



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?

It's an obvious one but... change.

BSAC's biggest challenge is how we adapt and take advantage of technological and societal changes while still working to our strengths – our excellent training and strong camaraderie across our membership.

I have been teaching on the Instructor Training Scheme for fifteen years (ten of these as a National Instructor) and in that time life has changed immeasurably. Post-pandemic we are much more comfortable with online learning and meetings, and while we have definitely become more tech savvy with online Theory Instructor Exams and lectures for Advanced Instructor Courses, there is still more we can do to embed online learning into our strategy and not just to shoehorn it into what we are already doing.

The pandemic also reminded us of what it's like to actually have time to ourselves and now demands on our time are carefully weighed up against other priorities.

This means our members need to see the value in our products, training, and courses. They need to be relevant and worthwhile to do and we need to be better at promoting them.

It's important to recognise that our membership (and the wider diving population) is large and diverse. In order to stay an organisation that divers want to remain members of, and non-members want to join, we need to engage and collaborate.

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

I've spent six years on BSAC Council as a non-executive director, first elected in May 2013 and re-elected in 2016 for a second three-year term. During this time, I learnt a lot about the "business" side of things and how crucial it is for Council, HQ, and the National Diving Committee to work together constructively to balance the financial and commercial aspects of the organisation with delivering on our training programs and courses.

My experience of being on Council as well as being an active National Instructor on the Instructor Training Scheme enables me to see the world from both the perspective of a non-exec director as well as a senior NI. This means I have a good foundation to be able to foster a productive and positive working relationship across the organisation.

My day job is in finance, specifically operational risk management, where I am used to applying a considered and analytical approach to problem solving. My job also requires managing stakeholders across multiple disciplines to deliver on projects.

I have also served as chair of my Resident's Tenant Management Committee, a role which required leadership of a diverse group of individuals with different backgrounds and strong opinions who weren't shy about letting their feelings be known. Much like a typical group of divers! I successfully managed these personalities to achieve consensus, and a strength of mine is ensuring everyone is empowered to speak up and feel listened to, even if they disagree with the outcome. As part of this role I was also responsible for managing to strict financial budgets.

Equality, diversity, and inclusion is a personal priority and at the core of my daily life. As NDO, I want to ensure these values are embedded at all levels of BSAC.

Personal statement

Like many of you, I learnt to dive in a BSAC branch surrounded and supported by people who wanted to share their love of the underwater world in exchange for nothing more than a pint after a lesson. Branches, their members and their instructors are at the heart of what we do and we need to ensure they have the support they need and want.

I have witnessed first-hand the hard work of the HQ team, the regional coaching teams, and many others to develop BSAC into the club we see today. But I also know further changes are needed to improve the member experience through increasing the use of technology to make administrative tasks easier, continuing to

modernise and improve training materials and improving communication and engagement with all levels of our membership.

If elected, my priorities will be to:

- Start with an engagement programme, listening to all members (and potential members) of BSAC to understand their concerns and frustrations, as well as their ideas for change and opportunity.
- Continue to work with the highly committed NDC team and also encourage involvement of others with the energy and ideas on improving existing courses and delivering new ones.
- Increase engagement with branch instructors who are the lifeblood of every branch to better understand how to improve participation in instructor grades above OWI.
- Promote diversity and inclusion as a priority, to make our organisation better for all members and more appealing to potential new members.

BSAC's three-year strategy is due to conclude in 2024, and I am keen to continue with its theme of inclusivity. Membership decline is an ongoing concern and whilst investment in technology, our products and training have a role to play in addressing this, I believe that strong values and the right culture are just as important.

Finally, I would like to thank you for taking the time to read my statement and participate in the BSAC election. A relatively small proportion of the membership vote, so thank you for your commitment and engagement.