

## Vunani hosts annual Botswana women Awards workshop

*Katlego Rantsho*



Inside BW Women Sports in collaboration with Vunani Fund Managers successfully hosted a capacity-building workshop for the winners of the Women in Sports Awards last week. Held as a follow-up to the Vunani Annual Botswana Women in Sports Awards in March, the workshop aimed to empower award winners with essential professional development tools. Key focus areas included financial literacy, contract negotiation, personal branding and understanding of athlete incentives.

A major highlight of the workshop came from Kealeboga Keitseng, the BNSC Sports Development Administration Manager, who delivered a presentation on the Commission's Athlete Incentives Policy. He shared that the policy originally developed without consideration for youth and has now been revised to include young athletes, recognising the importance of nurturing talent from an early stage. Keitseng explained that the policy offers financial rewards based on athlete's performance at regional, continental and global competitions. "The goal is to motivate athletes while promoting equality and growth among both genders," he said. He emphasised that the policy is grounded in principles of affordability fairness and inclusion, aiming to encourage consistency, discipline and commitment within Botswana's sporting community.

Speaking during the event, Arnold Tsile, a Financial Advisor from Vunani Fund Managers, emphasised why it is necessary for athletes to plan for life beyond the field. He noted that retirement in sports approaches quickly and it is important for athletes to manage their finances wisely.

"We provide investment funding services for athletes," he said, adding that Vunani offers financial advisory, investment planning and one-on-one consultations to guide athletes through important financial decisions. Tsile urged athletes to begin investing early to avoid lifestyle

inflation after retirement. He said that investing with Vunani is regulated and yields strong returns and expressed the company's openness to partnering with the BNSC to support athlete's financial future.

Tshiamo Kenaope, System Process Specialist from De Beers also delivered a message focused on empowerment and growth. He highlighted the talent development partnership between Botswana and De Beers, which was birthed following a transformative agreement signed in February 2025. This collaboration aims to develop skills, promote sports entrepreneurship and enhance Botswana's human and innovation capital through global training and exposure. Kenaope encouraged athletes to be responsible for their growth saying, "The best preparation for tomorrow is doing your best today." He urged them to stretch beyond their comfort zones, embrace financial discipline and surround themselves with driven people who inspire growth and excellence.

Adding to that, Kenanao Phele, a literacy activist from ABSA, taught athletes about the importance of personal branding in sports. She emphasised that athletes are not just performers on the field but walking brands. "You are your own brand," she stated, encouraging athletes to define and live by their values.

Meanwhile, Lebogang George from MCKee Commercial Law Firm emphasised the need for athletes to master contract negotiations, explaining that this skill leads to financial freedom. She assured that their firm offers athletes support including direct financial assistance, brand ambassador opportunities, and elite scholarships.

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